

THE UNIVERSITY
OF ILLINOIS
LIBRARY

338.405
IC
v.7

UNIVERSITY OF ILLINOIS
~~ACQUISITION LIBRARY~~

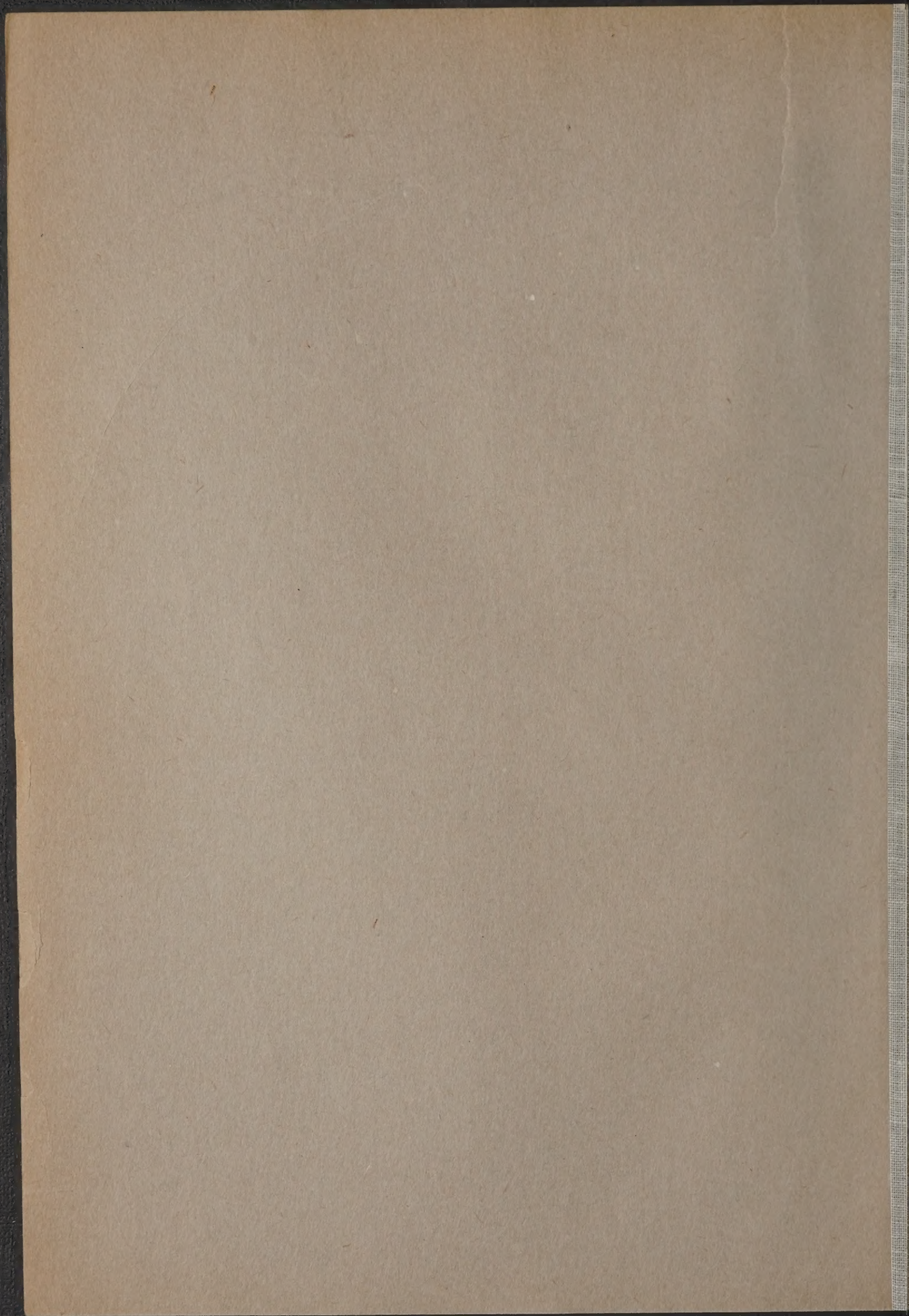


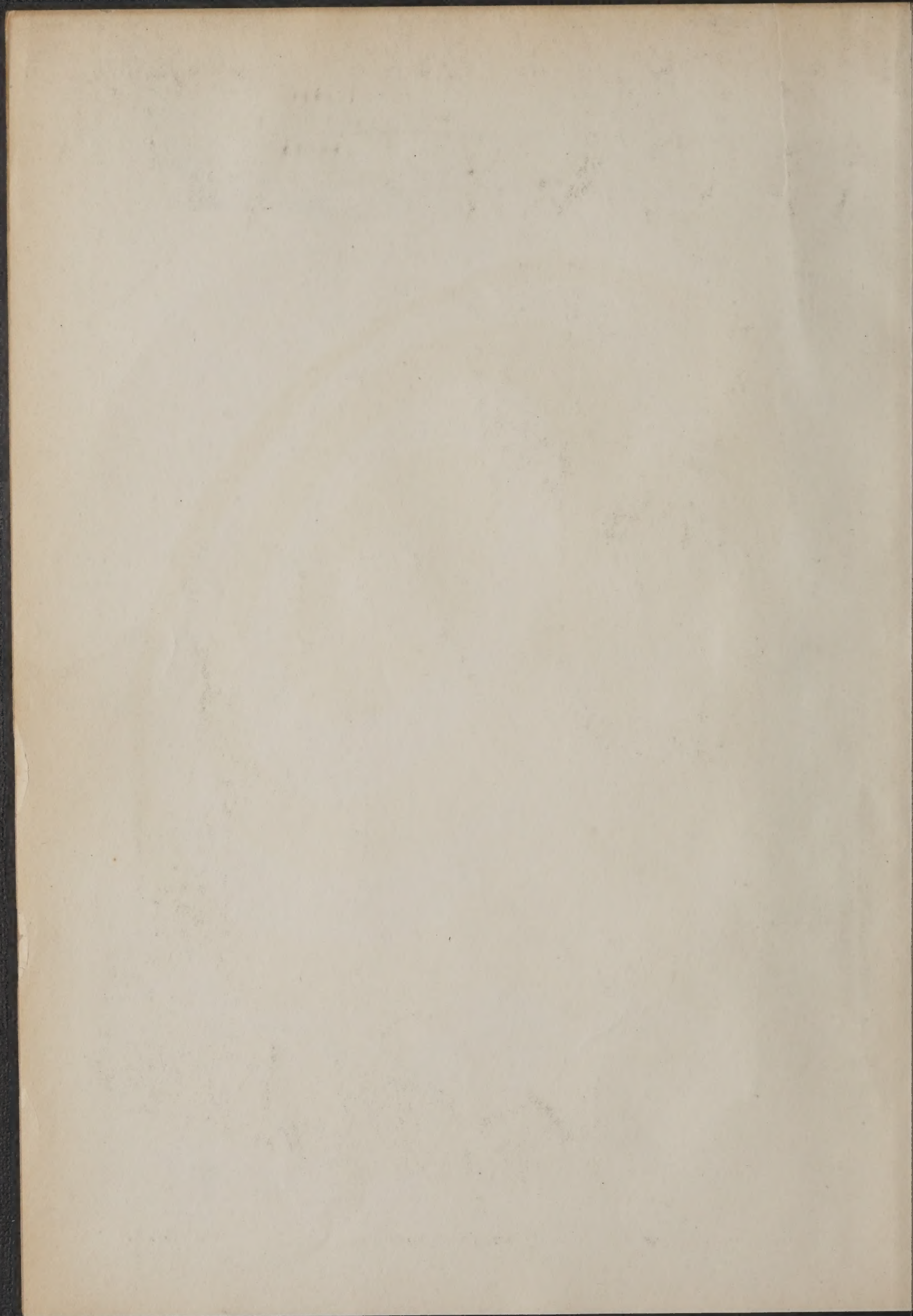
Return this book on or before the
Latest Date stamped below

ONE WEEK
LOAN

University of Illinois Library

L161—H41





641.05
IC

~~8~~

The ICE CREAM REVIEW

LIBRARY

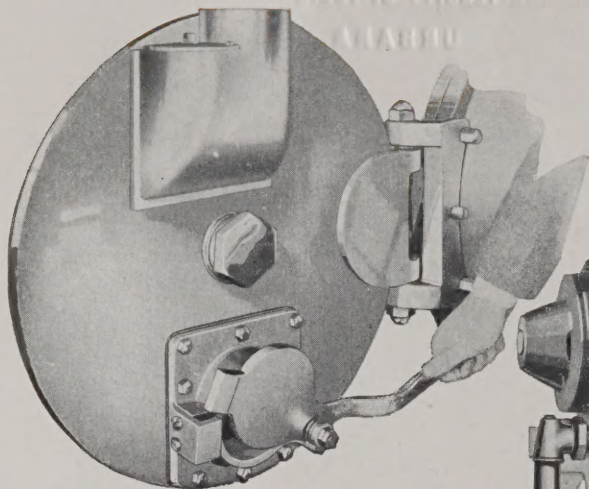
24846
303



Volume 7, Number 1

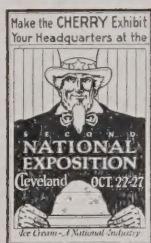
MILWAUKEE, WISCONSIN — August, 1923

Two Dollars a Year



If you want Maximum Production and Mechanical Dependability when you buy a Freezer—

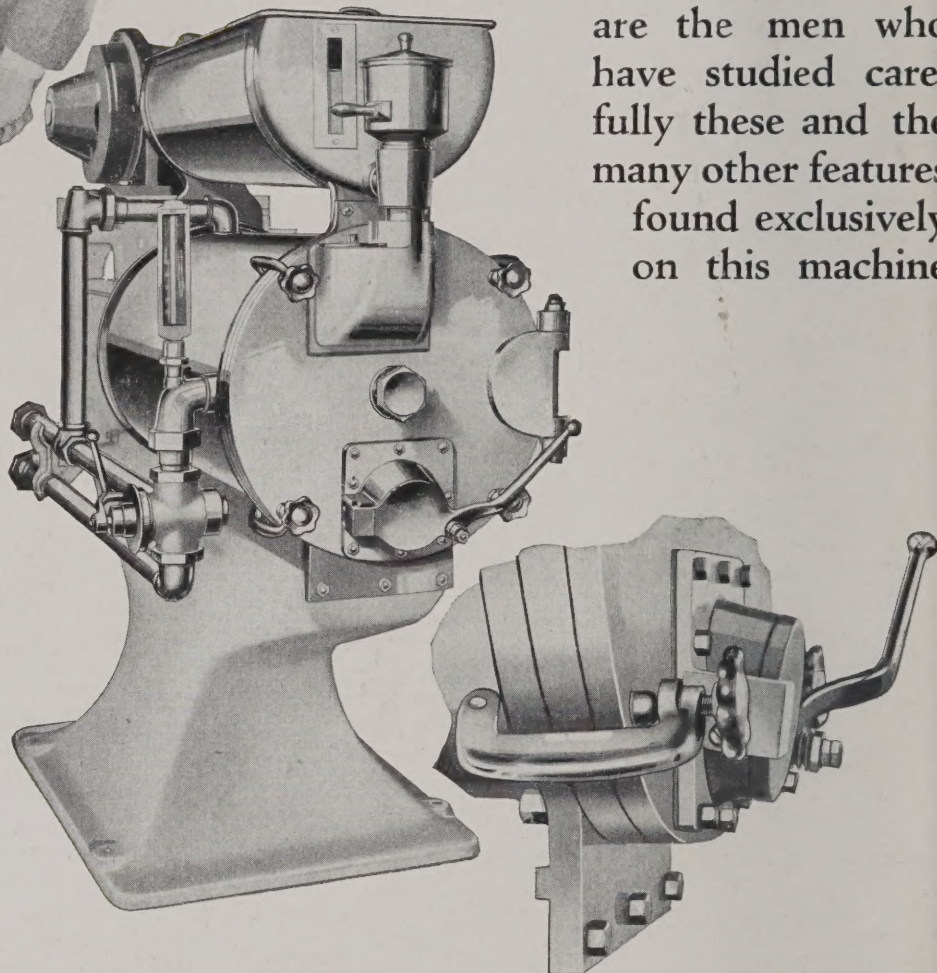
Then INVEST in the Cherry 80-Quart



The circular outlet assures quick emptying of the freezer and is so designed as to maintain a uniform flow without its being necessary to change the position of the can either at the start or finish. The gate is a solid disc of which the handle is a part and fits snugly (it is leak-proof) against the ground surface of the port. The gate is held in place when shut by the beveled slot shown in the illustration. When open it is held by four spring brass Belleville washers, the same as are used in the recoil mechanism of the French 75 m. m. guns.

The men who are buying *Cherry 80-Quart Freezers*

are the men who have studied carefully these and the many other features found exclusively on this machine

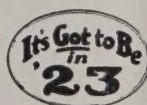


The drum of the 80-quart freezer is firmly attached to the base at the head, as shown above, with a heavy foot cast as an integral part of the freezing tube flange. It rests on and is bolted to the base at the front. It cannot become loosened or get out of alignment in any way. The cap screws, holding it in position and alignment, do not carry any of the weight of the cylinder. The illustration also shows the style of hinged handles that hold the front cover in place and the heavy material used in making up the head castings of this freezer.

Ask for Freezer Bulletin No. 2041



J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.



338.405

IC

v.7

Table of Contents

ARTICLES.

Editorials	4-5-6
Intelligent Standardization of Ice Cream Mixes.	
By Benjamin Masurovsky.....	8
The Place Ice Cream Should Occupy.	
By W. A. Wentworth.....	18
Quality, Sanitation and Increased Sales.	
By T. S. Blair.....	20
Prof. Baer's Inquiry Dept.....	22
Ice Cream Legislation.	
By E. H. Golaz.....	42
Advertising.	
By W. W. Campbell.....	46
Purifying Quality of our Milk Supply.	
By Prof. J. W. Ridgeway.....	50
Purifying Quality of our Milk Supply.	
By W. C. MacGillvray.....	54
Study of Gelatine for Manufacture of Ice Cream.	
By E. H. Parfitt.....	58
The Corrosion of Metals by Refrigeration Brine.	
By Emerson P. Poste and Max Donauer	62
Growth of Motor Transportation in Dairy Industry	80
Why A Catering Department.....	90
How Can We best Serve the Public.	
By B. G. Anderson.....	96
Dairy Development in Georgia.....	108

NEWS AND PERSONALS.

Bulletin of Events	4
World's Dairy Congress Excursions.....	10
Indiana's Oldest Ice Cream Plant.....	14
League of Nations Appoints Dairy Congress Delegate	16
Grosse Succeeds Dryden as California Association's Secretary	16
New Yorkers Like Ice Cream.....	16
Arctic Ice Cream Company Acquires Two Plants	21
Iowa Manufacturers Busy on "Fourth"...	38
New Plant at Nevada, Missouri.....	41
Business Good in Oklahoma.....	41
Ice Cream Program for Dairy Show.....	68
Erickson Leaves Detroit	74
Prof. Luithey Joins Nafis Organization...	78
Cleveland Show Expected to Draw 4,000..	78
The Olsen Publishing Company's Outing..	120
News From Far and Near.....	122

Trade Notes	124
Cumberland Valley Manufacturers Active	125
Butterfat Content of Ice Cream.....	126
W. Riley Wise Dead.....	126
Iowa Delegates Appointed.....	126
Trade Marks Department.....	106

SOUTHERN TRADE NOTES.

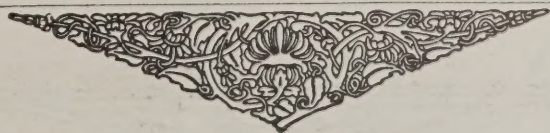
Large Southern Plant Formed.....	98
Pasteurization Law Passed in North Carolina	98
With the Manufacturers of North Carolina	98
Schottmueller is Southern Representative	98
Myles Salt Mines	104
Ladies Auxiliary to S. A. I. C. M. and other Organizations—Sally H. Mahoney.....	110
On A Fast Train Through Arkansas.	
By Roby and Andy.....	112
Dixie Mail Bag.....	114

ASSOCIATION NEWS—CONVENTION REPORTS.

List of Associations	2
Clean Advertising Supported by Supply Association	12
Next New England Meeting in September..	21
Pacific Manufacturers to Meet at Vancouver in December	41
Texas Ice Cream Manufacturers' Ass'n....	42
Illinois Association Was Trade Pioneer.	
By L. W. Roszell.....	70
Southern Convention Preparations go Forward	96
Texas Long Horns	100
Wolfhounds	114
Yaller Dogs	116
Dixie Flyers	118
Supply Associations' Code Studied.....	116
Dixie Business Good, Says Hollinger....	116
Jordan's Speech Quoted.....	116

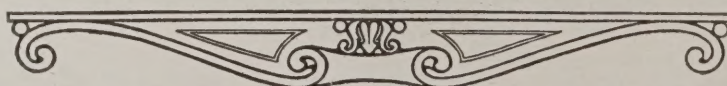
SALES PROMOTION DEPARTMENT.

Advertising The Fountain to College Students	84
A Sales Talk on Ice Cream.....	84
Here's an Idea	84
Volume Rests with the Dealer.....	84
Creating Business for the Dealers.....	86
Dealer Bulletins	88
A Sales Promotion Menu.....	88



Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	87	McLaren Products Co.....	24
Akron Acid Proof Apron Co.....	122	Manning Manufacturing Co.....	16
Allen Candy Co.....	77	Manton-Gaulin Mfg. Co., Inc.....	49
American Copper & Brass Works.....	92	Matot, D. A.....	20
Anderson Bros. Mfg. Co.....	75	Merrell-Soule Sales Corporation.....	61
Ass'n of Ice Cream Supply Men.....	3	Michael & Co., David.....	55
Atlantic Gelatine Co.....	111	Milligan & Higgins Gelatine Co.....	73
Baird Co., William F.....	95	Mojonnier Bros. Co.....	125
Baker Ice Machine Co.....	123	Myles Salt Co., Ltd.....	102
Barber-Goodhue Company, A. H.....	65	Nafis, Louis F., Inc.....	32
Beehler Steel Products Co.....	58	National Dairy Council.....	35
Bessire & Co.....	118	National Fruit Flavor Co.....	108
Blanke-Baer Extract & Preserving Co.....	64	National Paint & Varnish Co.....	126
Canvas Products Corporation.....	58	National Manufacturing Co.....	25
Cherry-Bassett-Winner Co.....	1-9	Nelson Manufacturing Co., C.....	15
Cherry Co., J. G.....	Cover II	New Era Co., The.....	66
Chicago Carton Co.....	53	Northwestern Corporation.....	36
Cincinnati Extract Works, The.....	69	Nutting Truck Co.....	91
Citrus Products Co.....	113	Oakes & Burger Co.....	73
Clifton Manufacturing Company.....	104	Perfect Package Co., The.....	81
Commercial Truck Co.....	127	Pfaudler Co., The.....	105
Cone Company of America.....	83	Pieper Brothers, Inc.....	103
Consumers Gelatine Co.....	68	Purity Paper Vessels Co.....	56
Corrizzo Extract Co.....	99	Rex Extract Co.....	77-83
Creamery Package Mfg. Co.....	87	Richmond Cedar Works.....	74
Creamery Package Mfg. Co.....	Cover III	Righter Manufacturing Company.....	93
Crown Fruit & Extract Co.....	33	Rogers, C. E.....	97
Crystal Gelatine Co.....	33-112	Ryan Manufacturing Co., G. R.....	89
Daigger Corporation, The.....	Cover IV	St. Louis Awning & Tent Co.....	28
Dairy World, The.....	52	St. Louis Gelatine Co.....	60
Daly Brothers.....	104	Sanitary Tinning & Manufacturing Co.....	98
Deey Sales Co., R. J.....	69-76	Schall & Co.....	46
Downey-Turnquist & Co.....	22	Schantz, Inc., K. W.....	100
Dunn Company, Thos. W.....	93	Schroeder Lumber Co., John.....	62
Edible Gelatin Manufacturers of America, Inc.....	117	Scott Manufacturing Co.....	48
Elyria Enameled Products Co.....	71	Sealright Co., Inc.....	17
Eppelsheimer & Co.....	54	Sethness Co.....	90
Eskimo Pie Corporation.....	36	Sinclair, Harold A.....	71
Essex Gelatine Co.....	52	Smith & Mann.....	21
Ferguson-Lander Mfg. Co.....	30	Stollwerck Chocolate Co.....	88
Ford Co., The J. B.....	81	Sutherland Paper Co.....	27
Franklin Sugar Refining Company.....	41	Taylor Instrument Companies.....	59
General Laboratories.....	34	Texas Barrel Co.....	125
Gifford-Wood Co.....	75	Thompson-Bremer & Co.....	68
Grand Rapids Cabinet Co.....	85	Tiffany & Co.....	37
Grothe Co., Inc., John J.....	109	Timm, Wm. H.....	11
Gumpert & Co., S.....	29	Torsion Balance Co., The.....	110
Hamilton Copper & Brass Works Co.....	54	Union Steel Products Company, Ltd.....	26
Heathized Products Company.....	51	United Chemical & Organic Products Co.....	45
Homer Manufacturing Co.....	47-107	United Iron Works, Inc.....	59
Horine & Bowey Co.....	61	U. S. Freezer & Machine Corporation.....	101
Hudson Mfg. Co., The.....	63	United States Gelatine Co.....	39
Hughes Gelatine Co.....	44	Universal Shops, Inc.....	79
Icicle Sales Co.....	126	Viking Pump Co.....	60-118
Improv-Mix Co., The.....	31	Vilter Manufacturing Co.....	78
International Co., The.....	40	Want Ads.....	128
Jamison Cold Storage Door Co.....	23	Wardrop Co., Inc., G. W.....	42
Jensen Creamery Machinery Co.....	107	Warner Jenkinson Co.....	19
Kohnstamm & Co., H.....	99	Westerlin & Campbell Co.....	70
Kunsman Advertising Service.....	114	Whitten Co., J. O.....	97
Ladd Company, John W.....	1-43	Wicander & Co., Inc.....	98
Leffel & Company, The James.....	82	Wirfs, E. J.....	72
McCormick Company, Inc., The.....	67	Wood Manufacturing Co., John.....	7



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SOME industries maintain great Foundations for the cultivation of their own and the public's understanding.

Others place at their fore men of national prominence, special interpreters of and to themselves and to the public.

Still others support great practical semi-public undertakings—therein expressing their own worth and nature.

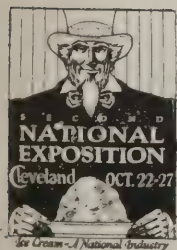
Industries that have a *character* seek self expression.

OF the ice cream industry its *National Expositions* are the ever more articulate medium of *self expression*.

More than a trade show---more than an educational display ---they are, in connection with manufacturers' national conventions, the annual self-speaking, self-interpreting of an industry itself.

*In conjunction with 23rd annual convention,
National Association of Ice Cream Manufacturers*

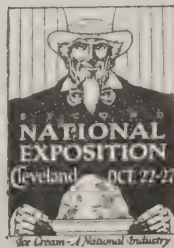
4,000 Persons Will Be There



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN

1328 Broadway

New York City



LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

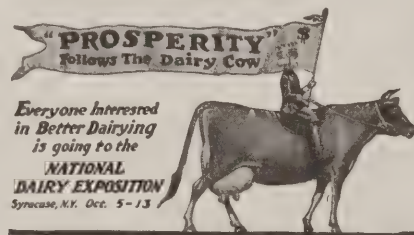
OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

AUGUST 1923

BULLETIN OF EVENTS

World's Dairy Congress—Washington, D. C., Oct. 2-3; Philadelphia, Oct. 4; Syracuse, Oct. 5-10, 1923. H. E. Van Norman, President, 426 Star Bldg., Washington, D. C.



National Dairy Exposition—New York State Fair Grounds, Syracuse, N. Y., Oct. 5-13, 1923, W. E. Skinner, 910 So. Michigan Ave., Chicago, Secretary.

National Association of Ice Cream Manufacturers—Annual convention, Cleveland, Ohio, week of October 22, 1923. Secretary, N. Loewenstein, 155 N. Clark St., Chicago, Ill.

Association of Ice Cream Supply Men—Second Annual Exhibition, Public Hall, Cleveland, Ohio, October 22-27, 1923 (inclusive). Roberts Everett, Secretary, 1328 Broadway, New York.

Southern Association of Ice Cream Manufacturers—Eleventh Annual Convention, Little Rock, Ark., December 4, 5 and 6. Secretary, J. W. Clopton, Decatur, Ala.

Pacific Ice Cream Manufacturers' Association—Annual Convention, Vancouver, B. C., Dec. 3, 4 and 5. Secretary, Bert Walker, Tacoma, Wash.

Western Canada Ice Cream Manufacturers' Association—Annual convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.

Saskatchewan Dairy Association—Annual convention, February 6, 7 and 8, 1924, Moose Jaw, Sask. Secretary, Percy E. Reed, Moose Jaw, Sask.

ALL over the country the stage is set for action. Ice cream manufacturers are following up their advantages with commendable zeal, so far as this observer can tell, and many seem to be riding themselves hard to keep up with that will o' the wisp of trade which we are pleased to call ready demand. Ready demand, like time and tide, waits for no man.

So it really is necessary to be up and doing, "with a heart for any fate, still achieving, still pursuing," etc. while Old Sol is literally burning business out of people.

But there are things we should not overlook—things we should never be too busy to neglect. The care of materials and equipment, and the sanitation of the plant. A thousand times better is it to miss a little business here and there than forever to kill a lot of business by impatiently rushing out goods not up to the highest standard.

Keep your plant clean. Many people are interested in your business now. You want them always to be favorably so, and many more too.



TO a certain extent there shall always be production problems in the ice cream industry. Certainly the man who has not convinced himself that purity is the only way, shall face his share. But it is felt sure that the man who keeps an "In God We Trust" slogan in his heart and an "Honesty is the Best Policy" sign over his door—this man is sure to evade as many business troubles as anybody.

The real problem today is—salesmanship. This is the selling age. In the experimental stage we found out that ice cream well made has a steady market. The situation now has resolved itself into a matter of developing that market. The ice cream manufacturer who is not moving in that direction is riding for a fall; he is losing step with the march of advancement.



THE temptation is ever strong with human beings to try the so-called "easy way" to profits. To many of us in the ice cream industry are easily led to believe that making money is simply a matter of keeping down the production cost.

It is not to be denied that the selling price has the most important relation to production price, but we must not lose sight of the matter of volume. Many of us are coming to understand that there is no such thing as a short cut to volume. Ice cream can be made to meet most any price the dealers could expect, but unless it meets the approval of the ultimate consumers, it will not yield satisfaction to anyone, not even the dealers.

Ice cream manufacturers who have been in the business a reasonable length of time should certainly understand that the "easy way" does not lie in the direction of cheap, inexpensive ingredients.

The only way to make quality ice cream is to use quality materials. The manufacturer who thinks he can shave down on his prices and keep the consumer from knowing that there is anything lacking in his

product is fooling himself more than anyone else. No doubt, the consumer **can** be fooled as to what ice cream contains, but he certainly cannot be fooled as to what he actually **likes** to eat.

The supplyman who has the best interests of the manufacturer at heart will not offer to sell inferior goods. Regardless of how cheap the price, ingredients of poor quality always prove to be the most expensive.

The cheap way is the costly way. No one really wants to do anything dishonest. No one really wants to "get away with murder," as some supplymen believe to be the case. It is only that the temptation for the "easy way" is strong.

We must pay the price. We don't get things for nothing in this world, except trouble, and some of us even borrow that.

"THERE are smiles that make you happy"—and there are many other kinds of smiles that make you feel anything but happy.

For instance, there is the smile of the chap who told you your business had outgrown present equipment, and you didn't believe him and later something happened. Conservatism is a good thing when wisely applied, but a common failing among business men is the habit of believing they can make things stretch—make this and that device do double duty in a pinch.

In business, as in war, we have to keep our positions fortified and well supplied with arms. In our case the arms are equipment. Keep up your equipment. Napoleon said he often won because he kept reserves. Keep prepared. Don't let a breakdown interrupt a winning sales march. We have to spend money to do business.

IF ALL the people about whom we have had bad opinions were one-half as bad as we sometimes represent to ourselves, what a terrible world this would be. Many ice cream manufacturers, by worrying over what their competitors were saying or doing, have lost more business than their competitors ever could have gained from them. The business lost was that business to be developed among the people who eat ice cream, who are much more important to the industry than retailers.

In the ice cream industry we are much like the characters in "The Shiek and the Plague," a play that had a very successful "run" last winter.

"I want ten thousand of your men," said the Plague, who represented disease of mind and body.

"No," said the Sheik.

"I must have them," said the Plague.

"Well, take them if you must," replied the Sheik, grudgingly.

Thirty thousand of the Sheik's men were taken.

"I thought you only wanted ten thousand?" cried the Sheik.

"That's all I took," said the Plague; "the other twenty thousand died of fear—not disease."

Some of us in the ice cream industry are so busy

fearing our competitors we don't find time to develop the business that is waiting for somebody—just waiting. Fear kills business as well as men.

MEN who buy advertising space will be interested in this: "We are going to hold our convention in December, and we are looking to you to help put it over big."

That is only one of many similar messages coming to us from far points, from the distant Southeast and the remote Northwest, from the Middle West and the extreme North, as convention dates are being fixed.

That brings up the question—What is a good advertising medium? One that has wide circulation to its credit has good claim to merit. But add to wide circulation the evidence of having earned the faith and trust of readers, and that pretty well establishes the argument of selling service beyond doubt.

"We are looking to you—" The beauty of it is they KNEW they could count upon us. Service is our merchandise.

WHEN the late Dr. Johnson compiled his truly remarkable dictionary a lady discovered an error—just one tiny error. Asked why he gave the wrong definition for the word "pastern," Dr. Johnson replied, "Ignorance, Madam,—just plain ignorance."

Even very learned people can be ignorant of some facts well known to people of less knowledge. Most any American school child, for instance, knows more about ice cream than does Dr. Julie Stevens, who says she knows what people ought to eat. She thinks Americans are very unwise in their eating. So do most Europeans, who are used to drinking wine, which kills the appetite for wholesome eating.

"Thousands of you go to your graves annually as the result of diabetis and cancer of the stomach, diseases which could easily be prevented if you weren't always munching chocolates and sipping ice cream sodas," she told a New York newspaper reporter.

Dr. Julie Stevens was dietetic adviser to the late Madame Sarah Bernhardt. She undoubtedly knows much about food—that is, food as known to the average Frenchman. It is only lately that her countrymen have begun turning from their wines, which cause hard arteries, to ice cream, which is very wholesome.

The United States army feeds chocolate to its soldiers, the finest soldiers in the world. This is mentioned just to show the ignorance of Dr. Stevens concerning one food product.

Now, let any member of the grammar school class in physiology rise and tell Dr. Stevens what she ought to know about ice cream—just one member. The youngest will do.

Somebody from abroad is always feeling sorry for unenlightened Americans. However, no one from "the other side" has ever been able to explain why American boys, who so dearly love their ice cream, invariably

triumph over Europeans when opposed in athletic contests.

IF YOU have ever read legends of Old Mexico, you probably recall Don Juan Emmanuel, who was "a rich and worthy man, Senor, with the bad habit of killing folks."

Don Juan Emmanuel didn't have a thing on some of our rich and worthy lawmakers, who don't hesitate to sink an assassin's knife deep into the vitals of business everytime they think it is good for a few extra votes.

Reflect upon how many Don Juan Emmmanuels you have in your legislature when you begin to make up your mind about attending your convention this year. Then decide if you would rather make your own dairy laws in your state, or leave it to men who are most worthy but terribly interested in votes, which do not necessarily help the cause of the ice cream industry, you know.

THE most of us can recall the special dishes that mother used to make. Many a poor wife has shed tears because she couldn't produce the same dish for friend husband.

The good lady who recently helped us celebrate a quarter century of fairly good teamwork never has been able to make noodle soup that tastes like mother used to make. Not long ago we put our feet under mother's table and the same old noodle soup was on the bill of fare, as per special request.

Then we learned why even good noodle soup doesn't taste like it did thirty or forty years ago. We haven't the same taste for noodle soup that we enjoyed as a farm boy. We haven't worked up sufficient nerve to apologize to friend wife for all the unkind things we have said about her noodle soup, but we feel that we should just the same.

What does this have to do with the ice cream business? Well, it has just this much to do with it; even poor ice cream tastes pretty good when folk's tasters are right. On a hot day or evening folks eat ice cream for its cooling, satisfying effect, not for its food value. They have been taught to associate "food value" with "fuel value," and the only fuel they are worrying about is next winter's supply.

Good ice cream is none the less appreciated during cool weather, however, and the memory of it will cause customers to seek it out when they are in a more critical mood. It's a mistake to think that a successful ice cream business can be built up on inferior quality just because it "gets by" during hot weather.

WHAT is the news over the country? The newspapers report that it is very hot in most sections. This pleases ice cream manufacturers. Supplymen report that the industry is active everywhere. That is generally understood.

The newspapers say that the strike in English paper mills will boost print paper prices over here. Let the

publishers drop their tears in silence, for that doesn't affect you. It is just one of our own little tragedies in several acts and many curtain-calls.

The same papers tell of elaborate summer parties with oodles of ice cream served. That turns out to be misleading news—at least, misleading to the manufacturers of ice cream. For when you drop in to see your dealer, you find him dashing among his pills and pins, scooping out a dish of ice cream now and then and learn that he hasn't even heard of any parties. If some matron were to tell him that she is about to entertain and were to seek his advice, he probably would be too busy with his catch-penny trade to hear her.

Yet, we all want to hear the news. In the end we shall understand that we, ourselves, have the news. Then we shall take it upon ourselves to tell our prospective customers something about commercial ice cream. Most of them haven't yet heard of it.

HAVE you a dealer that, to your certain knowledge, ever sold a dish of ice cream—**actually sold** it without having to be hemmed up and coaxed out of it?

What is selling? Selling is inducing a man to buy something that he never would have thought of if the desire to possess that merchandise had not been created. If you have such a dealer, don't trouble yourself about any additional accounts; just find out how your salesman is working his schemes and pass some of them along to your other agents. Dealers of this kind are worth more than gold—yea, much fine gold.

IT WON'T be long before time for ice cream manufacturers of the entire nation to pack their troubles in the old kit bag and do some traveling. The Dairy Show is the first stop, and the program promises to be more interesting to the ice cream man this year than ever before.

Then comes Cleveland and the National Ice Cream Exposition. The National Association of Ice Cream Manufacturers is sure to have a good program and The Association of Ice Cream Cream Men has hung out the "Bigger, Better, and Brighter" sign. Syracuse, and then Cleveland. Soon time to get set.

WHILE investigators and other busy folks are trying to find out why sugar is comparatively high in price, the user of sugar keeps right on paying the higher price. Just what caused the big jump in price is of little interest to the man who is paying the price so long as he has to keep right on paying it.

What he is more interested in is to learn whether there is relief in sight. Speaking frankly, we don't believe there is, and the ice cream manufacturer who adjusts his prices for his products in line with advanced costs, not only of sugar, but of other materials, is doing the wise and just thing.



ICE CREAM CANS

The "Electric Weld" is now the most popular can used by Ice Cream Men.

Ice Cream Men have been asked why.

Here is a composite answer.

They are:

Easy to Clean.

Easy to Retin.

Do Not Leak.

Are Stronger Than Ever.

Have no Solder or Rivets, and orders are filled promptly by the factory, warehouse, or Electric Weld Jobber.

JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.

Intelligent Standardization of Ice Cream Mixes

By BENJAMIN MASUROVSKY*

IN COMPOUNDING an ice cream mix due consideration should be given to the following essentials:

1. The quality of the ice cream constituents will directly affect the quality of the finished product. Hence, the butterfat and milk solids not fat (M. S. N. F.) should come from reliable sources. The same applies to the other constituents of an ice cream mix and, therefore, guaranteed purity and grade should serve as a guide in selecting them. It is highly important that the milk products, being the sole sources of the milk constituents of ice cream, should be handled in a sanitary way to insure an excellent product. The latter is substantiated by the fact that in judging creams and ice cream made of the scored creams at dairy exhibits it is found that the highest prized ice was made, invariably, of the high scoring cream and the poorest ice cream is a result of the poorest milk products which entered into the ice cream mix.

2. To insure a high grade product it is essential that the various ice cream ingredients enter in proper proportions:

(a) The requirement of butterfat in ice cream is usually fixed by the law of the state.

(b) Special attention should be given to the milk solids not fat (M. S. N. F.) for several reasons: 1. Without the presence of milk solids not fat the ice cream ceases to be a dairy product. 2. The milk proteins, milk, sugar and ash are the principal ingredients of the milk solids not fat. 3. The mesh work of the entire ice cream mix is due to the presence of the milk solids not fat in it. 4. Colloids, necessary for the formation of an ideal ice cream mix, are contributed largely by the milk solids not fat.

3. The addition of proper amounts of the desired sort of sweetening material to the ice cream mix is essential in good ice cream making, for the content of sugar is responsible not only for the sweetness of the ice cream but also for the hardness, flavor, body and other important characteristics of good ice cream.

4. It is essential to avoid the addition of water from sources other than milk products. It is known that milk contains a great deal of H₂O (designation for chemically pure water), for if we consider the percentage of total solids in skim milk to be 9 per cent then the water content runs as high as 91 per cent, which means that the consistency of an ice cream mix can be obtained by using more whole milk or skim milk. Abandon the practice of diluting ice cream mix with water as much as possible for the following main reasons:

(1) The water which is ordinarily used for bringing about the right consistency of the ice cream mix carries some mineral salts, organic matter and bacterial flora which, although present in small quantities, are not desirable in the ice cream mix.

(2) The mechanical action of the added water is comparatively slow for accomplishing the same work which is performed by the water already present in the milk as one of its chemico-physical constituents.

For emphasis let it be repeated that the proper consistency of ice cream mix can be accomplished satisfactorily without addition of water when "separator" skim milk is used not only as a source of milk solids not fat but also as a diluent.

To facilitate the actual compounding of the ice cream mix it is advisable to divide it into two distinct parts according to the nature of solids it contains: a. basal part which carries the solids derived from milk products; b. complimentary part containing solids derived from sources other than dairy products. The basal part of the ice cream mix contains the following solids: butterfat, milk protein bodies, lactose (milk sugar) and mineral salts. The complimentary part of the ice cream mix provides the following solids: Sugar, gelatine or vegetable gums, and commercial ice cream improvers.

Since the butterfat and milk solids not fat constitute more than half of the total solids usually found in an ice cream mix special attention should be given to their proportions. The butterfat of the milk products used in the mix can be established by the well known Babcock test or any other approved analytical method. The milk solids not fat of the same dairy products are either determined by evaporating the milk product so as to obtain percentage of the total milk solids and then subtracting the percentage of butterfat found and the content of milk solids not fat of a given sample becomes known; or with the aid of a lactometer and thermometer the specific gravity of the fluid dairy product is found. By making use of the Babcock formula, given below, the content of milk solids not fat of a given milk sample is obtained:

Babcock's Formula.

Solids not fat equal $\frac{1}{4}L$ plus 0.2 B. F.

(L is the reading of Quevenne lactometer; B. F. is the percentage of butterfat.)

In the case of thick creams the specific gravity can be calculated according to Richmond's Method: Mix the cream under consideration with an equal weight of skim milk and using Quevenne lactometer apply the following formula:

$$C = \frac{S \times M}{28 - M} \quad \text{Where } C \text{ is specific gravity of cream.} \\ S \text{ is specific gravity of skim milk.} \\ M \text{ is specific gravity of mixture.}$$

Illustration:

Find the specific gravity of a 35 per cent cream:
Given: 1. The specific gravity of the skim milk is 1.036.—2. When equal weights of the given skim milk and cream are mixed the specific gravity of the mixture is 1.029.

Solution:

$$\text{Sp gr. of the 35\% cream is } \frac{1.036 \times 1.029}{(2 \times 1.036) - 1.029} = 1.066.$$

Although the Babcock formula for the estimation of solids not fat has been worked out primarily for milks it can also be applied to creams, however, with less accuracy but close enough for all practical purposes.

The milk solids not fat present in "separator" skim milk is taken as 9 per cent. When used in the preparation of the ice cream mix the fat content of skim milk is negligent and is not taken into account.

If intelligent standardization of the ice cream mix is desired it will pay to analyze milk products which enter the mix, for milk solids not fat as well as for butterfat, because there is considerable variation of the milk ingredients within the normal milks and creams.

It is in the interest of the ice cream manufacturer who makes orders for milk, cream, condensed milk or

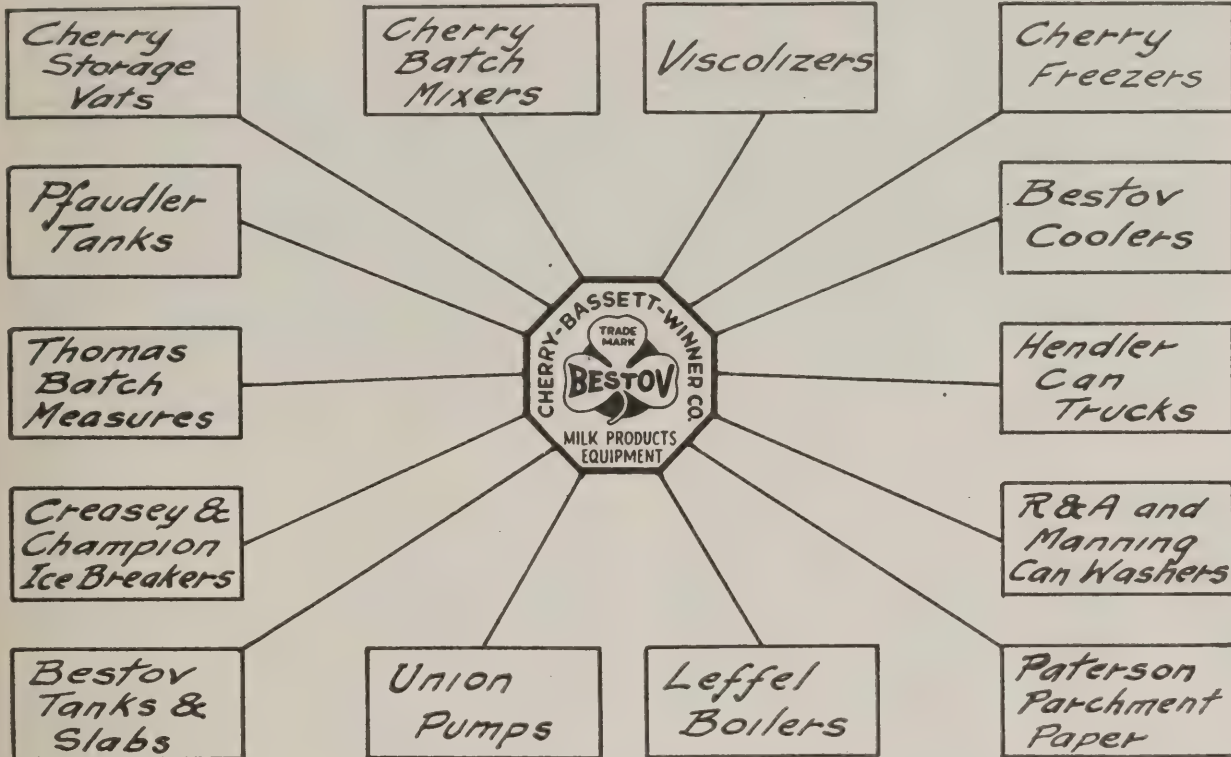
* Written exclusively for The Ice Cream Review.

THE C-B-W CALENDAR

EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER



What House Can Surpass This?

The best month out of the twelve to lay plans for future improvements and changes is August, because the need for these changes is most apparent. Why not let us co-operate now? Let us check up the plant performance with you and help solve any problems brought to light. A letter from you to our Ice Cream Service Department will bring a representative who can help.

Where can you obtain a better or more complete line of equipment than the Bestov line? Compare it, machine for machine, with other lines.

The Bestov standards are exceptionally rigid, permitting nothing but the finest machinery the world produces to enter its ranks.

Proof of these claims is being established now as you read, in hundreds of plants where Bestov machinery is being put to the rush season test.

Call upon us in an emergency. We are anxious to serve you at a time when real service is appreciated.

Cherry-Bassett-Winner Company

BALTIMORE

PHILADELPHIA
PITTSBURGH

NEW YORK CITY

other milk products, to specify the percentage of milk solids not fat and of butterfat desired in each milk product, respectively. This will enable the creamery or any other supply house to standardize their products accordingly. Knowing the exact content of milk solids not fat and butterfat in the milk products intended for use in the ice cream mix it is best to standardize, at first, the "basal" part of the ice cream mix.

Suppose it is required to prepare a mix of the following composition: 12 per cent butterfat, 13 per cent sugar, 35.5 per cent total solids, 10 per cent milk solids not fat, 0.5 per cent gelatine and 0.5 per cent vanilla extract.

Given: Cream testing 35 per cent B. F. and 5.8 per cent milk solids not fat; "Separator" skim milk testing 9 per cent milk solids not fat; Powdered skim milk testing 95 per cent milk solids not fat; Gelatine containing 100 per cent solids; vanilla extract for flavoring ice cream, pure cane sugar.

Solution: Step 1: Determine the amount of complementary parts for 100 pounds of batch.

Sugar	13.0 pounds
Gelatine	0.5 pounds
Vanilla extract	0.5 pounds
Total	14 pounds

Step 2: Calculate the composition of the basal part per 100 pounds of ice cream mix:

1. 100 pounds minus 14 pounds equals 86 pounds of basal part.

2. Determine the amount of 35 per cent cream necessary to furnish 12 pounds of butterfat for every 100 pounds of mix. Since the required percentage of butterfat is 12 and the "butterfat factor" for a 35 per cent cream 2.85 therefore, 12 times 2.85 equals 34.20 pounds of 35 per cent cream will provide the required amount of butterfat.

3. How much of the basal part should consist of "separator skim milk" and powdered skim milk?

86—34.20 equals 51.80 pounds.

4. Determine the amount of solids not fat contained in 34.20 pounds of 35 per cent cream.

a. 34.20—12 equals 22.20 pounds of skim milk.

b. 22.20×.09 equals 1.99 pounds solids not fat.

5. Calculate the quantity of solids not fat to be supplied by the skim milk on hand.

10—1.99 equals 8.01 pounds solids not fat.

6. What is the percentage of solids not fat if 51.80 pounds of skim milk contain 8.01 pounds of solids not fat?

$$\frac{8.01 \times 100}{51.80} = 15.46\%$$

7. Standardize your skim milk accordingly: Use Pearson's Square Method.

Separator skim milk	9	79.54
required	15.46	

Powdered skim milk 95 6.46

Hence 79.54 parts of separator skim milk must be used for every 6.46 parts of powdered skim milk, or in the proportion of 12.31:1. Thus, to make up 51.80 pounds of skim milk which will supply 8.01 pounds of solids not fat, use 47.91 pounds of separator skim milk and 3.89 pounds of powdered skim milk.

Step 3. Tabulate mix as calculated:

Part	Ingredients	Butter-		Milk solids not fat lbs.	Total solids lbs.
		Sugar lbs.	fat lbs.		
34.20 lbs.	35% cream.....	0	12	1.99	13.99
3.78 lbs.	powdered skim.....	0	0	3.70	3.70
47.91 lbs.	separator skim.....	0	0	4.31	4.31
Complimentary.					
13 lbs.	cane sugar	13	0	0	13.00
0.5 lbs.	gelatine.....	0	0	0	0.5
0.5 lbs.	extract	0	0	0	0
Total 100 pounds.....		13	12	10.00	35.5

The "butterfat factor" is obtained by dividing 100 by 35 giving a quotient of 2.85.

World's Dairy Congress Excursions

A NUMBER of important excursions are being arranged for the benefit of delegates who come from abroad to attend the World's Dairy Congress. The Congress will hold its opening session at Washington, D. C., on Oct. 2 and 3, adjourn to Philadelphia for Oct. 4, and continue at Syracuse, N. Y., from Oct. 5 to 10, in co-operation with the National Dairy Exposition. Short automobile excursions in and about each city where the Congress will meet will be conducted at little or no expense to the delegates. Three excursions of greater length will be offered in advance of the Congress and one excursion of from four to five days' duration, after the Congress.

All excursions are designed to present the most modern developments in cattle breeding, milk producing, milk handling, dairy products manufacturing and dairy machinery, as well as to show many places of historic and scenic interest. Every effort has been made to keep the cost of the excursions as low as consistent with comfort and the proper observation of important places. Influential leaders of many sections of America have extended through the World's Dairy Congress Association personal invitations to delegates to visit their respective states.

The excursions to be held prior to the Congress are

intended for delegates with from two to three weeks' time for sight-seeing and for inspecting places of dairy interest before October 2. The excursion to be held after the Congress will show delegates many of the features of the American development of dairying and will supplement the short trips planned as part of the Congress program. The excursions to be run prior to the Congress will be as follows:

No. 1—Pacific Coast Excursion; time thirty-three days; approximate cost, \$350.00.

By train from New York City, August 28, to Madison, Wis.; to St. Paul and Minneapolis, Minn.; to Seattle, Wash.; to Portland, Ore.; down the Pacific Coast to Sacramento, Cal., to San Francisco, Cal., to Los Angeles, Cal.; to Salt Lake City, Utah; to Ames, Ia.; to Waterloo, Ia.; to Chicago, Ill.; to Washington, D. C., in time for the opening of the World's Dairy Congress. This trip will show delegates dairying establishments, the great cheese producing country of Wisconsin, colleges of agriculture and university farms, irrigation and dry farming projects and the annual Iowa Dairy Cattle Congress.

No. 2—Central West Excursion; time, seventeen days, approximate cost, \$150.00.

By train from New York City, September 15, to Chi-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

Engineer and Architect
for the
Dairy Industry

Perry Building PHILADELPHIA

cago, Ill.; to Milwaukee, Wis.; by motor to Waukesha, Wis.; to Fond du Lac, Wis., and Madison, Wis.; by train to St. Paul and Minneapolis, Minn.; by motor through southern Minnesota and northern Iowa to Ames, Ia., and Waterloo, Ia.; by train to Chicago, Ill.; to Washington, D. C., in time for the opening of the World's Dairy Congress. This trip will show delegates milk plants, cattle breeding farms, dairy establishments, colleges of agriculture, creameries, cheese and butter plants and annual Iowa Dairy Cattle Congress.

No. 3—Eastern States Excursion; time, twelve days; approximate cost, \$150.00.

By train from New York City, September 19, to Springfield, Mass.; to Buffalo, N. Y.; to Niagara Falls, N. Y.; to Grove City, Pa.; to Pittsburgh, Pa.; to Pennsylvania State College, Pa.; to Baltimore, Md.; to Washington, D. C., in time for the opening of the World's Dairy

Congress. This trip will show delegates the Eastern States Exposition, with its cattle displays and exhibits of boys' and girls' club work, the great cataract at Niagara Falls, a government butter and cheese plant, city milk plants, institutions of learning, agricultural and dairy farms.

Another Eastern excursion to places of interest near New York City and Philadelphia and in New Jersey will probably be announced later.

The excursion which will follow the Congress will be:

No. 4—New York State Excursion; time, three days; cost, slight.

Leave Syracuse, N. Y., by train or motor, October 11; visit dairy farms, cheese and butter plants, condensed milk and milk powder factories, agricultural and dairy schools. Excursion ends at New York City.

Clean Advertising Supported by Supply Association

THE Association of Ice Cream Supply Men has actively entered the lists in support of clean advertising.

On the principle that the ideal in commercial advertising is that publication, direct mail, and other special forms of advertising, oral included, should have a value, in the presentation of goods or services for sale, equivalent to bonded statements, the national organization of supply houses has announced its support of the National Association of Ice Cream Manufacturers in establishing absolutely fair and judicious advertising in connection with the ice cream industry of the continent.

In 1917 the National Association of Ice Cream Manufacturers issued a pronouncement drawn up by its advertising committee declaring certain advertising practices injurious to the industry as a whole or plainly untruthful or unfair. In 1922 it re-issued this pronouncement.

In February of this year The Association of Ice Cream Supply Men appointed a vigilance committee charged in part specifically with exerting the association's authority in support of the national association's advertising pronouncement.

This vigilance committee of the organized supply men is now working in co-operation with a vigilance committee of the National Association of Ice Cream Manufacturers, also appointed several months ago.

After various meetings and a study of conditions, The Association of Ice Cream Supply Men's vigilance committee has issued a statement to all members of the association and has accompanied it by a copy of the advertising pronouncement of the National Association of Ice Cream Manufacturers.

The statement of the supply men's vigilance committee follows:

To Members of the Association:

The vigilance committee of The Association of Ice Cream Supply men was appointed in February, 1923, to co-operate with the vigilance committee of the National Association of Ice Cream Manufacturers in bringing about an adherence by members of the association and by others to the declaration on advertising issued by the latter organization in 1917 and reissued in 1922.

That declaration is in the form of a statement by an advertising committee of the National Association of Ice Cream Manufacturers "to advertisers of ice cream machinery, utensils, supplies, etc."

The Association of Ice Cream Supply Men went on record three years ago for fair practices in selling. We all know that advertising is a part of selling, just as selling is the resultful part of advertising. The two overlap or blend at many points. It can never be said with full truth that the

association is living up to the fair practices in selling which it has sponsored unless and until it lives up also to fair practices in advertising.

The declaration on advertising by the National Association of Ice Cream Manufacturers has been brought to your attention through the association offices in Confidential Trade Letter No. 200, dated March 6. The vigilance committee is bringing it now, a second time, more particularly to your attention.

It is known by the committee to be the desire of the National Association of Ice Cream Manufacturers to "clean up" advertising to the ice cream industry in cases where injudicious, injurious, unfair, exaggerated statements are being made, and to keep all advertising to the industry "cleaned up." It is known to the committee that the National Association of Ice Cream Manufacturers is requesting its members to cite specific instances to the National Association of Ice Cream Manufacturers of a disregard by supply houses of the definition of proper advertising which the national association has established.

As the principal group of supply houses in the country, both numerically and in business done, members of The Association of Ice Cream Supply Men will be naturally looked to for clean and proper advertising, and more so than all, because of their sponsorship of the Fair Practices Code. The association has charged this committee with co-operating with the National Association of Ice Cream Manufacturers. The obvious, proper and necessary way to afford such co-operation is to bring the influence and the authority of The Association of Ice Cream Supply Men to bear among its own membership in support of the national association's declaration on advertising.

This practical and active co-operation the vigilance committee is prepared to give. Cases, therefore, of advertising considered unfair, injudicious, injurious, exaggerated, etc., etc., cited to the committee will be promptly considered by it and such action taken as may be necessary.

The Vigilance Committee of

THE ASSOCIATION OF ICE CREAM SUPPLY MEN,

W. L. Cherry, Chairman,
Lewis B. Esmond,
Thomas D. Cutler,
H. A. Keiner,
J. Gumpert.

June 12th, 1923.



Progressive ice cream manufacturers are looking forward to the National Ice Cream Show at Cleveland, October 22-27. You owe it to your industry to attend. The annual convention of the National Association of Ice Cream Manufacturers will be held at the same time.



Send news items and personal notices to the "Review" and see how well they look in print.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



WYNN W. GILHAM,
Reliance Ice Machine Co.,
National Representative.



SAM LANDAU,
"Sealright,"
Southern States.



H. E. GATES,
Blackmer Rotary Pump Co.,
Pacific Coast Representative.



T. E. McCULLOUGH,
Warner-Jenkinson Co.,
South Atlantic States.

Who's Who
Among
Ice Cream
Supplymen



GEO. E. GRAY,
Pfaudler Co.,
National Representative.



R. E. THOMPSON,
Warner-Jenkinson Co.,
Pacific Coast Representative.



N. W. BETTS,
"Chalmers Gelatine,"
Southern States.



FRANK LOHR,
"Grand Rapids,"
National Representative.



INDIANA'S OLD-EST ICE CREAM PLANT.

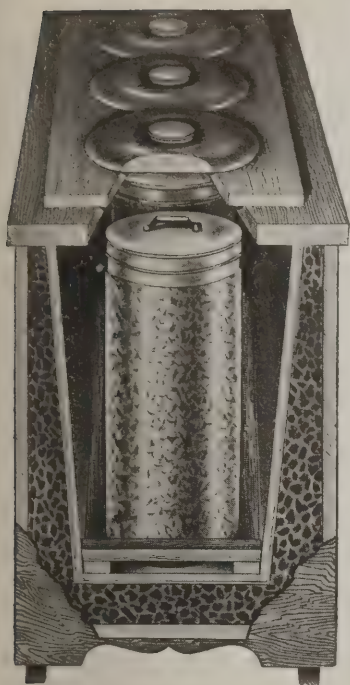
Robert Glass of Madison, Ind., operates one of the oldest ice cream manufacturing plants in the country, the business having been established by his grandfather, Jacob Glass, and C. Friedersdorf in 1858. The enterprise was first started as a confectionery. Jacob Glass was killed in the civil war.

Frederick Glass, father of the present proprietor, went to work in the business as an apprentice in 1871, ice cream being made in the building before this time. Robert Glass was born in the building.



Ice Cream Float Entered in San Jacinto Fiesta Parade one Night in the Spring by the Alamo Foods Co., San Antonio, Tex.

Are Your Profits Absorbed by Cabinet Replacements?



Our trough cabinet with taper wood lining instead of metal. Substantial, efficient and like all our cabinets, attractive in appearance.

INVESTIGATION shows that the greatest percentage of cabinet repairs and replacements are due to leaky and corroded metal linings of the ice chamber.

Note in the cross section illustration how Nelson Cabinets are lined entirely with wood. The quality of wood used resists the corrosive action of the salt brine and the manner in which the lining is inserted makes it leak proof. The $\frac{3}{4}$ inch drain valve (entirely of brass) greatly facilitates drawing off the brine.

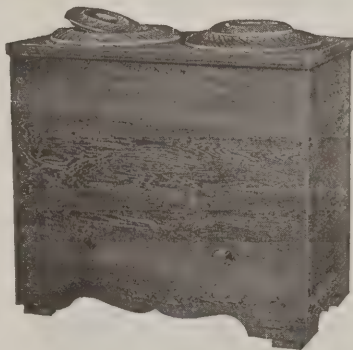
Users of Nelson Cabinets do not have their profits absorbed by replacements of metal linings at the end of each season's business.

NELSON (Patented) WOOD LINED Ice Cream Cabinets LAST

CONSTRUCTED of Everlasting California Redwood, and insulated with cork, the best non-conductor of heat and cold known.

The scientific balance of insulation and refrigeration of Nelson cabinets saves 65% of the ice usually required for keeping ice cream in good condition.

How much would such a saving mean in your business?



Two
Compartments

*A Full
Can Always
in Reserve*

*There is a Nelson Patented Ice Cream Cabinet
for every requirement. Write for Price List.*

GUARANTEE

Any Nelson Cabinet which does not prove to be all we claim for it, after using it thirty days, return at our expense for freight both ways and we will refund the purchase price in full.



C. NELSON MFG. COMPANY
2306 Division Street ST. LOUIS, MO.



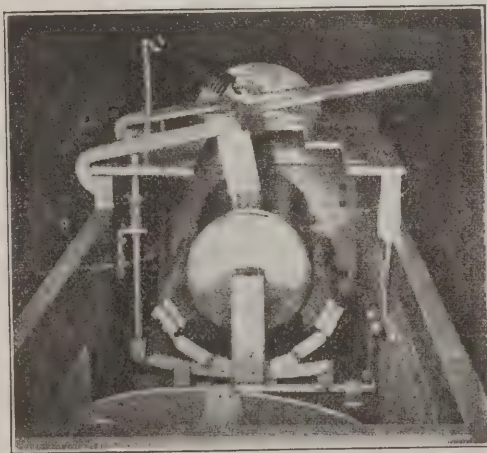
*"Confessed the Best
When Put to Test"*

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

The whole cost of a Manning Can Washer is less than what a bad break down would cost on a big capacity, hydraulic machine, yet the Manning cleans cans exactly as well.

Many of the largest ice cream plants in the country use as many Mannings as their capacity requires and find it a better investment than a big capacity outfit.

**Manning
Manufacturing
Company
Rutland Vermont
U. S. A.**



***The Washer that Grips
The Can!***

LEAGUE OF NATIONS APPOINTS DAIRY CONGRESS DELEGATE.

The health committee of the League of Nations has designated Surgeon-General Hugh S. Cumming as its delegate to the World's Dairy Congress, according to a letter recently received by President H. E. Van Norman, of the World's Dairy Congress Association, from the Committee's Medical Director, Dr. Ludwik Rajchman. Surgeon-General Cumming, while not a regular member of the Health Committee, since the United States is not formally identified with the League of Nations, serves the organization in an advisory capacity. This enables him to represent the League at the Congress and to report back to the Health Committee the information of inter-national value brought out at the sessions. The Congress will hold its opening sessions at Washington, D. C., on October 2 and 3, adjourn to Philadelphia, Pa., for October 4 and continue at Syracuse, N. Y., from October 5 to 10. Dr. Rajchman was in Washington at the time of the Social Workers' Convention, when he explained to the Congress Association officials that the Council of the League of Nations had authorized the Health Committee to take any steps practical to help with the inter-national dairy meeting. He and Dr. Cumming left for Paris immediately after the convention to attend a meeting of the committee which would take up the question of how to aid the Congress movement. In telling about the resolution, passed at the Paris meeting to appoint a delegate to attend the sessions, Dr. Rajchman writes:

"The committee noted the Council Resolution of April 19th, 1923, and a memorandum from the president of the World's Dairy Congress and decided to ask Dr. Cumming, Surgeon-General of the United States Public Health Service, to agree to act as an intermediary between that Congress and the committee. Dr. Cumming having agreed, the committee decided that the communication from experts obtained through its members should be sent either to Dr. Cumming direct, or to the Health Section of the Secretariat."



GROSSE SUCCEEDS DRYDEN AS CALIFORNIA ASSOCIATION'S SECRETARY.

Robert F. Grosse was appointed secretary-treasurer of the California and Southwestern States Ice Cream Manufacturers' Association to succeed Robert Dryden at a special meeting held in Los Angeles on June 28.

Mr. Dryden will devote his time to his business, the Dryden Corporation of Oakland. He had served the association as secretary-treasurer for three years.

Mr. Grosse already has taken over his new duties. He also is managing secretary of the Southern California Ice Cream Manufacturers' Association. He has been identified with the ice cream industry for several years, and is enthusiastic over the outlook for the development of the California ice cream industry.



NEW YORKERS LIKE ICE CREAM.

According to a report made by Health Commissioner Monaghan of New York City, New Yorkers' ice cream appetite runs to 60,000,000 quarts a year. This means more than 10 quarts per person.



Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national exposition of The Association of Ice Cream Supply Men at Cleveland, October 22-27 inclusive.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLIONS WANTED

THE SEALRIGHT Liquid-Tight PAPER CONTAINER

Sealright Saturday Evening Post Advertising
Tells Them to Ask for it



"D'you know
what's in here?"

It was 20 years in coming, but it's here—the SEALRIGHT WAY—the greatest, big sales opportunity the ICE CREAM industry has ever had. We're shouting it to the CONSUMERS through SEALRIGHT Saturday Evening Post Advertising and he's the boy who wants to know about it. When Mr. Consumer gets going the whole industry goes along with him. The message is this: Eat more ICE CREAM and carry it home in a SEALRIGHT Liquid-Tight PAPER CONTAINER. This is the *first* time a product of this kind has been *nationally* advertised. Tie up your brand with this National Advertising by packing it the SEALRIGHT WAY. That's what your consumers want. That's what your dealers want. Give them what they want. Many manufacturers are already boosting Sales Volume through the SEALRIGHT WAY. Send to-day for our booklet "Bigger Ice Cream Sales" telling about the great PROFIT advantages of marketing ICE CREAM the SEALRIGHT WAY.

SEALRIGHT COMPANY, Inc.
Dept. 213 Fulton, N. Y.

Also Makers of Sealright "Pouring-Pull" and Ordinary
Flat or Common Milk Bottle Caps

SEND FOR THIS FREE BOOKLET

The Sealright Company, Dept. "J" Fulton, New York
Please send me a copy of your booklet, "Bigger Ice Cream Sales"
telling me how I can profit by the SEALRIGHT WAY.

Name.....

Address.....

City..... State.....

The SEALRIGHT Liquid-Tight PAPER CONTAINER won't leak, drip or crush. All convenient sizes from $\frac{1}{4}$ pint to one gallon. Can be filled direct from freezer or by the SEALRIGHT Ice Cream Filling Machine. No special mix required. Write for samples.

Pack it in a

You are cordially invited to attend our exhibit at the Exposition of Ice Cream Supply Men at Cleveland, Ohio, October 22 to 27; and to visit us at our booth Nos. 65-68 at the National Dairy Show at Syracuse, New York, October 5 to 13.

SEALRIGHT
Liquid-Tight Paper Container

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 6-13.

The Place Ice Cream Should Occupy

By W. A. WENTWORTH*

THERE is much discussion within the ice cream industry regarding the ways and means of establishing ice cream in the diet as a necessity rather than a luxury. In reviewing much of the discussion which has taken place in the previous ice cream conventions of this season as reported in the various ice cream trade publications, it appears that frequently the subject of the role of ice cream in the diet has been discussed.

To meet this type of discussion and at the same time, if possible, clinch within the minds of the American consumer the primary factor of food value in ice cream, the National Dairy Council is feeding certain animals in its colonies. They have, of late, produced many sets of animals of various types showing therein the value of dairy products in promoting proper growth and correcting nutritional ailments. Now they have undertaken by this same type of animal feeding to demonstrate what correctional qualities ice cream may possess.

There is much of this to be done in the future before very extensive publicity could or should be given to the startling results already accomplished but to you people as manufacturers of ice cream, the following statements can safely be made. The study of the correction of dietary deficiencies is based upon what is normally considered the business man's and the laborer's daily luncheon, such as doughnuts and coffee, ham sandwich and coffee, or a popularized plate luncheon so frequently made up of lean meat, potatoes, bread and coffee.

To show what effect may be developed by adding a correct and necessary dessert to such a luncheon, rats have been fed on this sort of standard diet to which has been added ice cream in one half of the instances.

In every case thus far, it has been found that when ice cream is used the nutritional deficiencies of those luncheons mentioned have been corrected and tremendous increases in growth and better health conditions developed in the animals so fed.

These facts, together with the statements which have been made by large numbers of the leaders of this industry, as well as nationally known nutritional workers that ice cream is a real food, should eliminate from the minds of any ice cream manufacturer the thought that he can best serve the public and serve himself by continuing to present to the minds of the consumer, whether it be child or grown-up, that his commodity should be classed among the luxuries although it has often been pointed out that the consumption of practically all types of so-called luxuries have been increasing during the past few years in the United States.

To analyze briefly just what is taking place within the ice cream industry and considering that as a part of the great dairy industry because it contains when properly constituted many, if not all, of the vital food elements of the other dairy products, let us compare the situation of production and consumption with these other dairy products. Then we may realize whether ice cream is maintaining or perhaps increasing in value in the public eye as is true of its fellow products.

In looking over the statistics of production of ice cream, I find some variances as they may have been reported by several agencies. The most complete record, however, seems to be one from the International Confectioner, which I assume has been compiled by Mr. L. O. Thayer. The following table presents the total gallon-

age produced annually in the United States from the years 1909 to 1922.

Per cent of total milk produced used in the manufacture of ice cream.

1909	80,000,000	...	1916	208,320,000	...
1910	95,450,000	...	1917	219,385,000	3.7
1911	138,000,000	...	1918	231,053,000	3.8
1912	160,000,000	...	1919	248,381,975	3.8
1913	172,380,000	...	1920	257,820,490	4.0
1914	163,761,000	...	1921	216,579,212	3.1
1915	175,224,270	...	1922	242,288,000	3.0

To this I have added for the years 1917 to 1922 the per cent of total milk products of the United States used in the manufacture of ice cream.

It will be noted from this that during the years 1921 and 1922 the ice cream industry has apparently failed to keep pace with the general dairy industry in the increase of production or manufacture which took place. In fact, in neither of these two latter years is the production in excess of the years 1919 and 1920.

In contrast to this when we consider the statistics of the other branches of the dairy industry, it is seen that during 1921 and 1922 there have been very large increases in production of both milk and butter and in no proceeding year has the production of these products approached the volume of these years. Each of these together with ice cream is presented to you in the following table in terms of annual per capita consumption:

Annual Per Capita Consumption.

Year	Ice cream gal.	Milk gal.	Butter lbs.
1910	1.0	33	17.5
1911	1.4	17.0
1912	1.65
1913	1.75
1914	1.65	16.5
1915	1.75
1916	2.06
1917	2.14	42.5
1918	2.24	41.0	14.0
1919	2.38	42.5	15.5
1920	2.46	43.0	14.7
1921	2.04	46.0	16.1
1922	2.26	50.6	17.5

The reported consumption for 1922 in each instance is a preliminary figure subject to later revision when more facts are available, but in the instance of milk and butter are certainly a conservative estimate whereas ice cream as accurate as are the statistics of the preceding years. The per capita use of ice cream was highest in 1920 with a decrease in 1921 of seventeen per cent and then an increase of 10.8 per cent in 1922. The consumption in 1922 was approximately the same as in 1918. In the case of milk there has been an increase of 14 per cent in 1921 and of at least eleven per cent in 1922 with the consumption of 9.6 gallons or 23 per cent higher than in 1918. With butter substantially the same ratios prevail as is true of milk.

In the presentation of these statistics there is no purpose in mind of censuring the ice cream industry for everyone engaged in the great dairy business realizes that the very effective work in stimulating manufacture and sale of ice cream has been a very valuable asset to the whole industry. It would seem, however, that during the years 1921 and 1922 there has not been an advantage taken of the possibilities for interesting the consumers of America in the use of that product as has been true in the case of the other two dairy products.

(Continued on page 38)

* Of National Dairy Council before Ohio Association of Ice Cream Manufacturers.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

QUALITY, SANITATION AND INCREASED SALES.

By T. S. Blair.

In this day of frank criticism, quality in the eye of the great American citizen slangily means an absence of grease. The greasy restaurant is no more censured by the average citizen than is the greasy ice cream parlor. Greasy counters and table tops are often the cause of lost customers. And of equal import, is that the glass or china in which you serve your frozen confection, and the spoon offered to the customer, have a "feel" absolutely free from grease and grime. The residue left on spoons from a supposedly careful wash, but one not capable of complete rinsing, has disgusted many a patron of your business. (For ice cream eaters really are the manufacturer's patrons.)

Ice cream manufacturing and retailing today is a science as compared to the crude methods used but a few years ago. The retailer, especially, has made gigantic strides in sales methods and the use of pleasing equipment. So, too, cleaning today is a science as practiced in retail ice cream establishments, as compared to the methods of past days. But scientific, sanitary cleaning in your establishment today necessitates less labor, less equipment, and less cost than the greasy, antiquated system of days gone by.

The careful manager of retail ice cream parlors realizes that sanitary cleanliness is not a passing whim, but an aggressive agent in the fight for business. With such in mind, he uses only those compounds that most easily and quickly clean his glass, china and silver; leave their surfaces free of greasy films; completely rinse; and require the least expenditure to do the year's washing job.



NEXT NEW ENGLAND MEETING IN SEPTEMBER.

New England ice cream manufacturers are looking forward to their September meeting. This will be the resumption of the regular monthly meetings, which were temporarily suspended with the June session because of hot weather.

The following new members were announced at the last meeting: Active, Mayflower Ice Cream Co., Providencetown, Mass.; associated, Charles C. Lowitz, Boston, Mass.

Plans were discussed for participation by New England manufacturers in the health show to be held at Boston.



ARCTIC ICE CREAM COMPANY ACQUIRES TWO PLANTS.

Announcement was made recently that the Arctic Ice Cream Co., of Detroit, has purchased the Freeman Dairy Co., of Jackson, Mich. This makes the second plant in the state to be acquired in June. The Michigan Ice Cream Co., of Lansing, having been acquired earlier.

The Arctic Ice Cream Company is now operating in Detroit, Grand Rapids, Lansing, Fenton, Grand Ledge, Jackson, Holland and Hastings. It does an annual business of \$4,000,000.



Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national exposition of The Association of Ice Cream Supply Men at Cleveland, October 22-27 inclusive.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 6-13.

The
Smith & Mann
One Piece Valve



Is an
Ice Cream
Cabinet
Necessity
your dealers
will appreciate

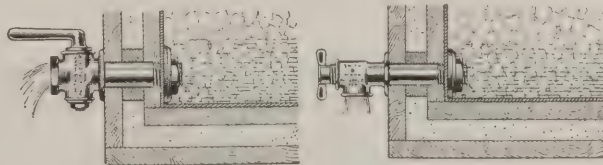
Its solid stem, of a length just right for every thickness of cabinet, makes a perfect leak-proof brine drain.

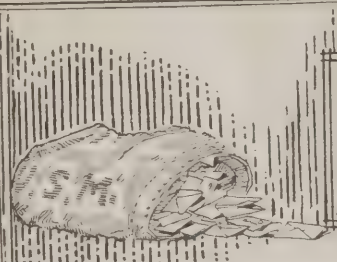
The special mixture of metal is rust proof and will not corrode.

Order a few for replacement purposes or new cabinets. You will profit by their quality and practicability.


SMITH & MANN

914 West York St. Philadelphia, Pa.





PROFESSOR BAER'S INQUIRY DEPARTMENT



Dear Sir:—I am sending you a formula that I am using and would like to know if it is too high in fat (I want about 10 or 12 per cent fat), serum sol., or total solids. Also please advise if unsweetened condensed milk is as good or better than evaporated milk, the unsweetened costs us about 42c a gallon, while the evaporated will cost about 72c. Which do you think is the cheaper? The formula I am using at the present is:

412 lbs. 4 per cent milk.
196 lbs. 8 per cent evaporated milk (Libby's).
196 lbs. 40 per cent cream.
30 lbs. skim milk powder.
140 lbs. sugar.
6 lbs. gelatine.

Reply: I should like to know the complete composition of the unsweetened condensed milk and how far you have to ship this product. Unless you have condensery rather close to your plant, it would hardly be possible to use this product and I am, therefore, not suggesting a formula until I have further information.

The unsweetened condensed milk, whether the condensed skim milk or condensed whole milk, is preferable to evaporated milk, as it does not have the cooked flavor

that the evaporated milk gives the cream.

Most of our Oklahoma factories have to use the sweet condensed milk if they prefer to use condensed milk to milk powder. If I understand you correctly, this unsweetened condensed which you refer to is not sterilized product and will have to be shipped to you in 10 gallon cans.

Table 1.

Ingredients	Fat	Serum sol.	Total Sol.
412 lbs. 4 per cent milk.....	16.50	35.25	51.75
196 lbs. 8 per cent evap.....	15.68	35.28	50.96
196 lbs. 40 per cent cream....	78.40	10.47	88.87
30 lbs. skim powder.....		28.50	28.50
140 lbs. sugar.....			133.00
6 lbs. gelatine.....			5.70
980.0	110.58	109.50	358.78
Per cent	11.3	11.1	36.6
Per cent sugar, 14.4.			

* * *

Dear Sir:—Please send me two formulas. One for cream to contain 10 per cent butterfat, 13½ per cent sugar and to be made from whole milk, sweet butter and milk powder. Make it as heavy in total solids as it should be to stand 100 per cent overrun.

Another to contain 8 per cent butterfat, 14 per cent sugar and as much total solids as you consider it should have to bear 100 per cent overrun, the mix to be made with whole milk, sweet butter and milk powder. The gelatine content will run about .6 per cent. J. H. E.

Reply: I am glad to show below, in table one and table two, a 10 per cent and an 8 per cent 100 pound mix, made up according to the suggestions of your letter:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
13.5 lbs sugar.....			12.82
.6 lbs. gelatine.....			.57
5.0 lbs. skim milk powder..		4.75	4.75
8.5 lbs. 84 per cent butter..	7.14		7.14
72.4 lbs. 4 per cent milk....	2.89	6.22	9.11
100.0	10.03	10.97	34.89

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....			13.30
.6 lbs. gelatine.....			.57
6.0 lbs. skim milk powder..		5.70	5.70
6.1 lbs. butter, 84 per cent..	5.12		5.12
73.3 lbs. milk, 4 per cent....	2.93	6.26	9.19
100.0	8.05	11.96	33.88

Both of these mixes are high enough in solids to get 100 per cent overrun.

* * *

Dear Sir:—For years we have been shipping natural cream to the ice cream trade, and last season we began making a mix, using whole milk, 40 per cent cream, and plain super-heated condensed, four to one. Now we find a great many of the customers want the mix with the gelatine and sugar added. We have everything to work with, but never had any experience along this line.

Kindly send us full instructions on how to make a good mix containing 12 per cent fat, and 35 per cent

VAN-MUL

A Highly Concentrated Vanilla

Made of **MEXICAN BEANS** and Fortified

Will Not Freeze or Cook Out

3 drams (10 cents) Flavors 100 lbs. Candy
¼-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water —
1 pound makes 2 gallons.

PRICE—PER POUND

1 pound Containers.....	\$5.00
5 pound Containers.....	4.50

Special Contract Price **ORDER NOW**

True Fruit Extracts

STRAWBERRY	APRICOT
RASPBERRY	PEACH
BLACKBERRY	GRAPE
LOGANBERRY	CURRENT
PINEAPPLE	CHERRY

**\$7.50 per Gallon in
6-gallon cases—one
kind or assorted**

LINCOLN VANILLA COMPOUND

We think it fine for Ice Cream Manufacturers

\$3.00 for a trial gallon
Less in Barrels

Downey-Turnquist & Co.

Manufacturing Chemists and Importers
Flavoring Extracts, Emulsions and Colors
CHICAGO, ILLINOIS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Safety First!

The growing concentration of population in the cities of the nation imposes a correspondingly increasing tax upon the cold storage facilities of the country. The millions must be fed!

This industry in a large measure aids in the conservation of the health, life and comfort of the people through the proper preservation of food products. Hence the invariable application of the rule—"Safety First."

Be sure your plant is properly constructed and fitted with every modern appliance that will help in controlling humidity and maintaining temperature. Finally remember when all else is done, "Your Plant is Only as Good as Your Door."

Jamison makes Doors and Windows in a scientific manner, built with brains rather than muscle, and representing 17 years study of refrigerating and insulating problems. That is why they are better!

Ice Cream Plants

Jamison Hardening Room Doors, Revolving Doors and Can Passing Vestibules solve every problem of your plant arising from extreme temperature troubles, as proven under test.

If you have an interest in "Better Refrigeration" write for illustrated, descriptive catalog. Address "Desk 6" PLEASE.

JAMISON

COLD STORAGE DOOR CO.

HAGERSTOWN, MD., U. S. A.

JUDGE NOT LEST YE BE JUDGED—CUT NOT LEST YE BE CUT.

solids. Be sure to give us information as to pressure we should use with our viscolizer. A. H. H.

Reply: I have your letter of February 24th, forwarded to me from The Ice Cream Review, Milwaukee, Wisconsin. I am suggesting below in Table No. 1 the ingredients for 100 pounds of standard mix used 40 per cent cream and 4 per cent milk and the plain condensed milk, which I figured at 30 per cent solids. You did not give either the percent of fat in the milk or the condensed.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
14.0 lbs. condensed, 30 per cent.....	4.20	4.20
25.5 lbs. 40 per cent cream..	10.20	1.36	11.56
46.0 lbs. 4 per cent milk....	1.84	3.96	5.80
100.0 lbs. mix.	12.04	9.52	35.33

If with these suggestions you do not have the matter made perfectly plain to you I suggest that you write again giving further details.

* * *

Dear Sir:—I herewith submit formula we are using and would like for you to analyze it. We are making a good cream with it, but some times we fail to get the overrun. We have a starter can that we use as a pasteurizer. First we place the sweet milk and the skim milk powder in and heat up to 120 degrees F. then we put in the sugar, heat up to 130 F. and put in the sweet butter, heat up to 145 F. put in the gelatine; hold for 30 minutes, run a Sharpless emulsifier then hold for 24 to 48 hours, then freeze in an old style tub and can with ice and salt:

14 lbs. sugar.
66 lbs. sweet milk, 4 per cent.
7 lbs. skim milk powder.
9 lbs. sweet butter, 84 per cent.
12 ozs. gelatine.
4 ozs. flavor.
8 lbs. water.

Reply: Please find below, in table 1, the analysis of your ice cream mix. You will notice that you have a mix testing nearly 10 per cent butterfat and 35 per cent total solids. If you are handling this mix as suggested in your letter, you are doing everything correctly and should not have any difficulty in getting the proper overrun. At any rate, this difficulty is not due to your mix. It is probably due to the fact that you are not aging the mix uniformly for the same time, or that some factor in the freezing is not uniform from day to day. It is quite difficult to secure uniformity with the old style salt and ice freezer unless the man at the freezer watches it very carefully.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
66.0 lbs. milk, 4 per cent....	2.64	5.67	8.31
7.0 lbs. skim powder.....	6.65	6.65
9.0 lbs. sweet butter.....	7.56	7.56
1.0 lbs. gelatine and flavor..70
8.0 lbs. water.....
105.0	10.20	12.32	36.52
Per cent	9.74	11.7	34.8

* * *

Dear Sir:—Here are two formulas, showing the ingredients of the two different ice cream mixes which we are making. We wish you would please go over these two carefully and analyze them for butterfats, solid etc.:

Mix No. 1.

66 3/4 lbs. butter.
80 gallons water.
100 lbs. milk powder (skim).
120 lbs. sugar (granulated).
6 1/4 lbs. gelatine, high grade.
10 teaspoonsful salt
50 drams color.

Mix No. 2.

78 3/4 lbs. butter.
80 gallons water.
132 lbs. cond. skim milk, sweetened.
60 lbs. sugar.
80 lbs. skim milk powder.
6 1/4 lbs. gelatine (best grade).
10 teaspoonsful salt.
50 drams color.

We also wish you would give us any suggestions to these two mixes that you think would give us a better product. If you can better either or both of them, we would appreciate it you would standardize a mix for using the same ingredients. J. C. Co.

Reply: I have analyzed your two mixes carefully and you will find the calculations given below under the heading "Mix No. 1 and Mix No. 2:"

Mix No. 1.

Ingredients	Fat	Serum Sol.	Total Sol.
66.75 lbs. butter.....	56.07	56.07
100.00 lbs. milk powder.....	95.0	95.00
120.00 lbs. sugar.....	114.00
6.25 lbs. gelatine.....	5.94
.50 lbs. salt an decolor.....20
960.70	56.07	95.0	271.21
Per cent	5.84	9.9	28.25

Per cent sugar, 12.5.

(Continued on page 26)

TRY THESE GOOD CONES

— THEY BUILD BUSINESS —

5 REASONS
why they are better

1. They contain much more sugar.
2. The flavoring is perfect.
3. The texture is smooth, firm and snappy.
4. Every cone is guaranteed.
5. The strong tube package and Patented Nesting Ring prevent breakage losses.



Free samples on request

THE McLAREN PRODUCTS CO.

Peoria,
Ill.DAYTON,
OHIOKansas City
Mo.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

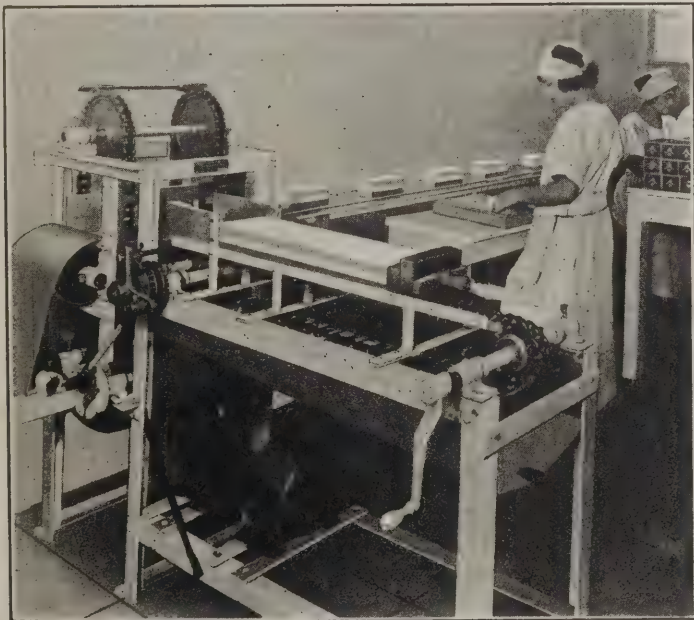
*“One-half the labor—
one-third the time”!*

“We have operated one of these machines for a period of about one year and we not only feel that it is an efficient piece of machinery, but from our experience with brick cutting machines we feel that we can safely term it **the only really successful brick cutting machine on the market today.**

“The machine will cut pint and quart bricks at the same time, will cut any number of slices per quart from the slab and will turn out thousands of Eskimo Pie bricks per hour, all with one-half the labor and one-third the time required for any other brick cutting machine we have ever used. It is **absolutely accurate in its operation**; that is to say, in producing sliced bricks every slice is exactly the same size, which is a feature that we believe cannot be claimed by the usual brick cutting machine, the knives of which do not pass through the slab without returning.”

—National Creamery & Produce Co., Los Angeles

NATIONAL AUTOMATIC ICE CREAM CUTTER



*Write to Your
Jobber or
Direct To Us*

**NATIONAL
MANUFACTURING CO.**

1006 W. Slauson Avenue
LOS ANGELES, CAL.

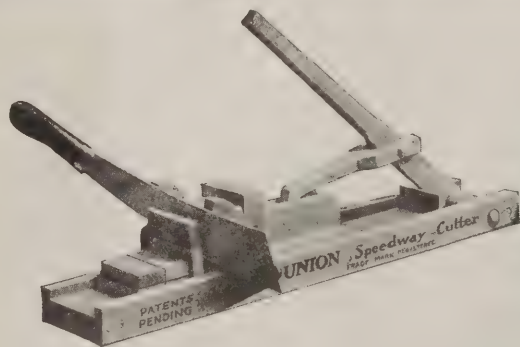
“—the only really successful brick cutting machine”

Mix No. 2.			
Ingredients	Fat	Serum Sol.	Total Sol.
78.75 lbs. butter.....	66.15	66.15
132.00 lbs. sweet condensed....	35.64	88.44
		(52.8 lbs. sugar)	
60.00 lbs. sugar.....	57.00
80.00 skim powder.....	76.00	76.00
6.25 lbs. gelatine.....	5.94
.50 lbs. salt and color.....20
667.20 lbs. water.....
1006.70	66.15	111.64	293.73
Per cent	6.57	11.09	29.19
Per cent sugar, 11.2.			

You requested that after analyzing these mixes I make suggestions for improvement. I doubt very much whether your mix No. 1 or No. 2 will make a satisfactory standard ice cream which you undoubtedly need in competition in your territory. You will notice that mix No. 1 apparently tests less than 6 per cent butterfat and mix No. 2, 6½ per cent. You will also notice that the total solids of both mixes is less than 30 per cent.

I am glad to suggest further on formula No. 1 and No. 2, two one-hundred pound mixes testing 8 per cent fat and having serum solids to balance this fat as well as containing a little more sugar. You will also notice that the total solids will in this way be raised to about 33 per cent.

FORMULA NO. 1. 1000 lb. for Mix No. 1.			
Ingredients	Fat	Serum Sol.	Total Sol.
140.0 lbs. sugar.....	133.00
6.0 lbs. gelatine.....	5.7
.5 lbs. salt and color.....
95.2 lbs. butter.....	80.00	80.00
116.0 lbs. skim powder.....	110.00	110.00
642.3 lbs. water.....
100.0	80.00	110.00	382.7
Per cent	8.00	11.00	32.87
Per cent sugar, 14.00.			



This UNION Speedway Cutter

Will Put \$\$\$\$ in Your Pockets This Season

Better Let Us Send You One

A SIMPLE, accurate and speedy device which cuts 100 dozen bars per hour, or at the rate of 10,000 bars per day. The bars are all exactly alike. No guess work—no poorly shaped bars—and there's no waste of cream.

EASY TO OPERATE. The UNION Speedway is so simple, a 10-year-old child can cut bars with it accurately and speedily. One person with a UNION Speedway will cut ten times the bars, and do better work.

PERFECTLY SANITARY. With a UNION Speedway, the hands need not come in contact with the cream. **Quickly and easily cleaned.** Each part can be separately and thoroughly sterilized.

PRICE. List price of the UNION Speedway Ice Cream Cutter is \$25.00 net, cash with order, complete, including special attachments, permitting operator to cut either 16, 18, or 20 bars to the brick.

UNION STEEL PRODUCTS COMPANY, Ltd.

Dept. 52

ALBION, MICHIGAN

U. S. A.

FORMULA NO. 2. 1000 lb. for Mix No. 2.

Ingredients	Fat	Serum Sol.	Total Sol.
84.00 lbs. sugar.....	79.8
6.00 lbs. gelatine.....	5.7
140.00 lbs. sweet cond.....	37.80	93.8
		(56.0 lbs. sugar)	
95.2 lbs. butter.....	80.00	80.00
76.00 lbs. skim milk.....	72.2	72.2
.5 lbs. salt and color.....2
598.3 lbs. water.....
1000.0	80.00	110.0	331.7
Per cent	8.00	11.00	33.17
Per cent sugar, 14.00.			

I am sure that you will have no difficulty in making a firm and better quality of ice cream from these two formulas as well as getting a satisfactory overrun.

* * *

Dear Sir:—I formerly made 16 per cent ice cream. I am trying to make 12 per cent ice cream, but with poor success, from the following formula:

	Fat.
63.5 lbs. 18 per cent cream.....	11.43
13.0 lbs. skimmed milk.....	0.
8.0 lbs. evaporated, 8 per cent.....	.64
14.00 lbs. sugar.....	0.
.75 lbs. gelatine.....	0.
.75 lbs. vanilla.....	0.
100.00	12.07

My cream settles, leaving it snowy and fluffy on top heavy on bottom and rough throughout. I use a continuous disc freezer. Please criticise and make suggestions for my benefit.

J. D.

Reply: I have your letter of recent date relative to present ice cream formula, and the apparent trouble which you have with the ice cream settling in the can leaving it snowy and fluffy on the top.

I am indicating below in table one, your formula showing the butterfat, serum solids and total solids calculated:

Table 1.			
Ingredients	Fat	Serum Sol.	Total Sol.
63.5 lbs. 18 per cent cream...	11.43	4.64	16.07
13.0 lbs. skim milk.....	1.16	1.16
8.0 lbs. evap. milk, 8 per cent	.64	1.44	2.08
14.0 lbs. sugar.....	13.30
.75 lbs. gelatine.....71
.75 lbs. vanilla.....11
100.0	12.04	7.24	33.43

You notice that the total amount of milk solids is 19.24, which is a little lower than I have been recommending for a number of years. I believe an ice cream containing 12 per cent butterfat should contain 21 per cent milk solids. This would mean that you would have to add about 2 lbs. of skim milk powder to your formula to bring up the solids. I believe you would find the use of skim milk powder in addition to the 8 lbs. of evaporated milk, very desirable. This extra solid should assist you somewhat in preventing the cream from settling.

However, I believe your entire trouble in this respect is due to the use of the continuous disc freezer. The freezer if not very carefully operated, and I have seen very few of them operated correctly, will not produce the body and smoothness to the product that the batch freezers will. The disc freezer does not beat the air into the cream like a batch freezer, but leaves it more or less foamy. When cream of this kind is hardened, and it is possible that you are not hardening your cream fast enough, the heavier solids will settle to the bottom, leaving the top of the can more or less porous and snowy.

Referring to a publication on ice cream, I suggest

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



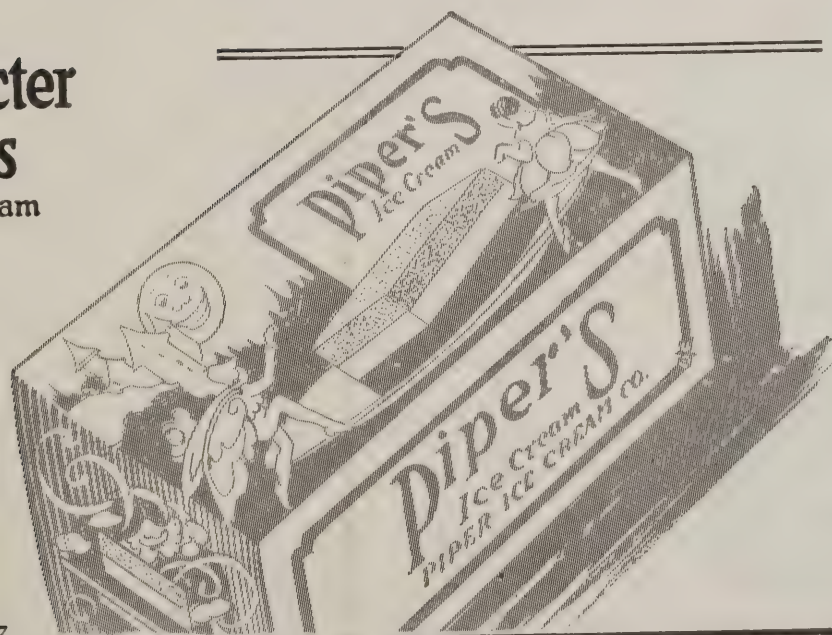
Increase Sales

CONSUMERS PREFER to buy packaged foods, and usually the appearance of the container has a great deal to do with their opinion of the product. There is no better way of increasing ice-cream sales than by giving the public what it wants.

If you seek a distinctive package with a sales appeal—investigate Character Cartons. These durable, good-looking, well-finished cartons are obtainable in all sizes including individual cartons, and are reasonably low in price. Their superiority in selling appeal and in protective value carry no price penalty.

A postal request for information will bring you estimates and samples of our work including some carefully worked-out stock designs. Our facilities are such that even the smallest order receives the promptest attention both in execution and shipment. Sutherland Paper Co., Kalamazoo, Mich.

Character
Cartons
for Ice Cream



Sutherland Paper Co.

Kalamazoo, Mich.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

you get a copy of "Ice Cream Mix," published by the Olsen Publishing Co., Milwaukee, Wisconsin. This gives you a list of a lot of formulas, all of which are standard and have been tried out with satisfactory results.

I was glad to know that you are a U. W. graduate. You finished the University quite a while before I did. I received my degree in 1910.

* * *

Dear Sir:—Every few days we will have a five gallon can of ice cream drop. It will pull away from the sides of the cans and just drop right down, sometimes with a depression in the center and sometimes without this depression. The cream will taste all right and will eat all right. On weighing up a can we have found that it has, invariably, been extra heavy, which eliminates the chance of too much overrun. We are running on a ninety per cent overrun at this time of the year. We are making a 35 per cent solid and 12 per cent fat cream. That is, 35 per cent total solids. Have made no change in the formula or process. When the trouble first started this season, we changed gelatine but have still had some trouble with it. Have you run across anything like this in your work?

M. R.

Reply: You did not state in your letter whether you are now using a considerable quantity of sweetened condensed milk. We found, for instance, that one factory that had this trouble was using too much of this sweetened condensed heavy milk. This seems to settle to the bottom of the can and cause the cream to drop, especially when shipped or hauled by truck. In another factory we traced this condition to the use of invert sugar syrup, which also settled before the cream was hardened in the hardening room. In still another factory we traced it to the method of drawing cream from the freezer. In this factory, the man at the freezer occasionally drew

the cream too soft. The cream as it came from the freezer had air pockets and apparently was quite foam.

They eliminated the trouble in this factory by leaving the ice cream in the freezer a little longer and freezing the cream stiffer.

I do not believe that the gelatine you used was the cause of any trouble of this kind.

* * *

Dear Sir:—I would thank you to figure out an ice cream mix containing 12 per cent butterfat, 14 per cent sugar, 9.50 per cent serum solids, $\frac{1}{2}$ of one per cent gelatine. Our present mix is running 13.75 per cent butterfat, 16 per cent sugar, 9.18 per cent serum solid and $\frac{1}{2}$ of one per cent gelatine. We have just started to use 5 ozs. of powdered egg yolk to 10 gallons of finished ice cream, and when you figure out this mix figure the number of pounds of egg yolk. Our overrun has been running 90 per cent, and would like to know what overrun we should get with the mix you will figure. I would also like to know how to test an ice cream mix for butterfat on a Babcock tester. Kindly figure out a mix that can be handled in a 500 gallon Cherry pasteurizer. We are using 40 per cent cream, and 3.6 per cent milk, and skim condensed milk 20 per cent serum solids approximately. The mix is pasteurized to 145 degrees F., and viscolized at 2500 pounds pressure per hand then cooled to 40 degrees F. and held in 500 gallon Elyria glass enameled tanks for 48 hours.

How can I arrive at the percentage of serum solids in skim condensed milk without a Mojonnier tester? I operate a Creamery Package concentrator, and I tested some with a Baume hydrometer, and the reading was 11 at 60 degrees F. I could probably get better results if I had a hydrometer graduated into 1/10 divisions.

What is your opinion in regards to using egg yolk? It costs 60c per pound, and using it with our old mix runs the cost up a little higher than I can afford, and produces ice cream out with ice-up service for \$1.20 per gallon.

Reply: Acknowledging receipt of your recent letter I am glad to indicate below in table one, the formula calculated according to directions in your letter:

TABLE 1.
400 Pound Mix.

12% fat	9.5% S. S.	.5 lbs. gel.	14.0 sugar.
480 lbs. fat	380.0 lbs. S. S.	20.0 lbs. gel.	560 lbs. sugar
25 lbs. egg powder.			
Ingredients	Fat	Serum Sol.	Total Sol.
560.0 lbs. sugar.....	532.0
20.0 lbs. gelatine.....	19.0
25.0 lbs. egg powder.....	20.0
1150.0 lbs. 20% cond.....	230.0	230.0
1098.0 lbs. 40% cream.....	439.2	157.0	637.0
1147.0 lbs. 3.5% milk.....	41.3
4000.0	480.5	387.0	1438.0
Per cent.....	12.01	9.6	35.94

A five hundred gallon pasteurizer would not hold conveniently over four thousand pounds of mix, so we have made your formula total four thousand pounds. This mix will have nearly 36 per cent total solids and you should be able to get 100 per cent overrun. This would make your ice cream weigh four and one half pounds to the gallon or twenty-two and one-half pounds to a five gallon can.

Relative to the use of a Baume hydrometer, I am not able to tell you whether your reading of 11 at 60 degrees F. means 20 per cent serum solids. I suggest that you prepare a number of samples of your condensed milk, carefully noting the Baume reading and send the samples to your agricultural college for a solids determination. You could then soon arrive at the correct Baume reading for certain solids. There are hardly



Compare this Quality at these Prices

18 oz. Cover, 55c
each, 18½ in.

15 oz. Cover, 45c
each, 18½ in.

"SPECIAL SEAL" TUB COVERS

are made of selected canvass that has been tested to stand the wear tub covers get. They are cut to ample size and sewed with tough thread.

Samples and prices of different sizes on request

St. Louis Awning & Tent Co.

Tub Cover Dept.

800 North Second St.

St. Louis, Mo.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The left container, in the above illustration, has a mix of ordinary water-ice ready for the freezer. To the mix in the right container, Textor is being added. Both will now be frozen.



Repacked, the ordinary water-ice is tasteless, snowy slush at the top, and a sweetish, syrupy substance at the bottom. But the Textor-made water-ice is even-textured throughout, smooth as velvet, with the flavor and color of fresh fruit juices; as perfect as when it first came from the hardening room.



When watered down, the ordinary water-ice contains scratchy ice crystals, is rough-textured and uneven in color. The Textor-made water-ice, although softened, is smooth, even, of uniform color and structure.

Better Water-Ices Build Better Business

A Graphic Illustration of How Manufacturers are Broadening Their Markets

REPACK an ordinary water-ice and you are starting trouble. It cannot hold its evenness of texture, color or flavor. But a Textor-made water-ice, repacked, is as delightfully perfect in every respect as when originally frozen.

The ordinary water-ice is practically flavorless at the top of the container while at the bottom it is a concentrated, syrupy substance. A Textor-made water-ice has its tempting flavor evenly distributed throughout.

The top of a container of repacked ordinary water-ice is pale and weak in color; the bottom is strong and intense. Neither is appetizing. But a Textor-made water-ice sells so well because from top to bottom its color is always just the color of fresh fruit.

Repacking destroys the structure of an ordinary water-ice, making it rough and scratchy, or thick and syrupy. No matter how many times you repack a Textor-made water-ice it remains smooth, and nothing can change that smoothness.

Test Textor Today

We'll be glad to send you a 60-pound drum of Textor with complete instructions and recipes. Ten pounds of it will stabilize 350 gallons of water-ices or sherbets. Notice the improvement when you have used Textor. Write us today.

S. GUMPERT & CO.

Bush Terminal

Brooklyn, New York

Textor

A blend of vegetable gums, a pure white powder, transparent, colorless, odorless and tasteless when dissolved. Requires no heating, soaking or boiling. Textor binds together the ingredients of an ordinary water-ice into one smooth, firm, perfect blend that will not disintegrate. Textor makes water-ices as dependable as ice cream.

two hydrometers which would check on the same condensed milk, therefore, it would be difficult to give you this data.

Relative to the use of egg yolk, I am sure that this will improve your ice cream mix and also give you color.

If you do not seem to get satisfactory results which was formerly suggested in table one, we might work it over a little bit. For instance, it is in my opinion not necessary to have over 8.5 per cent serum solids and 12 per cent butterfat. It is not desirable to have your mix extremely heavy. I am sure that the mix you have been running, 13.75 per cent butterfat, 16 per cent sugar and 9 per cent serum solids, etc., is a little too heavy and it is possible that your overrun was somewhat difficult to get due to that fact.

Dear Sir:—Please figure out a mix that would conform to the law and also yield 100 per cent overrun. There are two things wanted in this cream—quality and 100 per cent overrun.

C. B. S.

Reply: I suggest that you try a formula with 14 per cent sugar, $\frac{1}{2}$ per cent gelatine, 10 per cent butterfat and about 11 per cent serum solids. This would mean that for 100 pounds of mix you would use 14 pounds sugar, $\frac{1}{2}$ pound gelatine and 5 pounds skim milk powder, providing you want it to test 10 per cent. If you want it to test 12 per cent, 4 pounds of powder will be sufficient. This will give you approximately 35 per cent total solids and you would have plenty of solids to get 100 per cent overrun.

If you will hold your mix eight hours after making it up, you should have no trouble getting the overrun even with your upright freezer.

Relative to the acidity test, I suggest you order from the N. A. Kennedy Supply Co., Oklahoma City, Okla., a Nafis Acidity Test outfit, which includes the alkali indicator and the buretter attached to the bottle. You will remember that piece of apparatus here at our building.

Dear Sir:—I am sending you my directions for making ice cream, which seems to lack body and smoothness. 40 quarts whole milk; 25 pounds sugar; 18 ounces gelatine; 5 gallons condensed milk; 3 pounds evaporated milk; 5 pounds 50 per cent cream; 4 ounces Washburn cream ripener; 3 ounces vanilla for every 10 gallons.

Reply: You will find below in table number 1, the analysis of your mix, as best as I could figure it out from the information given in your letter.

I cannot understand why your ice cream should lack body and smoothness as you have plenty of milk solids. It is possible, however, that you have trouble with sand-

iness in your cream, and I would suggest to improve your mix, you would reduce the amount of condensed milk so as to lower the serum solids to 10 per cent, where you now have 12.38 per cent. When you do that you can still keep the total solids the same by using more sugar. You should use at least 13 per cent where you now only have 11 per cent.

If these suggestions do not overcome your difficulty, I suggest that you give me further details and I shall be glad to help you further.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
40 qts. or			
86.0 lbs 4% milk	3.44	7.2	7.64
25.0 lbs. sugar			23.75
1.5 lbs gelatine & Washburns			1.42
45.0 lbs. condensed		12.15	12.15
27.0 lbs. evap. milk.....	2.16	4.86	7.02
40.0 lbs. 50% cream.....	20.00	3.56	23.56
224.5	25.60	27.77	75.54
Per cent	11.4	12.38	33.7
Per cent sugar	11.1		

* * *

Dear Sir:—I have been having considerable trouble with sandy ice cream and wish to ask you if you think it possible to avoid this trouble with the use of milk powder. The mix that I am now using is as follows: 60 gallons 15 per cent homo. cream; 20 gallons 8 per cent superheated condensed; 84 pounds sugar; 4 pounds gelatine; three-fourths pound Washburn improver, this mix makes 170 gallons finished product.

Kindly give me a formula that will test 10 per cent butterfat, 14 per cent sugar, 33 per cent solids using milk powder instead of superheated condensed, and the proper method to mix the powdered milk. T. M. T.

Reply: You will find in Table 1, the analysis of your present ice cream mix. You will notice that it figures 11.5 per cent fat and only 31.7 per cent total solids. This is due to the small amount of sugar in your mix, unless the condensed milk which you are using contains sugar.

Most ice cream factories are now using from 13 to 14 per cent sugar. I am suggesting in Table 2, a 700 pound mix, 10 per cent fat and 14 per cent sugar. You will notice that in order to get the mix to 700 pounds about 100 pounds of water is necessary. If, however you had either whole milk or skim milk to mix with the 15 per cent cream, it would not be necessary to use water.

I suggest that you look over these two formulas carefully and see if this will solve your difficulty.

(Continued on page 32)



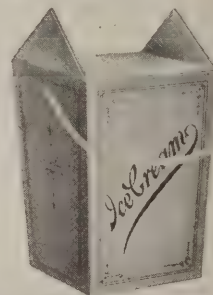
Ice Cream Can Liners of Quality

THE "Chicago" Can Liners, illustrated here are made from heavy solid Manila, waterproofed board, especially prepared for ice cream. Not affected by moisture or fats in the cream. Also furnished in pure white paraffined board.

FERGUSON-LANDER MFG. CO.
1733-1737 W. Austin Avenue CHICAGO

Ask us
about our
"Easy
Closing"
Ice Cream
Pails.

"Easy Closing"



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"Tempting in Taste--Real Goodness

Therefore

Superior Ice Cream"

That is how a large producer expresses himself about the effect of

IMPRUV-MIX

IN A BUTTER and MILK POWDER MIX

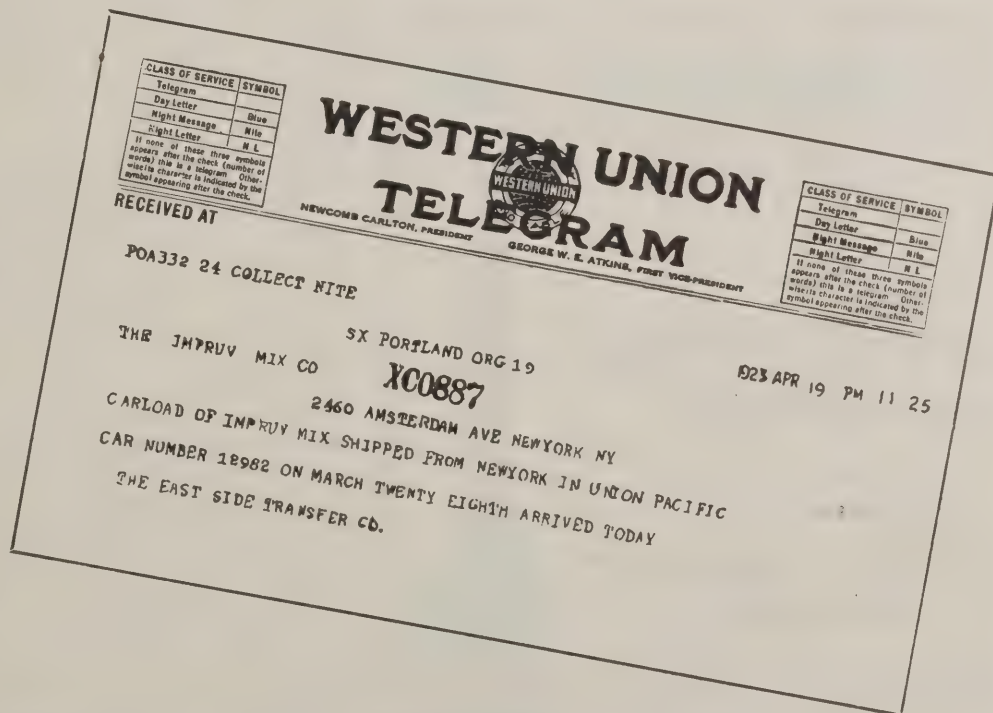
Solid Content Consisted of Butterfat 10%, Serum Solids 11%,
Sugar, Gelatine and IMPRUV-MIX 13.60%. Total Solids 34.60%.

Continued Re-orders of our first users in 1916 and the constantly growing demand are unquestionable evidences of the merit of this Improver.

IMPRUV-MIX works efficiently with or without Ripeners and may be added during pasteurization.

*Another
Carload
Shipped to
the Pacific
Coast*

Submit
Complete
Formula
and Order



Result will convince you that IMPRUV-MIX brings out a rich
CREAM Flavor in every mix and neutralizes Milk Tastes.

The Impruv-Mix Co., 2460 Amsterdam Avenue
NEW YORK

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
504.0 lbs. 15% cream.....	75.6	38.2	113.8
180.0 lbs. 8% condensed....	14.4	32.4	46.8
84.0 lbs. sugar			79.8
5.0 lbs. gel. & Washburn..			4.7
773.0 lbs.	90.0	70.0	245.1
Per cent	11.6	9.1	31.7
Per cent sugar, 10.8.			

Table 2.

700 pound mix, 10 per cent fat, 14 per cent sugar, 33 per cent total solids.

Ingredients	Fat	Serum Sol.	Total Sol.
98.0 lbs. sugar			93.1
3.5 lbs. gelatine			3.32
467.0 lbs. 15% homo. cr....	70.0	35.3	105.3
31.0 lbs. skim powder.....		29.3	29.3
100.5 lbs. water			
700.0	70.0	64.6	231.0
Per cent	10.0	9.2	33.0

Dear Sir:—Small lumps of butter form in our cream and we cannot seem to remedy it. Our freezer seems to remedy it. Our freezer seems to be running the right speed so hardly think this is the trouble. We freeze ten minutes, then whip five minutes. C. C. C.

Reply: This condition is more prevalent in the spring of the year when the cows are on fresh, succulent pasture, and also because a large proportion of fresh succulent pasture, and also because a large proportion of fresh cows are in the herds at this time of the year.

The best way to overcome this difficulty is to try to have the mix as cold as possible before freezing and then complete the freezing process with the least amount of agitation. I doubt whether you improve your mix very much by whipping five minutes after you have frozen ten minutes. I imagine that if you would try to

complete the entire process in about twelve minutes you would have less of this trouble.

* * *

Dear Sir:—Our mix contains 12 per cent fat, 12 per cent sugar, total solids 35 per cent. We want to sell finest possible commercial cream. How much overrun will mix stand?

Reply: Your ice cream made from the mix as stated in your wire would very easily stand from 100 to 105 per cent overrun and still be a very fine commercial product.

* * *

Dear Sir:—Will you kindly have the following formula analyzed and tell me, if possible, the following: fat content; total solids:

120 gallons 3.5% milk.
90 gallons 20% cream.
90 gallons 8% unsweetened cond.
22 lbs. gelatine.
400 lbs. sugar.
1 3/4 gallons flavor.

Reply: I am glad to illustrate below, in table 1, calculations showing the analysis of your ice cream mix as indicated in your letter:

Table 1.

Ingredients	Fat	S. S.	T. S.
120 gal. or 1032.0 lbs. 3.5% milk..	36.12	88.65	124.77
90 gal. or 756.0 lbs. 20% cream..	151.20	53.80	205.00
90 gal. or 792.0 lbs. 8% evap....	63.36	142.50	205.86
22.0 lbs. gelatine.....			20.90
400.0 lbs. sugar.....			380.00
14.7 lbs. flavor.....			2.20
3016.7	250.68	284.95	938.73
Per cent	8.35	9.5	31.28
Per cent sugar, 13.0.			

* * *

Dear Sir:—Would you tell me what you think of a mix that tests 14.40 per cent fat, 10.50 per cent skim solids, 39.50 total solids, and 14 per cent sugar? Please mail me answer. I am enclosing stamp.

Reply: If I have any criticism to make on this mix it is that the total solids are too high. I would not attempt to make ice cream from a mix containing over 35 per cent total solids. I would suggest that you reduce the butterfat content to about 12 per cent, reduce the sugar 1 per cent and leave the serum solids as you have it now, about 10 per cent.

* * *

Dear Sir:—Below find ice cream formula we are using which we will thank you to analyze. We are getting from 75 to 80 per cent overrun but think same should be at least 90 per cent, and will appreciate very much any suggestions you can make to improve our mix and obtain the desired overrun.

We are using 53 1/2 lbs. butter, 25 1/2 lbs. skim milk powder, 55 lbs. sugar, 3 lbs. gelatine and 313 lbs. liquid skim milk for our 50 gallon mix. We run this mix through the homogenizer at about 2500 lbs. pressure and hold for 24 hours before freezing. Our figures indicate that the above mix contains about 10 per cent butterfat, 11 per cent milk solids not fat and 34 per cent total solids.

Reply: I have analyzed your mix and you will find the analysis given below in table 1. The analysis of this mix shows that you have plenty of solids and could easily stand an overrun from 90 to 100 per cent.

I imagine that the difficulty which you have is due to the manner in which you handle the mix, or possibly in the freezer. You stated that you held your mix 24 hours before freezing. It is possible that this is not long enough to get the maximum overrun. Many factories throughout Texas and New Mexico have found it neces-

Buy Your Testing Glassware By Name

It is your only protection

For Over Twenty Years

NAFIS SCIENTIFIC GLASSWARE

Has been recognized as giving
the greatest value in

ACCURACY - QUALITY ECONOMY

If your dealer does not stock Nafis Glassware
write for our catalog and names of our
distributors in your territory.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glass Apparatus
for Testing Milk and Its Products

17-23 N. Desplaines St.

CHICAGO, ILL.

ASK THE MEN WHO USE IT



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Fig Walnut for Ice Cream

Delicious
Nutritious



Everybody
Eats It.
Everybody
Likes It.

A delightful combination of

**Choicest Smyrna
Figs and**

**Finest Imported
Walnut Halves**

No Husks :: No Shells

WRITE FOR PARTICULARS

Crown Fruit & Extract Co. Inc.

418-420 West Broadway ~ ~ New York, N. Y.

sary to age the mix from 36 to 48 hours. This makes it necessary to install a new holding vat which sometimes cannot be done.

It is possible that you are putting too heavy a load into the freezer, and I would try to put about a gallon less mix into the freezer and see if you get more overrun. Then, there might be something wrong with the speed of your machine or the time it takes to freeze.

I should be glad to have you write to me again if you think that any of these other factors might be the cause of your trouble.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
53.5 lbs. butter.....	44.94	44.94
25.5 lbs. skim powder.....	24.22	24.22
55.0 lbs. sugar.....	52.25
3.0 lbs. gelatine.....	2.85
313.0 lbs. skim milk.....	27.86	27.86
450.0	44.94	52.08	152.12
Per cent	10.0	11.5	33.8

* * *

Dear Sir:—Please give us the formula for figuring 100 pound batch, using sweet butter, skim milk powder, water, sugar and gelatine, also on batch using 3½ per cent milk, sweet butter, skim milk powder, gelatine and sugar, and formula for batch consisting of 3½ per cent milk, 20 per cent cream, skim milk powder, sugar and gelatine. Ice cream to be 8 per cent butterfat and solids from 30 to 34 per cent, so as to make a good standard commercial ice cream.

Reply: I am suggesting in table No. 1, No. 2 and No. 3 how you could make up the ice cream formulas according to the request in your letter.



the Cheapest Efficient Purifier for Ice Cream Equipment in Hot Weather

A B-K rinse costing less than 1 cent per gallon will purify and destroy odors in ice cream cans, no matter in how filthy or foul smelling condition they may come in from the territory. A B-K rinse penetrates the film of milk solids that contains bacteria and gives a higher degree of sterilization than any other method.

Freezers, pipings, pasteurizers can be easily cleaned out and purified—the greasy film penetrated, odors eradicated and Bacteria Count kept down with the simple, cheap and effective method of a B-K rinse or flush.

GENERAL LABORATORIES, Madison, Wis.

Table 1.

100 lb. Mix—8% fat, 12% Serum Solids.			
Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....475
9.53 lbs. butter.....	8.00	8.00
12.60 lbs. skim milk powder..	12.00	12.00
63.37 lbs. water.....
100.0	8.0	12.00	33.775

Table 2.

100 lb. Mix—8% fat, 12% Serum Solids.			
Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
6.5 lbs. butter, 84%.....	5.46	5.46
73.0 lbs. 3½% milk.....	2.55	6.25	8.80
6.0 lbs. skim milk powder..	5.70	5.70
100.0	8.06	10.25	32.08

Table No. 3.

100 lb. Mix—8% fat, 12% Serum Solids.			
Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
6.0 lbs. skim milk powder..	5.70	5.70
31.5 lbs. 20% cream.....	6.30	2.24	8.54
48.0 lbs. 3.5% milk.....	1.68	4.14	5.83
100.0	7.98	12.08	33.74

Dear Sir:—Please give me a formula to be made from sugar, sweet butter, purity powder and 4 per cent sweet cow's milk. Would you advise the use of purity powders in this mix? I want formula for 100 lb. mix.

I have an Emery Thompson brine freezer. How many revolutions is the dasher supposed to make to get a 100 per cent overrun, and what temperature is best to freeze at with this freezer? How fast should the brine pump be run?

Reply: I have your letter of recent date, with request for a formula for a 100 pound mix. I am suggesting below in table No. 1 how such a mix could be made up to comply with your 8 per cent law in Arkansas.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
4.0 lbs. skim milk powder..	3.80	3.80
6.0 lbs. 84% butter.....	5.04	5.04
75.0 lbs. 4% milk.....	3.02	6.45	9.47
100.0	8.06	10.25	32.08

I cannot give you the number of revolutions required for your Emery Thompson freezer to get a certain overrun, as the overrun varies with a great many other factors, such as the temperature of the brine; the flow of brine through the freezer; temperature of mix to begin with and temperature at which drawn from the freezer.

I notice that you wanted to use purity powder for a filler, instead of gelatine. I am suggesting in the formula ½ pound of gelatine, but if you want to use the powder you can easily substitute the equivalent amount of powder for the gelatine.

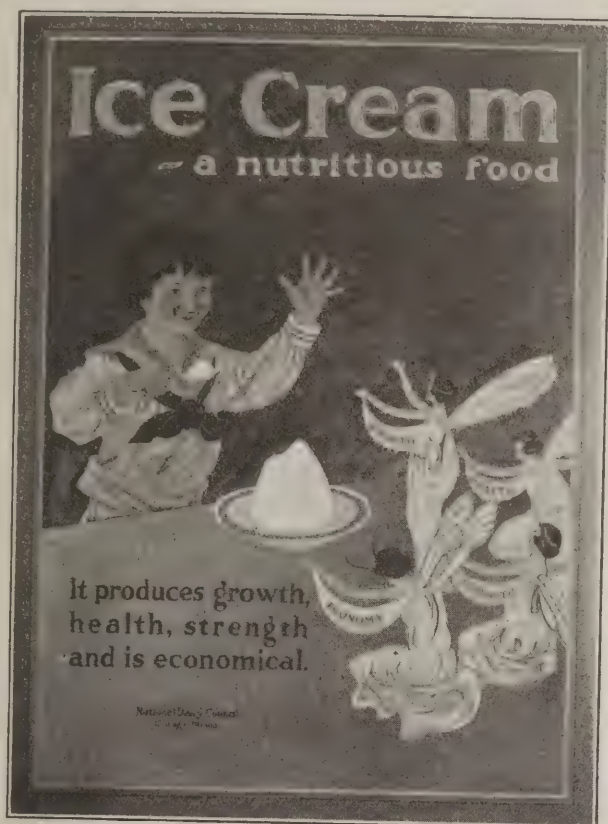
* * *

Dear Sir:—Will you kindly advise us and write me regarding the following mix we are using:

- 1000 lbs. 3½% sweet milk.
- 150 lbs. sweet butter, (82% fat).
- 24 lbs. skim milk powder (Merrill-Soule).
- 130 lbs. cane sugar.
- 10 lbs. gelatine (dissolved in 3 gal. water).
- 3 lbs. meloine (dissolved in 2 gals. water).
- 1 gallon vanilla extract.

We pasteurize the whole mix, except the meloine and flavoring, and run it through a viscolizer at 2,000 lbs.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



*A beautiful
Ice Cream Poster
lithographed in
eight colors*

SIZE:

20 inches by 27 inches

Here is a most beautiful and powerful ice cream poster which will increase ice cream sales.

It tells the story of the food value of ice cream in a striking and interesting manner.

The National Dairy Council has only a few of these posters left and you should send your order in immediately in order to get a supply.

These posters are especially interesting and valuable to school teachers and others interested in telling the true story of ice cream.

You should arrange to have one of these posters placed in every drug store and confectionery window

in your city which handles your ice cream.

The price of these beautiful posters has been reduced and you can secure these posters in any quantities desired at a price of 5c each or \$50.00 per thousand. Imprinting your name and message will be \$2.50 per hundred additional if only 100 are ordered, while the cost of imprinting 1000 will be only \$7.50. This will mean the securing of 1000 beautiful posters for only \$57.50.

This unique poster is a good sales builder. It is such that it will build good will also. Do not overlook this opportunity. *Order your supply NOW.*

NATIONAL DAIRY COUNCIL

910 S. Michigan Avenue
CHICAGO

pressure direct to a Cherry batch mixer, circulating the coil with cold water running through it until the mix has reached a temperature of 60 degrees, then immediately cooling with ice water to 40 degrees, adding the dissolved meloine when the temperature has reached 50 degrees. The mix is left over night, about 20 hours, to ripen and to be frozen the following morning.

We use a Cherry motor driven perfection 40 quart freezer, and aim to have the brine about 8 degrees. This gives us a good smooth texture cream, but, we have difficulty obtaining over 90 degrees overrun.

What per cent of butterfat and solids does the above mix contain? Could you suggest a change in the formula that would increase the yield any? Do we ripen the cream long enough? What acidity should the cream and mix have before going to the freezer?

Do you prefer straight gum to meloine or any other ripener?

Kindly give us your formula for a 100 gallon mix made from 3½ per cent whole milk, sweet butter, skim milk powder, cane sugar, gelatine and gum or meloine, meeting the requirements of the 12 per cent Iowa Standard.

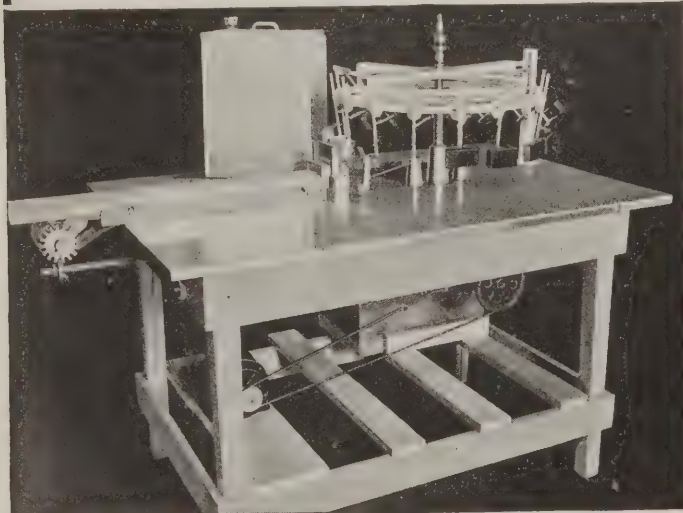
Would also like to have you give us a formula for sherbet. We are now using the following base:

35 lbs. sugar, dissolved in enough water to make ten gallons of liquid, adding ten ozs. snow (Heller & Co., Chicago, Ill.), 5 ozs. citric acid solution, 1 lb. acid dissolved in a quart of water.

This gives a good smooth body but our trouble is when making orange sherbet to incorporate the flavor and color so it does not separate and come to the surface, as oil, when left in the hardening room with a temperature of zero to ten above.

The 5c Eskimo Pie Now a Money-Making Sensation

Gigantic Summer Demand Paving the Way for a Huge Gallonage Output



The Eskimo Pie Cutting and Dipping Machine

Makes it possible to manufacture the 5c pie at a net cost of 20c a dozen, including license, wrappers, labor and material.

Not only reduces labor cost to less than 1c a dozen but eliminates all loss of chocolate and cream. All pies are exact in size and shape—no small wasted ends. By using our formula we guarantee a better coating obtained at a cost not to exceed 5c per doz.

Complete machine including motor and electrically heated tanks, ready to run.....\$375.00
Write for full particulars

The Eskimo Pie Corporation
Distributors
5 N. Wabash Ave. Chicago, Ill.

The Northwestern Corporation
Manufacturers
Morris Illinois

Can you tell us the reason for this? The sugar is mixed with cold water and the snow added mixed in part of the sugar and left to thicken before freezing.

Reply: I have analyzed the mix as given in your letter and you will find the data given below in table No. 1:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
1000 lbs. 3½ % milk.....	35.00	85.9	120.9
150 lbs. 82 % butter.....	123.00	123.0
24 lbs. skim milk powder...	22.8	22.8
180 lbs. cane sugar.....	171.0
10 lbs. gelatine.....	9.5
25 lbs. water.....
3 lbs. meloine.....	2.85
17 lbs. water.....
8 lbs. vanilla.....	1.20
1417 lbs. mix.	158.0	108.7	451.25
Per cent	11.15 %	7.67 %	31.1 %
Per cent sugar, 12.69; gelatine, .7.			

You will notice that you have a little better than 11 per cent fat and 31 per cent total solids. You will also notice that your sugar content is about 12.5 per cent. This mix could, of course, be improved by increasing the serum solids so that the total milk solids would be at least 20 per cent. This would then also increase the total solids. You could also increase the sugar content some as a great many factories are now again using 13 to 14 per cent sugar. The reason you probably are not getting the yield you ought to is because your mix is a little low in total solids and also because it may be that it is not aged long enough. A mix ought to be aged at least thirty-six hours, and better forty-eight hours, to get a good, smooth cream and the maximum overrun.

I noticed that you are also using meloine as a ripener. As far as I am personally concerned, if I was operating a factory, I would probably use very little of the ripeners, fillers, etc., but would probably use gelatine straight.

I am suggesting in table No. 2 a 900 pound mix containing 12 per cent butterfat which is probably what you would want to answer to your formula for the Iowa state law.

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
900 lb. or 100 gallons of mix—12 % fat, 8 % serum solids.			
117.0 lbs. sugar.....	111.10
4.5 lbs. gelatine.....	4.30
20.0 lbs. skim milk powder..	19.00	19.00
106.0 lbs. 82 % butter.....	86.92	86.92
652.5 lbs. 3½ % milk.....	22.82	56.00	78.82
900.0 lbs.	109.74	75.00	300.14
Per cent	12.09	8.3	33.35

Relative to the matter of making your sherbet, there is nothing wrong with your formula except that in making an orange sherbet you are using a flavoring extract which is pretty oily and is unsatisfactory. An orange sherbet is probably the hardest one to make due to the unsatisfactory flavoring material. You are also probably not hardening the sherbet fast enough. A sherbet needs a much lower temperature cold storage room than ice cream, and many experiments have been made to show that unless you can have a temperature from zero to 10 degrees below you cannot harden a sherbet satisfactorily.



If you want a manager, superintendent, expert, chemist, bacteriologist, operator, pasteurizer man, or help of any kind, "The Ice Cream Review" can help you find the best available man. If you want a position, "The Ice Cream Review" can help you as it has helped hundreds of others to secure a good position.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

When You

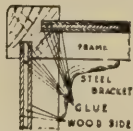
Choose a Cabinet

Consider Its Tank

As every ice cream manufacturer knows, but so often overlooks, the tank determines the cabinet's length of useful service. In fact, it is the very life of any cabinet.

Why the **TIFFANY** so far Excels Other Cabinets

Formed of No. 19 gauge pure sheet iron, tanks that go into TIFFANY cabinets are oxy-acetylene welded at the joints, which in itself forms a reinforced joint more than twice the thickness of the iron. The spud that receives the drain pipe is welded directly to the tank. Upon completion, the tank is thoroughly cleaned, pickled and galvanized by the hot-dip process—the best process known.

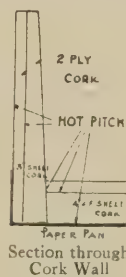


Corner Post Construction

*The Tank is only one of the many superior features of the **TIFFANY** CABINET.*

All sides of the case, for instance, are made of three thicknesses of veneer glued with special waterproof glue. Here you have three layers of wood sealed airtight with two layers of hot glue. The outside layer is one piece so that there can be no warping or opening of the joints as in cabinets made with one thickness of wood glued together on edge.

Corner posts are mortised to receive sides which are glued into them well nailed. Bottoms of legs are fitted with steel gliders so that the cases are very easy to handle.



Section through Cork Wall

Every ice cream manufacturer should read our carefully compiled booklet on cabinets. Free upon request.

TIFFANY & COMPANY, Inc.

Manufacturers of good Ice Cream and Soft Drink Cabinets

CARBONDALE, PA., U. S. A.

A CABINET IS AS GOOD AS ITS TANK

The Place Ice Cream Should Occupy

(Continued from page 18)

To return to a further discussion of the place which ice cream should occupy, permit me to quote from the president of the National Association of Ice Cream Manufacturers, Mr. Charles G. Morris, as follows:

"Health, wealth and happiness, the gifts of the gods, long sought by mortals in vain, attend our industry. For, as with most of the best things of life, it is rather what you give than what you get that makes for success. So again, ice cream gives health, wealth and happiness to the consumer. Ice cream carries everywhere the health that comes from the use of simple foods well balanced not only in essentials of nutrition, but also in those recently discovered essentials of life itself, the milk-borne vitamins. Ice cream gives wealth to the consumers, since every device that will insure a better product or a lessened cost is eagerly in demand among us manufacturers. Ice cream gives happiness to the consumers—need I go into the details? We all know them from the happiness we experience in consuming our own products."

Dr. E. V. McCollum of Johns Hopkins University who is now without doubt recognized as the leading dietetic chemist in the United States, is quoted as follows in the Ice Cream Review:

"Ice cream one of milk's products is a food which the public has not yet learned to appreciate. They have considered it a luxury and not a real food. This is an error. Ice cream is a nourishing food, very palatable and high in food value.

"It is not necessary to load the stomach with heavy, bulky foods in order to furnish proper nourishment for the body.

"Ice cream is a food which is all digestible. During the war it was declared by the government to be an essential and highly nourishing food. Food experts tell us that one quart of ice cream furnishes as much nourishment for the body as 14 eggs. Ice cream should be eaten in every house hold in America. Let a dish of ice cream take the place of some other food, less desirable, less nutritious and more expensive. It should be considered as part of the meal. A dish of ice cream every day will mean greater health, strength and vitality. Remember it is an all-the-year-round food."

When the American consumer is made to realize the truth of the statements herein presented by one great man vitally interested in the ice cream industry and another equally vitally interested in the correct nourishment of the human race, the slogan of "Eat a Plate of Ice Cream a Day" would be a matter of the past. We would not be concerning ourselves over the fact as presented by Mr. Munn, president of the National Dairy Council, in an address approximately one year ago that in actually analyzing the consumption of ice cream, the American public are using only one dish of ice cream daily during sixty-six days of the year, leaving 300 days ice-creamless, not from appeal as was made for meatless and heatless days of the war, but for lack of concerted appeal to the buyer of America's food supply.

Before the last annual convention of the National Association Mr. F. N. Martin of Spokane Washington said:

"I can conceive that a brand of ice cream can be so extensively and so well advertised that the couple or party seeking refreshment at a fountain will look for a sign announcing the sale of their favorite brand. But to expect them to specify and insist upon it is foolish. 'It isn't being done' and won't be to any extent re-

gardless of how much or how well any of us may advertise. It follows, therefore, that so far as inducing people to ask for a specific brand of ice cream, we must all focus our efforts more particularly upon the home consumption demand.

"It is my opinion that advertising intended to develop a more habitual use and demand can best be done through general educational campaigns. But such campaigns, to be most effective must be supported by local campaigns of those having a community of interest. And such local campaigns featuring certain dealers should be supplemented by campaigns of individual makers reminding the public of their distinctive brands and their merits.

"I realize that many of us may not now or for some time to come feel inclined to enter into any extensive and cohesive plan of action, but that does not change the fact that it is fundamentally sound. I need merely refer to the healthfulness, wholesomeness, palatableness and nutritiveness of ice cream as some of the points of advantage in its favor which should be stressed in such community campaigns."

To accomplish just what Mr. Martin proposes, to accomplish what has been done by co-operative work, "Community campaigns" for the milk and the butter industries, which we must admit is still in its infancy, is a service which can be rendered to the ice cream industry of any state by and through the National Dairy Council.

Educational propaganda or publicity telling broadly the story of foods, health, child development, etc., have been a great factor in keeping consumption of milk apace with production, and consumption ahead of production in the butter industry during the year 1922 in spite of the fact that the largest production of each of these products took place during that period.

Public schools through their teachers, Red Cross nurses, home demonstration agents, educational and health agencies and other organizations are co-operating with the National Dairy Council in presenting this educational health and diet propaganda. The ice cream industry producing a product which we shall no longer consider a luxury but an essential food for health can corollate with this and by concerted effort put ice cream on every table every day which is the position in the American diet it should occupy.



IOWA MANUFACTURERS BUSY ON "FOURTH."

Approximately 10,000 gallons of ice cream was delivered to dealers in Mason City, Clear Lake, and all points in northern Iowa by manufacturers of the frozen sweet for July Fourth use. At one factory more than 5,000 gallons of ice cream was manufactured in addition to the regular run of many hundreds of gallons each day. At another factory the auxiliary supply was about 3,000 gallons.



TIMES HAVE CHANGED.

A magazine recently reproduced the items of an expense account submitted by a salesman some 15 or 20 years ago. Here are some of the items: Hotel (this includes meals), \$2.50; baggage and bus, 75c; postage, 4c. Day's grand total, \$3.29.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PACIFIC MANUFACTURERS TO MEET AT VANCOUVER IN DECEMBER.

The Pacific Ice Cream Manufacturers' Association will hold its 1923 convention at Vancouver, B. C., Dec. 3, 4 and 5, according to recent announcement by Bert H. Walker, secretary. Selection of the Canadian city was made by the board of directors after considering an invitation to meet with the California and Southwestern States Ice Cream Manufacturers' Association at a place and date to be decided later. Owing to the distance, the association declined the invitation of President Alfred of the latter organization.

W. V. S. Robb is president of the Pacific Ice Cream Manufacturers' Association. In a circular, issued jointly by himself and Secretary Walker, it was declared that the 1923 convention 'should be the best we have every held,' pointing out that it would come after the World's Dairy Congress, the Dairy Show, and the ice cream exposition at Cleveland.

This will be the first time that the Pacific association has met in Canada.

Members are asked to notify the secretary of any suggestions they may have for the program or other arrangements. The following program suggestions have been made by the secretary:

"World's Dairy Congress—It's Influence on the Ice cream Industry."

"What Should We Learn from the National Conventions?"

"Stop, Look and Listen!"

"What the Ice Cream Industry Means to the Dairy Farmer."

"Legislation—State and National."

"Getting Your Product Over to the Public."

"Advertising—Should It Be Local or General?"

"Trade Abuses—Their Relation to Competition."

"Co-operation Between Manufacturer and Dealer."

"Packaged Ice Cream—Does It Justify Paying Premiums?"

"Your Plant and Its Possibilities."

"The Ice Cream Mix, the Mix, and Results Desired."

"Plant Administration and Uniform Cost Accounting."

"Your Equipment, Its Care and Protection."

"The Future of the Industry—The End to be Accomplished."

"Has the President Anything to Say?"

NEW PLANT AT NEVADA, MISSOURI.

The Nevada Milk Products Co. recently completed its new plant. It is modern throughout and includes milk pasteurizers and cream vats, churns and all other necessary equipment for the making of butter, ice cream and pasteurizing milk.

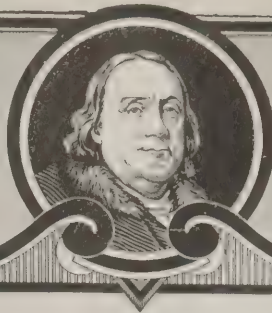
The company maintains its own refrigeration and cold storage units. According to C. E. Driver, president of the firm, the daily capacity of the new plant is a thousand gallons of milk, five hundred gallons of ice cream, and about three thousand pounds of butter. It is not operating to full capacity this season, though the outlook for the future is encouraging, officials say.

BUSINESS GOOD IN OKLAHOMA.

J. B. Porter, Secretary, Oklahoma Association of Ice Cream Manufacturers, writes us under date of July 6th as follows:

"The peak of the season is here again, and from reports as gathered Oklahoma manufacturers have nothing to complain of at present. Weather for the Fourth was ideal and capacity business general. Heavy rains and over-flowing streams delayed the season several weeks and did enormous damage in some parts of the state but is soon forgotten."

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 6-13.



FRANKLIN said:—

"Keep thy shop and thy shop will keep thee".

IN other words:—Keep your trade by giving it the best Ice Cream possible and your trade will keep you.

FRANKLIN

KEYSTONE B

makes the best Ice Cream.

**The
Franklin Sugar
Refining Company**

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

Texas Ice Cream Manufacturers' Association

Proceedings of the Fifteenth Annual Convention, Dec. 12, 13 and 14, 1922, San Antonio, Texas

ICE CREAM LEGISLATION

By E. H. Golaz, Austin, Texas

(Continued from July issue)

I want to get your attention just for a few minutes on a very trying subject, and that is the subject of Ice Cream Legislation. I represent what is known as The Food and Drug Department of the State of Texas, and our function is to enforce the laws as handed down to us by the legislature.

It has been said, probably with good reason, that we are suffering from an excess of laws; that our statute books are blackened with many useless unenforceable regulations; that we are over legislated and over regulated. Many laws seem cumbersome and useless, and our much cherished liberties are reduced to a minimum. We have laws that tell us when to work, when to play, and what to drink—especially what not to drink and what to eat. The milk industry has seemingly been surrounded by a mass of such regulations. So much so that I frequently ask myself if the thing is overdone and what would happen to the producer and consumer if the bars were let down and matters allowed to adjust themselves without interference.

Anyway, when it comes to the manufacture of ice cream, practically every state of the Union has seen fit to define the word "ice cream," to establish a butterfat standard, to limit the amount of filler, and in some instances to establish a ration of weight to volume.

10 states have a butterfat percentage of 10 per cent or above.

18 states have a butterfat percentage of 8 per cent.
4 states have a butterfat percentage of less than 8 per cent.

8 states have a filler or binder percentage of 1 per cent.

8 states have a filler or binder percentage of 0.8-0.5 per cent.

The others have a percentage of below 0.5; or do not specify the percentage and use the very elastic words of "customary substance."

4 states require compulsory pasteurization.

2 states establish a net weight of 4 pounds.

1 state—Kansas—a net weight of 4¾ pounds.

Texas, as you know, has established a butterfat standard of 8 per cent and a limit on harmless filler or binder of 0.2 per cent. During the last legislature an attempt was made to pass an ice cream law requiring compulsory pasteurization, defining the word ice cream as a product made in whole of milk products, legalizing the 8 per cent butterfat standard. The state board of health was in hearty accord with the proposed law, and did its best to secure its passage. It passed the house, and finally failed by a small majority in the senate.

I understand that the great majority of the Texas ice cream manufacturers are still in favor of the proposed law, and intend to renew their effort of two years ago. In this connection I would propose that to the definition of the word ice cream the amount of permissible filler or binder be raised to one per cent and that a net weight of 4 pounds be adopted, allowing a "swell" of practically 100 per cent.

I simply make this statement because the figures that I gave you were taken from 1921. Since 1921 and during the past year there are now over fifteen states which have now on their statute books, or in contemplation of passage, similar laws, and it occurred to me that if the thing is to come one way or another it might be best to come from your hands than from some outsider.

And now to revert to my first proposition of an excess of special legislation. I wish to impress upon you the idea that such a law is not an increased burden to your industry, but an actual safeguard.

It is not a fact that the bars could be let down and matters allowed to adjust themselves to the laws of offer or demand. It is not a fact that the consuming public can be the only judge of your products. Without legal definition of the word "ice cream," a general scramble towards cheaper products would take place and the selling price become the only factor controlling the manufacture and sale of ice cream. In adopting a reasonable standard you are really not protecting so much the public as yourself.

The department I represent is daily in receipt of numerous questions, asking our opinion on formula of products intended to be sold under various names, but probably intended to rely upon their ice cream appearance to make their sale possible and profitable. One of these—frozen pies or frozen custards, showed upon analysis practically 50 per cent of starch material.

We have taken the attitude that, independent of names, such articles would be offered for sale as imita-

Will Your Maple Flavor
Score Forty?
Percent?

TRY

Elpam



G. W. Wardrop Company, Inc.

BOSTON

450 Broadway

MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ROGERS BRICK MAKERS

are now equipped with the new

AUTOMATIC VALVE



The Greatest Single Improvement in the History of
the Automatic Ice Cream Brick Maker

*STANDARD MODEL Brick Makers are Now
Equipped With This AUTOMATIC VALVE*

The New JUNIOR MODEL—Hand Operated, Portable Machine—Equipped
With This New Automatic Valve Will Be Ready for Delivery JUNE 1st

*Write for Prices and Savings That Can Be Made
By Using the ROGERS BRICK MAKER*

JOHN W. LADD CO.

DETROIT

COLUMBUS

CLEVELAND

CINCINNATI

tions of ice cream and therefore be illegal, but to enforce the law as we understand it, we must know what, legally, ice cream is.

A review of the many cases submitted to the courts of the different states, without specific law on the subject, but relying upon administrative regulations and charging misbranding or adulteration on account of deficient butterfat, shows that the proposed ice cream law is not only desirable but necessary. In this state, in cases based in whole on non-conformity to a department ruling, it is necessary not merely to plead deviation from the standard, but also to produce evidence of trade customs in conformity to the standard.

In this matter, like in any other matter affecting one of our industries, the State Food and Drug Department wishes the advice and help of your association, and feels certain that your decision will be fair, both to the manufacturer and to the public.

I purposely read this paper because it contains some figures and some statements that I wanted to be able to state a little more correctly than in an off-handed talk. But the proposition is simply this: While we have been attempting in the past, from our point of view, to enforce the standard as to what ice cream ought to be—it has been entirely upon rules and regulations. These rules and regulations can be questioned; are questioned; they have probably no force in law. The only thing we can state is, that it is the common practice, a trade custom, we have to show that. If you think it is worth while I strongly would urge that you get together in an effort to pass a law, framed by your own people, and submit it to the legislature. I believe it is really a matter of self protection for you to do this. As you all remember two years ago the matter was up in the legislature. First, there was the question of pas-

teurization, and most of you are fully acquainted with that, and, of course, we are in favor of that. You will remember that at the last moment we were compelled to make some concessions. It was found that in the legislature there was a strong sentiment against general pasteurization. The question was raised that the pasteurization was made for the purpose of putting the small man out of business and allowing the big manufacturer to reap the harvest. In order to correct this impression we then took this attitude, that small dealers—I don't remember exactly the figures, but something like twenty-five gallons or less daily, would be exempted from this part of the law, that is, pasteurization, provided, however, they would pass an inspection by our inspectors, and that would give us this latitude that places that were absolutely unfit—and there are many of them in this state—could be put aside—closed. As it is today—without this law—we have nothing but the finished product to bring in court; we have no jurisdiction over the place where it is produced. I really believe this small exemption to the general purpose of the law will not in any way decrease its value. The legislature meets now within a few days, meets on the second Tuesday in January. I want to lay before you association this proposition: If you think it is worth while to take up the matter in view of the past experience and in view of the fact that the personnel of the legislature has changed to a large extent—there being over ninety new members, it would be well for you amongst yourselves, to decide what you want—whether you really want to try to secure the passage of this law. If you do decide to undertake the passage of this law I can promise the complete help of my department, both personally and through others—you can rest assured we will do our share. I don't believe there will be, with the amendment I mentioned, much objection to it.

The question of ice cream—the attitude that was taken against it from other competitors, was discussed by me at length in Kansas City at the general meeting of all the food commissioners of the United States. The question came up—it came up in regard to the very wonderful success of the Eskimo Pie. In other words, is it possible for a product to be sold as ice cream and escape the definition of the words "ice cream" and to standard of ice cream simply by changing the word. Upon this point there was a complete consensus of opinion from the side of the federal department that they would absolutely disregard the name, and that the only question that would be in their minds is the impression which is carried on to the public regardless of the name. Now, I don't want to make a suggestion, but I think the time is pretty close to get busy. I might possibly suggest that a small committee of two or three members, selected amongst yourselves, be appointed—if you decide to take up this matter, and let these members be in charge of the bill and see that it is properly handled. (Applause.)

* * *

President Sullivan: Is there anyone here that desires to ask Mr. Golaz any questions?

Mr. Boedecker: Yes, sir. I don't know whether this is pertinent, or whether I should ask it or not. Would you rather not answer it at this time it will be all right. In passing upon this "Rice Cream" which was discussed here today, would that be judged as butterfat the same as other ice cream should, or should this Rice Ice Cream or Rice Cream, as you call it, have to come under the law of eight per cent, or would it come under six per cent, as we understand it is made.

Mr. Golaz: It is a little embarrassing when you select one special product, and it is a little embarrassing

HUGHES Gelatine Co.

THE HOUSE OF PERSONAL
GELATINE SERVICE

*Now in Our New and
Larger Quarters, the better
enabled to serve you.*

Hughes Gelatine Co.
143 Griswold Street
DETROIT MICHIGAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The Most Popular Ice Cream

UCOPCO is

- More than ordinary gelatine.
- Always dependable.
- A superior product for your Ice Cream.
- A business getter and holder for you.
- Truly the Aristocrat of Pure Food Gelatines.

A list of steady UCOPCO users is a Who's Who in the Ice Cream industry.

And a trial will add your name to that list permanently.

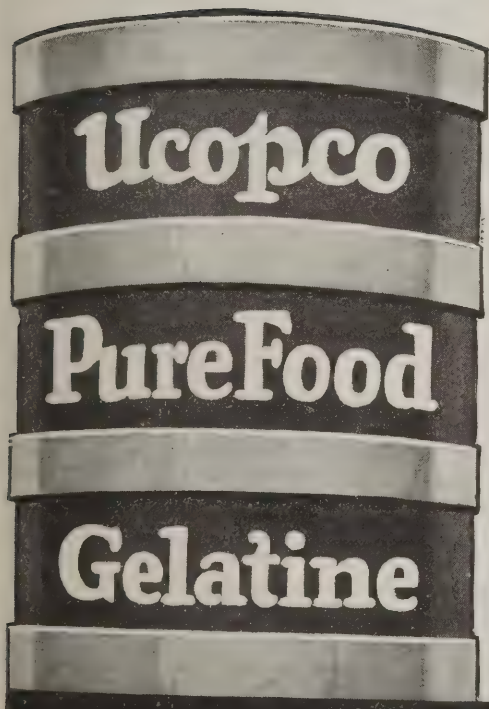
For samples, analysis or information, address

United Chemical & Organic Products Co.

Home Offices: 4200 S. Marshfield Avenue, Chicago

Branches:

New York City New Orleans San Francisco Milwaukee Detroit



Ucopco Pure Food Gelatine

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 6-13.

to speak about it, but in a general way that is exactly the main purpose that I have been trying to make clear, that a standard ice cream be made and insisted upon by you people, not so much as a safeguard to the public but for your own protection. In urging a reasonable standard to which you have given a definition to the words "ice cream" you are absolutely restricted then—restricting this business to this definition, and nothing else; the law is specific. Whether or not the product would escape the law in changing the word is just what I have been trying to make clear; I am under the impression it would not. But maybe, as far as your question goes, it may not, as I understand it is not sold as ice cream but rice cream. It might be well, in this special case, to state that the word "ice" includes the word "rice" and let the courts rule on it. I wanted to make our position perfectly clear, that we will not take into consideration the wording of the thing but only the general impression as carried to the public.

Mr. Boedecker: Let me make myself plain. I don't mean to say I am against rice cream, but what I am trying to get at is whether it would be judged as plain ice cream, or whether it could be worked in on the order of chocolate ice cream or fruit ice cream.

Mr. Golaz: I believe under the general principle it would not be ice cream.

Mr. Campbell: Professor Golaz, the bill you mentioned, is that just a general pasteurization bill or does it just define all the dairy products that enter into the manufacture of ice cream?

Mr. Golaz: No, sir; I have the bill; the bill has been drawn—that is, the last one, and, as I remember it, it covered practically the pasteurization of ice cream and the general pasteurization of the mix; however, I am not sure.

Secretary White: Yes, sir, that was the intention of the bill—to cover the pasteurization of the mix prior to freezing.

Mr. Campbell: The reason I asked, I am from Louisiana, and we are framing a bill to present to our legislature, and I just asked for information.

Secretary White: I have a copy of the proposed bill down at my office, and I will be very glad to give it to you.

Mr. Campbell: I would be very glad indeed to get a copy.

Mr. Boedecker: Mr. President, It seems to me we need a committee to work with Doctor Golaz. We had a very good committee before, and I move that the committee be reappointed for this coming session of the legislature.

Mr. Pangburn: I second the motion.

President Sullivan: It has been moved and seconded that the same committee that previously had this bill in charge be again appointed. All in favor of that will signify by saying aye. (Chorus of ayes.) Contrary minded? (No response.) The motion is adopted.

President Sullivan: The next thing on the program is Mr. W. W. Campbell, president, Southern Association of Ice Cream Manufacturers, on Advertising.

ADVERTISING

By W. W. Campbell, Shreveport, La.

Several years ago I attended my first ice cream convention in Texas. I there got the bug, and I have been a regular attendant at all conventions. I consider it the best money that I have ever spent, and I obtain most valuable information for my business in being in attendance upon the conventions.

When your secretary, Mr. White, wrote me asking if I would prepare a paper on Advertising at this convention, I realized that there are quite a number of members of this Association better able to handle this subject than I, but I felt that if I could give you just one thought or suggestion that would be of assistance to you, I have done something to promote the industry and help my fellow workers.

Advertising is a method of inviting or urging the sale or exchange of property or service. While any effort to effect a sale or exchange is properly called advertising, the word is more commonly used in the

offer of merchandise for sale such as the advertising of goods by a manufacturer or merchant.

Some of the channels for this variety of publicity are: newspapers, billboards, magazines, electric signs, novelties, cut-outs, street cars, moving pictures and programs.

I am not going to attempt to tell you which form of advertising is the best, the majority of it is good, but what might be most effective in your section might not be effective in my section at all, so it is a matter for each manufacturer to decide which is best for him, but **ADVERTISE.**

At the beginning of the year I think you should budget your advertising and stay within your budget. Outline just how much you want to spend in each kind of advertising and spend it judiciously. As a general rule there are three classifications for merchandise. First, staple merchandise. Second, novelty merchandise. Third, stimulating merchandise. Stimulating merchandise is merchandise which brings people to the store. It is receiving more attention by modern storekeepers than the other two lines of merchandising. Department stores feature stimulating merchandise at a smaller margin of profit than is made on novelty and staple merchandise, because after the stimulating merchandise has brought a customer to the store, it is then hoped to sell that customer something from the staple or novelty merchandise.

Ice cream is the greatest stimulating merchandise there is, the dealer not only makes a good profit, but there is a daily turnover.

It is claimed by some merchants who have kept records that forty per cent of the people who come into their stores to buy ice cream purchase something else while in there. This, it seems to me, is a strong talking point for the salesman to point out to the dealer.

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring
ANY HOLIDAY

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulpes and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Economy Cabinets

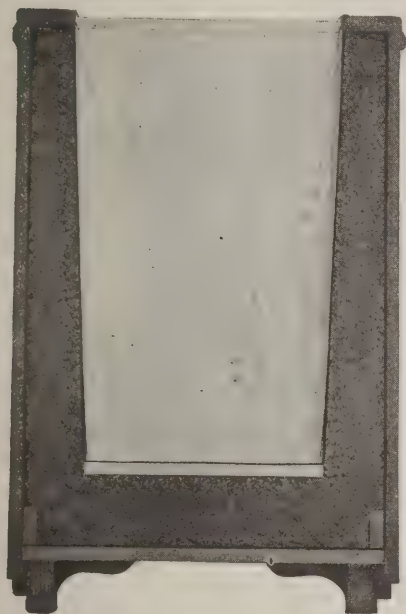
Dry Package Cabinet

Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



New Corkboard Cabinet

The manufacturers have come to realize that superior insulation means money saved on ice consumption. This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with $\frac{7}{8}$ " buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.



Tub Cabinets

This separate compartment cabinet is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage. ALL Cabinets finished in highly polished mahogany.



Homer Manufacturing Co.
HOMER CITY, PENNA.

Rice Durfee Company
331 Dwight St., Springfield, Mass.
New England Distributors

many advantages for the sale of ice cream other than the profit in the commodity.

We have all heard dealers say that we can't make a profit out of ice cream, it is because he hasn't kept a record, he really doesn't know whether he has or not, but when he dips from two hundred and eighty to three hundred 5c dips out of a five gallon packer of ice cream that cost him six dollars and twenty-five cents, he hasn't lost any money, so it behooves the manufacturers to point out to him these facts and in place of having a dealer who handles ice cream just because his competitor down the street handles it, you will have a customer who is pushing ice cream in place of bottle goods that bear a less profit.

This form of advertising is a part of the service that goes with advertising ice cream. Ice cream has been on the market such a long time that it is universally known, but it is only in the last few years that it has come into its own, with the advent of new ideas, new methods, improved machinery, new systems, through advertising we have been able to point out to the consuming public the great food value of ice cream.

The consumption has increased from less than one gallon per capita a few years ago to an average, the country over, of 2½ gallons per capita and in some thickly populated centers to seven gallons per capita. This, my friends, is the result of following that great rule, "Truth in Advertising." Advertise, but back your advertising with quality which is Truth. I thank you. (Applause.)

* * *

President Sullivan: I would like to have some discussion on Mr. Campbell's paper. Mr. Pangburn.

Mr. Pangburn: Mr. President, I don't know that I could add anything to Mr. Campbell's paper. I think that idea is one we should carry home with us, and that

is, we should stress more the food value of our product in advertising ice cream. It calls to my mind my experience in working behind the soda fountain several years ago. When I first started working behind the soda fountain, I remember, at that time, if one man would come in and catch another man partaking of a beverage at a soda fountain it was generally considered a joke, and he made apologies for taking a drink at the fountain. That thing has changed to a very great extent, but there is still more room for improvement. If we can bring about in our advertisement something to impress upon the minds of the public that when they go to the fountain, instead of spending their money for some drink that merely tastes good and has a good food value, and that it is beneficial to the digestive organs instead of being harmful, why, we have accomplished a great deal. There is no doubt in the minds of those who have made a study of this product that we have, and as has been brought out here today, that it is not one of the best but the best food product known. That is the thing we should give more thought, and I would be very glad indeed to hear some more discussion along this line, and by some that could advance better ideas than I could.

Mr. Wren: Mr. President, that brings to my mind a thought I am going to leave with this convention. We have heard a whole lot, a great deal, and a great many times about the food value of ice cream. It has got a wonderful food value. But how many of us have really stopped and sat down and figured out in our own mind just exactly what that means? I mean by that just simply this, that ice cream is a product of milk, and milk is the only food provided by nature that contains every element in its regular proportion that is capable and able to sustain and nourish the human body from the time it is born until the time it dies. There is nothing like it. There is no element of milk that carries an excess of one ingredient and lacks another. It is not necessary to fully analyze milk, but we know that average milk—if milk is a perfectly balanced ration—which it is, we know that milk contains four per cent of fat, approximately eight per cent of non-fat, about five per cent of sugar, and the other ingredients that go to make up the composition of milk in its detail. If that is a perfectly balanced ration, a perfect food for all man kind, do we pay any attention to that formula in the manufacture of ice cream? If ice cream is a food it should be the best food, and if it is the best food we should pay attention to these different percentages of the product when it enters into this frozen product. For instance, we all know we can't manufacture ice cream out of four per cent milk; that is impossible, but when we add fat to our mix—if we don't add the other elements in the same proportion to keep the ration properly balanced we have an unbalanced food ration, and naturally it is not going to be properly digested by some people. The average adult could handle it very safely, no doubt, but ice cream is consumed by everybody. You have often heard, every one of you, people say that ice cream didn't agree with them. Perhaps it doesn't agree with them. If I manufacture ice cream that contains ten per cent fat and about fifteen per cent non-fat solids, I have got a ration that may unbalance somebody's stomach—it has got a right to, it is improper—it isn't properly balanced. On the other hand, if I have about thirty-five or forty per cent of total solids and about six or seven per cent of fat, it is also unbalanced. I just wonder—and I will pass it on to you, just wonder how many have really sat down and figured that thing out? I believe it is worth while to go out and tell Mr. General Public that ice cream is a food; I think it is proper for us to know



Let Us Send
Samples and Prices

The "Superior"

**A Hardy Cover
designed for
Hard Service at
Minimum Cost.**

"Superior" Tub Covers are made of the highest quality 16 ounce canvas to fit any size ice cream tub. All seams are double stitched.

The heavy cotton braid that holds the "Superior" tub cover securely to the tub has a tensile strength of 500 pounds.

Manufactured and Sold by

Scott Manufacturing Co.

15th and Howard

Omaha, Nebraska

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The Homogenizing Valve on the Gaulin is so constructed of a combination of semi-precious metals that it will give months of service without any attention whatever. There are cases on record where these valves have been in continuous service for 18 months and today show no evidence of requiring grinding.

The bronze bearings and connecting rods on the Gaulin are amply proportioned and will give a lifetime of service. The gears are of semi-steel (no rawhide or other semi-permanent material), are totally enclosed, and run in an oil bath. The chain on the motor equipped unit is also totally enclosed and running in oil. Compare this construction with that of other machines sold to do the same work and draw your own conclusions.

Considering the care taken in the selection of materials and in the machining of each individual part and on top of this the thorough testing to which each Homogenizer is subjected it is not to be wondered at that the Gaulin is the long lived machine it is.

There is a place for a Gaulin in your plant whether you make ice cream, chocolated milk drinks, cottage cheese, Jewish sour cream or any one of a dozen different dairy products. May we not advise you?

Manufactured by the

MANTON-GAULIN MFG. CO., INC.
 11 Elkins Street Boston, Mass.

Distributed by The Creamery Package Mfg. Company

SALES BRANCHES—(Write to nearest one)

Chicago, Ill., 61-67 W. Kinzie St.	Jersey City, N. J., 122 Morgan St.	Portland, Ore., 6-8 N. Front St.
Atlanta, Ga., 58-68 Nelson St.	Kansas City, Mo., 1408-10 W. 12th St.	Omaha, Neb., 113-15-17 So. 10th St.
Boston, 138-140 Washington St. N.	St. Louis, Mo., 508 Second St. N.	San Francisco, Cal., 699 Battery St.
Buffalo, N. Y., 133-137 E. Swan St.	Pittsburgh, Pa., 804 Duquesne Way	Toledo, Ohio, 119 St. Clair St.
Denver, Colo., 1649 Blake St.	Philadelphia, Pa., 1907 Market St.	Waterloo, Ia., 406-8 Sycamore St.
	Minneapolis, Minn., 318-20 3d St. N.	

that it is a food and the right kind of a food, and that it represents, insofar as it is possible, the very same percentage of different matters that is contained in the original product from which it is manufactured, I think we should know that when we tell Mr. General Public about it. I just give you that thought because it came to me when these papers were being read and this discussion and reference to ice cream as a food. I think it is something worth while thinking about. (Applause.)

Mr. Zimmer: Outside of a few individuals and babies, how many people do you believe eat ice cream because it is a food?

Mr. Wren: Everybody.

Mr. Boedecker: I believe we in Dallas have advertised ice cream as a food more than probably—more consistent than any other ice cream plant in that section of the territory. It has not only happened to me once but it has happened to me a hundred of times, that friends of mine have told me about having ice cream at home, and invariably they will say, "You know that is a good food. I get it three or four times a week." For two years we have run one little ad daily in the paper, and it only contained from four to ten words, stressing ice cream as a food. In Dallas they are commencing to figure ice cream as a food. Some ten years ago Riegler and Klein in San Antonio were selling more ice cream to their customers in San Antonio than we were in Dallas, but I think the thing is reversed now. I think we sell more ice cream in Dallas per capita than is sold in San Antonio, because we stress that one feature.

Mr. Zimmer: I would like to hear that subject discussed in regard to advertising in the winter time instead of the summer.

Mr. Carrithers: I feel this way about advertising in the winter time. In everything you try to do, if you are going to make a sale, or make a get away, there is a psychological moment, and at that time—when that time comes it is like the blacksmith welding his iron, there is no use to put a piece of iron in the fire and get it red hot and then take it out and wait until it cools and then hammer on it. There is a time to do this, when the psychological moment comes do your big advertising, your heavy advertising, when everybody is

thinking about ice cream, so right in and pour it or them right then; get them started to eating it. We are just a bundle of habits anyhow. We get in the habit of eating ice cream right at the time when everything—your whole system is crying for ice cream, something cool, something cool. I remember a few years back when every manufacturer assembled here today was just wondering all the time how he was going to get by, but now it isn't that at all, he has doubled and trebled his output, and some times it is two or three hundred per cent over what it was ten or fifteen years ago. It isn't because he has advertised so much, anything of that kind, but just because the people have formed that habit.

There is a great deal of difference in the food value in ice cream and eating an equal amount of food value in a beef steak, one is a job and the other is a pleasure (Laughter and applause.) Bear down on the advertising and you will find that the people will come your way.

Secretary White: Gentlemen, it is five o'clock, and we have to make room for this banquet tonight which will be held in this room. Tomorrow Professor Bae will make us a talk, and I hope every one of you will be here, you should not miss it. A motion is now in order to adjourn.

Mr. Pangburn: I move that we adjourn until tomorrow.

Mr. Wren: I second the motion.

President Sullivan: It has been moved and seconded that we adjourn until tomorrow. All in favor of that motion let it be known by saying aye. (Chorus of ayes.)

(The convention at 5:00 o'clock p. m., adjourned until 2:00 o'clock p. m., December 14, 1922.)

* * *

THIRD SESSION.

Thursday Afternoon, December 14, 1922.—2 P. M.

President Sullivan in the chair.

President Sullivan: Come to order, gentlemen. The first thing on the program is "Purifying Quality of Our Milk Supply" by J. W. Ridgeway, formerly with the A. & M. College.

* * *

PURIFYING QUALITY OF OUR MILK SUPPLY

By Prof. J. W. Ridgeway

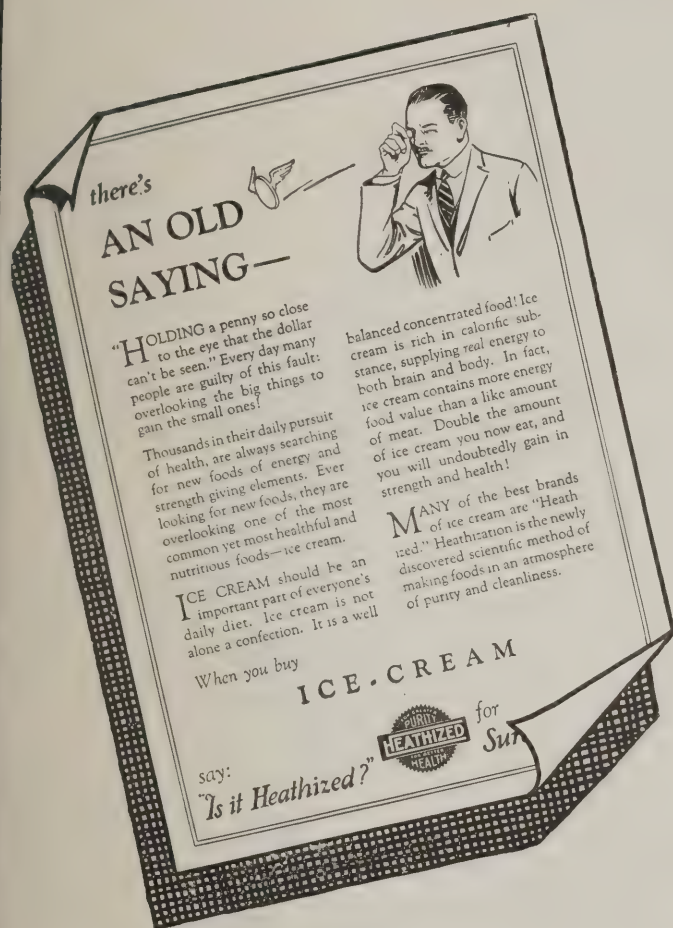
MY REMARKS on this subject will be largely introductory, will deal principally in generalities, because, if you will notice on the program there are two parties who are to discuss this subject. Usually when a situation of that kind arises, when there are two people on the program to discuss the same subject, the one that speaks first is supposed to be very brief. As a matter of fact, one of the best qualifications for a speaker at an ice cream manufacturers convention—you might say there are three qualifications: One is for him to stand so he can be seen, and the other is for him to shut-up so he can be appreciated. I will be rather brief on the subject we have in mind. Now, the purifying quality of our milk supply is of great importance to the manufacturers of ice cream. I am not going to say so much about the improving of the quality of the milk supply as I am going to bring out some salient points with reference to the improving of the quality of all dairy products. I don't think we can congratulate ourselves yet that we have reached the zenith of perfection in the matter of turning out the highest pos-

sible quality of dairy products. There is considerable room for improvement in the matter of quality. Now I don't know whether we can go further and congratulate ourselves that we have reached perfection in the matter of manufacturing. The quality of the product is to be determined by the quality of the raw material which enter into that product, and further, the method of manufacture involved in order to put it out. But I do believe that the methods of manufacture have advanced more rapidly probably than the methods involved in the production of the raw material. So that the big things that probably enter into the improvement in the quality of our Texas dairy products is the matter of the improvement of the raw material which enter therein.

Again, in discussing that subject briefly, I want to say there are two channels open for the matter of improvement, and I am going to divide those into two parts, one from the standpoint of education and one from the standpoint of legislation. Regardless of what legislative measures you might put through, unless you

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Five Million Homes and Heathization!



HERE is a miniature reproduction of one of the full page advertisements we have prepared for our big National Publicity Campaign. A series of unusual and interesting messages telling the STORY OF HEATHIZED ICE CREAM will appear during the months of JUNE, JULY and AUGUST. Thirty-seven leading magazines including such publications as Hearst's—Munsey's—Vogue—Vanity Fair—Harper's Bazaar—Outlook—Colliers—McClure's—Christian Herald—Sunset—American Cookery—Life—Judge—Metropolitan—Physical Culture—Country Life and Classic will publish these messages which will be seen by more than *five million families*.

THIS is only part of the service we render to Heathizers. An ice cream manufacturer licensed under the Heath Patents gets something more than the right to make a better ice cream. We furnish him with merchandising plans that are tried and true. We supply him with advertising material, dealer helps, sales letters, etc. We keep men in the field constantly to assist our clients in developing their business. We gladly render them, free of charge, expert advice in the solution of their manufacturing problems.

Write for Our Plan!

You want to make more money. We will show you how to do it. Look into Heathization today and learn what others are doing. This is an opportunity you will grasp when you know the facts. Write us at address below.

Heathized Products Company
Wrigley Bldg. Chicago

have public sentiment built around that legislation, which public sentiment must come from educational methods, I don't believe your legislation will be a success. Now, under education I want to charge the manufacturers and distributors of dairy products with this fact. Had it ever occurred to you that dairy products are the only commodities that are bought without a basis of grade. Now the farmer takes food in the market and it is sold on a basis of grade; takes cotton to the market and it is sold on the basis of staple, but there has been no differential allowed the farmer in the matter of the quality of his dairy products. In other words, no incentive has been given to the farmer to take the pains and precaution necessary for the improvement of the quality. That is a thing that you, as manufacturers, ought to think about, ought to give serious consideration, because in education—therein lies the biggest field, because one of the best ways in the world to educate a fellow to do a thing is to pay him for doing it right. Now, of course, we have various methods of educating men in the matter of products—high quality dairy products; we have different institutions; we have our agricultural college, our universities, we have our boards, all of which should be combined in some central course to bring about more educational methods in the matter of improving quality. Then, for instance, this point—you take for instance in the matter of producing high grade milk—a high grade quality of milk. It is generally thought by the producer that he must be pretty well equipped with these modern devices, such as concrete floors and so on—yet they are well worth while in the matter of serving efficiently in the production of milk. It has been proven pretty con-


clusively that they are not absolutely necessary in the production of a high quality of milk; in other words, the method counts for a great deal more than this equipment in the matter of producing a high grade milk.

I am told by the central office in Dallas, as an illustration, that the man that last year had the least bacteria count—made the best record in the matter of bacteria count for his milk, milked his cows on a dirt floor and had no up-to-date equipment other than a pretty good shed, but he observed those essentials which are necessary for the production of a high grade milk. He had his cows clean; he sterilized his utensils, and so on. So, in this educational move, I think that point should be emphasized—it is not an instruction proposition to produce clean dairy products, it is largely a matter of a proper application of elbow grease. So any educational course along that line, that point, will be worth while.


Now, in the matter of legislation. There are several things which we need to help improve the quality of the product regardless of the precautions which are observed in the production of milk. I think there is one thing we need more in this state to bring about a general improvement in the quality than anything else. We have already made some advancement in building up in favor of that one thing. Of course, you know what I have reference to, and that is universal pasteurization—universal pasteurization act, which is largely a matter of legislation. I think in time we will have sufficient interest built up through additional propaganda by which we can put over universal pasteurization acts in our more progressive states.

Now, Mr. MacGillivray, who is to follow me on this program, has something specific along the lines of what we are doing to assist our producers in the improvement of the quality of milk, and I don't want to take up any more of your time on this particular matter, as he has something tangible, something specific.

In conclusion, I do want to make this observation, and that is in regard to the spirit of co-operation which was brought out so forcibly yesterday by the pastor who addressed us. We want to do something for each other; we want to pull together for the development of the industry, and when you get a bunch of men together that are as intelligent as the members of this association are—inbued with the idea of service for their industry, we will all show a wholesome surplus. I feel duly gratified over the convention. We have had a good time socially; we have had good business ses-

USE  BRAND


AN EDIBLE GELATINE
OF QUALITY



ESSEX GELATINE COMPANY
MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK	CHICAGO	ST. LOUIS
175 South Street	94 Board of Trade	400 So. Broadway
PHILADELPHIA	SAN FRANCISCO	
708 South Delaware Ave.	Second and Brannan Streets	



Know Your Industry

READ...

The Dairy World

A Journal for the Dairy Industry

The subscription price is only one dollar per year.
Sample copy mailed anywhere on request. Send
for it NOW—FREE.

The Dairy World

508 S. Dearborn Street

Chicago, Ill., U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The "Perfection" Imprint on Your
Ice Cream Cartons, Can Liners
and Butter Cartons

is your assurance that the Buying Public is going to get the correct impression of the
quality of goods that you have put in your package. INSIST on the best, it
COSTS NO MORE

Write for Booklet
CHICAGO CARTON COMPANY
4433 Ogden Ave., Chicago

NEW YORK, 90 W Broadway
CINCINNATI, Gayne Bldg.
ST LOUIS Railway Exchange Bldg.

DALLAS, 601 Elm Street
DENVER, 1526 Blake Street
SALT LAKE CITY, 355 Pierpont Ave.

sions, and I believe we will all go away from here feeling that we had a convention that was worth while. (Applause.)

President Sullivan: Mr. W. C. MacGillivray, of San Antonio, Texas, will now address you on the Purifying Quality of Our Milk Supply.

PURIFYING QUALITY OF OUR MILK SUPPLY

By W. C. MacGillivray, San Antonio, Texas

WE HAVE some of the equipment that we use in our dairy work—and if you would like to inspect them closely you are at liberty to do so.

I have here some tests of milk that came to our plant. I would like for you to look at them, as it shows in a general way the milk as it comes to the average plant. (The equipment used by Mr. MacGillivray was furnished by the Mistletoe Creameries, San Antonio, Texas, and operated by two of the employees.)

Getting a pure milk supply has been one of the ice cream manufacturers many troubles. It really does not make any difference whether he is a large manufacturer or a small one, the big question which confronts him today is, "How can I improve my milk supply?" Our health officers and sanitarians have for many years been devoting most of their time to getting a better milk supply. The increasing demand for ice cream as a food alone has justified every effort put forth.

In the past, little attention was given to milk, other than to see whether water and preservations had been added, but today with the development of the science of bacteria, there has arisen a new and most important consideration concerning milk. Pure milk can no longer be judged by its fat and solids content even though it is free from harmful chemicals, it must be further subjected to a test for bacterial contamination.



Steam Jacketed Copper Kettles

Whatever your requirements may be in steam jacketed Copper kettles, we are in a position to supply you. Ideal for every kind of mixing, melting, boiling and cooking requirements.

Fifty-two years of specialized experience in manufacturing kettles to the trade assures you of the maximum of satisfaction in design, materials, and workmanship.

Let us figure with you; let us help solve your kettle problems.

Write for Data

Hamilton Copper & Brass Works Co.
HAMILTON :: :: :: OHIO

Bacterial contamination can and does convey pathogenic bacteria, such as typhoid, diphtheria, septic sore throat, scarlet fever, tuberculosis and many others; fortunately, however, most of the bacteria found in milk are not of this type, but are the bacteria associated with dirt. They come from the barn yards, dirty cows, dusty stables, dirty hands, unclean milk pails, coolers, and cans, carelessness with the handlers enroute to a central point or to a centralizing plant.

The process of producing and selling milk is a series of steps, each step is a distinct and separate operation, starting at the farm a great deal of educational work can and must be done. The dairy farmer will do his part if he is approached in the right way. Milk as it is delivered at some plants today is inspected in the following manner; Lid is removed and it is tested by small for foreign odors. Should any be detected it is tasted to see if it is sour or turned; a sample is taken for butterfat test, as most milk is bought on butterfat basis; the milk is then weighed and sent to receiving vats. No attention as a general rule is paid to the cleanliness of the milk, just so it passes through the strainers is sufficient. It is quite true that the argument is set forth that we have our modern clarifiers and filters and we concede that the foreign substance or the cause is removed, but the effect still remains. By effect, we mean the colonies of bacteria. The milk has been inoculated with the bacteria carried by the dirt; a separator, clarifier, filter or strainer will not remove these colonies of bacteria, nor will they destroy them. It is a proven fact that these processes break up the colonies and cause them to multiply more rapidly.

The average manufacturer is very particular about his vanilla, fruits, gelatine and fillers; by the time he gets to his butterfat supply his energy is pretty well spent, so when he gets to his milk supply—well, it just takes care of itself, and if nothing happens, all well and good, but when something does happen, which will sooner or later, it may prove to be disastrous. There is not a year that goes by that we do not have milk borne epidemics. Last year in the U. S. and Canada we had 330 outbreaks of epidemic diseases traced to milk alone, 195 of which were typhoid fever, 147 of these were traced to the dairy farms, 67 were traced

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Summer Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.
Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

food for thought

THE man who increases quality builds for the future. His business rests upon a firm foundation which competition cannot undermine. He not only increases the public good-will toward his industry, but creates a firmer and greater demand for his product.

It has been our aim to manufacture a vanilla based on these principles. *Our product has always been made up to a standard, not down to a price.*

That this has been our "short cut" to success is demonstrated by the ever-increasing demand for

MICHAEL'S MEXICAN VANILLA POWDER

"THE BETTER FLAVOR"

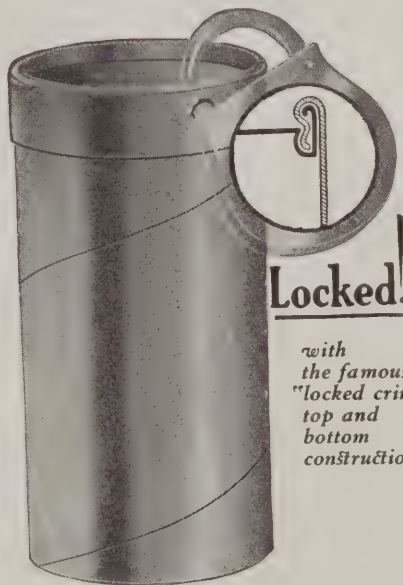
New York Type does not show the bean in the finished ice cream and is adapted for use in districts where the showing of the bean is an objection.

Philadelphia Type shows the bean in the finished ice cream and is adapted for use in French and Philadelphia ice creams.



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Packaging ice cream
at the plant
Usually
Results
In
Time and labor saved for
Your dealers.
People
Are
Partial to
Easy-to-handle containers
and
Re-act favorably to
PURITY PAPER CANS
Constant
Assiduity is
Necessary to
Secure the Satisfaction
of your customers.



Locked!

with
the famous
"locked crimp"
top and
bottom
construction.

Samples Sent on Request!

**THE PURITY PAPER
VESSELS COMPANY**

BALTIMORE - MARYLAND

to contaminated water supply, 24 were traced to milker at the farm acting as nurses, and 10 were found to have started from disease carriers. When we remember that some of these epidemics are just little flurries, while others number hundreds of cases with many deaths, it is appalling the amount of mischief which is possible through the neglect or carelessness of one single person. It is quite true that 330 milk borne epidemics from the continent of North America covers a great deal of territory; however, we can never tell where the next outbreak will be. It may strike very close to home.

The ice cream industry is growing steadily; methods of manufacturing are greatly improved. Ice cream 10 years past was considered a luxury, today it is a most desirable food and has become a necessity; there is hardly a social gathering of any kind where refreshments are served that ice cream does not hold an important part. Our army camps demand that their ice cream come up to their requirements not only in fat and total solids but the bacteria must be under control.

Here in the south we have been really fortunate in having some of the best medical and sanitary officers in the United States army to work with us, teaching us their methods and the necessity of fighting the development of bacteria by keeping all of the equipment, as well as the premises, in a clean and sanitary condition. These same medical officers then went after our milk supply and, together with our own field men and dairy inspectors, we started to improve our milk supply. To do this, it was found necessary to induce the farmer to improve his method of producing. The results obtained far exceeded our expectations, as the farmer co-operated with us in every respect.

The work which has been accomplished during the past three years is really wonderful, for our milk supply is fully 100 per cent better than when we started. We have discovered that the bacteria in our ice cream is more easily controlled than it was before. It has become almost a habit with some of our producers to see who can produce the best milk; it used to be the man with the highest butterfat test had the best milk, but today the dairy farmer who has the cleanest milk and the lowest bacteria count is sure to get a better price than the one whose butterfat test is the same but the milk is dirty and high in bacteria. A great many of our patrons have a new feeling of responsibility, they are convinced they are giving the public a better food by selling their milk clean and pure.

The suggestions offered to the dairy farmer were such that caused him little or no extra expense. In this locality, the dust is very bad during the summer months, but by sprinkling just before milking time the dust was kept down. Most of our patrons wash the flanks and udders as well as dry them before they start to milk, three or four streams of the fore-milk are milked into a separate vessel before the milking properly starts. Drawing off the fore-milk greatly reduces the possibility of high bacteria in milk. The milk is then taken to the milk house for straining and cooling. A cone shaped cooler is used; although these coolers have been condemned by some authorities as being unsanitary, we find that any make of cooler is unsanitary if not properly washed and taken care of. The cone shaped cooler has many advantages; it is light in weight, has only two parts and is so constructed that it is easily taken apart and easily assembled, all joints are well soldered, and there are no cracks or crevices where bacteria could develop. By washing these coolers with a good washing powder and rinsing off with boiling water, it reduces the possible chance of contamination to a minimum. The center of these coolers

(Continued on page 102)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Printing that Satisfies

IN this sturdy building forty thousand square feet of floor space are devoted to the production of Printed Matter that Satisfies.

Under this one roof we have associated with us complete commercial art and engraving facilities to design and originate, besides a battery of massive print-

ing presses that produce tons of high class, practical, educational, advertising literature and business stationery.

For your printing and engraving needs, we suggest you command our manufacturing facilities and profit by our experience in producing business building printed matter.

How can we serve you?

THE OLSEN PUBLISHING CO.

Publishers and Printers to the Dairy Industry

FIFTH & CHERRY STS.

MILWAUKEE, WIS.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 6-13.

Study of Gelatine for Manufacture of Ice Cream

By E. H. PARFITT*

GELATINE has been used in the manufacture of ice cream for the past 40 years and I believe it is safe to say that 90 per cent of all ice cream manufactured on a large scale contains gelatine. The ice cream industry is the largest single consumer of gelatine, consuming somewhere near 8,000,000 pounds yearly. Because it is used so extensively and so much of it is used, the ice cream man should have a good conception of gelatine, what it is, how it acts, and some practical tests for its purity.

Even today many consumers of ice cream look with scorn on ice cream that contains gelatine and some manufacturers, I am told, are endeavoring to find a substitute, such as succinate of lime. In reading reports of state meetings that have been held by ice cream men, I have been interested to note the interest in gelatine displayed at these meetings. We have all come to the conclusion that we know little about gelatine as to its properties.

The manufacturers of gelatine have deemed it advisable to have much research done on gelatine and have installed a fellowship at the Mellon Institute. Some of the work done there has been published and they are continuing principally to study the food value of gelatine. We, here at Purdue, undertook to study gelatine, principally the gelatines as offered to the ice cream manufacturer. We have found some mighty interesting variations.

The first point I want to bring up is—what is gelatine? It is a simple protein, a typical colloid of the

emulsoid type and because of this fact finds use in ice cream manufacture. In color it is a light yellow transparent, flexible, horny and amorphous, containing when dry from 15 to 18 per cent of water. Little is known about the chemistry of gelatine as it affects the ice cream man, and facts which may be given today may be contradicted tomorrow.

Second point: How is gelatine made? Hide skins and green bone constitute the raw materials used in the manufacture of edible gelatine. This material is carefully selected and worked up immediately, care being taken to keep the bacterial content low, as well as favorable color and odor. As in the dairy the gelatine manufacturer must keep things clean and avoid metallic contamination as well as bacterial.

Function of Gelatine.

Third point: The function of gelatine in ice cream. Its presence in ice cream helps to prevent crystallization from separating in the form of large crystals. One manufacturer advertised that using his gelatine would tend to prevent sandiness. According to the work done in this department, the presence of gelatine in an ice cream mix in no way retarded the production of sand, but I do believe that gelatine has an effect upon the water crystals, keeping them small so as not to influence the smoothness to the taste of the finished product. Gelatine increases the viscosity of the mix. This viscosity relationship will be taken up in a later talk, but I wish to say that the ability of a gelatine to increase the viscosity is largely influenced by the jellying power of the gelatine in question.

Gelatine also helps in the incorporation of air in the mix and this is influenced by the jellying power of the gelatine. Gelatine according to "Bogue" constitutes an important addition to the food values of ice cream. It functions as true food but not a complete food. It helps to preserve the nitrogenous constituents of the body, aids in the digestion and assimilation of all the constituents of ice cream, especially the casein, preventing its coagulation in large lumps. From a dietary standpoint the presence of good gelatine in ice cream is very beneficial.

This brings us to the point of what is a good gelatine. In the experiment we are conducting here one of our aims was to determine what constituted a good gelatine, and the difference between good and bad gelatine.

* Of the Purdue Agricultural Experiment Station, in address before meeting of the Indiana Ice Cream Manufacturers' Association at Purdue.

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - WISCONSIN

Beehler Tub Handles

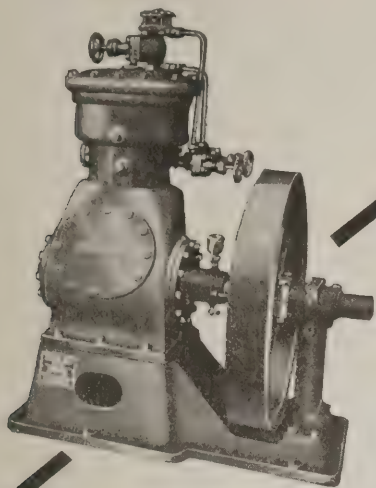


Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



How Well Is Your Present Refrigerating Equipment Handling the Mid-Season Rush?

An order lost here and there, a customer disappointed by not getting all he ordered, special orders going elsewhere—all because you haven't the capacity to handle the increased business. Remember, if you please, you have to profit now—or you lose money for the entire year. So why not get additional equipment and

INVESTIGATE THE

"STERLING"

with its many mechanical features that put it in a class by itself—from the standpoint of efficiency, economy and durability. "Sterling" Equipment is recognized as "Standard" by Refrigeration Engineers everywhere.

Full information sent promptly upon request.

UNITED IRON WORKS, Inc.
KANSAS CITY, MO.

Tulsa, Okla. Dallas, Texas Memphis, Tenn. Sioux City, Ia.

SALES OFFICES

415 N. Howard St.,
Baltimore, Md.
1540 Wazee St.,
Denver, Colo.
214 Washington Ave.,
St. Louis, Mo.
615 Mills Building,
El Paso, Texas
1004 Brown Marx Bldg.,
Birmingham, Ala.

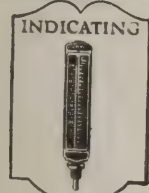
*Good Territory
Available for
Live Agents.*

SALES OFFICES

836 E. Jefferson St.,
Louisville, Ky.
113 Fifth Ave.,
Nashville, Tenn.
Springfield, Mo.
9 So. Clinton St.,
Chicago, Ill.
809 McIntyre Bldg.,
Salt Lake City, Utah

*Good Territory
Available for
Live Agents.*

Tycos temperature instruments



Have you investigated the possibilities that are offered by Tycos Temperature Instruments? They assist you to maintain the temperature standards of your product. A few of the applications are on

Ammonia Lines
Brine Lines

Brine Tank, in Ice Plant

Chocolate Kettles, (Eskimo Pie)

Ice Cream Freezers

Ice Cream Hardening Rooms
Steam Power Plant Instruments

Mixing Tanks

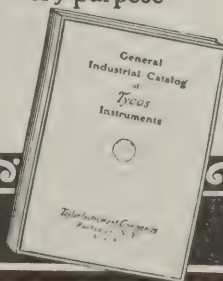
Pasteurizers

Storage Tanks

Taylor Instrument Companies
Rochester, N.Y., U.S.A.

There's a Tycos and Taylor temperature instrument for every purpose

Let us place the full details before you by sending you Catalog Part 500-A. A postal will bring it to you.



JUDGE NOT LEST YE BE JUDGED—CUT NOT LEST YE BE CUT.

My definition of a good gelatine would be something like this. A good gelatine is a gelatine made from carefully selected, high quality materials, which has a high jelly point, less than $2\frac{1}{2}$ per cent, goes into solution and solidifies quickly, low percent of ash, clean, inoffensive odor, makes a clear, slightly straw colored solution, neutral or nearly neutral in reaction, low bacterial count (not to exceed 5,000 and no B coli types) and without chemical or physical impurities. Does the gelatine you are using conform to these standards, are you demanding of the manufacturer a gelatine conforming to these standards? We bought as many different gelatines as was possible on the open market, buying in five pound lots which would make a fairly representative sample. The price we paid varied from 50 cents to a dollar a pound. As these samples came in we put them in sterile jars to await analysis.

The federal law says that gelatine shall not contain more than 30 parts per million of copper, 100 parts per million of zinc, 20 parts per million of lead, 1.4 parts per million of arsenic oxide, 350.0 parts per million SO_2 . Pennsylvania and North Dakota exclude lead and SO_2 . Modern methods of manufacture make it relatively easy for the gelatine manufacturer to comply with these rulings. A proposed regulation for New York City recommends as a standard that edible gelatine be free from B coli group as well as conform to federal standards.

Determined Bacterial Count.

With these samples that we received our first step was to determine their bacterial content and over 17 samples found the highest to contain 60,000,000 and low 100 per gram. Hammer, of the Iowa State College, found on analysis of five samples a variation of 113,000,000 to 35 per gram, which meant an addition to the bacterial count of the ice cream to which it was added of 565,000 to .2 per gram when 05 per cent is added. In this day and age when bacterial counts are meaning so much especially to the consuming public, we must do all that is possible to lower our counts. In a recent collection of samples of ice cream mix found that it contained from 9,200,000 to 100,000 with an average of 1,500,000.

How many of these organisms came from gelatine I can't say, but the organisms which are contained in gelatine are resistant to heat, cold and drying to a marked degree and they may cause us many undesirable fermentations in our mix. The presence of B coli type organisms was determined in these gelatines. B coli belongs to the same family as B. typhous and is associated with fecal or decaying matter. To find B coli in our city water is considered serious. To find it in milk except in very small numbers is serious. But yet the ice cream man

doesn't think that his gelatine might be a perfect host of B coli organisms. In these samples which were collected in one sample we obtained 35,000,000 B coli organisms, two more with 600,000 and 750,000 respectively. And in all cases where the total bacterial count exceeded 5,000 organisms per gram B coli was present. Another type of organism that was predominate in gelatine was what is termed the liquifier or protein digester or gelatine digester.

It breaks down the protein into lower protein compounds such as amino acids and renders the gelatine useless as a colloid and in jellying power. It would be splendid if the gelatine manufacturer would label each batch of gelatine as to its bacterial count and content as the fertilizer man does, but as he does not, some simple little test is necessary for him to use. While working with jellying points of different gelatines I noticed that in those that were high in bacterial count, I would find gas bubbles and liquification.

This gave me an idea. In milk you know we have what is termed the fermentation test that gives an index as to the quality of the milk. So we tried the fermentation test on gelatines and found that it worked splendidly, getting gas wherever B coli was and liquification where liquifiers were. I have here some sample that I prepared yesterday. The technic of the test is simple. Take a test tube and put 2.5cc of water into it and one-fourth gram of lactose. Sterilize and after sterilization bring the water to a temperature of about 100 degrees F. and introduce into the tube 2.5 grams of gelatine. At this temperature or slightly higher the gelatine should dissolve with slight agitation, being careful not to incorporate air bubbles. The tubes are allowed to remain about 18 hours overnight at a temperature of 60 to 75 degrees F. and are then read. A general idea can be gained as to the bacterial contamination by the degree of liquification and number of gas bubbles. Also in performing this test one gets an idea of the ease with which the gelatine goes into solution and to a very slight degree its jellying properties. The only necessary caution to be taken is that the water with lactose and tube must be sterile and in introducing the gelatine care must be taken to avoid contamination.

Cutting Down Bacteria With Gelatine.

In my mind the two things that stand out foremost in ice cream manufacture are healthfulness and uniformity. If a sample of milk was sold to us containing 8,000,000 of organisms, we would immediately notify the health department, but if ice cream with 8,000,000 organisms per gram is sold, nothing is said. There is a report that a sample of ice cream that was obtained in the City of Milwaukee contained 8,000,000,000 p

(Continued on page 76)

Ask the user — about

ST. LOUIS GELATINE COMPANY'S

Pure - Hy - Grade
GELATINES, GUMS
AND
ICE CREAM
POWDER

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri



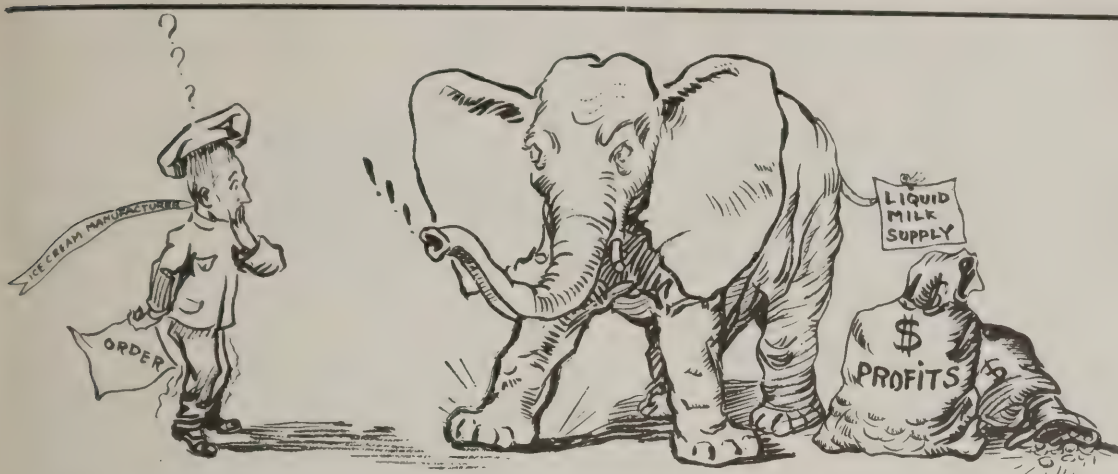
...LET US DO YOUR... PRINTING

HIGH grade work
at reasonable
prices. Send us a
sample of what you
want and we will
quote you prices.

MAGAZINES AND HOUSE ORGANS
CONVENTION PROCEEDINGS
MAILING FOLDERS—CATALOGUES
CIRCULARS—LETTERHEADS
BUSINESS CARDS—BILL HEADS
STATEMENTS—ENVELOPES

THE OLSEN PUBLISHING CO., 5th & Cherry Sts., Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Is he standing between you and your profits?

YOU may be satisfied with the amount of orders—may have no complaint to make of production—yet your profits seem slim for the amount of business handled.

Your cost sheets will show you that liquid milk is the white elephant standing between you and your profits. Using liquid milk you must pay for the handling and washing of cans, pay for extra refrigeration, for extra sanitary precautions and milk that sours.

That is why so many ice cream manufacturers are now using Merrell-Soule Powdered Skimmed Milk. They save all this unnecessary expense as Merrell-Soule Powdered Skimmed Milk can be purchased in barrel lots and stored without ice—for use when and in just the amount needed. Incidentally, you can guarantee the quality of your product when you use this powdered milk, as it is always absolutely uniform in grade. There is profit for you in

MERRELL-SOULE Powdered Skimmed Milk
MERRELL-SOULE COMPANY, Syracuse, N. Y.

BOWEY BRAND COMPOUND CARAMEL FLAVOR

has that genuine cooked cream caramel flavor, so much desired.
4 to 6 ounces colors and flavors 10 gallons of finished Ice Cream.

\$5.50 the Gallon

We will prepay express on a sample gallon and guarantee you satisfaction or return same at our expense.

MANUFACTURED AND GUARANTEED PURE BY

Horine & Bowey Co.

401-403 W SUPERIOR ST.

CHICAGO

ESTABLISHED 1895

Send for our Fruit, Flavor and Color Catalog

The Corrosion of Metals by Refrigeration Brine

By EMERSON P. POSTE and MAX DONAUER*

THE presence of fine particles of iron oxide in brine is frequently noticed. Under some conditions the pieces are rather large and cause definite trouble by becoming lodged in valve seats causing loss of brine. In reciprocating pumps the cylinders may become scored. And in extreme cases low points in the brine system may become clogged necessitating cleaning and frequent flushing out to avoid further trouble. The formation of this oxide represents corrosion of metal throughout the brine system. Field observations indicate that brines from plant to plant vary in the tendency towards causing this type of trouble. A study of this problem was undertaken in hopes that the fundamental principles might be arrived at and a remedy devised.

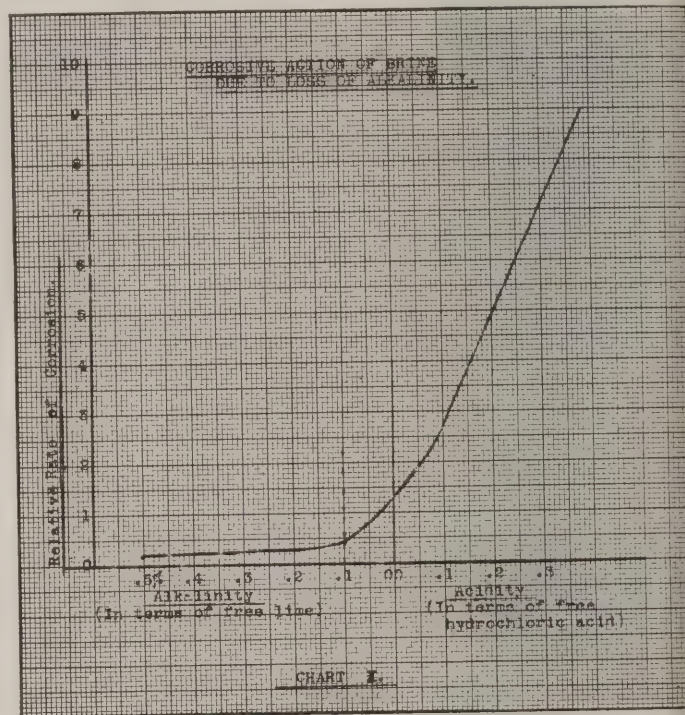
Assuming that the firms manufacturing refrigeration machinery had looked into the problem, their co-operation was solicited and they very willingly contributed their observations. Knowing that various types of brines were on the market, representative supply houses were consulted with reference to the claims for their respective products. Field data available were carefully studied. The general indications coming from these various sources formed the basis of rather extended researches which it is hoped may be of value to the industries interested.

Experience of Refrigeration Engineers.

The information coming from the machinery people may be presented tersely as follows: There are three

* Director of Laboratories and Chemical Engineer respectively, Research Laboratories, Elyria Enamelled Products Co., Elyria, Ohio.

types of brine in commercial use: "Natural" calcium chloride, "soda by-product" calcium chloride and sodium chloride or common salt. In general the sodium chloride brine is held to be more corrosive than the calcium chloride. As to the types of the latter, there seems to be no essential difference in the fresh brine providing it is free from magnesium chloride. Brines have a tendency to become corrosive upon exposure to air. Leakage of ammonia into brine, particularly one containing



magnesium chloride, produces a corrosive condition. Other contributory elements are galvanic action due to contact of unlike metals, and stray electric currents. Brine should be kept alkaline by the addition of lime either in the form of lime water or by means of a sack of lime hung in the brine tank.

Claims of Calcium Chloride Distributors.

The distributors of "soda by-product" calcium chloride make, in general, the following statement. Sodium chloride brine, particularly that containing magnesium chloride, is very corrosive. Calcium chloride brine is much less corrosive, especially if free from magnesium chloride. Ammonia leakage is less harmful in a pure brine of this type and there is less trouble from galvanic action or stray currents. Any brine exposed to the air turns corrosive. Lime treatment will keep a pure calcium chloride brine relatively non-corrosive, but the treatment of a brine containing magnesium chloride will not accomplish the desired result. In general, the burden of the contention is that the calcium chloride brine should be pure and protected from unnecessary contact with air. The following was submitted as a typical analysis of the solid chloride:

Calcium chloride	73.59%
Sodium chloride	1.45%
Magnesium chloride00
Insoluble in water07
Total solids	75.11
Water	24.89

(Continued on page 64)

STOUT

Schroeder Perfection Cabinets

—the final link
in the chain of
Successful
Ice Cream
Distribution



"Insulation is the thing"

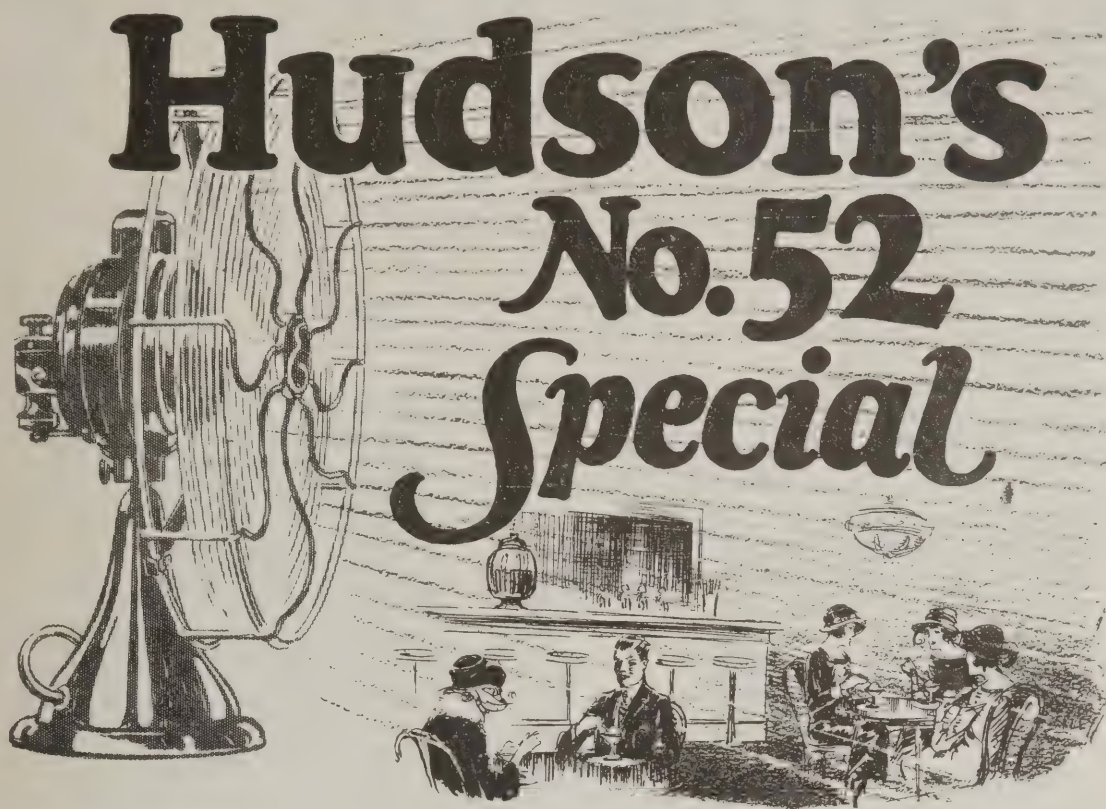
JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

MILWAUKEE, WIS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



**As Refreshing
as a Polar Breeze**

**"It Has a Smack
That Others Lack"**

*An appetizing dish and a nice cool breeze --
In a cozy spot with the world at ease,
The customers notice the special favor
Of the good Ice Cream with "that delightful flavor."*

**HUDSON'S FAMOUS ICE
CREAM FLAVOR No. 52
SPECIAL**

\$5.00 per Gallon.....in Barrels
\$5.50 per Gallon.....In Kegs

**HUDSON'S FAMOUS ICE
CREAM FLAVOR, CONCEN-
TRATED No. 52**

Six times stronger than Extract
\$25.00 per Gal. Special prices in quan-
tities

*HUDSON'S No. 52 SPECIAL is a vanilla flavor sci-
entifically compounded to meet—not only the demands of
ice cream manufacturers who insist on a high-grade flavor
that will not freeze out—that is economical because of its
purity and strength, but to meet the demand for winning
and holding the public's good will.*

When you use *HUDSON'S No. 52 SPECIAL* you can
trust your reputation with a flavor that has had a repu-
tation among ice cream manufacturers from coast to coast
for 35 years.

*Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52
—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.*

The Hudson Manufacturing Company

GABE S. WEGENER, Pres. & Gen. Mgr.

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

FLAVOR

WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA EXTRACT

(ARTIFICIAL)

Flavors 10 Gallons

ICE CREAM

at a cost of

Less 4 / Than 10c Per Gallon

Do You Want To Improve on Your Present Flavoring?

Do You Want To Cut Down on Flavoring Costs? Then Try

B. B. B.

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

JUST WHAT YOU WANT
ISN'T IT?

Give B. B. B. a trial and learn why so many are using it exclusively

Blanke-Baer Extract & Preserving Co.

3224-34 South Kings Highway
ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.
St. Louis, Mo.

Ship at once....Gals.
B. B. B. Vanilla Extract.
We have been looking
for just such a Vanilla
Extract as here de-
scribed.

PRICES.

Per Gallon
In Barrels\$5.50
Half Barrels 5.75
10 Gallon Kegs..... 6.00
Single Gallons 6.50

Name

Address

Date

This is spoken of as "75% calcium chloride."

Essentially the same points are covered in connection with "natural" chloride. The following is submitted as indicating the composition of the solid product:

Calcium chloride	74.07%
Sodium chloride51%
Calcium hydroxide08%
Magnesium chloride00%
Total solids	74.66%
Water	25.34%

This is mentioned as "a straight calcium chloride, clean and white and non-corrosive."

Field Observations.

Field samples of solid calcium chloride were obtained and studied as to composition, with the following typical results:

Sample	Source	Calcium Chloride	Magnesium Chloride	Nature of Fresh Brine
1	By-product	71.6%	none	Alkaline
2	Natural	75.6%	trace	Alkaline
3	Unknown	45.8%	18.4%	Alkaline

Sample No. 3 was submitted by a firm having definite corrosion trouble.

Of several samples of brine obtained from the field, some were alkaline, some acid. Some showed no magnesium chloride, other traces, and the one corresponding to No. 3 above, 3.50%. In general the acid brines all those containing magnesium chloride came from plants having trouble with corrosion.

Experimental.

With the above as a background a large amount of experimental work was done to check the points brought out and to further the knowledge of the subject. The work will not be covered in detail but the essential findings will be presented.

The main point of interest is the effect of varying alkalinity and acidity on the rate of corrosion. Chart I has been plotted from the data obtained. The corrosion is expressed in terms of a relative scale. Alkalinity is stated in terms of free calcium hydroxide or dissolved slaked lime and acidity in terms of free hydrochloric or muriatic acid. The original brine was from a commercially pure calcium chloride. It was treated with lime and acid to produce a range of from the equivalent of 0.5% free lime to 0.3% free hydrochloric acid. Separate corrosion tests were run at regular intervals throughout this range. It is evident that to keep corrosion at a minimum the alkalinity must be greater than 0.1%.

The second point of interest has to do with the rate at which a brine originally alkaline will turn acid. Samples of pure brine were treated with alkali to produce a range of alkalinity from .0 to 0.4%. Air was bubbled through the samples of liquid and observations as to loss of alkalinity made. Chart II indicates the time required under these conditions for brines of varying initial alkalinities to turn acid. Initial alkalinity is expressed as free calcium hydroxide, and the time required to turn acid in days. As in Chart I, the break in the curve comes at a free lime content of 0.1%.

A third point of major interest is the relation of the density of the brine to the rate of corrosion. Chart III is plotted from data obtained in studying this phase of the problem. Rate of corrosion is expressed as in Chart I. The gravity of the brine is in the "rational" scale. Commercial brines submitted to this laboratory have varied in gravity from 1.10 to 1.20, corresponding to 13 degrees and 24 degrees Baume respectively. The

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

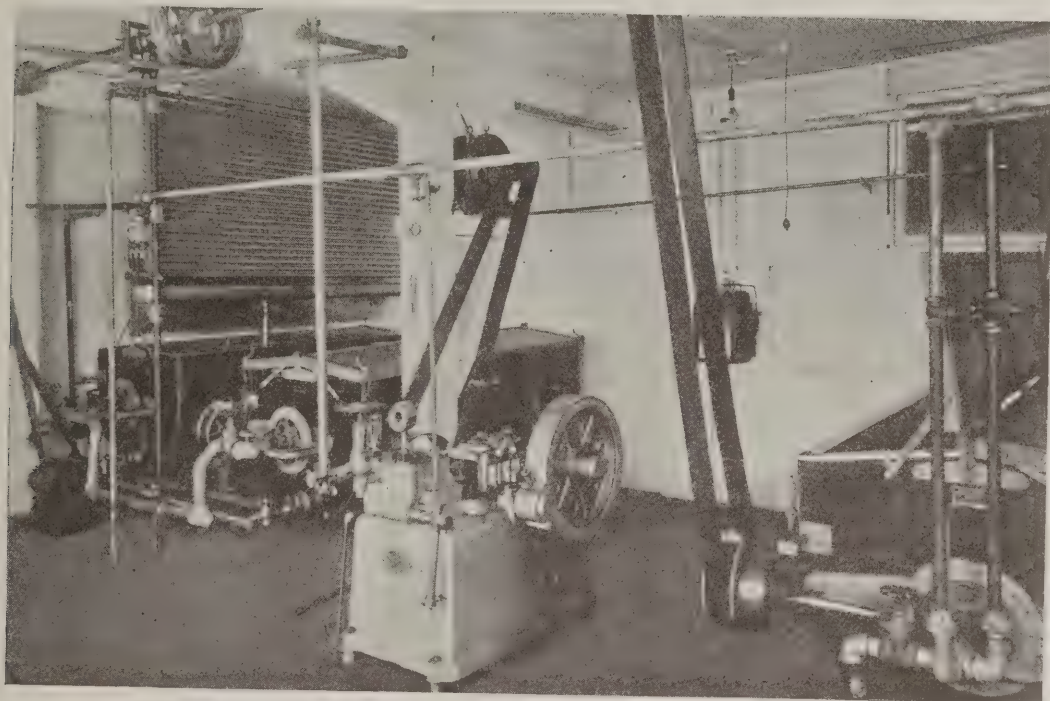


BARBER

Everything for the Dairy Industry



You can improve your product and increase your ice cream profits with



Viscolizer and Simplex Cooler in plant of Rainbow Ice Cream Co., Chicago

Ice Cream Mix passed through a viscolizer becomes a foundation for a smoother, richer feeling ice cream, without requiring an excess of any of the materials beyond the regular formula. The butter fat in the cream is finely divided by the action of the viscolizer and united firmly with solids, not fat, the filler, the sugar, and the gelatine. These ingredients then remain united in the freezer, always giving a smooth rich feeling cream.

A fine quality cream can be developed from sweet butter and skim milk, or skim milk

The VISCOLIZER

powder. The Viscolizer action unites the solid ingredi-

ents and subdivides the particles to such a fine degree that the butterfat no longer possesses sufficient buoyancy to separate by gravity while standing in the can or bottle. Virtually all the cream thus made retains a uniform density and an increased viscosity, popularity regarded as a full thick cream.

Every ice cream manufacturer needs the Viscolizer—made in various sizes and capacities to meet the need of every plant, large or small. Let us tell you more about it.

The new Barber catalog, the most complete book of its kind published, is on the press. On request, we shall be glad to send you a copy as soon as it is ready for distribution.

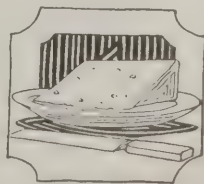


A.H. Barber-Goodhue Company

(Formerly A.H. Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 6-13.

The New Era Ice Cream Brick Cutter

is past the experimental stage. It is the one ice cream cutting machine that has proven efficient, durable, simple in construction, and is giving satisfaction in many of the leading ice cream factories throughout the United States.

The New Era enables you to furnish your trade with a uniformly cut brick. We can refer you to many satisfied users.

Write us or our nearest representative for circulars and prices.

Baltimore, Md. Cherry-Bassett-Winner Co.
Philadelphia, Pa.
Pittsburgh, Pa.
Boston, Mass. Wright-Ziegler Co.
Columbus, Ohio {
Detroit, Mich. { John W. Ladd Co.
Cincinnati, Ohio {
Cedar Rapids, Ia. { J. G. Cherry Co.
St. Paul, Minn. {
Chicago, Ill. { A. H. Barber-Goodhue Co.
St. Paul, Minn. {
San Francisco, Cal. Geo. W. Prising Co.
Salt Lake City, Utah. Cannon Supply Co.

The New Era Co.

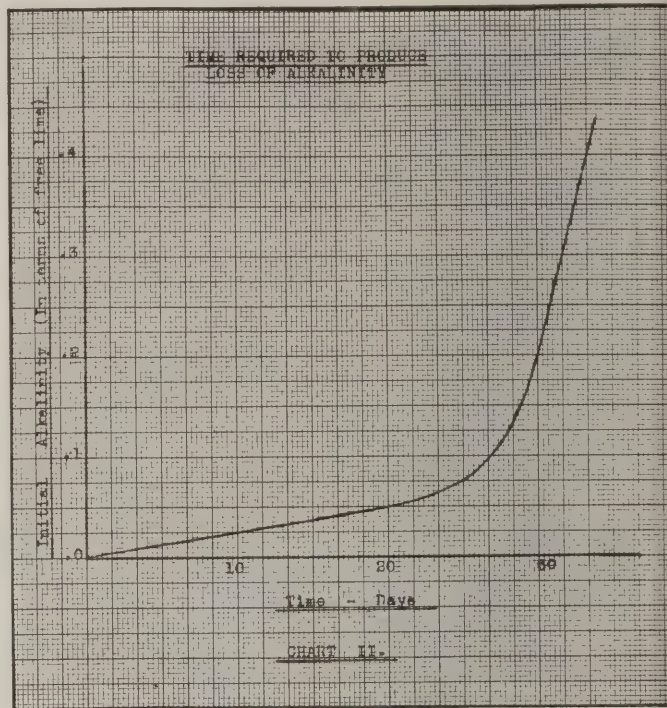
146 MERRITT STREET
Oshkosh, Wis.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

curves indicate that the corrosion produced by 1.20 brine is less than half of that produced by 1.10 solution. The curves also show the relative corrosion produced by good and poor brines.

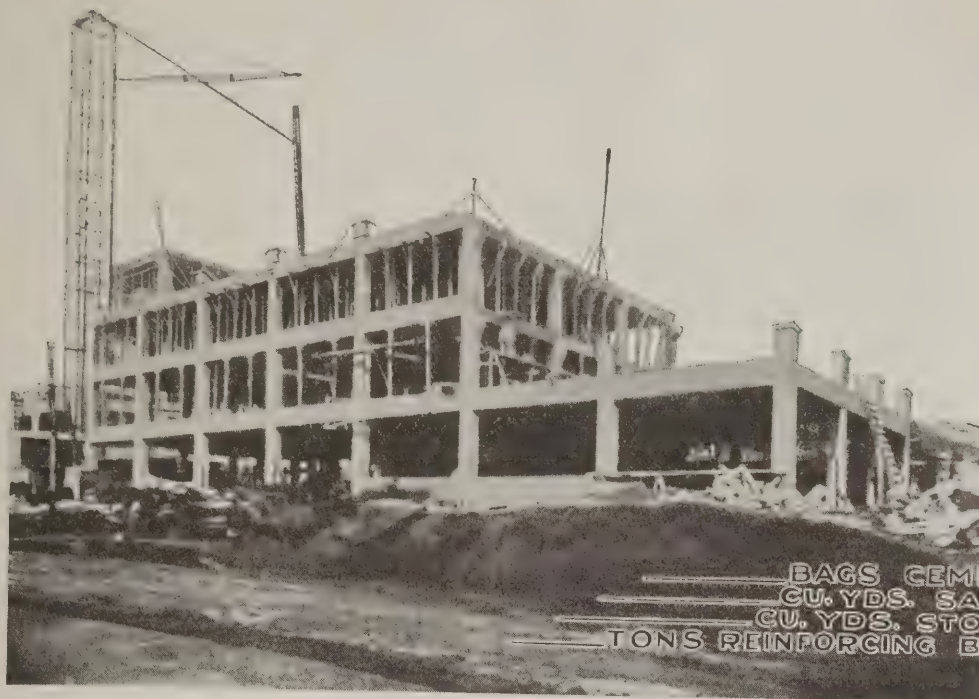
Additional facts brought out experimentally were that, other things being essentially the same, brines containing magnesium chloride become acid more quickly on contact with the air; the presence of magnesium chloride



ride in brine results in a severely corrosive condition when ammonia is introduced; the change in the brine brought about by contact with air is one of absorption of carbon dioxide resulting in the destruction of alkalinity that may have initially existed; metal surfaces intermittently wet with corrosive brine corrode faster than those constantly wet; surfaces alternately in contact with brine, steam and air corrode with greater rapidity than under the last named conditions; the corrosive action of brines is not strictly an action of acid on metal but one of oxidation taking place in an acid solution.

With the above facts established the problem came one of determining the reliability of the suggested lime treatment as a means of controlling the situation. It was found that the addition of lime to a corrosive calcium chloride brine in sufficient quantity to produce an alkalinity of at least 0.1% resulted in a reduction of the corrosion to a minimum under all conditions of service but that the addition of greater amounts did not produce added results. This statement did not apply to brines containing magnesium chloride. The addition of lime thereto produced insoluble magnesium hydrate but did not result in the desired alkalinity, nor reduce the rate of corrosion to a minimum.

As to the manner of introducing the lime there are two possible methods, each with its advantages. The frequent addition of lime water or milk of lime would call for chemical control to be sure that the necessary minimum of 0.1% be reached, but it would be possible to keep just above this figure and so prevent unnecessary absorption of carbon dioxide. But to be safe without chemical control it would be better to hang a bag of lime in the brine tank and allow the solid to be taken into solution automatically. This would produce a



EXACTNESS

There is no doubt in the minds of local Contractors as to the precise quantities of Building Material being used in the construction of this building.

The designs were drawn by The McCormick Company architects and the construction is being supervised by their engineers.

Every uncertain factor has been eliminated by long years of specializing in Dairy and Ice Cream Plants.

Plant capacity has been fully predetermined and a production basis used that will permit maximum net profits.

Each department is laid out to fit accurately and smoothly in one complete working unit. Mechanical arrangements have been perfected to avoid waste space. Heat, Light and Ventilation have been figured out in harmony with the most advanced application of long, practical experience.

If you are contemplating a new building, if spasmodic additions have lessened the efficiency of your production, or if you have in mind remodeling a property formerly used for other purposes, The McCormick Company can help you. Write to us immediately concerning what you have in view.

THE MCCORMICK COMPANY, INC.

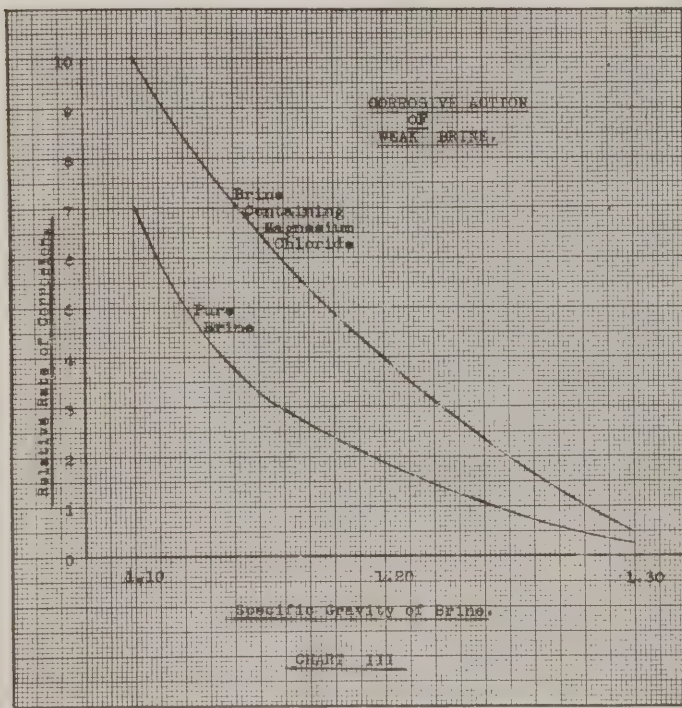
DAIRY AND ICE CREAM PLANT
ARCHITECTS AND ENGINEERS

PITTSBURGH, PA.
121-127 S. Negley Ave.

NEW YORK
41 Park Row

alkalinity approaching 0.5%, but with care to avoid unnecessary contact of brine with air absorption of carbon dioxide would be controlled.

The foregoing presentation of experimental facts has dealt with calcium chloride brines. Investigation regarding sodium chloride has indicated that the freshly prepared solution is neutral and remains so in use. It is of a severely corrosive nature, however, probably due to an induced oxidation. The addition of lime to this



type of brine greatly reduces the rate of corrosion. An alkalinity of from 0.1 to 0.2% is possible as a maximum. These statements are based on laboratory studies only. There has been no opportunity for field investigation of this class of material.

Summary.

The findings may well be reviewed. Because of its more general use only calcium chloride brine will be included. Essentially pure calcium chloride brine is alkaline when first made but it soon turns acid on exposure to air. With this acidity comes a marked increase in corrosive action. The activity is materially increased by the presence of magnesium chloride, as a result of the earlier development of acidity and the formation of corrosive ammonium chloride in the case of ammonia leakage. Contact of unlike metals or the

presence of stray electric currents increases the rate of corrosion of a pure brine and the presence of the above impurities accelerates these electric tendencies. The corrosive action of brine decreases with increasing brine density. Chlorides are on the market which are contaminated with magnesium chlorides, though first class materials are available both as soda-by-product and natural chlorides. Corrosive brines free from magnesium chlorides may be corrected by treatment with lime if the alkalinity produced is maintained above 0.1%. This is really done by keeping a supply of lime in a bag hung in the brine tank.

Conclusions.

The careful plant manager who is interested in avoiding operating irregularities, in keeping his equipment in the best of condition and in getting the most out of it will use only the best of chloride in making his brine. He will keep the gravity approaching 1.20, will hang a bag of lime in his brine tank and maintain therein a good supply of material and will avoid unnecessary contact between brine and air. It will pay him to take these precautions. Initial savings by the purchase of inferior chloride and the use of weak brine will be much more than offset by corrosion of metal in the entire brine system.

We wish to acknowledge our obligation to the firms that have submitted commercial samples of chloride and brine, the refrigeration companies who have so freely given their suggestions and the chloride supply houses that have co-operated in the work. We hope that our combined efforts may be of value to the trade.



ICE CREAM PROGRAM FOR DAIRY SHOW.

On October 5th and 6th the sessions of the World Dairy Congress at Syracuse, N. Y., in connection with the National Dairy Show, will be devoted to matters of interest to the ice cream industry. It is generally believed that these sessions will be highly interesting to ice cream manufacturers, and a cordial invitation has been extended to them to be present.

Syracuse will not be overcrowded on these days by other branches of the industry, which also have days of their own. It is suggested by Secretary Loewenstein of the National Association of Ice Cream Manufacturers that members arrange to attend the sessions mentioned and make reservations without delay. The Onondaga Hotel at Syracuse is probably the most desirable one there.

WE SPECIALIZE IN

TINNING

RETINNING
AND
REBUILDING
OF
MILK & ICE CREAM CANS

THOMPSON-BREMER & CO.

1750 CARROLL AVE. CHICAGO

BEFORE

AFTER

PURE

CONSUMERS GELATINE CO.

ST. LOUIS, MO.

PEERLESS

Gelatines

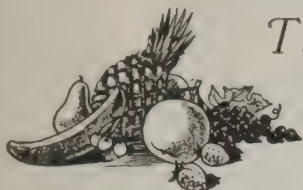
Pure White India Gum
PERFECTION Ice Cream Powder

UNIFORM

STRONG

ODORLESS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Timely Suggestions — Fruit Ices

Make Good Business Better

Torrid weather and thirsty throats present a big opportunity, Mr. Ice Cream Manufacturer. Good business can be made better by tempting, tasty fruit ices. Every brick combination should embody one of the Reyam flavors suggested here. These same fruits may be used for ice cream work.

Crushed Apricots—Cold Process
for Apricot Ice

Cold Process Strawberries
for Strawberry Ice

Tutti Frutti Mixture
for Mixed Fruit Ice

Cold Process Red Raspberry
for Raspberry Ice

Cold Process Black Raspberry
for Raspberry Ice

No. 10 Pineapple Juice
for Pineapple Ice



The
**CINCINNATI
EXTRACT WORKS**
422-424 W. 4th Street, CINCINNATI, O.
"Home of Reyam Brand Fruit Custard"

Whole and Broken Maraschino Cherries
Red — New Crop Now Ready! — Green

CRUSHED MARASCHINO CHERRIES
Prompt Shipment — Attractive Prices

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time
Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
NEW YORK CITY

Illinois Association Was Trade Pioneer

By L. W. ROSZELL*

THE Illinois Association of Ice Cream Manufacturers was the first organization of ice cream men ever gotten together and although it was not at that time known as the Illinois Association it was the forerunner and the foundation upon which was built the great National organization and all of the many great state organizations that now exist. The Illinois Association is second to none in point of efficient functioning and has consistently adhered to a policy that has promoted and developed the ice cream industry in Illinois to a degree that has caused many states to turn to Illinois for guidance and advice. I reiterate, therefore, that it is a pleasure to call this great convention together. It has been a signal honor indeed to have acted as your executive officer for the last year and while there have been no great legislative matters to be looked after nor unusual policies to be determined upon as there have been in previous years, still we find our association carrying on persistently and quietly the work of promoting a better and clearer understanding amongst manufacturers.

We find conditions in the State of Illinois much better than we find them in some other sections of the country. We find a spirit of co-operation along all lines, that has unquestionably done much to promote the prosperity of the ice cream industry in this state.

It is a difficult matter for your executive officer to address you at any very great length without trespassing upon some of the subjects that are covered in the splendid program which we are to enjoy at this convention and I would be remiss in my obligation as your executive officer if I did not say to you that I think

this is one of the most splendid programs that we have ever had and I want to qualify this statement by saying that as president of the association, I have had absolutely nothing to do with getting it together. It was all made up by our 100 per cent Secretary, Nathan, and I did not see it until it was ready for the printer.

The only thing that makes me hesitate in making this statement is the fact that there are very few associations that have a secretary of this kind and I am afraid that if these remarks of mine get beyond these four walls some of these other gentlemen in other associations who are elected to the job that I have been holding will commence to bid for our secretary's services, so I think that just as a matter of precaution and not running any possibility of having him plucked from the family, that we just better have this portion of these remarks stricken from the records.

However, in all seriousness, I do wish to say that the services of our secretary have been of the highest not only in the past twelve months but in the number of years that he has handled the job and I know we are all agreed on this point.

The greatest activity of this association for the past year was, of course, the zone meetings with which you are all familiar. Zone meetings were an innovation of the Illinois Association that I believe have been emulated by a great many other associations. It has been of unlimited value to manufacturers in this state to be able to meet in these group meetings and discuss with absolute frankness and with friendliness the many problems that have confronted us. To my mind, this is the greatest good that our organization can accomplish and I hope to see group meetings continue possibly even with more frequency than they have been held in the past.

Right at this point I desire to pay tribute to those splendid men in this organization and you all know who they are, who consented to act as Zone Captains during the past year. The amount of good that was accomplished by the unselfish service of these men in taking their time and devoting a great deal of energy toward harmonizing the many small arguments and disagreements that came up in their respective zones cannot be estimated and they may hold in their memory the reward of knowing that they have rendered a very great service.

In spite of the harmonious relations that exist throughout the state with great predominance, there were still more irregularities with which we are all more or less familiar and it is to be hoped that many of these will disappear during the coming year and that a closer bond of relationship and co-operation will be had amongst manufacturers in this state. In Illinois we are no different than the rest of the country and I do not believe that we should be ashamed to admit that our results insofar as gallonage, etc. were concerned for the year's operations were somewhat disappointing but I think in making this admission that we should consider some of the contributing causes for that condition.

First and foremost, of course, of these causes is the weather. Weather conditions affect the ice cream industry more than they do any other industry in the world and we had anything but normal ice cream weather during the past season.

Coupled with unfavorable weather conditions, we had a peculiar situation in Illinois to which I desire

* Address before 23rd Annual Convention of Illinois Association.

"Simplicity"

is a most essential requirement in a successful refrigerating system for Dairy Manufacturing plants.

Here is simplicity—

York Refrigerating Equipment



is in a class by itself for simplicity.

Let us show you why.
Write

WESTERLIN & CAMPBELL CO.

CHICAGO, ILLINOIS

J. G. HAMMERSCHLAG, Wisconsin Manager

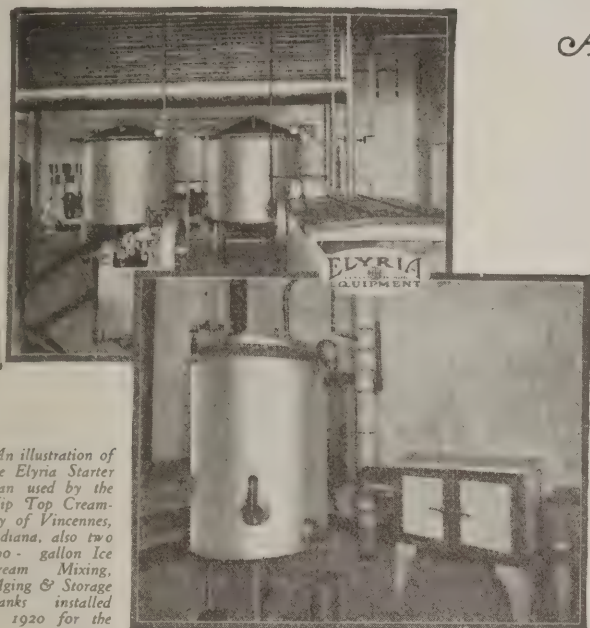
1016 Majestic Building

Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Elyria Culture Tank or Starter Can

A Development of Unusual Interest for the Creamery



An illustration of the Elyria Starter Can used by the Tip Top Creamery of Vincennes, Indiana, also two 500-gallon Ice Cream Mixing, Aging & Storage Tanks installed in 1920 for the same organization.

THE Elyria Glass Enameled Starter Can—built up to the high quality standard of all other Elyria Equipment—is a small, compact and thoroughly efficient unit, designed especially for the manufacture of starter. It can also be used successfully for holding and cooling in small quantities.

A 30 inch by 48 inch insulated Starter Can, equipped with 18 inch agitator and direct current variable speed motor, is used by the Tip Top Creamery of Vincennes, Indiana, for culture buttermilk. All processing is done in this tank—steam, water and brine being connected to one head. Agitation is perfect and cooling rapid. According to the Tip Top Creamery, the Elyria Starter Can is the ideal machine for their purpose.

FREE!

A complete description of the Elyria Starter Can and other types of Elyria Glass Enameled Steel equipment, will be sent you—free of charge upon request. Write today.

THE ELYRIA ENAMELED PRODUCTS COMPANY, Elyria, Ohio

New York Chicago San Francisco Pittsburgh Indianapolis St. Louis Boston Minneapolis Los Angeles
Canadian Milk Products, Ltd., Toronto, Ontario

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

Avoid Substitutes for Delft Gelatine

Dr. Frank Crane says, "The pest of the business world is the SUBSTITUTE. A man spends many years and much money developing a product, and when he has created a demand for it, along come the rascals with substitutes and undersell."

There is no substitute that compares with Delft Gelatine. Made in Holland, in the cleanest of factories, of the best materials and by skilled workmen, it is the kind of a gelatine you want to put into your goods. It is unequalled in purity, strength and freedom from harmful and liquefying bacteria. And it costs less because it goes farther.

Member
N.C.A.

Harold A. Sinclair

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

direct your attention and if you have not thought about it, it might be well for you to give it some thought for it bears a direct relation to the volume of your business and the profit you derive from it. I speak of the general industrial situation. We have, in the State of Illinois, a great industrial state, one of the greatest in the Union. We were hit with two tremendous strikes this past summer. The coal strike and the railroad strike and on account of our great coal producing areas and our great industrial activities, these two strikes, without doubt, had a very material effect upon the ice cream business.

You not only had the wage earner who was on strike not buying your ice cream but there was created in Illinois, as you are well aware by incidents that were unpleasant, in the extreme, an atmosphere of timidity brought about by lawlessness and high handed action that caused a tightening of the purse strings of the consuming public. Citizens opened their newspaper with a tremor of fear wondering what would be the next headline to startle them. Unquestionably with a great commonwealth, whether it be the State of Illinois or any other state, in a turbulent frame of mind such as we were this past year, we cannot expect normal or in fact, anywhere near normal business in any line and it is to be hoped that during 1923 this can be eliminated as one of the factors in the conduct of any business and that the citizenship of our great state and in fact, the entire country will be contentedly living their lives promoting industry and gaining the prosperity that the country affords. This coming true you will find will make a tremendous difference in your operations as an ice cream manufacturer no matter where you are located.

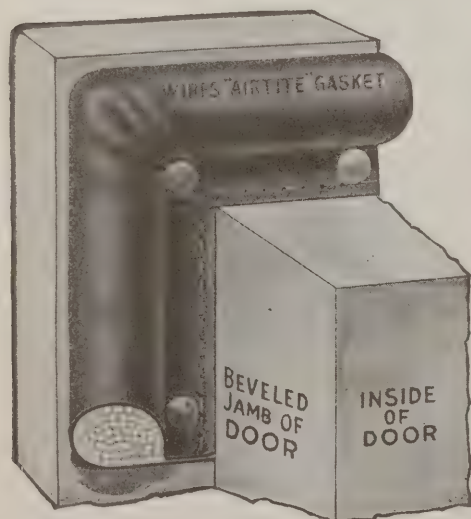
This brings one more point to mind and that is that though you are an ice cream manufacturer you are not isolated and the problems that effect the wage earner or the industrial corporations or the problems that confront the farmer, in fact, every other class of our citizenship, are your problems and as an influential citizen and businessman of your community it is up to you to take your place in the affairs of your community, assume your full share of responsibility in helping to solve these problems which you have found out effect you and your business very materially. This influence, as a member of one of the greatest industries in the country, should be thrown into your local community in the cause of good government. This should reflect itself in your city, in your community, in your state

and in your federal government. In other words, whether you like politics or not you should at least take enough interest in politics together with the other right-thinking people of your community, to see that good government does not cease to function. You may possibly think that it is a little bit strange that this thought should be brought to you here but we must have in this great United States of ours a new awakening to our responsibilities as self-governing citizens or else we are going to be governed, you and I, whether we like it or not by a minority which is on the job 365 days and nights a year and I hope that if you remember nothing else that I have said to you today that you will go home and remember this one important responsibility that you have although it does not have anything to do with the price of sugar, salt, ice or anything directly connected with your business. As an intelligent body of men, this Illinois Association of Ice Cream Manufacturers can do much along the lines that I have just suggested.

It is impossible to more than passingly predict what conditions are going to be in 1923. We all hope to see many of the problems that have confronted us in past years eliminated in 1923. We all hope to see a stabilized material market. We all hope to see a stabilized employment situation but whether or not these things come to us in 1923 is a matter upon which no one can make a definite prediction. There are certain problems that in my opinion will confront the ice cream manufacturer.

I believe that the enactment of the tariff is going to cause an increased cost of materials in 1923. I believe that certain materials should cost more. I refer especially to the materials which we purchase from the farmer. I believe a lot of the difficulties that we have encountered in this country in the past two years have been due to the fact that there is a too decided difference between the price of farm products and the price the farmer is obliged to pay for those things which he buys. I do not attempt to say whether the commodities which the farmer buys should come down or whether the price of the farmer's products should go up but I do say, without fear of contradiction, that these two items must come closer together before we have our agricultural industry upon a basis where it will resume its great purchases of machinery equipment, and the thousand and one other things used in the industry.

Another thing that must be met by the ice cream manufacturer and this applies especially to the manufacturer who ships ice cream, is the transportation prob-



\$STOP COLD-AIR LEAK\$ WITH

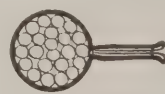
WIRFS WATERPROOF "AIRTITE" CUSHION GASKE

FOR REFRIGERATORS AND COLD STORAGE DOORS. AIRTIGHT SECTIONAL COOLING ROOMS. REFRIGERATOR JOINTS. RAILWAY COACHES. DWELLINGS AND ALL OTHER PURPOSES REQUIRING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-CONTACT.

MADE IN 4 SIZES;
(ANY LENGTH)



No. 1 LARGE



No. 2 MEDIUM



No. 3 SMALL



No. 4 SPECIAL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]

REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED CASING.

GET SAMPLES AND PRICES. STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 1051 So. 17th St., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

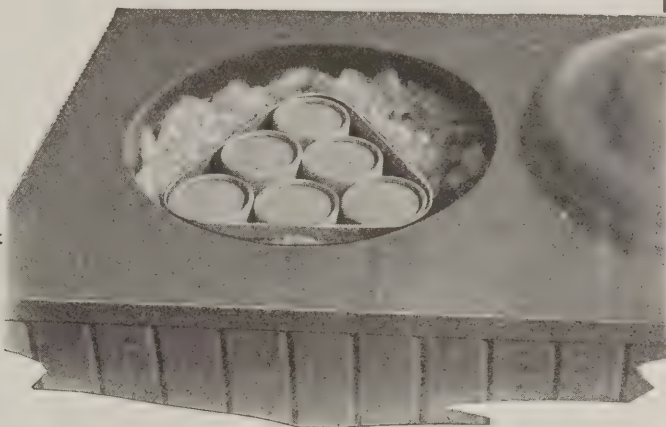


A better way for handling Cylindrical Containers

To meet the demand for greater ease in handling the cylindrical container the O-B Triangular Packer was designed. That it accomplishes its purpose is best proven by the number of repeat orders we receive for these packers.

The O-B TRIANGULAR PACKER

saves handling packages by the retailer in selecting flavors and makes deliveries easier for the ice cream manufacturer. The quality of your ice cream is also preserved to a higher degree on account of the more uniform refrigeration distributed to all containers.



Write for Circular and Prices

OAKES & BURGER CO.

ESTABLISHED 1873

Cattaraugus, New York

Satisfaction

An expression of satisfaction from a customer can only be measured by the length of time that customer has been served. It is the letter of appreciation from people with whom we have done business for many years that prove to us the quality and uniformity of our gelatine.

We would appreciate the opportunity of sending you samples, so that you may see for yourself the economy of using our gelatine.

Milligan & Higgins Gelatine Co.

222-224 Front Street

New York City



lem. Transportation during 1922 was anything but satisfactory. In my opinion the ice cream industry is paying excessive transportation rates upon its products. Some manufacturers have attempted to meet this by truck deliveries and many of these have found this method of transportation prohibitive in cost and it is only being continued because some competitor is using this means of transportation. It is to be hoped, therefore, that this problem of transportation will be seriously considered and made a part of the program of activities for this association during 1923 with a view of obtaining to some degree some relief from the exorbitant cost that is now being tacked upon your finished product in its transportation from your factory to the country customer.

In conjunction with high transportation costs, there is a problem that confronts each individual manufacturer in the ice cream business, one that has been discussed many times under many circumstances and usually without any results. I refer to the problem of educating the retailer who stands between you and the ultimate consumer to his responsibility as a link and a most important link, in the chain of distribution of your products. It is my firm conviction that every manufacturer in this room could well afford to pay a high class, expert a very good salary to do nothing else but spend his time with the retail customer not as a critic, but as a friend and helper to this retailer in making him a better merchant. For example, showing him how to arrange his store more attractively, how to eliminate some of the things at his soda fountain that are offensive to the paying public, how to secure more turnover, not only of ice cream but other items of his store so that he would feel justified in taking a less profit on each sale. Do you realize what you have done when you have educated a retailer along these lines? You

have made it possible for the two or three hundred consumers who eat your ice cream and buy it through the retailer who has been educated along these lines, to buy more ice cream for the same amount of money than they have been paying for a smaller amount simply because this retailer has been awakened and is gaining more turnover on all of his items in his store, is making more money than he did under the old system and distributing a great deal more of your product.

So, gentlemen, do not overlook the retailer during 1923. You have got to have him, he stands between you and the consumer and so long as this is the case why not make him, through conscientious helpful cooperation, a 100 per cent representative for you? In closing, if I have, in discussing generalities, as I have attempted to, trespassed upon any subject which is of our program, I desire to apologize.

I want to thank you for your attendance to this convention, the interest that you have displayed in the activities of this organization for the past year. I also desire to thank each and every one of the men who have responded with talks and papers on our program, for it is through co-operation of this kind that trade organizations such as we have, are fostered and kept alive to do the good that they accomplish.

I am convinced that the Illinois Association of Ice Cream Manufacturers is in splendid shape. Each succeeding year for the past 35 years has shown improvement and solidity in our organization. It has never been torn by fractions or selfish disputes of one group against another.

It is my sincere hope, and I am sure you all agree with me, that this splendid record of achievement and harmonious existence be not broken, and that Illinois shall present to the ice cream industry and to every industry in the United States, a Manufacturers Association second to none. Responsibility, of course, for this rests squarely upon the shoulders of each and every member of the organization and as I look out upon you today I am sure you realize your responsibility and that the pride you feel in the splendid achievements of the past is going to cause a solemn resolve upon your part to carry on and grow better year by year.

I am proud to have served as your executive officer and it shall be not only always a very keen pleasure to give my best to the association but a privilege to be allowed, at any time to be of service to any individual in the organization. Thank you.



ERICKSEN LEAVES DETROIT.

Fred E. Erickson, known to many readers of this publication through his connection with the Olsen Publishing Company for several years, announces that he has severed his connections with "Dairy Products Merchandising" of Detroit.

Mr. Erickson was general manager of the new Detroit enterprise and has been the leading spirit in introducing it to the dairy trade. His family remained in Milwaukee during his Detroit experiment, so all he had to do was to pack his grip in order to move back to "the old home town."

"Fred" will take a few weeks' vacation before announcing his future plans. His many friends in the industry will hope that his next business connection will be pleasant, and that he may find abundant opportunity for serving the industry in a way which his ability merits.

The "RICHMOND"

CEDAR
PACKING
TUBS



NEW STANDARD PKG TUB (VA. CEDAR)

Quality and Workmanship Count. In the "RICHMOND" Tubs—we have both. Made of Selected Virginia White Cedar. Heavy Galvanized iron hoops—thick staves and stout bottoms. Prices gladly given on all sizes. Historical Catalog upon request.

RICHMOND CEDAR WORKS
RICHMOND, VA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Treat your Ice Cream Cans *right*— use G-W Ice Cream Can Tongs

They'll greatly prolong the life of your cans. Fit snugly around the sides and lift cans easily out of tubs or wagons—without danger of denting or puncturing.

They are time and labor savers, too—do away with the inconvenient method of lifting by hand. Write to the nearest office below for prices and further information on these tongs and our complete line of ice tools.

MAIN OFFICE & WORKS: HUDSON, N. Y.

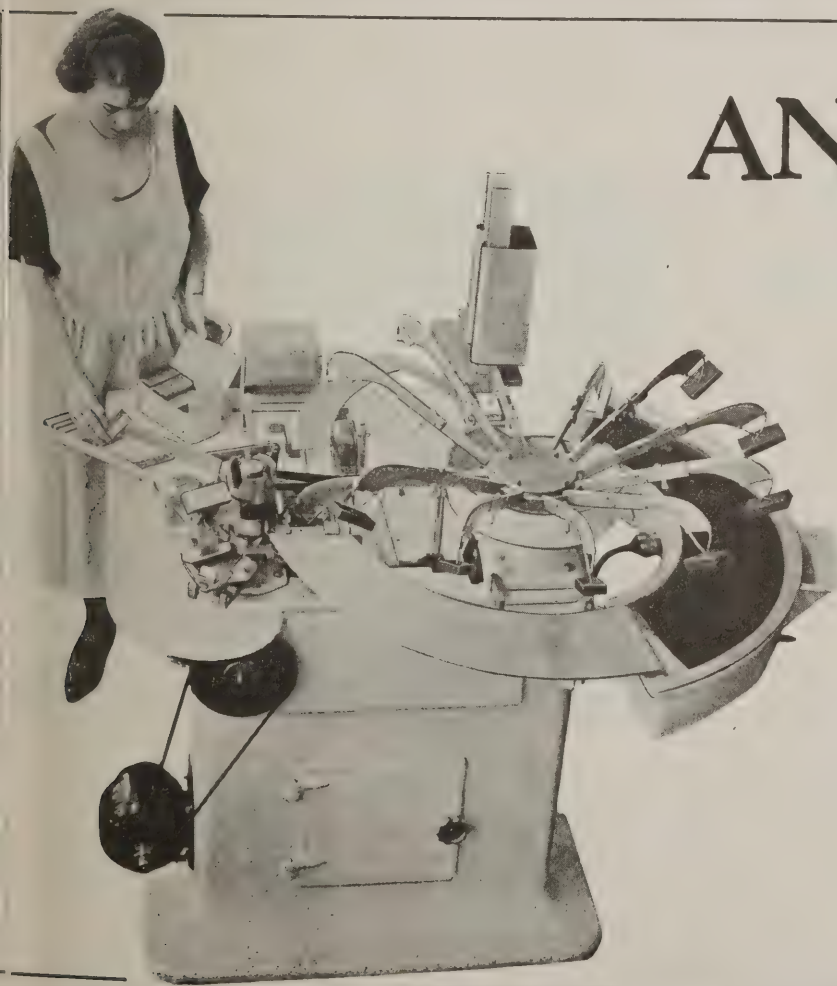
New York: 50 Church Street

Pittsburgh: Peoples Bank Bldg.

Chicago: 565 W. Washington Street

Boston: 24 Milk Street

Gifford-^{BUILT STRONGER LASTS LONGER}-Wood Co.
ICE HANDLING MACHINERY AND TOOLS



ANDERSON ESKIMO PIE MACHINE

*It automatically
cuts-dips and wraps*

The average output on a day's run will easily be 75 dozen an hour, but the actual speed of the machine is 90 dozen an hour, (18 a minute).

Manufactured by

Anderson Bros. Mfg. Co.

1923 Kishwaukee St.

Rockford, Ill.

MEMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

Study of Gelatine for Manufacture of Ice Cream

(Continued from page 60)

gram. There are many ways in which to cut down the bacterial content of ice cream and one of them is the use of gelatine with a low bacterial count. Low bacterial count with no B coli present will mean a more healthful product and a product to be proud of.

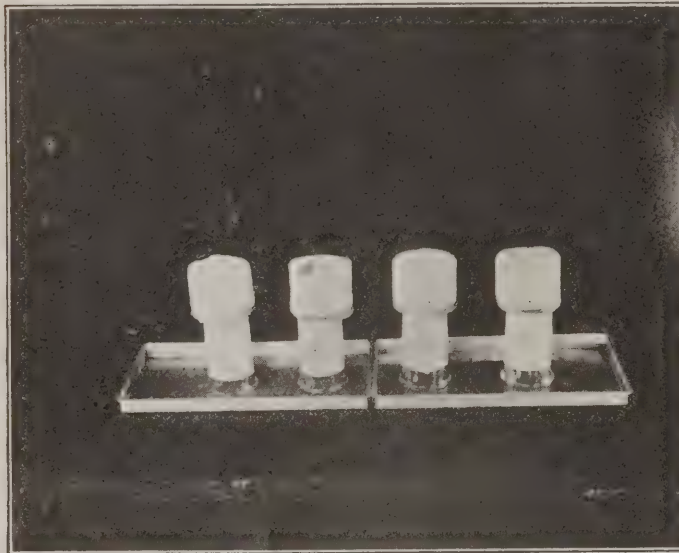


Plate 1.

The jelling power of a gelatine is important as it is the jelly strength that increases the viscosity of the mix and aids in the incorporation of air. How do you

determine the jelling power of your ice cream? There are numerous tests such as the thumb test which I believe is used by some Indiana manufacturers. Where a definite solution of gelatine is made with the fore finger the strength of the jelly test. This while a good test gives us no very definite results. There are other tests such as the buck shot test, Lipowitz test and the Kessling test, all of which are an index of the jelly power, but to me the simplest and easiest way giving definite results is to make up definite percentage solutions of the gelatine as 1 per cent, 1.5 per cent, 2.0 per cent, 2.5 per cent and so on in test tubes or beaker or flasks and allow them to stand an hour at 60 degrees F. and then taking the strength as that lowest solution which will remain intact upon inverting. By this method, I have found some gelatines will jell in a 1.5 per cent solution while another did not jell in a 20 per cent solution. A majority jellied in a 5.0 per cent solution and a few jellied in a 2.5 per cent solution.

Out of 11 samples examined 18 per cent jellied in a 1.5 per cent solution, 18 per cent in a 2.5 per cent solution, 29 per cent in 4.5 per cent solution, 18 per cent in 5.0 per cent solution, 9 per cent in 6.0 per cent solution, 9 per cent in 28 per cent solution. The jelling power of a gelatine can quickly be altered by heating. Excessive heating can cause a gelatine to lose all its jelling power, but each heating a gelatine recovers causes a lowering in jelling power. The acidity of the gelatine or the ice cream mix may affect the jelling power, either way, increase or decrease.

We found that gelatine that were nearly neutral had the greatest jelling powers. While according to work done by Loeb that gelatine which is slightly acid has the highest jelly. I have heard of gelatines that are so acid that they would curdle the mix. I cannot say how this is possible because such small amounts are used, unless the gelatine was acid and added to the mix.

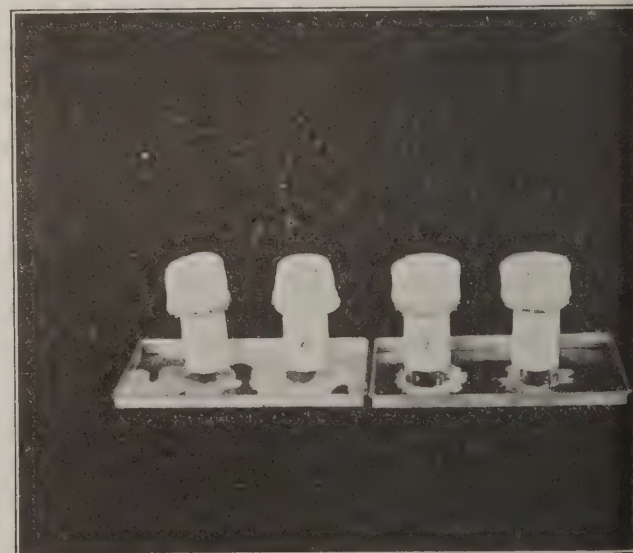


Plate 2.

that was on the verge of curling, at which time the acidity of the gelatine was sufficient to throw it out of the mix.

The chemical composition of the gelatine was studied in hopes that through the chemical composition we could obtain information as to the conditions under which the material used in the gelatine before drying. I expected those gelatines that showed a high bacterial

*"Many a good
tune played on
an old fiddle"*

R. J. DECY SALES CORP.

MARBRIDGE BUILDING

34th Street and Sixth Avenue

Room 555

New York City

Phone Fitzroy 3688

Manufacturers and Sales Agents for

**ICE CREAM EQUIPMENT
AND SUPPLIES**

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DO YOU SELL CARAMALA ICE CREAM

The Favor Compelling Flavor

PRICES Per Gal.

1 gallon\$7.00
5 gallons 6.75
10 gallons 6.50
25 gallons 6.25
50 gallons 6.00

Use 4 oz. to 10 Gallon Freezer
Use 3 oz. with Nut Meat to 10 Gallon Freezer

CARAMALA ICE CREAM is always the smoothest and most firm, in comparison with any other made from the same stock mix and handled under identical conditions.



Sample cheerfully sent on request

REX EXTRACT COMPANY

257 Pacific Street

Brooklyn, New York

Order direct or through any of the following well-known firms:

J. G. CHERRY CO.....Cedar Rapids, Ia.
MEYER DAIRY EQUIPMENT CO.....St. Louis, Mo.
BEATRICE CREAMERY CO.....Denver, Colo.
ENTERPRISE DAIRY & CRY. SUP. CO..Cincinnati, O.
CENTRAL OHIO SUPPLY CO.....Columbus, O.
DAIRYMEN'S MFG. & SUP. CO.....St. Louis, Mo.
BLANKE MFG. & SUP. CO.....St. Louis, Mo.
E. B. GALLAGHER & CO.....Detroit, Mich.

HAZELWOOD CO., LTD.....Spokane, Wash.
RICHARDSON & HOLLAND, Inc.....Seattle, Wash.
MANNING MFG. CO.....Rutland, Vt.
W. L. KNORR CO.....Pittsburgh, Pa.
CHERRY-BASSETT-WINNER CO.....Baltimore, Md.
CHERRY-BASSETT-WINNER CO.....Philadelphia, Pa.
FERRIS-NOETH-STERN CO.....Baltimore, Md.
N. A. KENNEDY SUPPLY CO.....Kansas City, Mo.
CHERRY-BASSETT-WINNER CO.....Pittsburgh, Pa.

The Best Insurance

Cheap insurance is not always the best, but the Allen One-Piece Sanitary Can Liner way is the best way, and the cheapest way, to insure your good ice cream reaching the consumer just as you would have it reach him. Let your motto be "A liner in every Can."

Allen's Sanitary One-Piece Can Liners are made in one piece to eliminate the possibility of one piece of the liner being lost. The Manila board we use in making these liners is scientifically treated to withstand moisture.

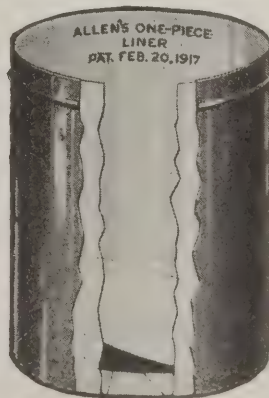
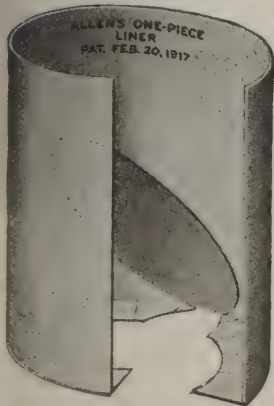
Sold by all leading jobbers.

WRITE FOR SAMPLES and PRICES.

The Allen Candy Company

PONTIAC, ILLINOIS

Manufacturers



content would correlate with the content of amino acids and peptones. There is a slight correlation between the amino acid content and bacteria and we are studying this point further in hopes of obtaining some definite information.

In regard to color and odor, so far we have found no relationship between color and the other factors we have studied, but the color should be clear and all the gelatine should go into solution. Brands of gelatine are oftentimes made by mixing a little good with some fair and some poor and poor gelatines will oftentimes cloud up, though one of the clearest gelatines we received had an extremely high count and only a fair jelling power. The same may be said of odor, the gelatine with the most offensive odor showed presence of B coli in small numbers and its bacterial count was 10,000. Odor for a gelatine is best tested by heating to 160 degrees F., as quickly as possible. At this temperature a disagreeable odor can quickly be detected. Gelatine should have practically no odor.

We are continuing our gelatine studies here and the next time we meet, I hope that I can have the privilege of giving you more information. But this morning I hope I have impressed upon you that gelatines cannot be differential by looking at them.

The appearance of the samples at the start of the "melting resistance" experiment. Sample No. 1 contains no gelatine, sample No. 2 contains poor quality gelatine, sample No. 3 contains good quality gelatine, and sample No. 4 contains very good quality gelatine.

Same samples as shown in Plate 1 after 30 minutes exposure. Sample No. 1 had decreased in weight 9.8 per cent, No. 2 had decreased 5.55 per cent, while samples No. 3 and 4 had decreased but 0.26 of 1 per cent.



■ **Ice Making and** ■
Refrigerating Machinery



A self-contained unit built in capacities up to
Four Tons Refrigeration.

Bulletin No. 29-R describing this and larger size
equipments will be promptly for-
warded on request.

The
Vilter Manufacturing Company
Established 1867
889 Clinton Street Milwaukee, Wis.

PROF. LUTHLY JOINS NAFIS ORGANIZATION

Prof. John A. Luthly has resigned his professorship in the dairy school of the University of Nebraska and has accepted the position of assistant manager of Louis F. Nafis, Inc., of Chicago, well known manufacturers of "scientific glass apparatus for testing milk and its products."

Prof. Luthly, after his graduation in 1914 from the Dairy School of Iowa State College at Ames, became instructor there, remaining on the faculty for three years. He then spent one year in commercial creamery and milk plant work in Danville, Illinois, part of the time with the Sugar Creek Creamery Company. From there he went to the University of Nebraska, where he was assistant professor in the dairy school, being in charge of the dairy manufacturing department and doing research work in the experiment station. When Nebraska passed a law requiring that all test bottles and milk pipettes be calibrated by the state he was in charge of this work in addition.

Professor Luthly is a member of the American Dairy Science Association and an honorary member of the Nebraska Creamery Butter Manufacturers' Association.



JOHN A. LUTHLY.

CLEVELAND SHOW EXPECTED TO DRAW 4,000

A registration of 4,000 persons is expected at the second national exposition, according to the Association of Ice Cream Supply Men. The association is confidently pursuing its plans on that basis.

This expected registration will set an altogether new mark in such matters.

The second national exposition, to open in the Cleveland Public Hall at noon Monday, October 22nd, will coincide in date with the assembling of the 23rd annual convention of the National Association of Ice Cream Manufacturers, in the auditorium of the Chamber of Commerce Building, two city blocks distant.

The exposition will be open for inspection every day during the week October 22nd to 27th inclusive.

The day of publication of this number of The Ice Cream Review something less than 5 per cent of the total display area of the two large floors, which total 60,000 square feet, of the public Hall remained unleased according to The Association of Ice Cream Supply Men.

An important innovation, according to the association will be the inclusion of an extensive educational display, the full details of which are not ready to announce. It is known, however, that educational institutions, different branches of the government, and various trade and professional organizations engaged in part in educational work will participate.

Several hundred reservations already have been booked by Cleveland hotels.

It will be several weeks yet before the complete entertainment plans are announced.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Sethness Company,

Western Branch
DENVER, COLORADO
2910 Huron Street



Pittsburgh Office
511 First Avenue
PITTSBURGH, PA.



659 HOBBIIE ST., CHICAGO

Operating 75,000 Square Feet for Quality and Service

COSCO BRAND FRUITS

ICE CREAM CRUSHED FRUITS
(BULK)

SOLID PACK FRUITS IN NO. 10
TINS
COLD PACK STRAWBERRIES

C. P. CRUSHED FRUITS IN BULK
PKGS.

EXTRACTS

FLAVORING EXTRACTS, ARTIFI-
CIAL

TRUE EXTRACTS

ORANGEADE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)

CONCORD GRAPE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)
VANILLA COMPOUNDS
VANILLA EXTRACTS, PURE
MARVEL PURE VANILLA BEAN
EXTRACT

VANILONG
WALNUT FLAVOR
MAPLE COSCO CONCENTRATED
PINEAPPLE JUICE
QUINTOLS
EMULSIONS

COLORS

LIQUID CERTIFIED COLORS
CERTIFIED DRY COLORS

CARAMEL SUGAR COLORING
BUTTER COLOR ANILINE

NEW YORK ICE CREAM COLOR

TRUE FRUIT PASTES
CERTIFIED PASTE COLORS
MARSHMALLOW TOPPING
COCOA
BUTTERSCOTCH SUNDAE
CARAMEL SUNDAE

GELATINE
CITRIC ACID
GUM, PURE INDIA, POWDERED
ICE CREAM POWDER
SOLUBLE SKIM MILK POWDER
SPRAY

KREMOLIN R. ICE CREAM
RIPENER AND BINDER
VANILLA BEANS
VANILLIN
COUMARIN
GLYCERINE
TARTARIC ACID

SODA FOUNTAIN FRUITS AND PRIVATE LABEL MARSHMALLOW TOPPING FOR JOBBING PURPOSES

"UNIVERSAL SERVICE"

Gauge Protector

The Universal Gauge Protector SAVES THE GAUGE by keep-
ing the milk out of the expansion arm. It eliminates plugging and in-
sures an accurate gauge, and will reduce repair bills because you are not
operating at a higher pressure than required.

Small Brick or Pie Coating Machines

If you make small bricks coated with chocolate get information on
our coating machine. It will save you money.

Monel Metal Hoppers for Freezing Rooms

If you are considering the installation of hoppers in freezing rooms
you must be sure to get our details and prices on monel metal hoppers.
They can be made to suit your installation, which means no moving or
resetting of freezers. There is no corroding or no enamel to crack when
monel metal is used.

We Design and Build Anything

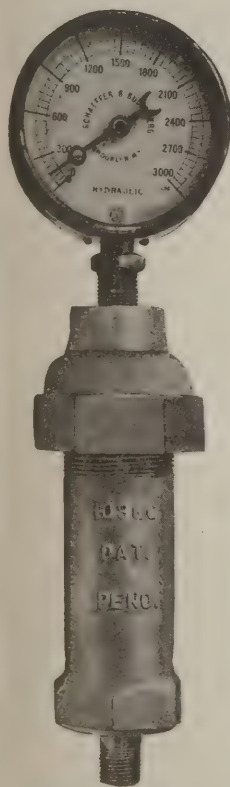
We design and build anything for the ice cream and milk plant. Tell
us what you want and you will get it.

UNIVERSAL SHOPS INC.

Manufacturers and Jobbers

DAIRY EQUIPMENT AND SUPPLIES

HORSEHEADS, N. Y.



Gauge Protector
Price \$27.50

Growth of Motor Transportation in Dairy Industry

Exhibits at Electric Truck Show Described

SETTING forth the economy of electric trucks, as compared to other types of commercial vehicles, the New York Edison Co. held one of its most successful electric automobile shows in the main showroom of that company during the week of June 2nd. Trucks for every use in the dairy industry were among those exhibited.

Many of the members of the National Electric Light Association, and delegates to the national convention, which was held at the Hotel Commodore, New York City, were among the enthusiastic visitors at the Edison showroom. Thousands of people visited the exhibition and the salesmen of the nine truck companies represented and those exhibiting charging apparatus and accessories reported large numbers of leads obtained and many sales made.

Every type of electric trucks was exhibited at the show, including specially designed electrics in operation, including a fifteen-ton crane truck, as used for handling heavy reels of cables, or operating clam shell buckets for moving coal and other materials. The new electric autocar was exhibited by the Autocar Sales and Service Company for the first time. Besides the many different kinds of electric vehicles being shown, there were charts and special displays giving the latest methods of storage battery charging, automatic charging and many interesting cost data figures on the delivery of merchandise.

Especially interesting among these was the "one dollar race" board, an illustrated exhibit showing the comparative cost and mileage of electric, gasoline, and horse-drawn trucks, as indicated by figures compiled by the Massachusetts Institute of Technology. These statistics show that an electric will operate four miles to the dollar, as against three and one-half miles to the dollar for horse-drawn vehicles.

Members of the Electric Truck and Car Bureau, of which C. R. Skinner, manager of the Automobile Bureau of the New York Edison Company, is chairman, predicted at their convention meeting that except for a few pleasure vehicles, the horse will have entirely disappeared from the streets of New York within a few years. They pointed out that in 1917 there were 56,000 horses in New York City, while in 1921 that number had been reduced to 33,104. The economy of electrics also was stressed and their superiority over other types of trucks was illustrated by interesting statistics. It was said that gasoline trucks proved their worth in runs of sixty miles and over, but for city work the electrics were superior. The head of the Truckmen's Bureau, representing 75 per cent of the industry in New York, said that electrics are rapidly replacing gasoline motor trucks for short haulage.

The most distinguished visitor at the showroom during the entire week was Thomas A Edison, who took great pleasure in noting the present high point of development of the electric truck. He seemed to be especially interested in the two old electric pleasure cars, the first to be run on the streets of New York.

* * *

Among the Exhibitors.

Interest in electric trucks is rapidly growing in the dairy industry. Dairymen, milk dealers and ice cream manufacturers are turning to electric carriers in all parts of the country.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

This publication has gathered information concerning the different electric trucks exhibited at the Electric Automobile Show staged by the New York Edison Company in New York the week of June 2.

The following descriptive matter, prepared by officials of the firms exhibiting, will be found of interest to readers:

Ward Electrics.

The Ward Electrics are worm driven; the type that is used on more than 72 per cent of all gas trucks. Ward Electrics are standardized in other respects: Sheldon axles, Spicer universal joints, Firestone tires, General Electric motor, and Exide, Edison, Philadelphia or K-W batteries, etc.



Ward
Worm Drive

Walker Electrics.

No waste of power while standing still, no shifting of gears, and a quick-even pick-up make Walkers' ideal for congested city traffic and many stop routes. In addition, Walker trucks are clean, neat in appearance, free from engine heat, noise, dirt, contaminating odors and are dependable. The simplicity of design and operation of Walker electric trucks insures a remarkably low number of trouble calls.

Six Walker Models.

There are six Walker Models, ranging from ½ ton to 5 tons in capacity. They are as follows:

Model 12....1,000 lb. cap.	Model P.... 7,000 lb. cap
Model 22....2,000 lb. cap.	Model N....10,000 lb. cap
Model 42....4,000 lb. cap.	Model M3.....Parcel Del

All models except Model 12 are equipped with the famed Walker balance drive, which is at least 97 per cent efficient at all speeds and loads.

* * *

C-T Electric Trucks.

The three main features of the C-T electric truck, its power plant, its frame and its control stand out as distinctive. The main features of this design were adopted sixteen years ago, when the first C-T was built. In all those years it has been retained intact, except for a number of refinements, and has proven its worth in the service of many hundreds of users.

Instead of using a single motor and dividing the power between the driving wheels, the C-T makes use of a separate motor geared and in fixed relation to each driving wheel. This principle eliminates the necessity for propeller shafts, universal joints and differential gears, making an extremely simple rear assembly and providing maximum traction. The



For "Bulk" Individuals

There is distinction and profit in selling bulk ice cream in individual packages. The public takes to this manner of service and

THE PERFECT PACKAGE

is an ideal container for the purpose. It is easily filled, and closed with a handy pull cover, it can be quickly opened by the consumer without the usual inconvenience.

This feature alone has won great popularity wherever in service. Furthermore Perfect Packages are highly sanitary, attractive in design and have big advertising value.

YOUR INSPECTION OF A FEW SAMPLES WILL CONVINCE YOU OF THEIR SALES POSSIBILITIES. BETTER WRITE TODAY.

The Perfect Package Co., PARKHURST AND DAWSON STREETS Newark, N. J.

Wisconsin Representative: A. MICHELSTETTER, 405 Broadway, Milwaukee, Wis.

IDEALS

To think only of the best, to work only for the best and to expect only the best in quality ice cream, is the ideal of the wise manufacturer.

To assist in attaining these desired results is the ideal for which

Wyandotte
Sanitary
Cleaner and Cleanser

was manufactured, an ideal which has been constantly maintained for over twenty years.

During this period a steadily increasing demand for this efficient and economical cleanser bears testimony to its distinctive quality and also to the service it has performed and is performing in hundreds of ice cream plants the country over.

"Wyandotte Sanitation" is standard. The sweet, wholesome, sanitary cleanliness it produces is definite protection to quality Ice Cream.

It cleans clean.

Indian in Circle



in Every Package.

THE J. B. FORD COMPANY Sole Manufacturers Wyandotte, Michigan

illustration shows the C-T driving axle complete, the component parts of the driving unit and how it is assembled.

Bridge Construction of C-T Frame.

The familiar bridge type of construction has been utilized in the C-T frame. Truss rods running from the frame to the corners of the battery cradle support the main frame members in the same way trussing supports the stringers of a bridge. This design makes the battery cradle integral with the frame and makes it possible to cut down the size, and hence the weight of the frame members, providing an unusually light but rugged construction.

The C-T Controller.

The C-T controller is placed around and forms the base of the steering column, where it is easily accessible for adjustments or repair and where it is out of the driver's way and does not interfere with loading space. It is operated by a small wheel directly under the steering wheel at a point most convenient for the driver. The controller is designed in such a way that the switch fingers will not readily create arcs and burn out.

C-T Plant.

The plant of the Commercial Truck Company is located in Philadelphia and service stations are operated in the leading cities of the country, where a complete stock of parts is maintained and prompt, reliable service given at all times.

* * *

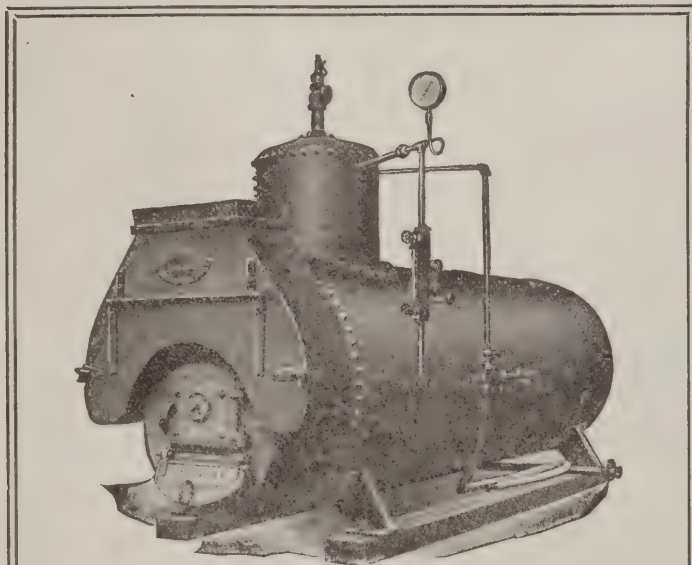
Milburn Electric Trucks.

Simplicity of design and interchangeability of parts, within practical limits, have been aimed at and carried out to a marked degree in the Milburn trucks, models 43, ½-ton capacity and 40, 1-ton capacity. In this way the all important matter of maintaining continuous and economical service has been amply safeguarded.

* * *

Unit Power Plant.

For instance, the power plants in both trucks, including motor, controller, resistance and motor brake, which are assembled together as one unit, are interchangeable and can be easily and quickly removed from one truck and placed in the other, by simply removing a few bolts.



Before buying a boiler do not fail to investigate the superior merits of the famous

Leffel Scotch Marine Boilers

built by this company for over 40 years in a variety of sizes from 6 H. P. to 100 H. P. and to meet all requirements of the different State Boiler Laws. This boiler is confidently offered as meeting in fullest measure and most satisfactory manner every requirement of the trade, as amply proven by the large number of pleased customers using them for many years.

Complete catalog with information of interest and value on request.

The James Leffel & Company

Box 328,

SPRINGFIELD, OHIO

This is a great advantage to all users and particularly to fleet operators; it reduces spare parts stock and carrying charges.

* * *

Kelland Electric.

In the design and construction of the Kelland electric every effort has been directed toward simplicity, durability, reduction of unsprung weight and increase in efficiency. Moreover, no radical or unusual features of construction have been incorporated in this model in the endeavor to secure these features. Only well established and standardized principles, readily understood by the average garage mechanic have been employed. All illustration in point of the extreme simplicity of the wiring system.

Other features of construction worthy of note are: Reduction of weight without sacrifice of strength; elimination of heavy steel underslung battery compartment with provision for placement of battery in body partly under driver's seat, where it is not only more accessible but permits of greater road clearance; double reduction straight line drive which has reduced to a minimum the transmission of power through universal joints, thus decreasing current consumption and increasing daily mileage; rear spring construction which is such as to take the drive through the springs. These springs are also reinforced by a sturdy spring bar, eliminating troublesome radius rods.

* * *

Lansden Electric.

Lansden electric trucks, built by the Lansden Company Inc., Danbury, Conn., are pioneers in the industry. The first Lansden electric truck was built in 1904 for the Adams Express Company, and after eighteen years of daily money making was finally retired in 1922 by the American Railway Express. That first Lansden electric gained wide fame as "Adam," the ancestor of the 1,500 electrics now operated by American Railway Express.

The product of the Lansden Company embraces a range of capacities from 1,250 lb. to 5 ton and two types; the Centurn model, a double reduction drive, and the Marathon model, a heavy-duty chain drive.

* * *

The O. B. Electric Vehicle.

The O. B. Electric Vehicle, manufactured by O. B. Electric Vehicles, Inc., Long Island City, N. Y., is a member of that family which stands for economy, safety, and service in transportation within a radius of 50 miles.

Two predominating features of the O. B. Electric are ease of power, application, and transmission resiliency. One of the factors of greatest loss in operating machinery of any kind is incurred by the shock of starting and stopping. Life is considerably increased by eliminating this factor.

* * *

Walter Electric.

Walter electric trucks are made in the heavy duty models of 7, 5, 3 and 2 ton capacities, and delivery models of 1 and ½ ton capacities.

The delivery models are made with a special patented battery arrangement and frame construction. The batteries are divided into two sections and assembled in two narrow trays mounted on each side of the frame. Because of the position the batteries are very accessible and they can be flushed without shifting. When conditions require operation over routes of exceptional mileage, the discharged batteries can be easily and quickly pulled out and fresh charged batteries mounted in place, in this way doubling the radius of operation. With this construction there is ideal weight distribution because the center of gravity is very low and there is a greater proportion of weight on the rear drive wheels, thus insuring proper traction even for wet, icy, or snow covered roads.

The weight of the batteries is taken directly by the spring hangers of the front and rear springs, in this way relieving the frame members of usual strains due to battery weight. The frame construction is therefore very simple, light but exceptionally strong.

This battery arrangement provides a very short overhang length, permitting of a short turning radius. The chassis level is very low, being 26 inches under load. This low level facilitates quick entry and exit of the driver, which is desirable in frequent delivery service. In spite of the low chassis level the clearance under the batteries is greater than with the old types of battery compartment construction.

2

You can get somebody to sell you anything you want if you use "The Ice Cream Review" Want Department

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



USE MEXOCINE



High Grade Concentrate

A Compound Bean Vanilla, Vanillin, Coumarin and Tonka Flavor

FOR ICE CREAM AND CONFECTIONS

Impossible to freeze out its true flavor
Forever dependable

Use $\frac{1}{4}$ oz. (or dessertspoonful) to flavor 10-gallon batch ice Cream.

Use $\frac{1}{4}$ oz. (or dessertspoonful) to flavor 100 pound batch candy.

Sample cheerfully sent on request

PRICES

Per Pint

1 pint	\$7.00
5 pints	6.75
10 pints	6.50
25 pints	6.25
50 pints	6.00

TERMS: 2% 10 days,
30 days net.

REX EXTRACT COMPANY

257 Pacific Street

Brooklyn, N. Y.

Order direct or through any of the following well-known firms:

J. G. CHERRY CO.....Cedar Rapids, Ia.
ENTERPRISE DAIRY & CRY. SUP. CO..Cincinnati, O.
CENTRAL OHIO SUPPLY CO.....Columbus, O.
DAIRYMEN'S MFG. & SUP. CO.....St. Louis, Mo.
E. B. GALLAGHER & CO.....Detroit, Mich.

W. L. KNORR CO.....Pittsburgh, Pa.
CHERRY-BASSETT-WINNER CO....Baltimore, Md.
CHERRY-BASSETT-WINNER CO...Philadelphia, Pa.
N. A. KENNEDY SUPPLY CO.....Kansas City, Mo.
CHERRY-BASSETT-WINNER CO....Pittsburgh, Pa.

Havacone

REG. U.S. PAT. OFF.

■ The Guaranteed Pure Cake Cone ■

Makes good ice cream taste better—because it contains only the purest ingredients obtainable and is **baked** to color.

No grease or
animal fat

No coloring

No preservatives

No breakage

We pay freight

A line to our nearest plant will bring samples and prices.

CONE COMPANY OF AMERICA

LONG ISLAND CITY, N. Y.

3rd Street and Van Alst Avenue



CHICAGO, ILLINOIS

6001-6033 So. Western Ave.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Sales Promotion

... A DEPARTMENT Intended to Assist the Manufacturer in Bolstering Up the Weaker Links in the Chain of Distribution

ADVERTISING THE FOUNTAIN TO COLLEGE STUDENTS.

College students like their advertising snappy. The O'Neil Dairy Company of Ames, Ia., in the college paper of the Iowa State University runs a picture of the sun and a brick of ice cream with:

"Old Sol Is Losing Out! O'Neil's Velvet Brick Ice Cream made him take the count! Order now from a pleasing selection of different flavors and ices."

The Best Ice Cream Company, of Syracuse, N. Y., suggests to the students of Syracuse University, through their college paper:

"Fruited Sherbet in Ramekins Decorated.

"This attractive new novelty in frozen desserts has proven itself to be one of our most popular individual services.

"Delicious, fruited, frozen punch decorated with whipped cream, cherries or nuts."

The decorations of the Onondaga Shop (the candy shop connected with the Onondaga Hotel) form a feature advertisement to Syracuse University students:

"In tones of blue, with service planned for folks like you.

"This leads up to the fountain service, luncheon specials and salads and sandwiches to take home."

Students at Syracuse University are addressed in shop talk by the Syracuse Ice Cream Company through the college paper:

"Learn this for today's little lesson:

"It really isn't a bad idea to get as much as you can out of your college course. You will be glad when you get through if you make it a point to learn a little something every day!

"For instance, learn today that Syracuse ice creams are the most refreshing and satisfying you can get.

"Whether you order in quantity over the phone for some special occasion, or over a counter for a treat for yourself, be sure that you get Syracuse ice cream. Ask for it by name."

A SALES TALK ON ICE CREAM.

From a Letter Issued by W. P. Abel, of The Impruv-Mix Co., New York.

A greater ice cream industry makes its start in your plant. Consider yourself a factor in the advancement of ice cream as a national industry. You strengthen the industry, hasten its expansion and create a greater demand for the "national dish" by raising and maintaining quality.

"Quality and profits are synonymous in the ice cream industry," says The Ice Cream Review in an editorial. (See page 4, May, 1923, issue.)

We have found that quality—volume—profits go hand in hand. Your success, as ours, is in presenting a

product of real merit—supreme quality. Most important in selling the dealer, is to reach, secure and hold him, by having your product make an appeal to the consumer. Create a desire for your ice cream and that preference keeps him sold. Quality ice cream, therefore, sells both the dealer and the consumer.



HERE'S AN IDEA.

By J. M. Antrim, Vice-pres., Furnas Ice Cream Company, Indianapolis, Ind.

We have one druggist in this city who is using a very model scheme with wonderful success for the sale of ice cream and soda. He has an excellent location on one of the main boulevards and just completed a new drug store, which I think is as fine as any in the United States.

His building sets back sufficiently far to allow him to decorate with flower beds and potted plants, and in this space, of an evening, he places tables for the accommodation of his customers. He has perhaps 18 or 20 boys to wait on what he calls his "Curb Service." Immediately upon the arrival of an automobile, their orders are taken and they either sit in the machine, go inside the store, or sit at the outside tables.

He has enjoyed a most wonderful business, as this form of service seems to attract the thousands of automobiles that pass his door each day and evening. We believe that anyone who has space capable of taking care of a like proposition would do well to follow up his ideas. Any location where automobile traffic is heavy will profit greatly by following an idea of this kind.

He is very particular to see that the best of everything goes in the make-up of his products and combined with the very active service that he gives, has certainly been a winner for him. He has also made his place attractive in the day time by using the Beach Umbrellas over the tables.



VOLUME RESTS WITH THE DEALER.

By a Florida Manufacturer.

I have come to the conclusion that practically all of the development of more volume in sales of ice cream rests with the dealer. If we can create salesmanship among our dealers and their employees, the ice cream will be sold.

I had two or three striking examples of that this season. One dealer who took a fountain that was practically doing no business immediately increased his sales nearly 200 per cent, and when I went over to investigate I found it was simply salesmanship, everybody in the

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

TRUE ECONOMY



Patented Nov. 14, 1922
Cut illustrates No. 825 and 8210 sizes

It is sometimes difficult to determine just what is true economy but not in the case of ice cream cabinets.

Here true economy lies in the ice conserving factor and the ability of the cabinet to stand constant usage over a long period of years. It is these attributes which have won for Grand Rapids Cabinets their high standing in the trade.

Manufacturers who furnish their customers Grand Rapids Cabinets have the satisfaction of knowing that in this particular matter they have done their utmost in the way of service.

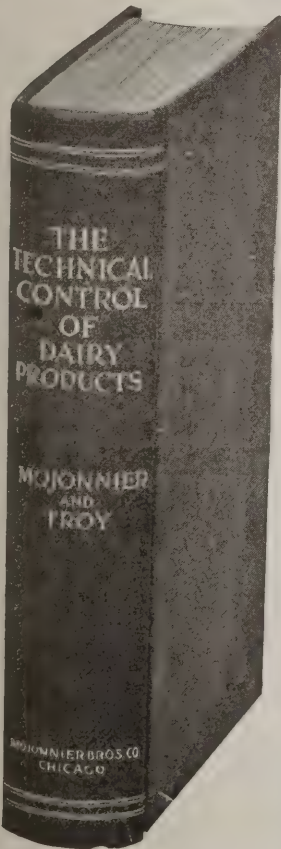
GRAND RAPIDS CABINET COMPANY

55-59 Alabama Ave. N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE, - MERROW BROS. INC., 44 N. Market Street, BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CENTRAL SALES OFFICE AND WAREHOUSE, - CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
NORTH WESTERN SALES OFFICE AND WAREHOUSE, - A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



- An Encyclopedia on Dairy Products Manufacturing

Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

You Need This Book

It would take four magazine

pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

GET YOUR COPY NOW

and benefit from the information gained during the next rush season. Sent postpaid anywhere on receipt of \$10.25.

The Olsen Publishing Company

5th and Cherry Sts.

Milwaukee, Wis.

store striving to see how much they could increase business over the soda fountain.

For some reason these dealers are few and far between. I have only had three this season, and in each case salesmanship was the secret of their increase. I

hope some of the manufacturers will be able to give me an idea as to the manner in which this salesmanship spirit can be developed in our other dealers. Up to this time I have been unable to get much co-operation along this line.

Creating Business for the Dealers

Southern California Ice Cream Manufacturers Successfully Blaze Co-operative Advertising Trail

YOU can't put Southern California ice cream, as good as it is, in cans and ship it to Massachusetts or Japan or England. So when the foremost ice cream manufacturers of sunny California reached the point where their territory extended from beyond Santa Barbara to Mexicali, Mexico—from the Pacific to the desert, the only possible increase in ice cream sales that could be hoped for was increase due to larger consumption by the public. Every conceivable place that could sell ice cream had it for sale. The only growth in gallonage was a natural growth due to increase in population. The market as far as dealers was concerned was saturated.

Increasing consumer demand was the only answer, which meant taking the story of ice cream direct to the public. And this, in turn, meant that the manufacturers must do the advertising usually done by the retailer in other lines of business to benefit himself.

So then the far-sighted manufacturers of this district, to expand themselves, must create business for the retailer and for the smaller manufacturers who cared nothing for the future of the industry. Some few took the old fashioned selfish attitude of caring nothing for the development of the industry as a whole. If someone else increased the consumption of ice cream, they would get their share of the new business whether they paid their pro-rata of expense or not—so why pay?

The Crescent Creamery Co., the L. J. Christopher Company, The National Creamery & Produce Company, Alfred's Pure Ice Cream Company, Hughes' Ice Cream Company, The Globe Ice Cream Company, of Los Angeles, and Imperial Ice Company, of Santa Monica, Excelsior Creamery Company, of Santa Ana, and San Pedro Creamery Company, of San Pedro, raised an appropriation based on the gallonage of each member manufacturer. This appropriation is much smaller than what the individual ice cream makers would have spent in scattered advertising.

* * *

Family Brick Advertising Campaign.

FIRST came a campaign advertising "Family Brick" ice cream, running from November 1 to January. "Family Brick" ice cream is a trademark name covering the individual manufacture of each member factory; all plants making the same combination of flavors each week. No need to explain that this campaign proved much more successful than one splitting the same appropriation into nine or ten small individual efforts attempting to push different bricks. "Family Brick" ice cream soon dominated the field, and is now selling at the clip of four hundred per cent increase over all previous brick sales.

Beginning January this year, an educational campaign on "Ice Cream is a Food" was added to the "Family Brick" advertising.

Such a campaign without the price argument and without the novelty appeal of a new product, is usually

regarded as a rather slow process, but results so far have exceeded all expectations. Each member of the combined advertising campaign reports the best spring ice cream business ever enjoyed. The increase over last year averages around one-third, in spite of the latest summer in California in years. With immediate results so gratifying the cumulative power of this advertising is expected to yield remarkable returns this summer and throughout this winter.

You will notice that this advertising ran throughout the winter, and while the California winter season is famous—ice cream sales fall off here at this period just as they do elsewhere.

* * *

Making Ice Cream "Queen of Desserts."

THE ice cream industry has spent forty years creating ice cream queen of desserts. The appetite appeal has been the principal appeal. Today you cannot find one person in a thousand who does not enjoy ice cream. How few times have you heard someone say, "I don't like ice cream." Yes, the attitude of everyone was that ice cream was a mere dessert, a luxury, to be eaten for enjoyment only.

In the southern California advertising great care is taken not to tear down this reputation; if anything, it is religiously built higher, at every opportunity. Yet, no matter what appetite or other appeal is employed, the key note of all is, "Ice Cream is a Food."

Newspapers were selected as the backbone of the campaign. All Los Angeles papers and one paper each in San Pedro, Santa Monica and Santa Ana being used.

A change in pace of copy was carefully observed. "Ice Cream is a Food" has been proved in this advertising in such various ways as to convince each and every class of people; the deduction has been arrived at in every possible way between popular circus style and that of the highest kind of high-brow grand opera. Everyone likes ice cream—its appeal is universal. There is no age limit.

Starting the educational campaign a series of ads based on cold, hard facts were run; comparisons in food value backed up by authoritative proof from government reports findings by nutrition experts, etc., was presented in an analytical form. In addition to this, six forty-inch ads was devoted to the scientific analysis of the component parts of ice cream.

* * *

Advertised Ice Cream to the Housewife.

BOTH "Family Brick" and bulk ice cream were merchandised through a long series of ice cream recipes, inducing the housewife to buy ice cream as a basis ingredient for many dishes; just as she buys flour when she desires to make a cake.

Complete dealer advertising display on "Ice Cream as a Food and Family Brick" was prepared. Wagon banners, awning strips, fountain and window strips,

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Send for this Free Book Now

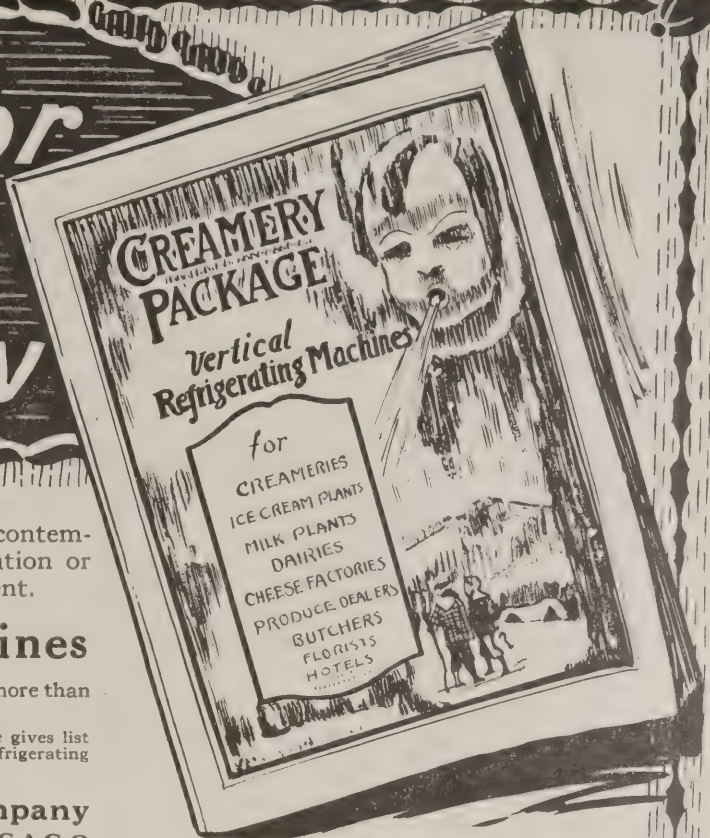
A catalogue of useful information for those contemplating installation of Mechanical Refrigeration or enlargements of present refrigerating equipment.

CP Refrigerating Machines

in either Vertical or Horizontal types are now used by more than 5000 users.

In addition to complete descriptions of these machines, catalogue gives list of cold storage temperatures, shows six methods of Piping Refrigerating boxes, and other data for the prospective purchaser.

The Creamery Package Mfg. Company
61-67 W. Kinzie Street CHICAGO



EXTRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turbidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME"

Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

CUSTARDS

COLORS

JUDGE NOT LEST YE BE JUDGED—CUT NOT LEST YE BE CUT.

fountain hangers and cards, etc., were made to be placed by the individual manufacturer at this "stops."

The entire campaign is sold direct by mail and through trade papers to the dealers. An ice cream recipe book and a scientific study in booklet form of "Ice Cream as a Food" for babies, children, convalescents, nursing mothers, the aged and the normal individual is being prepared for direct distribution to doctors, nurses, home economic teachers, the housewife, etc.

The content of milk fat in ice cream is set by state laws, and its principal ingredients are pure rich cream and fresh eggs, yet it was ascertained that in several instances ice cream was classed with cheap candies and "trash" by Parent-Teachers' Associations governing school cafeterias. Which shows two things very plainly. First, the need of the above educational work and next, the disrepute into which a food product can fall by the neglect of constructive advertising. Ice cream advertising consists in far more than buying expensive, beautiful cutouts and "putting an ad in the paper" (in the summer time) saying, "Eat So and So's Ice Cream."

Wall space and bulletin display also are being used.

The "Grosse Plan" has been so impartial and so tied in with the practical, every-day activities of the manufacturers—the returns to each manufacturer have been so exactly in proportion to the expense incurred, that today the campaign has lived over the troublesome doubtful period so peculiar to co-operative advertising plans and is an assured success.

The ice cream manufacturers in southern California have satisfactorily answered many big questions over which the rest of the ice cream world are still wrinkling their brows.

Harry F. Grosse, who directed the advertising campaign, has recently been elected secretary of the Cali-

fornia Southwestern States Ice Cream Manufacturer Association. He states that inquiries from all over the country have come to him regarding the organization and details of the combined advertising. San Diego manufacturers have recently duplicated the campaign. He will continue his work for the Los Angeles group in addition to the new honor.



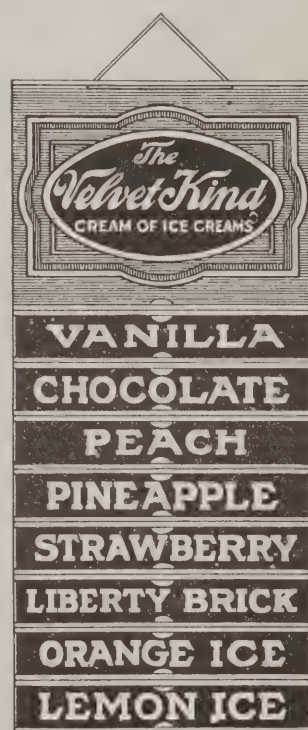
DEALER BULLETINS.

The New State Ice Cream Co., Oklahoma City, Okla. issues a peppery little bulletin to its dealers, pointing out reasons why they should endeavor to push the sale of ice cream. In addition to other features, an issue mailed to this office contains a comparison of the food value of ice cream to the value of other food products enabling the dealer to tell his customers actual reasons why more ice cream should be eaten.

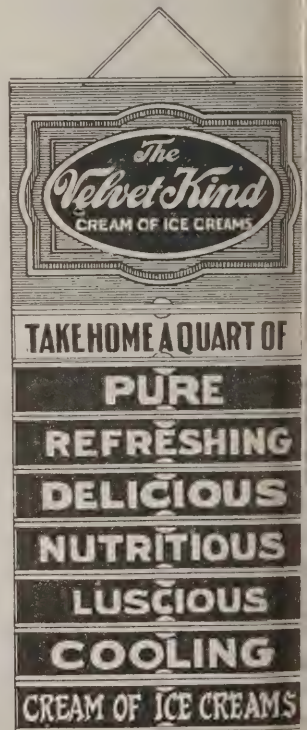


A SALES PROMOTION MENU.

A new type reversible sign makes it very easy for the ice cream retailer to change his fountain menu. One flavor gives out or another is added. As shown in the accompanying illustration, the panels operate independently, and on the back of the panel reading "vanilla" appears "orange ice," and on the opposite side of "eskimoe pie" is "brick dessert."



FRONT



BACK

This reversible flavor board also is arranged so that different sales suggestions can be mixed in with the ice cream menu. For instance, a single turn can take the word "chocolate," when that flavor gives out, and leave in its stead the line "Eat a plate every day." This line appearing under the word "vanilla."

Other slogans mixed in with the menu are: "Is nourishing," "ice cream is a food," "take home a quart," "the dessert supreme" and "Be sure it's—the name of the manufacturer appearing on the back line. They are sold for a dollar a sign. The name of the manufacturer will be furnished upon request of The Ice Cream Review.

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK

CHICAGO

LOS ANGELES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PURITY STRENGTH UNIFORMITY

ARE STANDARDS COVERING THE PURCHASE OF GELATINE

BOSTON

CRYSTAL GELATINE

IS STRONGEST - IS GUARANTEED PURE UNDER ALL
PURE FOOD LAWS - IS ALWAYS UNIFORM

A TRIAL ORDER WILL CONVINCE YOU

CRYSTAL GELATINE COMPANY

121 BEVERLY STREET

BOSTON, MASS.

Branch Stores

New York
14 Ferry Street

Philadelphia
418 Arch Street

Chicago
3630 Iron Street

St. Louis
408 Elm Street

San Francisco
Fairfax Avenue and Rankin Street

STANDARD
VANILLA
AND
BLENDS

G.R. RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
EXCLUSIVELY
Rochester, N.Y.

Why a Catering Department?

Answers to Some Questions that have Troubled Ice Cream Manufacturers. By MILES D. ALLEN*

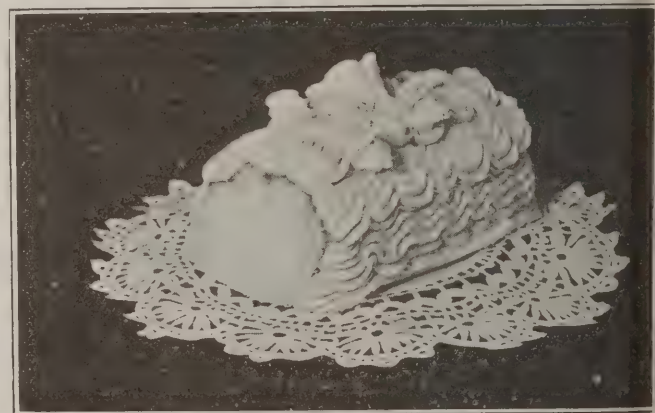
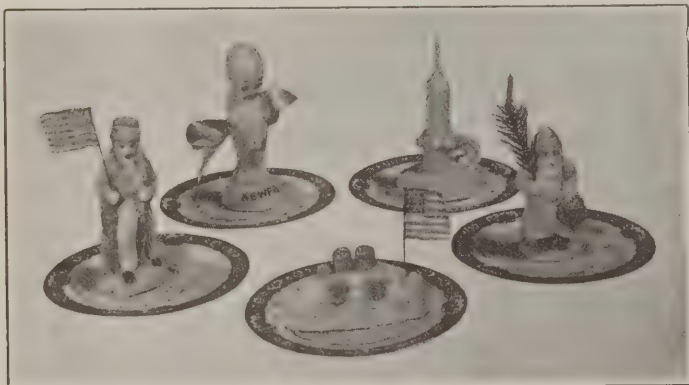
MANY an ice cream manufacturer is constantly asking himself the question, "Will it pay me to establish a catering department within my own organization to take care of catering and special orders which I receive through my wholesale dealers?"

This problem confronts every ice cream manufacturer, and it will be the purpose of this article to discuss the problem and show several outstanding advantages of such an organization in connection with ice cream making.

First of all, it is not necessary to establish a com-

frozen ice cups, catering ice cream in a variety of flavors and designs, individual ice cream moulds in many shapes and sizes, suitable for any occasion, water ices, sherbets and punch.

With this group of special desserts to start, you can add baked goods, such as ice cream pie, sultana rolls, special puddings, spun candy baskets, ice cream cake, log cake, wedding and birthday cake and individual cake. After you have started making these special desserts, enlist the aid of your dealers and allow them a generous commission for their trouble in taking orders.



modious and expensive display room to exhibit your catering subjects. There is an advantage in a display room, but additions and betterments can be added after the department has proved its worth as a business builder, and you feel that the added expenditure is justified. Ordinarily, a room in your ice cream plant can be conveniently set aside for a catering and special order department where dainty ice cream moulds, frozen desserts, etc., can be made with special care and attention.

If the business is large enough, an oven and a kitchen should be installed to care for your baked goods and cakes, and special cakes for use with ice cream. The following frozen desserts can be made without the use of a chef and kitchen, however, and will prove business-getters and aid in building up your special order department. Melon moulds, ice cream baskets,

In this way you can work up a very profitable side line as an adjunct to your ice cream business.

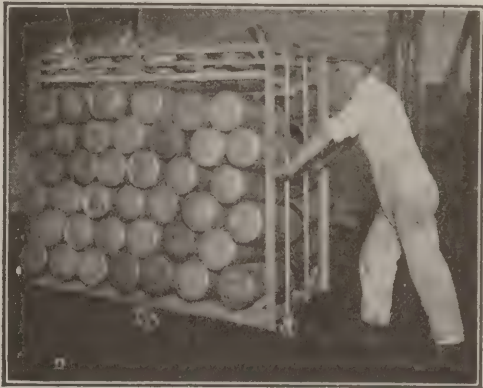
Now, as to the best means of advertising such a department. This question is one to conjure with. In the case of most of the successful concerns, however, the following plan of advertising has been found the best—to stimulate sales and to build up prestige for the concern a direct mail campaign to the prospective customer enumerating the advantages of such a catering service, embodying the principal idea that the details connected with entertaining guests are too annoying for the hostess, and she should employ the services of expert caterers who know all of the finest details of proper entertainment and service.

A booklet describing your catering service and a retail price list are absolutely essential. Small attractive but inexpensive brochures can be published to supplement the catering booklet and price list and many of

* Written especially for The Ice Cream Review by Mr. Allen, who is Advertising Manager of Crescent Creamery Co., Los Angeles, Cal.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

They Last for Years!



NOTHING but a violent accident could put a Nutting Ice Cream Can Truck out of business. Wherever there is wear or strain we've made these trucks doubly strong: (1) Extra heavy construction of galvanized

steel. (2) Riveted like a steel bridge and specially braced at the corners. (3) Heavy wheels with spokes ribbed both ways, and with smooth flat faces to save floors. (4) Rolled steel axle, with no cotter-pin holes to weaken it.

The Convenient Truck

Easy Running—Ball Bearing Swivel Casters; Angle Iron Can Guide in center of truck to line up first row

of cans for quicker loading. Balance type for easy turning. Full 6-inch rail to hold all covers.

Nutting Ice Cream Can Trucks

Size 30x36 inches. Price, \$55.00 f. o. b. Faribault or Chicago. Also made in two other sizes.

Keep your empties on wheels and save can-handling time and costs. Ask your jobber or write us today for Bulletin C-6 which contains complete information.



Nutting Truck Co.

1143 Division St. Faribault, Minn.

Specialists in Floor Trucks for the Dairy Industry

(COUPON)

Nutting Truck Co.,

1143 Division St., Faribault, Minn.

Send me Bulletin C-6.

Name

Address

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

inal ideas will suggest themselves to the wide awake ice cream manufacturer.

The wholesale dealer should be paid particular attention to by the manufacturer in order to make him an enthusiastic booster for the catering service. He should be given an abundant supply of booklets and price lists and the manufacturer can be of invaluable assistance to him in securing a live list of prospects in his particular neighborhood for circularizing. The dealer must be made to become enthusiastic and be shown how he can make an added profit by soliciting such orders. Many dealers send out personal letters to their customers reminding them of several events for which they should use catering service.

A letter written by a dealer, and published in the "Southern California Retail Drug Journal," is particularly good and will give the reader a typical illustration of how one dealer tied up with his manufacturer on catering orders. The letter is very brief—here it is:

To the Parents of Wm. Ames:

Away back in the days when I was William's age I remember the preparation made for my "7th" birthday. Mother did the baking of pies and cakes, while sister insisted upon having some fancy salad stuff; she should have known better—kids don't like salads. Parties to kids of our age meant pies and cakes and ice cream—particularly ice cream.

This great day came and when I awakened that morning our little middle West town was snow laden. All morning we hoped and prayed for sunlight, but as noon came the weather became more severe and none of the children came. That was the most disappointing day of my life. I am sure William will remember for a long time his "7th" birthday—particularly if you call on us to supply the ice cream, not just ordinary bulk ice cream or brick ice cream, but assorted animals in different colors.

The cost is so small and the kids will be so pleased with each little ice cream animal that I know you will be as delighted as they. Just drop in and talk it over with us. We have a catalogue and you can pick just the kind of animals to suit them best.

Very truly yours,

STAR DRUG COMPANY.

Attractive catering display posters for the dealer's windows are also absolutely essential and should be distributed with care and thoroughness among your best dealers. Too much attention cannot be paid the dealer for he is the most important link between the manufacturer and the ultimate consumer.

Catering dummy moulds to be used in window trays should be circulated among the better dealers, as it is possible to check definite results from these displays, and they prove very valuable. Your dealers will soon call on you for such displays when they see with what popularity they are received by the public.

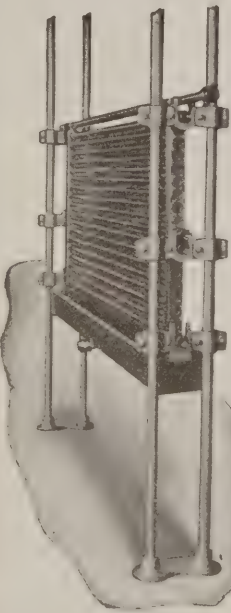
The advantages of a catering department are many and varied, but probably the most important one is the matter of prestige, good-will building—most people associate a creamery or an ice cream plant with milk and its allied products, and it seems that the thought of these products does not always convey the best impression. It is here that the catering department can put a sledge hammer blows to build up prestige and a fine association for your products. The high quality association of a fine catering department is bound to have a beneficial influence on your entire business.

Patrons of your catering service if pleased will gain a lasting and favorable impression of your concern and will probably talk with others, thus the good work goes on helping to build up prestige, and a high quality association. Many an ice cream manufacturer sees enough advantage in gaining prestige and good-will through his catering department that he is satisfied to let it pay for his overhead only and be content without a profit. If a definite loss is incurred through the establishment of such a department during its infant stages the loss can very logically be charged to advertising, for a catering department is the best builder of good-will and prestige that an ice cream manufacturer can employ.

Ice cream men all over the country are coming to realize the very evident advantages of such departments and are making investigations relative to establishing such organizations in their own plant. After noting the many manufacturers who are conducting successful catering departments, it is only logical to think that there must be a good reason for such a move. The good reason is that catering departments pay big dividends not only financially but in establishing a wonderful and lasting prestige for your concern.



Don't be without a position, when at a small cost you can locate one through the Want Department of The Ice Cream Review.



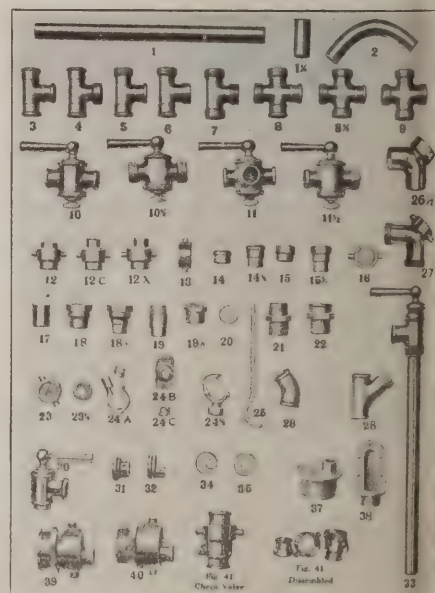
TUBULAR COOLERS

COPPER

WEIGH and RECEIVING TANKS COILS, VATS, KETTLES, VACUUM PANS, HOT WELLS, STANDARD SANI- TARY MILK FITTINGS

CATALOGUE ON REQUEST

American Copper & Brass Works
DEPT. 38
610-616 East Front Street CINCINNATI, OHIO
Manufacturers of
DAIRY EQUIPMENT



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

THE mammoth Ice Cream Industry of today owes more than the average manufacturer appreciates to the founder of our firm, the late Mr. Thomas W. Dunn, who was instrumental in overcoming difficulties which beset the manufacturer of Ice Cream. These difficulties were eliminated by the introduction of GELATINE into the mix.

DUNN'S EDIBLE GELATINE

is today an important ingredient of Ice Cream, because not only is it a stabilizer, but it adds to the Food Value of the finished product.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.
Canadian Office and Warehouse: 55 Cote Street, Montreal

"You can't do the right thing the wrong Way"

So why not try Righter's New Vanilla made expressly for the Ice Cream Manufacturers?

We make nothing else but Uniform Vanilla.

We have 20 years of experience in back of us.

If service, quality and price count with you, we have it.

Trial and mail orders will receive immediate attention.

Let us quote you our low prices on your requirements.

Write now for our miniature novelty sample

RIGHTER MANUFACTURING CO.

136 PROVOST STREET

JERSEY CITY, N. J.

VIRGINIA	NORTH CAROLINA	SOUTH CAROLINA	GEORGIA
OKLAHOMA	MISSISSIPPI	TEXAS	TENNESSEE
ALABAMA	LOUISIANA	ARKANSAS	KENTUCKY
			FLORIDA

Way down South in Dixie

SUPPLYMEN are natural boosters, but the average road agent for ice cream supplies is very dependable in such a matter as how much trouble he is having selling goods. For the supplyman, sublimely optimistic though he is ordinarily, loves his orders just as a ball player loves his base hits—and is cheerful or peeved accordingly.

People who have for some years followed the fortunes of the Southern ice cream industry, from stationary observation, are amazed at the optimistic predictions today of supplymen who were frankly discouraged over the situation a few years ago.

Salesmen from the South who used to call on us with an "all is lost" expression on their faces, now are telling everybody that things are doing very nicely in Dixie, and the future looks bright.

The supplyman's views carry much weight. He gets a pretty large picture of the situation in his mind.

A GOOD price for cotton is the big reason for the good business conditions prevailing in the South at this time. The coming fall should find the farm situation even better, since the cotton acreage still is comparatively low and farmers have learned much about combating the boll weevil. At the same time more food-stuff has been produced, giving the farmer something to eat, and leaving him free to spend his money for other things. The dairy cow is doing a little good. Not much, but a little.

CONVENTION calls struck the ears of Southern ice cream manufacturers while business was at its highest swing. The late spring opening delayed the production peak, but there is every reason to believe that there will be considerable of a "follow through."

A late spring generally means a later winter unless the epidemic of volcanic eruptions disturbs the weather scheme as some learned gentlemen believe will be the case.

However, there is more than one reason to believe that the Southern industry is in for a protracted period of activity, judging by reports reaching The Ice Cream Review of continued heavy buying of supplies.

There is yet time to talk of the convention menu of the coming winter months. But now reports of the approaching National Exposition at Cleveland, the Southern convention at Little Rock, the Oklahoma convention at Tulsa, the Texas gathering, etc., are just gentle suggestions of good things to come in the sweet bye and bye.

THE dates have been selected, committees are getting to work, and in a little while the stage will be all set for the 1923 convention. How swiftly things move! It seems such an incredibly short space of time since the genial "Mike" Costa took the gavel from the hands of the equally genial W. W. Campbell at New Orleans and started on his business of presiding for the year.

Of course, some four months or so are to pass before the Southern clans actually gather at Little Rock, but there is much work to be done in this time. Conventions committees must take off time from their business and gather up the loose ends here and there, and supplymen must get in their work boosting the convention.

It is a little early to make any serious review of the work of the present administration, but even now enough has been done to make members of the "Southern" feel very well satisfied about "the lay o' the land." Progress has been made on such matters as standard of ethics, sales promotion, etc., and there is no doubt that something of real interest will develop at New Orleans in this connection.

ADD another achievement to the already long list of the North Carolina association. Success has come to its efforts for pasteurization regulations. The Carolinians take their association work seriously. Other associations will do well to take lessons from them. Every member is a member throughout the year—not just at convention time. Officers and members maintain close personal contact, and there is splendid understanding.

WRITING in this issue, James J. Harvey, dairy and ice cream sales manager of Bessire & Company's southeastern branch, tells something about the progress made in dairying in the South. He is especially well acquainted with the situation in Georgia, where much progress is being made. Although many are agreed that it will be many years, if ever, before the South reaches equal footing with the great dairy states of the North, it must be admitted that a state that could increase its butter annual output from 25,000 pounds to 969,000 pounds, in two years, is certainly making progress. Mr. Harvey's story is very interesting. Read it.

MANY Southerners are looking forward to the Cleveland Show. Good things are promised.

Do You Need a Refrigerator Body Very Quickly?



1,000-gallon Baird Refrigerator Body on a 3½-ton Truck

In addition to making the best refrigerator bodies in the world, we render the best *delivery* service in the world in this field.

Realizing that just at this time of year ice cream manufacturers who need new delivery bodies need them *promptly*, we have provided a special construction and assembling crew and can fill your order in from *ten days to two and one-half weeks*, dependent upon the painting required.

In the various features now required in ice cream refrigerator bodies—perfect refrigeration, lightness, durability and moderate price—Baird Bodies have this year proved their superiority notably.

Coupled with this rush-delivery service, Baird Bodies represent the best investment for equipment of this sort that ice cream manufacturers can possibly obtain.

WILLIAM F. BAIRD COMPANY

Offices: 401 Chamber of Commerce, Boston, Mass.

Factory: 1017 Main Street, - Winchester, Mass.

Southern Convention Preparations go Forward

PRELIMINARY preparations now are being made for the eleventh annual convention of the Southern Association of Ice Cream Manufacturers. Southern association officials now are deciding upon the various committees, the personnels of which will be announced some time this month.

Little Rock was selected as the scene of the convention at the close of the New Orleans session. The convention will be held December 4, 5 and 6. Marion Hotel will be convention headquarters. As accommodations are limited in the convention hotel it is advisable to make early reservations. The Capitol Hotel, near the Marion, offers good accommodations.

While Southern association officials are pondering preliminary arrangements the Arkansas association is keeping a pace ahead. As this issue is about to go to press arrangements are being made to hold a meeting of Arkansas manufacturers at Little Rock to work out some plans for their role as hosts. It is no court secret that the gentlemen of the Traveler state are taking the coming convention very seriously, and while the Ar-

kansas officials are modest in their statements at the time, it is easy to see that they are moving with determination to make the Southern manufacturers' visit to their Capital City one of the most enjoyable of all past conventions. Although Little Rock has not the glamour of quaintness offered by New Orleans, it has many attractions of its own, being one of the progressive cities of the South, and the capital of one of the South's most rapidly developing dairy states.

After all, a successful convention is the aim of all. With such great promise of the earnest co-operation of Little Rock manufacturers, there is every reason to believe that the 1923 session will come up to all expectations.

No announcement has been made as to an exhibit by the Dixie Flyers, but it is thought that some steps in this direction soon will be forthcoming. At any rate, members of the Dixie Flyers will be sure to give to the coming convention their strongest support and encouragement. President Mortensen will waste no time in getting his force in action at the proper time.

How We Can Best Serve the Public

By B. G. ANDERSON*

SERVICE is of many kinds and of many different grades, the highest of course, being the absolutely unselfish service advocated and lived by the Great Teacher, and perhaps best expressed in the words: "He who would be first among you, let him be servant of all."

If service is the keynote of successful living in the sense emphasized in the above quotation, it is no less true in the field of ice cream manufacturing, that he who would be first among ice cream manufacturers must be the servant of the public.

But, to be more specific, as is true with any other business, conventions and customs dictate that we must be selfish to a certain extent, and this condition, coupled with the ideal of service mentioned above, brings us to what I conceive to be the ideal of the ice cream business, and that is, in serving the public, to first be true to our own legitimate interests. These interests are a healthy profit and an unquestionable reputation for honest goods—both are necessary.

No business can be a success in serving the public—in giving to the public some commodity that makes for health and pleasure—which does not make for its owner his livelihood; truly, the laborer is worthy of his hire, and just as soon as we begin to dispense our goods without a reasonable profit, just that soon does our bark strike financial rocks, and just that soon is the quality of our service lowered. This rule is an axiom in any business; our business is no exception.

Stand For Honest Goods.

Therefore, let's stand for a reasonable profit, but not for that alone; let's also stand for honest goods.

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities, buying or selling equipment

Rate 2c a word per insertion,
15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

In no other business can this be more important than in ours, and partly because children are large consumers of ice cream. A shoddy suit of clothes may hurt a child, but poor ice cream will.

Let's make goods of integrity. Let's so conduct ourselves that membership in this Association means to the person who purchases our products that he is getting something all wool and a yard wide; something that the retailer can put over his counter and say to his customers: "This ice cream is made by a Member of the Mississippi Ice Cream Manufacturers Association, no matter which one of them made it, it is good. No member of this Association puts out anything else."

Is it not true that we are looking for success?

Value Counts.

I think so. And what has been the most noticeable thing about the success of the great manufacturers of America? Pardon my calling the names of a few. Tiffany, I am told, does not get out an illustrated catalogue, but the short description in the Tiffany Blue Book is a more accurate guide to the customer than reams of colored page advertising.

A Tiffany diamond is what the Blue Book says it is. What does the name Eastman mean to you on a Kodak, or the name Winchester on guns, or ammunition; and what does Colgate mean on toilet preparations? In all these questions the quality of the products of these manufacturers, and you must agree with me that good value has been the greatest factor in their success. These people serve the public by giving value at a reasonable profit. They are true to their profit; they are true to the reputation of their goods; in being thus true to themselves, they make a happy and better served public, and we can do the same. Shakespeare was talking to us all when he said: "First, to thine own self be true, and it then follows as the night the day, that thou can'st not be false to any man."

* Address before Mississippi Ice Cream Manufacturers, January 16.

ESTABLISHED 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

*Guaranteed to Comply with all National and State Pure Food Laws***STRENGTH, PURITY AND UNIFORMITY GUARANTEED**

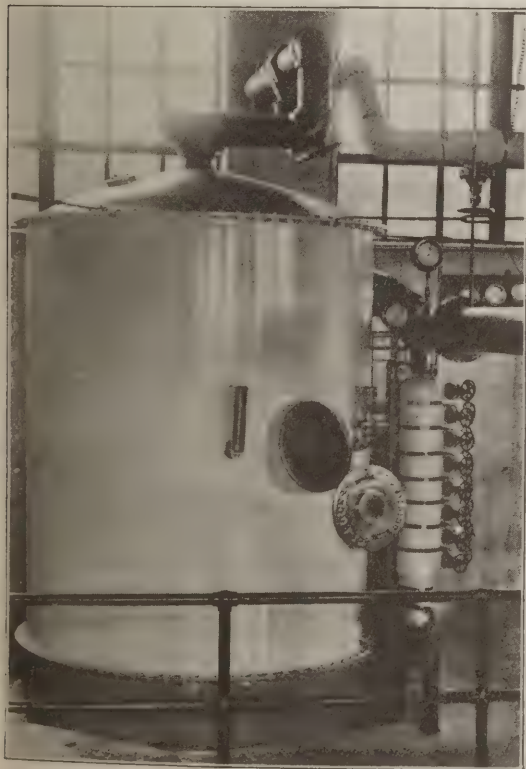
MANUFACTURED BY

J. O. WHITTEN COMPANY

Main Office and Works

Woolworth Bldg.
NEW YORK CITY

Winchester, Mass.

20 E. Jackson Boulevard
CHICAGO, ILL.

6' Vacuum Pan at Wellington, Ohio, plant of
Telling-Belle Vernon Company,
Cleveland, Ohio

THE TELLING-BELLE VERNON CO.

CLEVELAND, O.

EXECUTIVE OFFICES

September 23rd, 1922.

C. E. Rogers & Sons,
Detroit, Mich.

Gentlemen:

We take pleasure in saying that the Rogers condensing pan installed in our new Wellington plant is a great improvement over the pans heretofore used. We find that we can boil at a lower temperature with water at a higher temperature, and with less entrainment loss than has been our experience with other pans. The pan also has a decidedly greater capacity. We are very glad in this way to express our satisfaction with this installation.

Yours very truly,

THE TELLING-BELLE VERNON COMPANY.

A handwritten signature in dark ink, appearing to read "J. H. Cassidy". Below the signature, the words "Vice President." are printed.

JHC:BN

Capacity and Economy
are built into our

VACUUM PANS

for Condensed Milk, Ice Cream Mix and Milk Powders

C. E. ROGERS

8731 Witt Street

DETROIT, MICH.

LARGE SOUTHERN PLANT FORMED.

Organization of the Lone Star Creamery Co., a Houston, Tex., firm, with a capital stock of \$200,000, was announced recently in a newspaper advertisement. The new company has taken over the plants and business of the Magnolia Dairy Products Co. and the Clover Leaf Dairy Farms. It will operate the plant of the former organization and also will use the machinery of the latter.

The company will supply milk, cream, ice cream, sherbets, ices, butter and cottage cheese. The officers are: President, Ralph B. Feagin; treasurer, C. M. Malone; secretary, Sam Suravitz; city sales manager, W. C. Smedes; county sales manager, G. A. Moeller. The directors are: Ralph Feagin, B. A. Reisner, C. M. Malone, Walter H. Wainex and W. C. Smedes.



PASTEURIZATION LAW PASSED IN NORTH CAROLINA.

Efforts of the officers of The North Carolina Ice Cream Manufacturers' Association have finally been rewarded by the passage of regulations requiring all products going into the manufacture of ice cream to be pasteurized just previous to freezing. W. M. Allen, state food and oil chemist, notified the association's officers of this step by the board of agriculture on July 8.

Passage of the bill is the result of earnest efforts being made by the Carolina association in the interest of high quality standards in Carolina. Members and officers joined hands in the undertaking to pass the pasteurization regulations.

WITH THE MANUFACTURERS OF NORTH CAROLINA.

By A. E. Dixon, Secretary North Carolina Ice Cream Manufacturers' Association.

As regards association activities, it has been a great pleasure that the secretary has visited the following cities since the convention at Raleigh: Charlotte, once; Raleigh, three times; Wilmington, once; Hamlet, once; Wilson, once; Washington, N. C., once.

At all these places your secretary was made to feel like "home folks," and official, as well as personal thanks for same is extended to Messrs. Obenshain, Charlotte; White, of Wilmington; Carty, of Washington; Corning, of Hamlet, and White Bros., of Raleigh.

Regional meetings have been held covering Durham, Raleigh, Hamlet and Wilmington. The writer is very glad to state that the Durham situation was adjusted satisfactorily and at the other places, conditions were problems were discussed and, while no definite solution was accomplished, progress was made along the line of becoming better acquainted with each other.

The ice cream business seems to be in a flourishing condition, so far as volume is concerned, but poor regarding wholesale prices. Return of tubs is somewhat better than last year, but still very unsatisfactory. Dealers do not hesitate to make requests for anything and to refuse shipments on the least provocation. The industry is becoming so highly competitive, steps must be taken for closer co-operation, and the only way to do this successfully is to have full CONFIDENCE in the other fellow and act so he will have the same in you. This can be accomplished by having regional meetings with LESS TALK AND MORE ACTION.

The secretary will be glad to attend any meetings desired, and will go anywhere in the state when called. Prices are gradually in the ascendancy, but are still far from what they should be. Certain sections are practically demoralized by compound manufacturers selling their product as ice cream. As far as the writer is able to observe, the time and field are ripe for ACTION.



SCHOTTMUELLER IS SOUTHERN REPRESENTATIVE.

H. E. Schottmueller, recently of the Carpenter Ice Cream Co., St. Louis now is associated with The Dairy Corporation, Chicago, as Southern representative, according to recent announcement.



Send news items and personal notices to the "Review" and see how well they look in print.

Cold Storage Construction

Ice Cream Manufacturers:

WHAT MORE CAN YOU REALLY REQUEST than to have a specialist take care of your **Cold Storage Construction work**, so important for the manufacturing of a quality Ice Cream.

Consult us before contracting for your new

HARDENING OR COLD STORAGE ROOMS

or for the improvement of old ones where we can help you solve your refrigeration problems.

Our Matchless Pure Corkboard Insulation for all installations is ready for immediate delivery.

WICANDER & COMPANY

(INCORPORATED)

50 Broad Street

New York City

Manufacturers of Cork Products for more than 60 Years

A Magic Transformation

A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street

CLEVELAND, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"Atlas" Century Color
*will give your Ice Cream that beautiful
 New York Shade
 which cannot be otherwise obtained.*

BBLs. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

NEW YORK
 83-93 Park Place

Established 1851

CHICAGO
 11-13 E. Illinois St.

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
 and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." *The Original Concentrated Vanilla Flavor.*
 We warn the trade against worthless imitations having similar sounding
 names claiming to be "the same as *Vanoleum.*"



Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

ON THE ICE CREAM TRAIL IN TEXAS



TEXAS LONGHORNS

President—J. B. HUFF,
Prall-Huff Co., Ft. Worth, Tex.
Secretary—H. B. COX,
Parker-Brawner Co.,
Ft. Worth, Texas.

With F. E. ROBINSON
A. H. ANDERSON
("The Mississippi Valley Twin")

HOUSTON, TEXAS.—Yes, fellers, this town is on the map insofar as ice cream manufacturing is concerned. There is no secret attached to it—in fact, we will let you in on it. Our mutual friend, Mr. Sullivan, of the Houston Ice Cream Company, has placed this city on the map, and if good ice cream means anything this town will stay put.

Congratulations are in order for the president of the Texas Ice Cream Manufacturers' Association for the modern plant he has just built. It never rains but what it pours. This is what the double-shift operators tell us in his freezer-room—that "ice cream continually pours from their freezers." And perhaps you will wonder what it is all about? Sullivan's ice cream can hardly be made any better.

By heck, you can't fool us, we ate some.

* * *

Shreveport, La.—We held a foursome in this s'port town and, of course, it is always good weather when four good fellers get together. "Bill" Campbell, Byron Morris (the Heavyweight Creamery Package Representative), Andy and Robbie all answered present.

* * *

A camel can go eight days without drinking, but who the hello wants to be a camel? Our friend Bill says he drinks every day—water, of course, and also eats a plate of ice cream. We checked him up on this and found him to be in balance.

We ate quite a bit of Bill's ice cream, which was very good. "Pardon our gloves, we thought we were at a banquet." No doubt our presence had some ill effect on his over-run that day. We don't come often, but when we do we sure do take care of the cream. There is only one fault with Campbell's ice cream—it has that **Morish** taste—the more you eat the more you want.

Everyone on the Oasis knows Bill has the stuff—and, yes, he is the only "Campbell" this sime of the pyramids making ice cream. What do you know about that? Larry, turn the crank!

* * *

Dallas, Texas.—Who said let George do it? You all know George Boedecker. He says let the meat balls

roll, he can take care of them. Business was better since Christopher Columbus left America. "Old Cris" known his eggs like Friend George would have parked his car in Dallas and won fame.

Of course, every one does not fit in this cold which is a frozen proposition, but remember George wears his tortis-shell spectacles and does not miss anything.

Boedecker spells the very last word in ice cream manufacture. Ask the Dallasites, they will tell you that all good things come in small packages. George says his package business is also very good.

We understand Mr. Boedecker lost a customer a week—yes, too bad—he died.

* * *

Mineral Wells, Texas.—Where did the Sons of the Fourth (July, of course)? In Mineral Wells, Texas. When you need a drink, crank your Ford and get it that way. Crazy water is aged in the woods and bottled in the barn. The Royal Northwest mounted never in the town. Why should we pass up the springs. Appreciate these small town hotel bunks are—all without springs. A spring will aid your rest, when you are at your wits' end.

Andy has a wave in his hair. While in Galveston we had a dip in the ocean and a wave slapped him. Too bad this happened. They say it will be permanent.

Glasses—why we wear nothing else but. Some of them sun glasses others drinking glasses. What is the difference? Absolutely none, Mr. Gallagher. Position not, Mr. Shean.

* * *

Friend Taylor still has his shingle out, it reads, "Taylor-made Ice Cream." The fit is guaranteed; the more you eat the more you weigh. Mr. Taylor is identified with a plant in Weatherford. Miss Taylor, manager of this plant and say, fellows, she is a good Taylor for the has all this business sewed up.

* * *

Forth Worth, Texas.—"Polly says"—Eat Polly's ice cream. You can't fool Polly, for we have seen her all over Fort Worth. This covers some territory; are you following us? Why question Polly—it is the dry land surrounding this town crackers would be more binding.

* * *

The Long-Horn who does not know W. W. Wren may be called a bird who has not flown into the Old of White Caps. Yes, he has no bananas. The present in San Antonio will say he served oysters instead. Friend Wren advises us that the dog died. Perhaps some of you fellers will now be able to get a taste out of your mouth.

Your mouth never puckers up when our friend Wren serves you Alta Vista Ice Cream. Don't know what this Polish name means, but the taste of his product spells volumes. He advocates "Eat a Plate of Ice Cream every day."

(Continued on page 104)

Ice Cream and Dairy
Plants

K. W. Schantz, Inc.

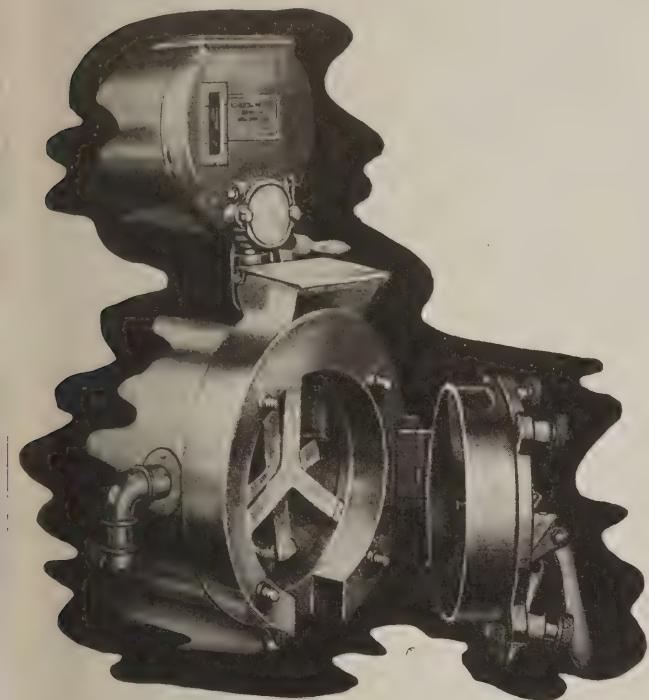
Architects and Engineers

BUFFALO NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

U. S. Heavy Duty Freezers

Offer Improved Open Head Construction



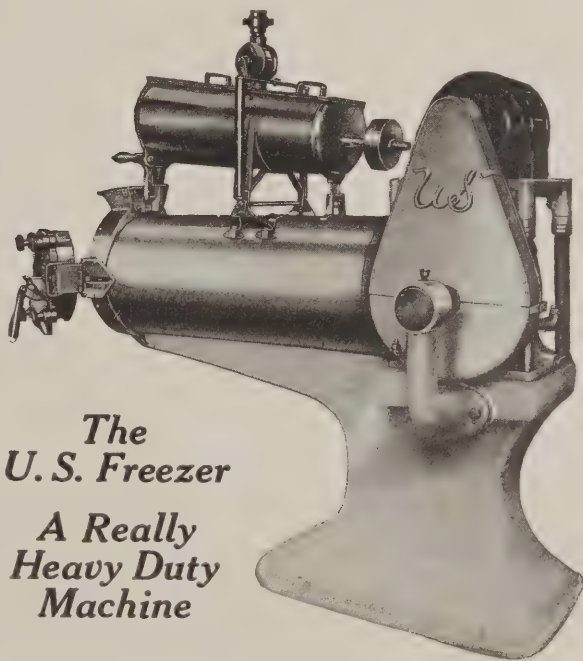
New Front End Construction of U. S. Heavy Duty Freezers

Note the New Fruit Hopper with its hinged lid, the Patented Removable Bearing and Tripod Support, Independent of Cover, for front end of Whipping Device, and, incidentally, the new U. S. Sanitary Rotary Disk Cream Can Valve. Its housing is cast in one piece with the new cast bronze end of the cream can. It is operated by the lever seen over the right side of the fruit hopper.

You need to lift the cans with fruits and flavors only as high as the top of the cylinder head to empty them into the U. S. Freezer with the New Open Head Construction. Besides, you can rest them comfortably on a solid casting as you turn out their contents, instead of laboriously holding them up in the air for fear of crushing a fragile sheet metal fruit funnel.

The metal fruit funnel has been altogether done away with, and instead, a substantial wide mouthed hopper is cast on solid in one piece with the cylinder head—its rim just above the top of the cylinder head. It is covered by a simple Hinged Cover.

With this new construction, you will find it much easier to take a look into the freezer cylinder to see how the freezing of the mix is coming on. All passages are big and easily reached, so they can readily be cleaned. There are no separate parts to wash. Everything is flushed out together when the inside of the cylinder is cleaned.



*The
U. S. Freezer
A Really
Heavy Duty
Machine*

We Are Ready for Rush Orders

We are ready to make prompt deliveries on any of our very complete line of U. S. Heavy Duty Freezer sizes, including 40, 50, 60, 80, 120 and 160 Quart Capacity Machines. Whether you make ice cream only to supply your own ice cream parlor, or are a wholesale manufacturer turning it out in thousands of gallons per day, we can give you just the ice cream freezer equipment you need quick, should the emergency arise in the heat of the mid-summer rush.

Write for Complete Information to Any of the Following:

A. H. Barber-Goodhue Company, Chicago, Ill.; Blanke Mfg. & Supply Company, St. Louis, Mo.; Cannon Supply Company, Salt Lake City, Utah; R. J. Decy Sales Company, New York City, N. Y.; Hughes Sales Company, Seattle, Wash.; Hurley Company, Denver, Colo.; A. E. Kaestner, Baltimore, Md.; Liebers Equipment Company, Lincoln, Neb.; T. Fellows Mason, Dunmore, Scranton, Pa.; Manning Mfg. Company, Rutland, Vt.; Oakes & Burger Company, Cattaraugus, N. Y.; Premier Machinery Company, San Francisco, Cal.; W. E. Stout, Clarksburg, W. Va.; B. Trudel & Company, Montreal, Canada.

Or Write Us Direct

U. S. FREEZER & MACHINE CORPORATION
 North 11th Street and Driggs Avenue
 BROOKLYN, N. Y.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 6-13.

Texas Ice Cream Manufacturers' Association

(Continued from page 56)

is filled with ice water, the milk passes over the outside and runs through a cotton strainer pad into the cans. These strainer pads are easily constructed simply by taking a half yard of cheese cloth 36 inches wide, cut a piece of absorbent cotton about 10 inches square and put on one end of cheese cloth and folding the other end of the cheese cloth over it; this pad is then placed over the milk strainer on top of can directly under the discharge of cooler. The use of these pads gives the farmer some idea of what he had been selling, for these strainer pads catch any foreign substances which might have fallen into the milk. The pads are used only once, and then destroyed.

After the milk is cooled it is held until the truck calls, the truck driver keeps the milk covered and delivers it to the plant between 7 a. m., and 11 a. m. The milk is then sent to the samplers and weighers. First of all, milk is tested by smell for bad odors; should any be found 9c.c. of this milk is taken out and tested for acid and preservatives; should it show that it is not fit for pasteurization it is returned to the farmer. This seems to have the desired results for it seldom happens a second time. If milk is found all right this far a 5cc sample is put in a steril tube and packed in ice for a bacteria test. A pint sample is then taken out for sediment test—this pint is forced through a cotton disc by air pressure, these discs are dried and mounted on a tag; each pay day the dairy farmer gets his daily sediment test, bacteria test and fat test. It is very gratifying to see the farmers comparing sediment test and bacteria test; very little, if anything, is said about butterfat test. The milk, after it is passed and weighed goes to the clarifiers and then to the pasteurizers where it is pasteurized—heated to 144 degrees, held 30 minutes, and cooled immediately to 40 degrees; it is stored in glass lined holding vats or 10 gallon cans, held ready for the ice cream mix.

The 5cc samples with the pint samples are taken to the laboratory, the pints are tested for butterfat while the 5cc samples are used for bacteria plates. Until recently it would take 36 to 48 hours to develop an agar plate in our laboratory, which means that our bacteria counts were always behind two to three deliveries, which is dangerous, for should there be any pathogenic bacterial development the milk would not be stopped until several deliveries had been made.

By using and combining the idea of Doctors Frost, Berg, Eyer and Conn we have worked out a simplified short method of developing bacteria by which means we turn our plates over night fully developed, and in case

any contamination or pathogenic development found we have this patron's milk stopped before it gets in for his second delivery. The simplified method takes up scarcely any room, very little glass work, very little other materials, milk powder agar and two stains are all that is required. We have over 100 milk patrons and were using over 2500cc of agar a day and stacks of petri dishes and pipettes, now using about 25cc of agar and very little glass. With the balance of the 5cc samples a hydrolytic test is made for acidity and the balance is used for colorimetric hydrogenium determination, which gives you the keeping quality of the milk by making hourly comparisons. Five cc of the milk or ice cream sample is dropped into a tube of beef culture with proper indicators, and held in the incubator at 100 degrees for one hour and then compared every hour after to known standards from 6.2 to 7.8 with the use of a color comparator. These hourly comparisons show how the milk and ice cream will keep and stay in good condition by the colors developed, and you know long before the product is on the market just what it is. If there are any faults in your process these methods will locate them for you and you can locate and correct them before the same trouble can happen to another mix.

The bacteriologist and the sanitarian today know before the ice cream is offered for sale its composition, bacteria count and its keeping quality. The ice cream manufacturer will have a well equipped laboratory which is going to be just as essential as his hardening tank and the ice cream freezers. These laboratory methods are inexpensive and are time savers, so when all is said and done the manufacturer must know his product from the producer to the consumer.

Now this little incubator I have here we have had for years and it is handy and you can carry it around with you and you can see how many places it has in it. When we used to have five hundred pieces of glass we needed 196 plates or 196 patrons, and we carry it around with our arm, we don't have to have a bushel basket to carry them in.

* * *

President Sullivan: Does any one desire to ask MacGillivray any questions?

Mr. Ridgeway: Mr. Sullivan, I would like to make this observation. I happened to be in San Antonio the first time they put this sediment tester on a truck. I was at the back door when some of the producers got their checks, and they were commenting on the sediment test. There was quite an argument among them. One fellow would get his sediment tester and take it around and show it to the other fellows, doing that you are able to build up quite a sentiment in favor of good milk. You cannot tell a man that his milk is dirty, but if you put it through your sediment tester and show it to him it will work wonderful results.

(To be continued in next issue)



Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national convention of The Association of Ice Cream Suppliers at Cleveland, October 22-27 inclusive.

MYLES PURE SALT

STRONGEST
LASTS
LONGEST



NATURES
PUREST
SALT

Produces Strong Freezing
Due to Cleanness and Purity

Write to
MYLES SALT CO., Ltd. New Orleans, U.S.A

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Pieper's Crushed Orange

Real Juice of Ripe
California Oranges

(Lemon and Sugar added)

No Water
No Preservatives

A pure fruit product that will improve your Ices and Sherbets.

Meets every test of fresh fruit because it is the pure juice of fresh Oranges, Sterilized and conveniently packed in No. 10 vacuum tins.

Warehouse stocks in New York, St. Louis, San Francisco.

Let us put you in touch with our nearest distributor, who will submit samples and quote prices.

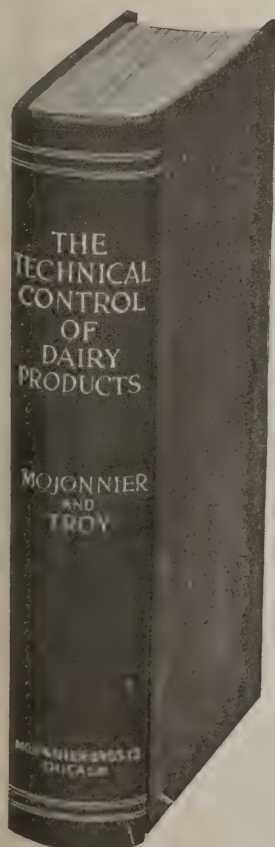
Cheaper by far than Oranges you crush yourself and more convenient.

PIEPER BROTHERS, Inc. 2621-23 Long Beach Ave.
LOS ANGELES, CALIF.

NEW YORK SALES OFFICE—104 Hudson St.

ST. LOUIS SALES OFFICE—5138 Page Boulevard

— *An Encyclopedia on Dairy Products Manufacturing*



Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

You Need This Book

It would take four magazine

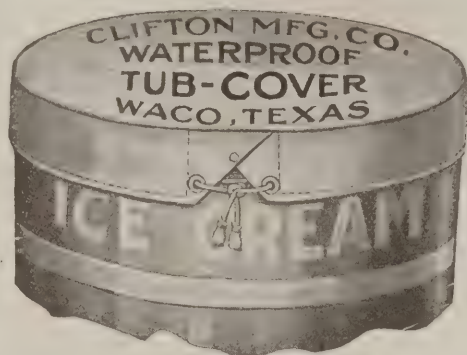
pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

GET YOUR COPY NOW

and benefit from the information gained during the next rush season. Sent postpaid anywhere on receipt of \$10.25.

The Olsen Publishing Company
5th and Cherry Sts. Milwaukee, Wis.



Made of Olive Drab Waterproof and Mildewproof Duck, which will outlast five ordinary Tub Covers, without this special treatment.

One Customer says, "We have found from past experience that your cover fits better than any other we have purchased in the past."

Prices quoted on application.

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

Branch Offices and Warehouses are:

Los Angeles, Calif.	747 Warehouse
San Francisco, Calif.	339 Larkin Street
Kansas City, Mo.	202 Bryant Bldg.
Denver, Colo.	1526 16th Street

ON THE ICE CREAM TRAIL IN TEXAS.

(Continued from page 100)

You cannot think of Ft. Worth unless you have Stubbs in mind. Lee chirped a clever one when he broadcast his solo entitled, "Say it with ice cream, bananas will be served later." From this you can gather that Lee is a good ice cream merchant at heart. You know birds can't sing unless they have the proper seed. Lee claims he got that way from eating ice cream.

* * *

What's the difference between cold cream and ice cream? That's just as easy as saying Shaw Bros.

Our friend Dunn says you put cold cream on your face, and Shaw Bros.' ice cream in your face.

That's a new one. It hasn't had time to melt.

* * *

We must tell Uncle Ab that we haven't left Texas yet. Who has ever left Texas without eating M-B Kream? "It's the taste that tells."

* * *

M-B covers Texas like the dew.

* * *

Uncle Ab says none of his dealers keep M-B Kream—they all sell it.

* * *

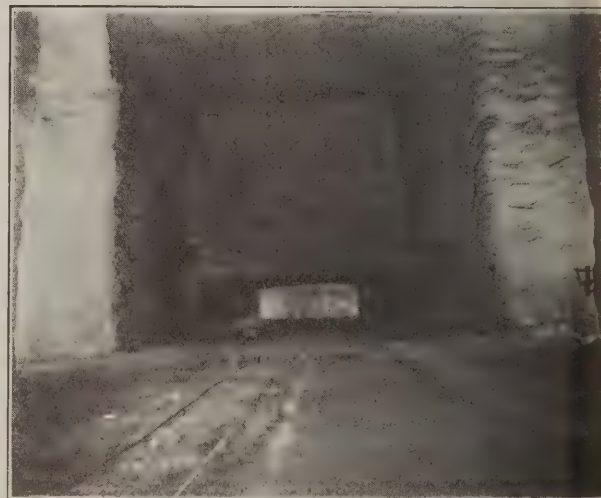
Robbie says his old side-kick and himself have been suffering with the writer's cramps. Of course, there's a cure for this, but who craves it? Johnnie Joys says, "If you can't dance, get on and ride." They both know the other half of it, which is the fun in pulling the pencil.

We are now doing our spring cleaning and are ready to pick up. Nuf Sed.

—"The Mississippi Valley Twine"



MYLES SALT MINES.



Salt is derived from many sources, but by far the most unique, is the naturally evaporated dome of pure salt, at Weeks Island, La., the property of the Myles Salt Company, Ltd., New Orleans, according to official records of that firm.

The mill and production plant are based on a pile of pure salt. This dome is actually one of the wonders of the earth, consisting of a solid mass of pure salt over a mile and a half in diameter and practically of unknown depth. Geologists claim that this phenomenon was formed in pre-historic times by intense salt evaporation and pressure simultaneously exerted.

TAG HOOKS

Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

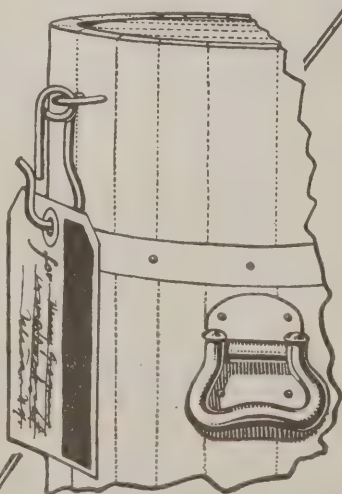
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ECONOMY CABINETS

Mr. Manufacturer—



We can furnish you with any type of cabinet you desire. Three different types: Metal-lined and Tub-lined Cabinets, insulated with granulated cork. Also Metal-lined Cabinets insulated with 3 inches of corkboard on sides and 4 inches on bottom. Most economical cabinet on the market.

Wire your order today.

Homer Manufacturing Company

HOMER CITY, PENNA.

RICE DURFEE COMPANY, Springfield Mass.
New England Distributors



The VERTICAL COIL equipped with BAFFLE BLADES and ENTIRELY SUSPENDED in a Square Glass Lined Vat is an unequalled combination for a

Batch Mixer

Complete elimination of stuffing boxes makes it impossible for oil and other contaminating verdigris to enter the mix. The coil always revolving from the bottom up prevents FOAM and works out all air and gases.

The square construction requires one-half the usual floor space and driving power for operating is only one-half that usually required [due to ball bearing suspension.

Jensen equipment does more to eliminate bacterial and chemical troubles than old style machines because it employs the proper methods.

Write for complete information

Jensen Creamery Machinery Company

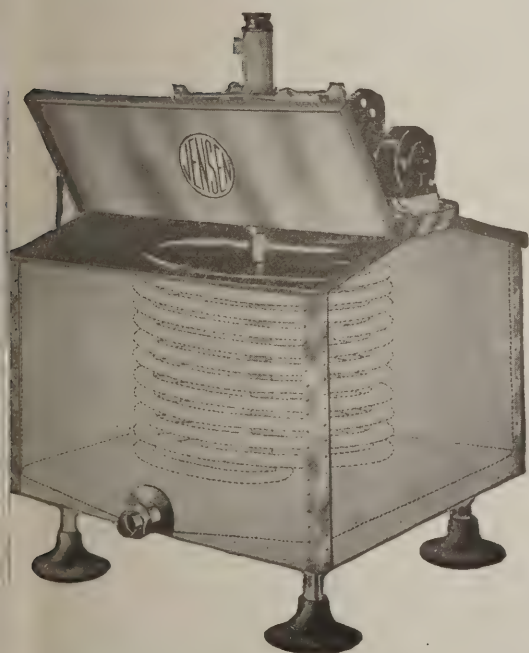
Builders of "Equipment of Practical Efficiency"

ELOOMFIELD, N. J.

OAKLAND, CALIF.

Southern Representative

BLANKE MFG. & SUPPLY CO., St. Louis, Mo.



Dairy Development in Georgia

By JAMES J. HARVEY

THE creamery industry in Georgia continues to grow. Scarcely more than a year old, yet it has passed the age of swaddling clothes, and is rapidly rounding out into a robust youngster with vigor and stamina undreamed of 18 months ago.

An industry that only a few months back was born of necessity, now primes to be one of Georgia's most flourishing lines of business. From a total of 25,000 pounds of butter to 240,000 pounds a month, is no small achievement in 18 months. And, yet, that is the record of Georgia's development in her creamery industry in that short space of time.



JAMES J. HARVEY.

While we are apt to think of the product of any new industry as not measuring up to the standard of quality set by other communities in which the industry has become established, yet such is not the case with the creamery industry of Georgia.

Very recently the U. S. Department of Agriculture sent a man into the state to make a survey of the fast growing dairy industry. The government expert spent two weeks visiting the creameries (13 in all) in the state. A personal inspection was made of every creamery. The butter was carefully examined and scored as to quality. It was found that the average score of butter was 90 or above, the lowest score being 88 and the highest 92. When it is remembered that 90 score but is classed as Standard and 92 score as Extra, you can readily see the high position the Georgia creamery industry occupy. This fact reflects in the price the producer receives for his cream.

Georgia farmers should congratulate themselves for having close at hand a local creamery that is making high score butter, because it is only when high score butter is made, can the creamery afford to pay high prices for the raw product. Georgia housewives are recognizing the high quality of Georgia-made butter. They are demanding Georgia-made creamery products from dealers and as a result practically all the creameries in the state are behind with their orders. Keep the supply of butter ahead of the production and it will mean more cows for the state. More cows mean more prosperity and better health for the community. All these conditions combined mean health, wealth and happiness to the state.

* * *

New Installations.

The Savannah Co-operative Creamery is the first of the new plant opening up in our port of entry. As indicated by the title name, it is a producers' co-operative establishment, manufacturing ice cream and other dairy products.

The plant opened on July 2. The most modern machinery built has been purchased and installed. For handling of milk, glass-lined pasteurizers and strainers are used. In the butter department a thousand pound combined churn and worker is installed. Cream will be purchased all over southeastern Georgia and southern South Carolina for this department. The device and piece of equipment for the manufacture of high grade butter will be used.

There also will be produced a high grade lactated bulgarius buttermilk. For the manufacture of nutritious drink, a special glass-lined machine will be used, which will protect the quality of the product. This machine will be first one of its kind in this territory. Chatham county and Savannah are to be connected on the enterprise of her citizens in establishing such a modern creamery plant.

* * *

The Alachua County Creamery at Gainesville, Florida, is the last addition to Florida's rapidly growing dairy industry. The creamery will produce butter and maintain cold storage for meats and fruit. A new concrete building is being erected and operation will begin about October 1st. Cherry equipment will be used throughout.

* * *

The Americus Ice Cream & Creamery Company, Americus, Ga., is building a new plant. This company has recently re-incorporated and is extending its operations to cover the manufacture of Creamery Butter.

The new plant will be completed and ready for

Get the Facts of This Offer

We will ship a gallon of Cremilla to you—let you test it thoroughly in your cream—and, if you are not completely satisfied, cancel all charges upon receipt of the unused portion.

One-third ounce of Cremilla flavors perfectly ten gallons of cream. One and a quarter to one and a half pints flavors 500 gallons.

Cremilla is *better* than Vanilla. It is smoother, creamier, richer in flavor and more economical. Cremilla does not freeze out!

National Fruit Flavor Co.

NEW ORLEANS, U. S. A.

CREMILLA

A FLAVOR ALL ITS OWN

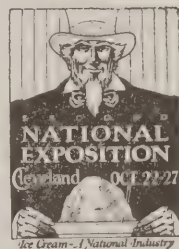
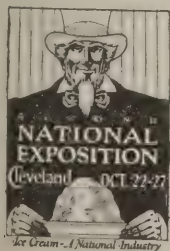
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Would you like to reduce your
delivery costs at the same time
increase your gallonage?



Cervieri's Florigold ice cream is delivered in Zero Bodies at a minimum cost. It is kept before the people 365 days a year in the sanitary neat looking body thereby increasing gallonage.

A TRAVELLING BILL BOARD



WRITE OR TELEGRAPH FOR
"Grothe Service"

Established 1860
Incorporated 1919

62 years of faithful service to the public. * *

John J. Grothe Company

INCORPORATED

Everett and Union Streets

Woburn, - - Massachusetts

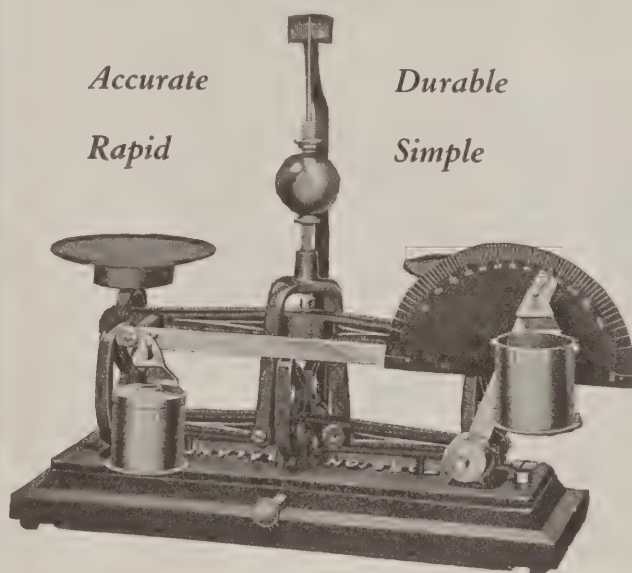
BRANCHES

Guelph, Ontario
New Orleans, La.
Cleveland, Ohio
St. Louis, Mo.
Sacramento, Cal.

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

Ice Cream Overrun Scale

Eliminates Guesswork and Insures a Uniform Product



No. 4600

Graduated dial gives direct readings in percentage of overrun. Determinations speedily made and with great precision. No calculations necessary. No weights required. No cost to operate. No special skill required. Uses only about two oz. of frozen cream.

Designed at the suggestion of the U. S. Dept. of Agriculture. (Dairy Division) and supplied to U. S. Government and prominent ice cream plants for the rapid and accurate determination of overrun or inflation of ice cream.

Container on the left is filled with unfrozen mixture—container on the right with frozen ice cream; the dial pointer moved until scale balances. The percentage of overrun read directly from dial, reading from 0% to 140%.

The two 4 inch weight plates permit the scale to be used for the ordinary weighing of any commodity up to 2 lb. (1 kg.) when weights are used. Price, complete with 3 containers.....\$50.00

For sale by leading jobbers.

The Torsion Balance Co.

Main Office: 92 Reade Street, New York City

Factory:

147-153 Eighth Street,
Jersey City, N. J.

Branch:

31 West Lake Street,
Chicago, Ill.

Branch:

49 California Street
San Francisco, Cal.

eration within 60 days. It will be one of the dairy product plant within 60 days. With the completion of the Americus Creamery and the Savannah operative Creamery, now in operation, Georgia will have a total of 15 creameries in operation.

* * *

Bessire & Company of Atlanta are making the installations. They have several other new plants in the near future.

* * *

Sound Banking.

At a recent meeting of dairy interests in Georgia, the statement was made by a leading banker that the best service he has rendered his bank was the fostering of the dairy industry in his community. He stated that the only loans his bank was encouraging to make were those for the purchase of dairy cows.

It is a foregone conclusion that his bank must continue to flourish, because as the farmers increase their herds, their bank deposits must increase in proportion and it becomes an endless chain, spreading prosperity throughout the community.



LADIES' AUXILIARY TO S. A. I. C. M. AND OTHER ORGANIZATIONS

A Word from President "Sally"

My Dear Ladies:

Well, how are you all these real summer days? Hope you are all well and "warm." Won't you write and tell us, through the columns of The Review, what is new and exciting with you? We would all love to hear about it.

December is not far off, and I hope you are all going to be in Little Rock. We are planning on having the "bestest" kind of times. Any novel, entertaining suggestions that you have to offer will be gratefully received by "SALLY." We want to make our Little Rock meeting one that will be long remembered. We had such a delightful gathering in New Orleans. I hope you are all just as anxious for December to come as we are.

Now, my dear ladies, we are going to make this Little Rock auxiliary of our something worth while, and if each and every one of you will try to get some of your friends who are wives and daughters of the Southern Ice Cream Manufacturers and who are not members to join us, we will have "some gathering" in Little Rock.

I had the pleasure of lunching with our charming bride, Mrs. Florence Miller Evers, on Friday last. She is just as sweet as ever and will see you all in Little Rock.

If any of you ever come to this little town (the "Chicago," do not forget to look up "Sally Hudson." I shall be delighted to see you.

Hoping the "Dixie Flyerettes" column in The Review will be full of interesting tid-bits from all of you. I am, with best wishes,

Sincerely yours,

SALLY H. MAHONEY, President

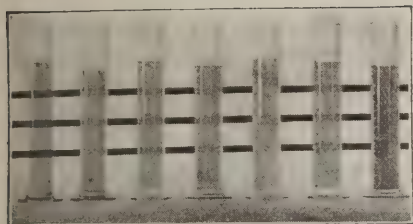


You can get somebody to sell you anything you want if you use "The Ice Cream Review" Want Department. Hundreds of others to secure a good position.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

You Need Never Worry

Atlantic super-clarified Gelatine passes the pure food requirements of all states in the Union. It is the highly-perfected process of making, together with the use of only the best raw materials, that has enabled us to supply our trade with gelatine of unexampled purity and clarity and high viscosity. Safeguarding our customers in this way has made our manufacturing costs slightly higher, but still our gelatine sells at less than ordinary gelatines of corresponding grades.



The test tube at the left contains Atlantic Super-Clarified Gelatine. Note its clarity — its high viscosity.

**"Purest and Best —
It Stands the Test"**

**Try It Out!
FREE!**

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

It costs *less* and it does *more*.

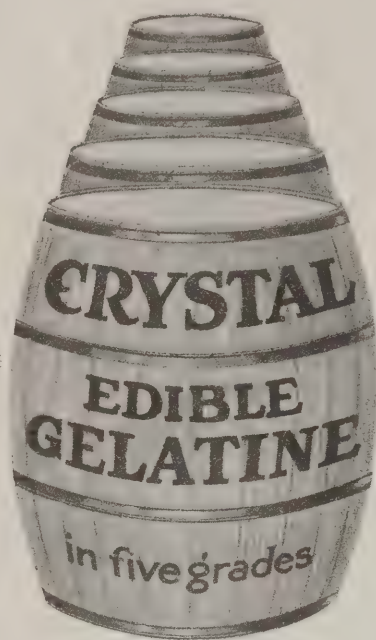
Concerns who have standardized on Atlantic super-clarified Gelatine are assured of uniformly high quality, body and texture to their product.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches:

Chicago: Suite 510, 118 N. LaSalle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE



**"When Better
Gelatin Can
Be Made—
We Will Make It"**



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
14 Ferry Street

PHILADELPHIA
418 Arch Street

CHICAGO
3630 Iron Street

ST. LOUIS
408 Elm Street

SAN FRANCISCO
Fairfax Ave. & Rankin Street

On a Fast Train Through Arkansas

By ROBY and ANDY

Little Rock, A

Understand that Will Terry took a trip West. Wonder if he went to Shelby? We can tell him of places to witness fights.

S. S. Sommerfield chirped it was not necessary for him to look up the calendar for July 4. His customers shot in their orders so large and fast that his barometer reached the height of Pike's Peak, outstripping any previous season's attempts. You never get your feet wet in Arkansas, so why shouldn't good ice cream sell to an advantage?

Stuttgart, Ark.—Yes, we saw our friend Palm. Not Palm Olive. Mr. Palm is identified with the Meyer; and both are owners of the Grand Prairie Creamery Company.

Mr. Meyer reports a brisk business in his neck of the woods, and, with the aid of healthy crop conditions, their business certainly shall go over the top.

We believe Mr. Meyer, secretary of the Arkansas Ice Cream Manufacturers' Association, has the proper opinion on the situation, and such facts, coupled with sufficient optimism, shall award the industry a steady growth not only in the returns of substantial stock dividends; but in the service of a truly great food product of exceptional merit—both nutritious and delicious, since the present-day standards are held in high regard by all active association members. Co-operation spells strength in the Southern associations. Nuf sed.

Pine Bluff, Ark.—When you speak of Pine Bluff, you talk of Charlie Hooberry. Remember reading the notice on the wall, which is a welcome to all peddlers?

Charlie has won a cut glass door-knob for the honorary, well equipped plant he operates. Aside from running up shipping orders, he obtains a great pleasure in seeing that his plant is neat and orderly.

Friend Hooberry was a little under the weather but has acquired his boyish form again. No, he was not suffering with "writer's cramps."

Overheard in an Arkansas Barn-Yard.

"That's the Guy I am laying for," muttered the hen as the farmer crossed the yard.

Broke Again.

The cake-eater escorted his best girl into their ice cream parlor, and both ordered an ice cream soda.

The drinks were served. It seemed the fair maiden had some trouble with her straw and, after some deliberation, beckoned to the waiter and said: "My sucker broke."

The waiter promptly responded: "Oh! that's all right, kid, you look good to me, I will take care of the check myself."

Birds cannot sing without the proper seed. And you have cleared your throat and toned up your vocal chords try this one:

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Announcing the "Ella" family

*For Ices, Ice Creams
and Sherbets*

ELLA BRAND
ORANGELLA
TRADE MARK REG. U. S. PATENT OFFICE

ELLA BRAND
LEMONELLA
TRADE MARK REG. U. S. PATENT OFFICE

ELLA BRAND
LIMELLA
TRADE MARK REG. U. S. PATENT OFFICE

ELLA BRAND
CHERRYELLA
TRADE MARK REG. U. S. PATENT OFFICE

ELLA BRAND
GRAPELLA
TRADE MARK REG. U. S. PATENT OFFICE

THE "Ella Brand" Ice Cream Compound Flavors are the most distinctive of all Ice Cream flavors—distinctively different—they have "life"—they are healthful and delicious—they conform to all Federal and State Pure Food Laws.

More Orangella, Lemonella or Limella can be sold with less pushing than any other fresh fruit flavors, due to the intelligent, powerful and attractive advertising of Orangella, Lemonella and Limella. These flavors are known and well established—the demand is already made; there is no missionary work to do. The splendid reputation of these three fresh fruit flavors, built up by our advertising, is an advantage that can hardly be overestimated.

Orangella, Lemonella and Limella are used in ice creams, ices, frozen custards, milk or water sherbets, parfaits, frappes, punches, brick combinations, etc. Formulas tested and tried by some of the best known and biggest manufacturers in the country are at your disposal.

CITRUS PRODUCTS CO.

54 E. Kinzie Street
Chicago, Ill.

Date 1923

*For Ices, Ice Creams
and Sherbets*

Gentlemen:—

Please send me sample and price of "Ella Brand" flavor checked, and I agree to give same a fair trial.

Yours truly,

ELLA BRAND
ORANGELLA

ELLA BRAND
LEMONELLA

ELLA BRAND
LIMELLA

ELLA BRAND
CHERRYELLA

ELLA BRAND
GRAPELLA

Firm

Address

City

State

CITRUS PRODUCTS Co.

54 EAST KINZIE STREET

CHICAGO

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

"Yes, We Have No Banana."

Yes, we have no banana, we have no banana today,
We've lemon and orange, strawberry and vanilla
And all kinds of fruit and, say,
We have an old fashioned pineapple,
Long Island crabapple,
But yes, we have no banana, we have no banana today.

* * *

Oh! Mr. Gallagher. Oh! Mr. Shean.

(As sung by the "Mississippi Valley Twins.")

Oh! Mr. Gallagher,
Yes, Mr. Shean,
We want to let you in on something very good;
It is nice and cold;
It will keep you from getting old,
And its a fact it is a very healthy food.
Oh! Mr. Shean.
Oh! Mr. Shean.
There's something that I can't get into my bean;
When you take your girl into a soda store
She will say, Honey, I want more
What -- more loving, Mr. Gallagher,
No -- More ice cream, Mr. Shean.



A lot of folks are back in the old home-town taking rest from studies. Don't forget to invite them to give your ice cream a trial in their frolics and entertainments. Youths love to be sought out. Direct some of your ads as well as your sales correspondence to the boys and girls and put into them the color of the campus and athletic field.

MR. ICE CREAM MFR.—

WHY NOT

**Boost Your Ice Cream Sales
By Means of the**

K. S. Advertising Service?

**It is getting splendid results for
others and will build up busi-
ness for you.**

**The Initial Cost for this service,
with cuts and ready written
copy complete,**

IS ONLY \$15.00 PER MONTH

Write us for full particulars

DO IT NOW!

KUNSMAN AD SERVICE

528 Washington Street

READING, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DIXIE MAIL BAG

ARKANSAS MANUFACTURERS BUSY.

July 11th, 1923

Every Arkansas ice cream manufacturer just now very tired, but happy. Some report an increase in business for the "Fourth" of 150 per cent—others not so much, but all are satisfied with the way business is going.

The Arkansas boys are making preparation to entertain the Southern association in Little Rock December 4, 5 and 6. All of those that wish to attend should make their hotel reservations as soon as possible.

A meeting of the directors of the Arkansas association will be called in the near future to prepare to make arrangements for this purpose.

For the present every manufacturer is very busy. We are having real ice cream weather and everybody is making up for the late season we had in this part of the country.

Business conditions are greatly improved over a year and from the looks of the volume of ice cream business is moving at present, this will be a good year for the industry.

The "Mississippi Twins" made a very pleasant trip on some of the manufacturers this week and, as usual, brought cheer and a good time with them. Andy has a new trick that he is trying on everybody, also a lot of stories that are very good. Come again, boys; the last string hangs on the outside.

G. A. MEYER

Secretary-Treasurer Arkansas Ice Cream Manufacturers Association, Stuttgart, Arkansas.



Wolfhounds

Pres., CLAUDE H. DE ROCHE
Box 575
Oklahoma City, Okla.
Secretary, OTIS B. WITTE
N. A. Kennedy Supply Company
Oklahoma City, Okla.



July 12, 1923.

Oklahoma ice cream manufacturers all seem too busy to talk convention right at present, for they are having one of the best seasons they have ever had and they all appear to be making money.

The Oklahoma Ice Cream Manufacturers as yet have not set a date for their convention, but we assume that it will be right after the Texas convention this year, and, as you know, it will be held in Tulsa in December, and Tulsa is one of the liveliest cities in the United States.

The president of the Wolf Hounds, Mr. Claude H. Roache, and the vice-president, are not saying much yet about the meeting of the Wolf Hounds this fall, but I can assure you that they are working, and these two gentlemen will give us a real program for this fall's meeting.

Very truly yours,

OTIS B. WITTE,

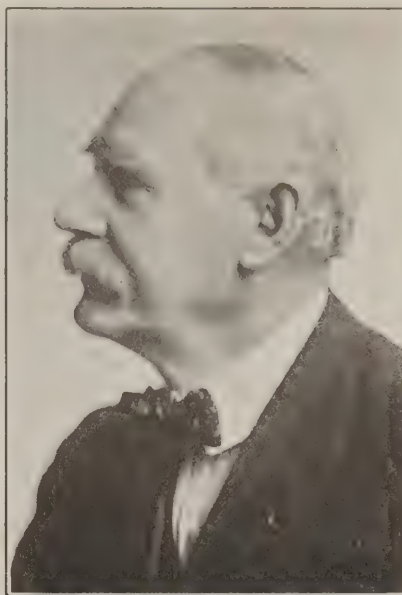
Secretary Oklahoma, Wolf Hounds



C. W. SMITH,
Texas Representative,
Hudson Mfg. Co.



CAL. JOHNSON,
Central States Representative,
Hughes Gelatine Co.

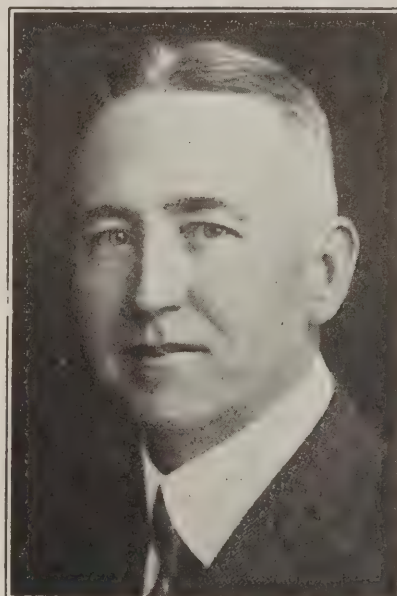


J. L. BAKER,
President, Baker Ice Machine Co.



C. R. FAIRBAIRN,
Blackmer Rotary Pump Co.

Who's Who
Among
Ice Cream
Supplymen



WALKER GILMER,
Crescent Mfg. Co.



N. D. POLLAK,
Dalgger Corp.



C. W. HERITAGE,
S. Gumpert & Co.



GUY W. HAMMOND,
General Manager New Haven Div.
of Manning Mfg. Co.

President,
C. MORTENSEN,
Standard Milk Ma-
chinery Co.,
Louisville, Ky.



Address all
communications to
P. N. MILLER, Jr.,
Secretary,
2913 11th Avenue,
Birmingham, Ala.

WHAT THE DIXIE FLYERS MEAN TO THE SOUTHERN ICE CREAM INDUSTRY

By THOS. J. STEWART*

WHAT do the Dixie Flyers mean to the Southern ice cream manufacturers? This question has often been asked but left without a definite answer. As a general thing the Southern ice cream manufacturer considers the Dixie Flyer his friend, but to broaden this where it will do the most good it will be necessary to have more co-operation on the part of both the ice cream manufacturer and the Dixie Flyer.



THOMAS J. STEWART.

When they broaden out and look at the matter from a general instead of an individual point of view co-operation will bring real results.

The Dixie Flyers cover Dixie from one corner to the other, and try to accomplish the same idea in the South that the Salesman's Club of the National Ice Cream Supply Association are doing in a national way, namely, to "help build the ice cream industry."

The Dixie Flyers recognize that the ice cream business is just an average American

business, with a fair profit, and that it is not a get-rich-over-night affair. They know that the ice cream business has become so big that it is really an American industry and that the American public are interested to know the truth about it, and if the truth about the ice cream business was really broadcast, some of these wild tales that one hears from the layman whose only knowledge about ice cream is that it is cold, sweet and good to eat would disappear.

There is too much good, from a food standpoint, in ice cream and just as soon as the public appreciates the food value of ice cream, the ease with which it is digested and its value to the sick and children, ice cream will become a year round business and not simply that of six months.

The Dixie Flyers can do much good to the ice cream manufacturers by seeing that the truth regarding ice cream is told, and in his every day work he is in a position to give such information as is beneficial from one plant to another, he can give the new ideas of progress and methods. He also helps to stabilize prices and he also upon occasion can give good advice to the ice cream manufacturer who is a bit weak in the knees, and to the chap who really don't know the actual cost of his product.

Actually more harm is done to the industry by the

* Written especially for The Ice Cream Review by Mr. Stewart, who has for several years been identified with the development of the Southern ice cream industry.

chap who undersells his product than the man who overcharges. The man who overcharges will be put right by competition, but the chap who undersells is headed for bankruptcy, and when that occurs it is Dixie Flyers who generally comes out the small end of the horn.

It may be that the Dixie Flyers' idea is in the line of selfishness. This is granted but this selfishness is with the idea of helping the other fellow build his business, make a better customer for the Dixie Flyer and real money for himself. There are so many advantages that cannot be described by close co-operation of the ice cream manufacturer and the Dixie Flyer that it would take pages to tell and the above suggestions are just a few that come to the mind.

SUPPLY ASSOCIATION'S CODE STUDIED.

The Association of Ice Cream Supply Men has again been the object of special recognition by the Chamber of Commerce of the United States.

The latter organization some months ago appointed a special committee to study business codes. It has now issued a preliminary report in which are embodied fourteen of the 42 paragraphs of the fair practices code of The Association of Ice Cream Supply Men, now a part of the daily life of the country's ice cream industry.

The final report of the special committee of the chamber will be issued to members of the chamber which includes leading persons and organizations in American business.

DIXIE BUSINESS GOOD, SAYS HOLLINGER.

A pleasing report of business conditions throughout the South was made by Chris. Hollinger, Hudson Manufacturing Company, representative, who visited the editorial office of The Ice Cream Review last month. Hollinger was fresh from a trip through Georgia, Kansas, Tennessee, Oklahoma, and Texas.

"Found business strong everywhere," he said, "with a few of the Southerners looking forward to the Southern. Things also look good in Kansas, Missouri, Minnesota, and other states I've visited lately."

JORDAN'S SPEECH QUOTED.

M. G. Downing, assistant secretary of the Mississippi Ice Cream Manufacturers Association, has asked The Ice Cream Review to announce that the paragraphs under the subhead "Romance of Ice Cream," in his speech at the 1922 Mississippi convention, were erroneously credited to President Charles G. Morris, of the National Association of Ice Cream Manufacturers' Association. The quotation really was from a speech by Oliver S. Jordan, president of The Association of Ice Cream Supplymen, broadcast from a Cleveland radio station at the time of the 1922 National Exposition.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Message to
The American Ice Cream Manufacturers
from
The Edible Gelatin Manufacturers of America, Inc.

An Association composed of the following manufacturers of Edible Gelatin:—

CRYSTAL GELATINE CO., Boston, Mass.

ESSEX GELATINE CO., Boston, Mass.

KIND & KNOX GELATIN CO., Camden, N. J.

MILLIGAN & HIGGINS GELATINE CO., New York, N. Y.

SWIFT & COMPANY, Chicago, Ill.

UNITED CHEMICAL AND ORGANIC PRODUCTS CO., Chicago, Ill.

***UNITED STATES GELATINE CO., Milwaukee, Wis.**

J. O. WHITTEN CO., Winchester, Mass.

*NOTE:—Through error, the United States Gelatine Company's name was omitted in the July advertisement of this association. We would now emphasize the fact that they were one of the original members and donors of the Fellowship, and a most loyal supporter.

¶ These manufacturers have followed the advance of the ice cream industry since its infancy, particularly the work of the scientists that has been compiled.

¶ By supplying edible gelatine of indisputable quality (pure, uniform strength) our members have materially aided in the maintenance of standards which makes the product of American ice cream manufacturers paramount.

¶ In addition to particular attention to individual requirements, prompt shipments, active co-operation, the Edible Gelatin Manufacturers of America, Inc. offer technical service through the Industrial Fellowship which is maintained at the Mellon Institute of Industrial Research, University of Pittsburgh, Pittsburgh, Pa. Problems of direct in-

terest to the ice cream industry are being investigated there by unbiased scientists, whose reports will be made available to ice cream manufacturers.

¶ The Edible Gelatin Manufacturers of America, Inc. will greatly appreciate your visiting its booth at the National Convention and Supply Men's Exhibition in Cleveland, Ohio, October 22nd to 27th, where unbiased information regarding edible gelatine, its properties, and use, can be had.

¶ Research has shown that edible gelatine has a very decided food value. It greatly increases the dietetic importance of ice cream, in addition to its well-recognized, and essential stabilizing qualities. Experimental results obtained will be fully demonstrated at Cleveland.

Tools, Machinery and SUPPLIES

for the
**ICE CREAM MAKER
CONFECTIONER
and
FOUNTAIN SERVICE**

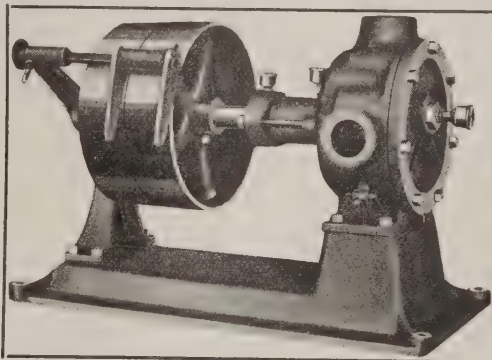
Our constantly growing patronage and large stocks of supplies enable us to quote lowest prices and make prompt delivery.

BESSIRE & COMPANY

INCORPORATED

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

YALLER DAWGS

NORTH CAROLINA

Chief Master, George L. H. White, Raleigh
Bull Guardian, R. S. Jennings, Atlanta
Secretary, A. E. Dixon, Fayetteville



BOW, WOW! SEE WHO'S HERE.

Union Springs, Ala., July 9, 1923

Just finished a two weeks' trip down in Florida. The ice cream men down there are all enjoying good business, and all are optimistic regarding the coming "tourist season."



ROY S. JENNINGS.

A great many of the Southern manufacturers have told me they are going to Cleveland. Believe this convention is going to be the best yet.

All the manufacturers I have met report a big Fourth of July business. It has rained here in Dixie nearly all summer and if we can just have some hot weather, without the moisture, we can all expect big business.

* * *

The other day while in Albany I heard a good one on the boll weevil. One of these Georgia crackers said he was awakened a few nights ago by a tremendous commotion in his cotton patch along side his house. He dressed and went out to see what the trouble was all about. Said he found an old boll weevil just beating the life out of a young one because he wouldn't take two rows at once.

Yours very truly,

ROY S. JENNINGS.



New Plant of Houston Ice Cream Co., Houston, Tex.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

"Talk About Romance You Have Romance in Your Hands"

By R. Lee Sharpe

The Ice Cream Review—in the best sense of the word—has just as important a place in the modern ice cream industry as modern equipment. Equipment may be well and good, but without the latest information on the best use of that equipment how can one expect to obtain results which will enable him to survive the exacting demands of present-day competition?

WE LIVE IN A WONDER AGE. The touch of a button, and the evening is another day. Marvelous, but commonplace, for when one tiny globe bursts into light at your touch, literally millions repeat the performance the world 'round, the same globe, the same button, the hand pressing is the only difference.

There's the telephone, motion picture, aeroplane, and other wonderful inventions that tell us of the advancement of man to a point where the romance of Arabian Nights sinks into insignificance. In your hands you are now holding and reading one of the romances of modern times—your trade paper.

In a practical way, The Ice Cream Review is your Aladdin's Lamp. It will help you in the realization of your many worth while wishes—and you will find it ever ready to do great things for you, if you will only let it. Through its magic pages you can find your "dreams come true"—successful men tell of their visions that led them on to greater heights. Herein you will find the ideas and plans that will prove stepping stones to your ideal. All are yours, if you only wish and work for them.

What an age we live in. To us, heirs of all the artistry of the past, come the products of the world, the magic inventive genius, all at our command. At a stroke of our pen or pencil on our letterhead, they step right out

of the advertising pages, with their catalogues and salesmen to tell us of their merits, and we do not have to move out of our office chair.

There is nothing more wonderful than modern American commerce. Nothing more alluring than to be master of the enormous flow of ideas that run through the trade paper, the trade catalogue and the trade correspondence.

No fiction, no book of fiction, no book of romance ever was the equal to it. If men fail as they do, in the successful conduct of their business, if their business goes down, it is because they have failed to look at it in a broader in a larger sense.

The Ice Cream Review is more than paper and ink, just as man is more than flesh and blood. Its mission is to give the news of "your world," its throbbing messages for your advancement—and the big and little things that help you to go on and on to even greater things.

In its columns you will learn the hundreds of things you WANT TO KNOW, and MUST KNOW to go hand in hand with progress, to keep step with modern business, in these modern days.

Give The Ice Cream Review welcome. Read it, and interpret its monthly messages. Find the romance between its pages—the magic in its columns, for it has much to give—and it is yours.





The Olsen Publishing Company's Outing

good winners, which is the most important part of the sportsmen's creed.

A chartered car on the interurban, along with a fleet of automobiles made the journey a short one, and ideal picnic weather insured the day's success.

The sports committee arranged a long list of events suitable for all stages of physical prowess. A ball game for the men between the "H. P.'s" and the "E. K.'s" was easily the big event of the sports program. It ended in a riot—of protests from the losing side, the members of which still insist that the umpire was bribed to throw the game to the "H. P.'s" with a score of 20 to 19. At any rate it was close enough to be crooked.

Everybody felt satisfied and was happy over whatever happened. Never were winners in such abundance. It was this spirit which made the day one grand success—which made everybody feel particularly light of heart when the quartet from the night press crew wound up festivities just before nightfall by singing "The End of a Perfect Day."

It was a tired but thoroughly happy band that went on its way rejoicing back to the city to take, up, the following Monday, where it had left off in its day-and-night service to the dairy industry. Everybody did not have a prize, but nobody was depressed. For all had won—everybody from the printer's devil, with his unfamiliar clean face, on down!

There can't be any losers at "The End of a Perfect Day." Just can't be.

"All also-o-and-d for Mequon!"

Now, Mequon doesn't appear on anybody's timetables and on mighty few maps. But if you could have been with us June 30, you would have wondered why folks ever pay good money to go to California, Atlantic City, King Tuts tomb, Sing Sing, or any such resorts.

The Fourth had its fireworks, Christmas its toys, Memorial Day its flowers, and St. Patrick's day its "eats," but our June 30 had all of these things rolled into one day. Only, the fireworks of our picnic consisted of dynamic energy and unchecked spirit.

Nature provided the flowers, the "eats" came from the best restaurant in the world, the Great American Home, and Nature's Wonderland was the temple of our festival. We had our own band.

Some demon statistician might be able to tell how many trips around the world we ran in our games, how many walls around China could be built with all the ice cream cones eaten, and how many tons of energy was expended, but everybody in this band was a performer, and all statistical facts are lost to posterity.

In fact, everybody was too busy having a good time to worry about such things as figures and rent day. The sentiments of the picnicers were eloquently expressed by the office-boy, who said: "Gee, I ain't had so much fun since the school-house burnt."

But one thing about that picnic and its contests and races, there was no one to shake hands with the losers. This was for the simple reason that no-

avored land, but it has gone down as a red-letter day for The Olsen Publishing Company and its large family, not even being eclipsed by the fiery Fourth, the impressive 30th of May, or any other occasion of pomp and splendor.

For June 30th was the day of our picnic. It was fun-and-frolic day for the men and women who spend six days in the week producing the world's leading dairy publications and dairy advertising literature.

Officially, it was get-acquainted day for the members of our day-and-night forces, members of the editorial, advertising, circulation, service and art departments, printers, pressmen, engravers, office employees—everybody.

With all other cares and troubles of the world, titles and ranks fell thicker than crowns in Europe as department heads joined with the rank and file in quest of fun. First names, and lots of them, were the order of the day.

Friends who have seen our family at work, know how seriously it takes this business of serving the dairy industry. It is composed of red-blooded, fighting men and women who work and play and love with their whole hearts. The program called for play on June 30 and play they did. The gamiest bunch of sports that ever talked back to a boss packed up their troubles in their old kit-bags and went forth to show that they could win and lose with a smile the same as they could work over-time for the good of the cause—and like it.

At 8:30 Saturday morning we stopped the clock



KEEP YOUR MEN Neat, Clean and Dry

ACID WEAR
RUBBER GOODS

By Equipping Them with

Heavy Duty Aprons



Courtesy Akron Pure Milk Co.

Reduce layoffs and labor turnovers. Increase efficiency and production.

Pure white rubber spread on strong cord fabric combines the protecting quality of rubber with strength of fabric producing

Protection-Strength-Durability

Write for samples and price list

Akron Acid Proof Apron Company

Everett Bldg., Akron, Ohio

WASHINGTON

News From Far and Near

CALIFORNIA

Los Angeles, Cal.—A new ice cream company has been organized under the firm name of Wholesale Ice Cream Company, with a capital stock of \$100,000.

Los Angeles, Cal.—The L. J. Christopher Company has in operation a distributing plant, placing approximately 500 gallons of ice cream a day throughout this territory. It was installed at a cost of about \$20,000, officials announced.

Tracy, Cal.—The new \$35,000 creamery and ice plant at Tracy, Cal., was opened a short time ago. The building was constructed of steel and cement tile, and the patent process cement brick. This creamery will include the dairy products in its output.

Probably the greatest interest attaches to a new invention which will be put into use for the first time in this country. It is the invention of R. Stolberg, formerly of Valley Creamery of Stockton, who is now interested in Tracy Creamery. Mr. Stolberg has had wide experience in creamery management and reports have it that the new invention bids fair to revolutionize the industry. The invention is an electrical pasteurizing or purifying machine which does away with the heating and then the cooling of the milk, thus saving valuable time, and costly machinery. They say it is economical in construction and simple to operate.

The plant is equipped with modern machinery throughout, and nothing has been spared to make it a model creamery in every way. An ice plant is an adjunct, the capacity being fifteen tons daily. A 200-gallon homogenizer is included in ice cream mix manufacture.

Dover, Del.—Shanahan & Elliott Ice Cream Co. has filed articles of incorporation for \$100,000. The new company will manufacture ice cream.

Wilmington, Del.—Articles of incorporation were recently filed by the Purity Ice Cream Company. Capital \$100,000.

Paris, Ill.—The Boyer Ice Cream Company's new \$40,000 plant opened for business recently. Mr. Boyer has a modern plant at Charleston, which burned down some time ago.

Colfax, Ia.—The Porter Farming Co. has purchased the necessary machinery and will begin the manufacture of ice cream made ice cream soon.

West Union, Ia.—E. C. Johnston recently began manufacturing ice cream in his new plant at West Union, Ia. Johnston's West Union Ice Cream factory has a capacity of 500 gallons of ice cream every fifteen minutes. The daily output will be about 500 gallons, the present run being 300 gallons.

Seventeen towns in northeastern Iowa will be supplied with Johnston's ice cream by trucks. West Union and Hawkeye creameries supply most of the sweet cream.

The factory is operated by an X L ammonia refrigeration plant installed by H. A. Born & Co., of Chicago, and only use the new factory has for ice is to pack the ice cream for shipment. In a very large compartment protected by the most complete cork insulation is located the brine room which is kept at from zero to 5 degrees below. The freezing room has a capacity of 1,200 gallons of ice cream. That large quantities of the product can be made up in advance of special requirements and kept in storage.

Wichita, Kan.—The Vernon Ice Cream Company has made \$10,000 worth of improvements at their ice cream factory on Marshall St.

Wichita, Kan.—B. F. Copley, president and owner of the Wichita Creamery Company, has purchased the entire output of the Zipp Butter and Ice Cream Company, 114 Pattis St. The Zipp Butter and Ice Cream Company has capital of \$20,000 paid in.

Jennings, La.—The Farrell Ice Cream factory has opened a branch house in Jennings. Headquarters of the company are located at Crowley, La.

Hagerstown, Md.—The Sine Creamery Company, capitalized at \$150,000, has filed notice of dissolution, and is being sold out to the Imperial Ice Cream Company.

Portland, Me.—Simmons & Hammond Manufacturing Co. has purchased a factory building comprising a little over 40,000 square feet of floor space at 323-329 Commercial Street, Portland, Maine. A modern ice cream plant has been completed in the basement and the two lower floors, which, according to those who have visited the plant, is the best ice cream factory in New England.

According to officials, the new equipment is of the approved construction; the new lay-out has multiplied the capacity about three-fold. In the present hardening

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

degrees below zero) 20,000 gallons of ice cream can be made at one time.

There has been taken in the designing of the plant to large rooms and equipment so as to bring the cans to the temperature absolutely clean and cooled to near the temperature of the ice cream going into them. This chilling room, according to reports, the only one of its kind east of New

gravity conveyors, bucket elevators and specially designed trucks play an important part in bringing up the efficiency of the plant and assuring a quality product. With modern conveniences the same force can readily handle as much cream in a day as it was able to in 1922.

It is expected that the entire plant will be completed September 1. The plant as it stands today, represents building and equipment about \$200,000, according to N. J. Mayo.

Plainview, Minn.—The Plainview Co-operative Creamery Association was recently formed to produce ice cream and dairy products. George H. Christison is one of the organizers. The company is capitalized for \$50,000.

Lythedale, Mo.—Work has begun at the creamery to add an addition to the building for an ice cream factory.

Jackson, Miss.—The Magnolia Ice Cream Co., Walter M. Whit, manager, will install additional equipment.

Glen Falls, N. Y.—The Glen Falls Ice Cream Co. has leased another lot in Maple St., adjoining the one at Prospect Sts. The company will begin the erection of a plant soon, contract for which has been awarded to Fred Acker.

Minot, N. D.—Plans for the building of a new \$40,000 ice cream factory and creamery have been announced by E. White, Sr., who is associated with S. J. LaDue in the ownership of the White Ice Cream Co., of this city. The building will be 40x50 feet in size, and two stories high, with a basement.

Cincinnati, Ohio.—At a stockholders' meeting of the Velvet Ice Cream Co., a corporation organized under the laws of the state of Ohio and authorized to do business in the state of West Virginia, held at Wheeling, on June 18, the following resolution was adopted: "That the Velvet Ice Cream Company withdraw from the state of West Virginia." Telling is president of said corporation.

Columbus, O.—The Crane Ice Cream Co. is erecting a new plant over its power plant, but has taken no move to put the new building on its Long St. side as once was reported.

Mechanicsburg, Pa.—Many improvements are being made at the Rakestraw Ice Cream plant.

Okasie, Pa.—Walter K. Terry purchased the defunct Central Ice Cream Co., at a sheriff's sale recently.

Galveston, Tex.—Galveston Ice Cream Co., L. M. Kelsey, has bought the site at Fifth St and First Ave., and erect plant with capacity of 500 gallons of milk daily. The structure will be one and a half stories, brick, and will cost approximately \$17,500.00.

Bellevue, Wash.—Increased business that has come to the Thompson & Parrish Ice Cream Company has necessitated some important additions of machinery, which will increase the capacity of the plant 50 per cent. It is claimed that for this year the business of the company has doubled in one month over the business of the same months in the previous year.

The Thompson & Parrish plant is the most complete ice cream plant in western Washington, south of Seattle, according to reports. The company enjoys the reputation of producing quality ice cream and its product is sold in many surrounding towns.

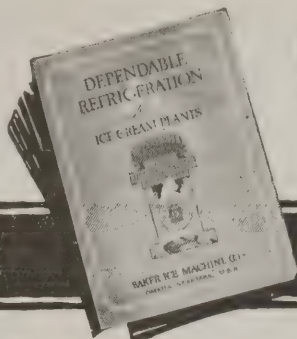
Bellevue, Wash.—J. W. Carlton is proprietor of the new Belvue Ice Cream Co. on fifth St., where operations were commenced recently. The plant has a capacity of 500 gallons of ice cream daily. A refrigerating plant has also been installed and ice machine. The hardening room has a capacity to store 500 gallons of ice cream.

Richland Center, Wis.—The Richland Dairy has been sold to the Carter Ice Cream Co. by Theron Elliot.

Sparta, Wis.—Sparta Ice Cream and Bottling Company recently incorporated for \$15,000. Incorporators are W. Hoffman, Fred Hausmann and Victor H. Caspers.

Don't You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national exposition of The Association of Ice Cream Supply Men at Cleveland, October 22-27 inclusive.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.



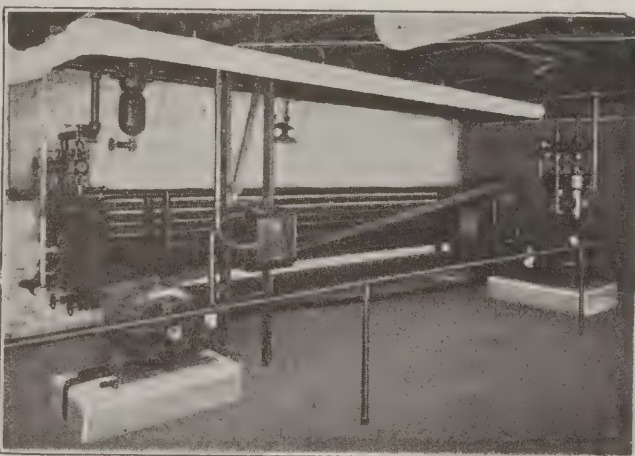
SENT
FREE

IF YOU WILL FILL
OUT THE COUPON

Refrigeration Facts

To any ice cream manufacturer we will gladly send this booklet. It contains some useful information that you will want to keep, besides showing how the Baker Ice Machine is especially adapted to meet every refrigerating problem of the ice cream manufacturer.

The Baker is a slow speed type, which is a positive guarantee of economical operation. Any man knows that if he races a horse at top speed all the time the horse soon wears out—so it is with an ice machine. Some of the first machines built 17 years ago are still in daily service.



Baker Plants are Cheaper Now Than Before the War

Any manufacturer who does not use mechanical refrigeration absolutely loses money every day in cost of operation.

With the new low prices of the Baker Plants there is no need for any company suffering such loss, especially when a Baker will cut manufacturing costs from 50% to 75% over ice and salt.

We will gladly estimate
the cost of installing a
Baker in your plant
without obligation to
you.

**Baker Ice Machine
Company Inc.**
Omaha, Neb.

**Baker
Ice
Machine
Co., Inc.,
Omaha,
Nebr.**

Gentlemen: Please
send us your free
bulletin No. 65D.

Name

Street

City..... State.....

Trade Notes

"Three days after the date an order was received, the John J. Grothe Co., Woburn, Mass., promises to ship "Zero" refrigerator bodies to take care of that new route or unexpected jam." The foregoing is the substance of a little piece of advertising literature now being sent out by the Grothe Company which bears all the earmarks of a promise to pay and the Grothe main plant and branches have got to make it good. Mr. Mackay, the general manager, said so himself.

* * *

There is a man, well known in ice cream machinery circles, who has acquired the distinction this past year of



N. M. THOMAS.

writing the two largest orders for equipment placed during the season. At least this is his claim, and there is another who has surpassed his achievements, let him challenge N. M. Thomas of the Cherry-Bassett-Winner Co.

His two record-breaking orders consist of an order from the Hoefler Ice Cream Company of Buffalo for six viscolizers and 43 Pfaudler glass lined tanks, and an order just recently taken to outfit the new Breyer Ice Cream Co. plant at Philadelphia.

This second order consists of two viscolizers, twelve Cherry coil vats, twenty-one Cherry freezers, fifteen Thomas batch measures, two direct expansion Bestov coolers, and two R. & A. can washers.

* * *

Ice cream display material in 150 designs is supplied by Wolf & Lavenson, advertising display specialists, with plants in Philadelphia and Camden, N. J. The company produces high-grade posters, hangers, cut-outs, lithographed window trimming displays, and what special material of this nature manufacturers may wish to get to tell their story in the retailers' windows and over their fountains. A specialty is made of individual trade-mark work. Frank Jones represents the company in the states of Indiana, Illinois and Wisconsin, and there are representatives in all other states. Ice cream manufacturers in all sections of the country have used this advertising material.

* * *

Impruv-Mix is a semi-paste produce of 75 per cent solids, of egg-yolk color, quickly soluble in warm water or milk or may be applied to the hot mix or the gelatine solution according to the Impruv-Mix Co., New York City. Its color imparts a cream lustre, removing the gray tint found in most pasteurized mixes, it is claimed. Impruv-Mix dispels all butter flavor in a sweet butter, condensed milk and milk powder mixes, and produces therein a tempting cream flavor, free of the unpleasant aftertaste caused by insoluble substances, officials of the company say. Impruv-Mix is used in quantities of 4 ounces for usual freezer batch of 5½ gallons, or 1 ounce for every 13 pounds of finished mix, when added at the pasteurizer.

* * *

C. H. Roessner has been appointed district sales manager for The Foxboro Co., Inc., manufacturers of high grade recording and indicating instruments, Foxboro, Mass. He will have his central offices at 1510 Monadnock Bldg., Chicago, Ill.

A. F. Mundy, formerly of the Chicago office, will represent the company in southern California, with offices in the Pacific Finance Bldg., Los Angeles, California.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

One of the most interesting developments in the ice cream industry is the appearance of the national advertising campaign of Heathized ice cream in scores of the leading magazines and periodicals in the United States.

This is a long jump from the humble booth at the National Dairy Show in the fall of 1919, less than four years ago, when the story of Heathized ice cream was first told by interested ice cream manufacturers by the inventor.

At that time only one ice cream manufacturer in the country was employing the Heath method. Today, according to P. Heath, of the ten largest ice cream manufacturers in America, fifty per cent are employing this new method. The development of the Heath idea has been so rapid that Heathized foods—ice cream, butter and bread—may be purchased in thousands of cities in the United States, Canada and foreign countries.

The national advertising campaign put out by the National Ice Cream Products Company of Chicago is of a generally cooperative nature. The public is urged to eat more ice cream. The story of the food value of ice cream is intelligently told.

* * *

The U. S. Freezer & Machine Corporation's 120 quart freezer has been a big seller, according to officials. They give herewith a list of all those recently sold, "to give an idea of how popular they have become." Keeley Ice Cream Co., Salt Lake City, Utah, One 120 quart; Caum Ice Cream Co., Altoona, Pa., one 120 quart; Turner Center Store, Boston, Mass., one 120 quart; Frost Kist Ice Cream Co., Passaic, N. J., three 120 quarts; Westchester Ice Cream Co., Yonkers, N. Y., three 120 quart; Superior Ice Cream Co., 734 E. 134th St., New York City, three 120 quart; Bros. Ice Cream Co., E. 125th St., New York City, four 120 quart; American Ice Cream Co., 8 Cannon St., New York City, three 120 quart; Ideal Ice Cream Company, 256 N. 10th St., Brooklyn, N. Y., two 120 quart; Supreme Ice Cream Co., 66 Rochester Ave., Brooklyn, N. Y., three 120 quart; L. J. Purity Ice Cream Co., 1046 Myrtle Ave., Brooklyn, N. Y., four 120 quart; Chapin-Sacks Corp., Washington, D. C., five 120 quart; Evansville Pure Milk Co., Evansville, Ind., two 120 quart.

* * *

The Rice & Adams Corporation has moved into new quarters, now being located at 217 East Illinois St., Chicago, Ill. The company formerly was located at 104 South Michigan Ave.

* * *

The Creamery Package Mfg. Company, 61-67 W. Madison St., Chicago, has just published a bulletin describing the Progress ice cream mixer. It is made in regular heavy duty types and in sizes ranging from 30 to 100 gallons capacity.

The drive mechanism for the revolving agitator is of a new gear and can be furnished for operation by belt from a shaft or suspended motor or by motor mounted on machine.

The agitator may be removed entirely and the drive mechanism may be swung to one side, out of the way. Dress the above manufacturers for free copy of the bulletin.

* * *

The new Lamson dairy conveyor is described by the manufacturers, The Lamson Co., Syracuse, as being so constructed as to do away with all the annoyance and expense of breakdowns commonly caused by the bearing being worn away by the lactic acid in milk, the hot water used in washing, etc. The "new improved and acid resisting bearing" in the Lamson conveyor is claimed by officials to be one of the simplest ever devised, "yet embodying advantages not to be found in bearings many times as costly. The roll is built on a cold rolled through shaft, and is signed for maximum liveliness and strength, officials say. The pressed steel roll heads are welded to the roll and are a force fit on the shaft, making roll, heads and shaft one hermetically sealed unit. The shaft revolves in solid acid resisting anti-friction alloy bearings which are held by means of split rings in accurately punched holes in the side angles of the conveyor. The diameter of the holes is slightly larger than that of the bearing, so that the rollers are self aligning. The side thrust of the rollers is kept up by the pressure of the ends of the spindles against the inside of the bearings.

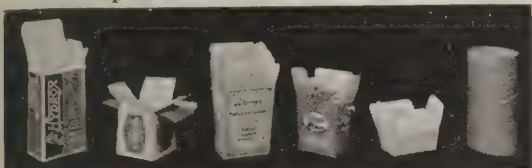
* * *

Officials of the Orange-Crush Company, Chicago, have announced arrangements whereby orders for orange-crush, lemon-crush, lime-crush, Ward's cherry, and Ward's ice cream compound will be handled in such a way "as to give very much better service and a better price." The pressure on the company's selling and advertising organization

Packaged Ice Cream



The Mojonnier Ice Cream Packaging Machine in plant of John T. Cunningham Co., Chicago, Ill. 1,200 packages filled and tied per hour in this splendid plant.



Types of Cartons filled by Mojonnier Machine. It fills perfectly any style of package.

Manufacturers of the famous Mojonnier Testers and Mojonnier Vacuum Pan.

You can meet the demand for it; preserve the fine texture and flavor of bulk ice cream; improve the appearance of your package and save time by using the automatic

Mojonnier

ICE CREAM PACKAGING MACHINE
It fills perfectly any style of package.

It fills a measured quantity with precision into the popular parchment lined carton, as well as the new sensation—the "Arctic Sweetheart."

It produces a full package of ice cream—smooth in texture, clean in flavor and untouched by human hands.

Made in 2 Models:
MODEL A— - Capacity 1200 Quarts Per Hour
MODEL B— - Capacity 900 Quarts Per Hour

Mojonnier Bros. Co.

MILK ENGINEERS

739 W. Jackson Boul.

Chicago

SALES BRANCHES: New York (Flushing) Columbus, O.
St. Louis, Mo. San Francisco, Cal.

and equipment is given as the reason for disposing of ice cream end of the business to the Citrus Products Co., 4 East Kinzie St., Chicago.

making this change in the handling of the products has been necessary to drop the names orange-crush, lemon-crush, etc., and in the future these products will be known as orange, lemon, lime, cherry, etc. If new flavors are to be added immediately, it is announced. The change in the handling of the products will not in any way affect the quality of the goods, Orange-Crush Co. says, the compounds being made by identically the same process as heretofore. Attractive signs, hangers and advertising matter will be available free on the basis of \$1.00 worth for each gallon of goods purchased.

* * *

Maple flavor was introduced to the ice cream trade by the G. W. Wardop Co., Boston, in 1922. Officials report that sales in June, 1923, were greater than for the entire year of 1922, from which they feel they are rapidly gaining ground in popularizing this product.



CUMBERLAND VALLEY MANUFACTURERS ACTIVE.

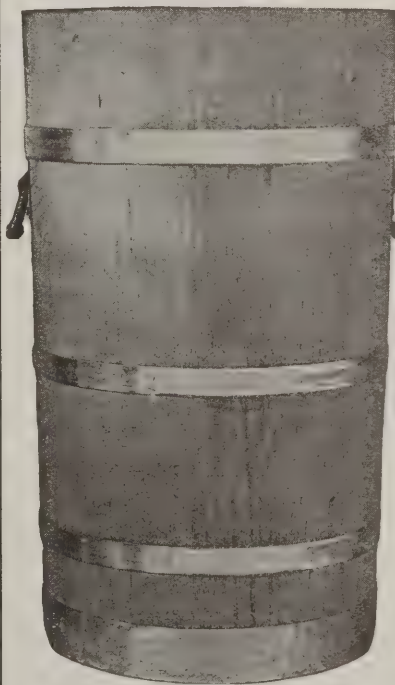
Members of the Cumberland Valley Ice Cream Manufacturers' Association are getting ready for their annual meeting as this issue is going to press. The meeting was set for Hagerstown. Secretary A. H. Mumma reports that this association, the latest to enter organization ranks, is very much active. It has members in nearly all the towns in the Cumberland Valley from Harrisburg, Pa., to Winchester, Va.

The June meeting was held at Frederick, Md.



You'll make better ice cream if you get "The Ice Cream Review."

MEMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.



The Texas Barrel Company

is still manufacturing the best Ice Cream Tub on the market. Our increased sales assure us of that fact.

We were the pioneer makers of the TALL TUB and all other makes are imitations. While we are improving this TUB all the time, our imitators are content to stand still and hang on.

Before ordering Ice Cream Cabinets see the new-style Cabinet we are manufacturing. Will keep cream in frozen state for 48 hours with one icing. It has many advantages over the old box Cabinets. Equipped with casters and handles

and easily moved from one position to another. Does away with leakage and water wastage.

We handle a full line of ice cream cans in all sizes
Can make immediate delivery.

Write for prices

Prices are right

Texas Barrel Company

HOUSTON

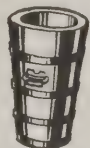
Box 665

TEXAS



PAINTING TUBS and CANS

is an expensive item. The cheaper the paint, the greater the expense, although many ice cream manufacturers fail to realize it.



Costs more by the gallon but less by the tub or can per year. Why? Simply because it covers more tubs and cans per gallon, works easier under the brush and wears longer.

Ask for color card and let us explain our trial offer.



**THE NATIONAL PAINT & VARNISH
COMPANY**

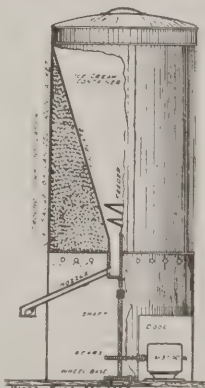
Cleveland, Ohio

U. S. A.

Fill All Small Cartons With the LINCOLN Filler

Your plant equipment should include this new small package filling machine. Specially designed for rapidly filling ICICLE and all similarly small packages without special attachments.

Occupies minimum space, yet fills 50 cartons a minute. Simple in design. Nothing to get out of order. Comes to you complete, equipped with motor and cut-off, all ready to install. Guaranteed to fill all small cartons rapidly and satisfactorily. Write for complete illustrations, description and attractive price.



and if you haven't seen ICICLE

send for FREE SAMPLES. The biggest-selling 5c ice cream dainty. Special "push-up bottom" feature. Increases bulk and brick trade. Draws added customers. Boosts your profits. Filled with Lincoln or Mojonnier filling machines. Send TO-DAY for Free Samples.

ICICLE SALES CO.

Lincoln, Neb.



A Delicious
Ice Cream Dainty

Send for
FREE Sample Cartons

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



W. RILEY WISE.

**W. RILEY WISE
DEAD.**

W. Riley Wise, fourteen years keeper and tra salesman for T len Candy Com died on July 8th had many friends the industry, an highly esteemed his firm.



MICHIGAN ALLIED DAIRY ASSOCIATION

Butterfat Content of Ice Cream.

Experiments conducted by representatives of Federal Department of Agriculture may be worth attention. Just the "high spots" are here recorded.

82% of purchasers favored 18% fat in ice cream
10.4% of purchasers favored 15% fat in ice cream
7.6% of purchasers favored 12% fat in ice cream
60% of purchasers favored 19% sugar in ice cream
30% of purchasers favored 16% sugar in ice cream
10% of purchasers favored 13% sugar in ice cream

Ice cream made from milk containing 10 per cent and with varying proportions of milk solids not fat

55.6 per cent of purchasers preferred ice cream with 12 per cent of these solids.

25 per cent of purchasers preferred ice cream with 9 per cent of these solids.

18.6 per cent of purchasers preferred ice cream with 6 per cent of these solids.

In a 14 per cent ice cream 63 per cent of purchasers preferred 1 per cent gelatine; 25 per cent of purchasers preferred no gelatine; 14 per cent of purchasers preferred 5 per cent of gelatine.

Fat content did not seem to have any great effect on quantity a person would eat, except when ice cream was very rich. But little difference in amounts eaten in 10 per cent and 13 per cent fat.

R. F. FRAZER
Secretary



IOWA DELEGATES APPOINTED.

The four men from Blackhawk and Buchanan counties, appointed by Gov. Kendall to act as Iowa's delegates to the World's Dairy Congress at Washington, D. C., have accepted their appointments and are preparing to go East with the delegation.

The men appointed are Clyde Bechtelheimer, secretary Iowa Creamery Secretaries' and Managers' Association, Waterloo; Wilbur W. Marsh, president the Dairy Separator Co., Waterloo; E. S. Estel, manager Dairy Cattle Congress, Waterloo, and W. J. Campbell, Jersey Breeder, Jesup.

5 Ag Sem.

The ICE CREAM REVIEW



Meet Us at The National Dairy Exposition



**Syracuse N.Y.
Oct. 5-13
Worlds Greatest
Dairy Event**

and by far the largest exhibit ever
made by J. G. Cherry Company,
in our 45 years' history.

We, and our associate companies,
will occupy practically all of the

Dairy Machinery Annex

a total of 15,000 sq. ft. floor space,
or as much space as the whole
National Dairy Show occupied
some years ago.

The Line will be Complete!

It will include some "surprises"
that will be the talk of the Show.



THIS is a joint convention of
the National Dairy Exposition,
the National Dairy Council
and the World's Dairy
Congress.

Delegates from all over the
world will be there. Discus-
sions of vital interest to milk
producers and manufacturers
of dairy products will make
up the daily programs.

Exhibits of the latest and
best products of all the lead-
ing makers of equipment and
supplies will be in themselves
a liberal education for every
man engaged in any branch
of the milk using industries.

COME! Bring your older
boys and girls. Bring
your superintendent and other
technical heads. Invite your
larger producers to join your
party—they'll learn how to
produce better milk and more
of it, and how to get it into
your hands in better condi-
tion.

And while there, make our
exhibit in Machinery Hall
your headquarters.



J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa Peoria, Ill.



Table of Contents

EDITORIALS.

Wanted—Convention Speakers	4
Novelties Help Industry	4
National Dairy Exposition Interests Ice Cream Manufacturers	4
Telling Your Troubles Doesn't Help	5
Shortages and Rumors of Shortages	5
Common Sense and Sense of Humor	5
The Man with the Goods Wins	5
A National Butterfat Standard	6
Cleveland's Challenge of Opportunity	6
The Ice Cream Review's Birthday	6
Southern Convention Awaited with Enthusiasm	6

ARTICLES.

Survey of Ice Cream Laws of Different States. By D. H. Lucas	10
Gelatine—Viscosity and Melting Resistance. By V. C. Manhart	14
Prof. Baer's Inquiry Department. By Prof. A. C. Baer	22-24-26-28
Making Trade Paper Advertising Pay. By Ezra W. Clark	28
Texas Ice Cream Manufacturers' Convention. Conclusion of Report of Annual Convention	30-32-34-36-41-43-44-45-46
Summing Up the Ice Cream Business By T. W. Holmes	48-50
The Feminine Slant. By Fannie Kilbourne	52-54-56
The Acidity Problem in Ice Cream Industry. By Benjamin I. Masurovsky	58-60
Under What Conditions Do Out-of-Town Packing Routes Pay? By P. P. Miller	62-64
What's New in Ice Cream? By Prof. R. M. Washburn	66-68-70-72
What is Quality Ice Cream? By J. Gould	74-76-78
Speech of J. Frank Smith before Kansas Association	78
Cleveland Expected to Shatter All Records.	118

NEWS AND PERSONALS.

List of Associations	2
Bulletin of Events	4
Gifford Pinchot to Address Dairy Congress.	12
O'Connor Buys Interest	15
Mexico Interested in Scientific Dairying ..	21
Million Dollar Creamery Plant Contemplated	21
Much Ice Cream Eaten in Michigan	60

Maryland Ice Cream Company Re-organized.	60
Debt We Owe to Our Competitors	64
Dairy Exposition Exhibitors Announced ..	98-99
News from Far and Near	100
Trade Notes	101-102
North Dakota Association to Meet at Grand Forks	102
New England Dates Not Set	102
Ohio Dairy Forces Hold Lively Outing ..	103-104
New Ice Cream Factory for Buffalo, N. Y. .	112
Joseph L. Huck Calls	112
Trade Marks' Department	114
Sales Promotion Dept.—Ice Cream Window Displays Successfully Used by Philadelphia Manufacturer	116
George E. Chappel Dies on Golf Course ..	119
Pacific Association Officials Get Ready for Convention	119
M. V. Kohnstamm Dead	119
Harold A. Sinclair Ill	119
Yunker to Represent Zipp Co. at Exposition	120
John Wood Co. "Picnics" in Atlantic City ..	120

WAY DOWN SOUTH IN DIXIE.

Editorials	82
Our Mutual Interests. By N. C. Pearson ..	86
How the Association Has Helped North Carolina. By A. E. Dixon	86
Advertising Ice Cream Individually and Collectively. By W. D. Seale	88-90
Southern Ice Cream Man Sails for Australia	90
Ladies' Auxiliary	94
They Like Mountain Dew	94
Southern Association Officials Plan Convention Stunts	96
Texans to Meet at Galveston in November.	96
Oklahomans' Association to Meet at Tulsa in November	96
Georgians to Meet Soon	96
North Carolinians to Meet in January ..	96
Harry Benners Makes New Connection ..	97
Dixie Flyers' Department—Plans Shape Up for Southern Convention. By P. N. Miller, Jr.	106
Much Interest in Southeastern Dairy Exposition	108
New Plant at Camden, Ark	108

ILLUSTRATIONS.

Who's Who in Supply Land	84
(A. R. Byington, C. B. Merrick, E. B. Taylor, W. H. Watt, F. G. Hummell, Dan Hickey, H. C. Schranck, P. C. Petersen.)	

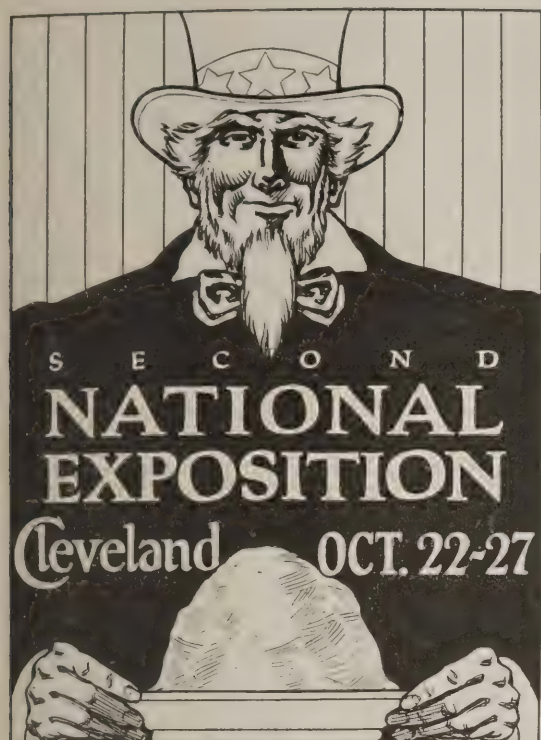


Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	87	McCormick Company, Inc., The.....	73
Allen Candy Co., The.....	79	McLaren Products Co., The.....	94
American Copper & Brass Works.....	54	Manning Manufacturing Co.....	41
Anderson Bros. Mfg. Co.....	75	Manton-Gaulin Mfg. Co., Inc.....	59
Ass'n of Ice Cream Supply Men.....	3	Matot, D. A.....	20
Atlantic Gelatine Co.....	23-91	Merrell-Soule Sales Corporation.....	69
Baker Ice Machine Co.....	99	Michael & Co., David.....	85
Barber-Goodhue Company, A. H.....	53	Milligan & Higgins Gelatine Co.....	71
Beehler Steel Products Co.....	60	Mojonnier Bros. Co.....	115
Bessire & Co.....	16	Mono Service Company.....	65
Blanke-Baer Extract & Preserving Co.....	64	Mulholland Co., John H.....	95
Canvas Products Corporation.....	58	Myles Salt Co., Ltd.....	74
Cherry-Bassett-Winner Co.....	40-61	Nafis, Louis F., Inc.....	52
Cherry Co., J. G.....	Cover II	National Dairy Exposition.....	13-104
Chicago Carton Co.....	51	National Fruit Flavor Co.....	34
Cincinnati Extract Works, The.....	67	National Paint & Varnish Co.....	122
Citrus Products Co.....	107	National Manufacturing Co.....	35
Clifton Manufacturing Company.....	36	Nelson Manufacturing Co., C.....	45-105
Commercial Truck Co.....	98	New Era Co., The.....	68
Corrizo Extract Co.....	83	Northwestern Corporation.....	50
Creamery Package Mfg. Co.....	89	Nutting Truck Co.....	100
Creamery Package Mfg. Co.....	Cover III	Oakes & Burger Co.....	69
Crescent Mfg. Co.....	98	Pfandler Co., The.....	37
Crown Fruit & Extract Co.....	47	Purity Paper Vessels Co.....	101
Crystal Gelatine Co.....	76	Richmond Cedar Works.....	74
Daigger Corporation, The.....	Cover IV	Rogers, C. E.....	89
Dairy World, The.....	70	Ryan Manufacturing Co., G. R.....	93
Daly Brothers.....	46	St. Louis Awning & Tent Co.....	56
Decy Sales Co., R. J.....	93-110	St. Louis Gelatine Co.....	60
Downey-Turnquist & Co.....	92	Sanitary Tinning & Manufacturing Co.....	90
Dry-Zero Insulation Company.....	80-81	Schall & Co.....	28
Dunn Company, Thos. W.....	67	Schantz, Inc., K. W.....	44
Edible Gelatin Manufacturers of America, Inc.....	18	Schroeder Lumber Co., John.....	30
Electro Chemical Co., The.....	21	Sealright Co., Inc.....	17
Elyria Enamelled Products Co.....	117	Sethness Co.....	77
Eppelsheimer & Co.....	118	Sinclair, Harold A.....	79
Eskimo Pie Corporation.....	25	Smith & Mann.....	95
Essex Gelatine Co.....	48	Solar-Sturges Mfg. Co.....	113
Ferguson-Lander Mfg. Co.....	26	Stollwerck Chocolate Co.....	42
Ford Co., The J. B.....	71	Sutherland Paper Co.....	29
Fortune Products Company.....	77	Swift & Company.....	102
General Laboratories.....	103	Texas Barrel Co.....	88
Gifford-Wood Co.....	75	Thompson-Bremer & Co.....	42
Grand Rapids Cabinet Co.....	111	Timm, Wm. H.....	11
Grothe Co., Inc., John J.....	33	Torsion Balance Co., The.....	119
Gumpert & Co., S.....	49	United Chemical & Organic Products Co.....	8-9
Hamilton Copper & Brass Works Co.....	62-118	United Iron Works, Inc.....	1
Heathized Products Company.....	109	U. S. Freezer & Machine Corporation.....	31
Hotel Marion.....	97	United States Gelatine Co.....	39
Hudson Mfg. Co., The.....	63	Viking Pump Co.....	24
Hughes Gelatine Co.....	32	Vilter Manufacturing Co.....	108
Ice Sales Co.....	16	Want Ads.....	121-122
International Co., The.....	57	Wardrop Co., Inc., G. W.....	78
Jamison Cold Storage Door Co.....	27	Warner Jenkinson Co.....	19
Jensen Creamery Machinery Co.....	38	Westerlin & Campbell Co.....	70
Kohnstamm & Co., Inc., H.....	83	Whitten Co., J. O.....	66
Kunsman Advertising Service.....	112	Wicander & Co., Inc.....	44
Ladd Company, John W.....	15-40	Wirfs, E. J.....	72
Leffel & Company, The James.....	114	Wood Manufacturing Co., John.....	7



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



4000 Persons will Register at the Cleveland Exposition

Why?.....Because it is the annual demonstration meeting, market, Idea Exchange of the whole industry.....It is the practical university of ice cream.

Entertainment—of the proper sort—throughout the week.

Everything in machinery, equipment, service, supplies.

Everyone in the supply field who is contributing to the production and selling efficiency of the industry.

In conjunction with ice cream's greatest National Convention.

Fare and one-half round trip rates to the 23rd annual convention, National Association of Ice Cream Manufacturers.

Be One of the 4000!

The Seal



**THE ASSOCIATION OF
ICE CREAM SUPPLY MEN**

1328 Broadway

New York City



of Safety

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY
THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager E. K. SLATER, Secretary and Editor
Also Publishers of
"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

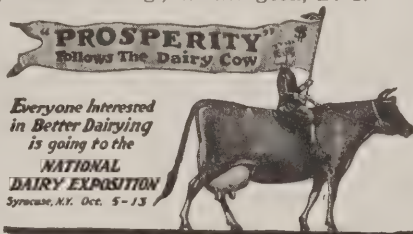
OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

SEPTEMBER 1923

BULLETIN OF EVENTS

World's Dairy Congress—Washington, D. C., Oct. 2-3; Philadelphia, Oct. 4; Syracuse, Oct. 5-10, 1923. H. E. Van Norman, President, 426 Star Bldg., Washington, D. C.



National Dairy Exposition—New York State Fair Grounds, Syracuse, N. Y., Oct. 5-13, 1923. W. E. Skinner, 910 So. Michigan Ave., Chicago, Secretary.

National Association of Ice Cream Manufacturers—Annual convention, Cleveland, Ohio, week of October 22, 1923. Secretary, N. Loewenstein, 155 N. Clark St., Chicago, Ill.

Association of Ice Cream Supply Men—Second Annual Exhibition, Public Hall, Cleveland, Ohio, October 22-27, 1923 (inclusive). Roberts Everett, Secretary, 1328 Broadway, New York.

Association of Ice Cream Manufacturers of Pennsylvania—Annual Convention, Nov. 13 to 15, 1923, Alto Hotel, Altoona, Pa.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, November 21, 22 and 23. Secretary, J. B. Porter, Tulsa.

Texas Ice Cream Manufacturers' Association—Annual Convention, Galveston, November 26, 27 and 28. Secretary, A. J. White, Mistletoe Creameries, San Antonio.

Southern Association of Ice Cream Manufacturers—Eleventh Annual Convention, Little Rock, Ark., December 4, 5 and 6. Convention Headquarters, Marion Hotel. Secretary, J. W. Clopton, Decatur, Ala.

Pacific Ice Cream Manufacturers' Association—Annual Convention, Vancouver, B. C., Dec. 3, 4 and 5. Secretary, Bert Walker, Tacoma, Wash.

North Carolina Ice Cream Manufacturers' Association—Annual Convention, Winston-Salem, January 15 and 16, 1924. Convention headquarters, Robert E. Lee Hotel. Secretary, Arthur E. Dixon, Fayetteville, N. C.

Western Canada Ice Cream Manufacturers' Association—Annual convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.

THIS is the time of the year when your association secretary may be found walking around in the office stopping occasionally to bite himself in the arm or the office cat out of the way. For this is the time of the year to draw up programs, and the poor, pleading secretary certainly has his troubles in gobs.

If everybody asked to make a speech at a convention had his way about it, there would not be any speech for it seems that nobody in the world likes to make a speech. But since a convention must have speech, somebody has to be sacrificed. It certainly is a fine thing to show your loyalty to your association to agree to let members about some experience you have had that might be helpful to others.

If you are called upon to take part in your association program, by all means accept. If you do not feel qualified to discuss the subject assigned to you, say so and tell the secretary what you really would like to discuss.

Every man has some kind of an idea he can discuss and false modesty should not be allowed to starve the way.

THE effort toward something new and novel in ice cream is being carried on very aggressively at this time. It is not to be discouraged. Many are absolutely right in the belief that the greatest effort should be directed toward making plain ice cream more saleable. Plain ice cream is the rock bottom foundation on which the industry securely rests when many new fads and frills have had their day and past; but anything doing a greater outlet for ice cream is worth considering.

We believe in conservatism to a certain extent, but when it is practiced to the sacrificing of progressive ideas, conservatism is misapplied.

Several years ago a novelty came to the ice cream industry in the form of the ice cream cone. It proved a real boon to the industry. Then followed the ice cream sundae dishes, ice cream sodas, fruit combination dishes, etc. All helped to sell more ice cream. The idea of packaging ice cream to take home did much to increase home consumption. The chocolate-coated ice cream have moved lots of ice cream since their advent.

One of The Ice Cream Review's interesting features is the one dealing with trade mark ice cream novelties. It is worth while to keep up to date what is going on in this direction. Some day we will find somebody with an idea that it will mean much to the industry. Ideas are the things that count. Many of you have some. Try your hand at it.

EVERY year finds more ice cream manufacturers interested in the National Dairy Exposition. There are good reasons why all should be. The dairy industry is the foundation of our own. A good business man believes in building up his business along thorough lines and wants to work from the foundation up.

Every ice cream manufacturer should interest himself in the work of dairy officials. The ice cream trade

called the "Rose of the Dairy Industry," is vitally interested in any effort toward building up popularity for dairy products. The growth of the dairy industry is dependent upon the co-operation of its various branches, and all of those branches have important relations to the advancement of the ice cream industry.

At this time there is plentiful evidence that dairy officials are moving with well-defined plans for an event of great profitableness to the dairy industry and all its branches. The ice cream manufacturer, even aside from the special program prepared for this branch, should find much to benefit him by taking in the National Dairy Exposition in Syracuse, N. Y., October 5-13.



SELLING your troubles to a policeman is not as satisfying as telling them to some other people you know, and not even telling them at all requires a real effort sometimes.

You make the best ice cream in the world. Sure you do! Every manufacturer with the right sort of faith in him believes that about his own product. But you are not selling as much of it as somebody else, don't forget yourself and tell folks that the other man is getting away with something. It won't do your business a bit of good to make people believe that anybody in the wholesale industry makes bad ice cream.

Let's stand up for the product we make, fight for its position in public favor, laud it as the most wholesome and palatable food in the world—even if we have to keep silent about a man who, we fully believe deep down in our hearts, is not playing the game fairly and squarely.

The public is pretty fair minded in most cases, and can generally be relied upon to distinguish your cause, if it is right, from "the nation not holy."



SOMETIMES the ice cream manufacturer seems justified in believing that, in his business, conditions are made up of one shortage after another, of shortages and rumors of shortages as it were. First and most misleading was the sugar bugaboo, and often enough we were faced the shortage in the buyer's pocketbook. Now prices fall, with the coal miners' threats heavy on the air.

What will happen in the coal situation? Time and a new president shall have to answer that.

Both the operators and the miners are drawing their breath. The unfortunate part of it is, their arms are pointed toward the public, where the blow, if any be struck, will fall hardest.

If the courage of the new president is as great as we think, maybe we shall see the delightfully strange sight of the government telling the quarrelsome parties in this case that American industries and American citizens have some rights that have not been blocked off by a much amended and contended Constitution of the United States.

However, it seems that the wise course is to lay in for coal now ahead of the heavy demands of fall and

winter. Let them talk about your rights all they want to—but get the coal.



DR. S. H. BAER of St. Louis is back from Europe. While abroad he took occasion to size up the ice cream situation in England, concerning the progress of which so much has been said lately. Dr. Baer sees a long road ahead of the British pioneers in the frozen beverage industry.

The Englishman has no natural ice cream appetite. Perhaps prohibition would make it different. But England will never have prohibition. At least, it is hard to figure out how they would get along with it. Prohibition requires a sense of humor. Where else in the world, except America, are there people willing to laugh and joke about it when somebody takes away something from them that they enjoyed very much—or thought they did, anyhow?

It was nothing but the great, American sense of humor that rescued the situation and induced former lovers of alcoholic beverages to turn to ice cream and other temperance beverages.

The best of it all is, the gentlemen who used to wear corkscrews on their keyrings have found out now that they are having lots more fun than ever before. The man who used to hide a case of Scotch in the closet from the wife and little ones, now walks right in by the front door and puts down a package of ice cream on the refrigerator, and later on joins the family in disposing of it. The companionship in a "Tom and Jerry" is not to be compared with the fine companionship over ice cream plates set for the family.

Sometimes "sense of humor" is just another term for good, old-fashioned common sense.



YOU may swear by all the bearded prophets in Prophetdom—or wherever it is that bearded prophets live—that there is not another line of business in the world that yields so slowly to effort as the ice cream manufacturing business.

You may hold forth at great length on how people fail to appreciate quality goods, and vow to your heart's content that all the rewards seem to settle on the side of the unrighteous.

To people given to earnest thought, life does seem to abound in strange little jokes. And yet if these obstacles were not present, if these handicaps did not exist in some way, if these disappointments did not come before us at least once in a while, living and working would lose much of the salt and savor that have so much to do with making life interesting and making you want to keep looking on to the next trick—and then to the next one. And so on.

But the man with the "goods" eventually wins. All things big in life and business work out slowly, unless you believe what the wildeat oil stock salesmen tell you. Bell was a gray-haired man before his telephone invention was recognized. Peary felt heavy years on his shoulders before he heard the world give him due ac-

claim as the North Pole's discoverer. The author of "Lightning" carried the manuscript in his pocket twenty years before he found a producer who could understand its merit. Our own late President, Warren G. Harding, made his silent, heart-breaking battle and went back to the dust of his fathers just after having tasted the sweets of his life's struggles. For every man that brought back medals of valor from France, hundreds sleep with the poppies under little wooden crosses they have never seen.

All worth-while rewards are slow in coming but if you are running a business that is yielding employment to men and women and enjoyment to many customers, you can well be satisfied to hold to the faith and wait. If some stick it out through gray hairs and the shadows of death, you have no right to be discouraged because Fortune has not loaded you down with riches after your first few splashes toward success. If we simply keep sticking out, success is a matter of course. It comes to some sooner than others, but men who have the goods never fail to win in time.

STEPS by the National Association of Ice Cream Manufacturers to get the views of its members regarding a butterfat standard will be watched with the greatest interest. When the opinion of the majority is ascertained the association's committee on standards will be in position intelligently to voice the views of its associates in appearing before the government bureau designated to handle the matter. Thus far only a few more than 100 members have expressed themselves in the matter. In view of the great importance of the association's purpose, it is greatly to be hoped that the membership will waste no more time in speaking right up and making its voice as a whole understood in the matter.

ICE cream manufacturers of the nation again are about to come face to face with the challenge of opportunity. Folks down Cleveland way are polishing the silverware and washing the window curtains getting ready for company. Those who made the trip last year and walked the gauntlets of mechanical magic displayed, know what to expect of the Exposition to be held there next month. They recognize in it the opportunity to see the agencies at their command for advancing the business of manufacturing and distributing ice cream.

Last year's Exposition was a most startling affair in every way. It attained the high-water mark in arousing the enthusiasm of members of the trade over possibilities for their industry.

This year we are assured that the Exposition will be even greater. There will be more floor space, more exhibitions, more products, more people—and more enthusiasm. All of this we gain from the matter-of-fact announcements by officials of The Association of Ice Cream Supply Men.

Nor is the Exposition all to be considered. In the excitement some of us lose sight of the convention itself.

Few of us fully appreciate the good work the national association is doing in our interest. Some fail to co-operate with the association as we should. This work has for too long fallen on the shoulders of a faithful few. They deserve better support. What reflects upon the many achievements made possible by the loyal, conscientious work of the comparatively small band of men actually serving in the association. Their triumphs appear nothing short of marvelous. Mr. Morris, Loewenstein, and others on the firing line calling upon ice cream manufacturers not just to help but to come and be helped.

Time is passing. Don't fail to shape up your shoulders to go to Cleveland. And, in going, go prepared to lend a hand in every play.

Act now and make your appointment with opportunity.

LAST month was The Ice Cream Review's birthday. On August 1 it began the seventh year of its glorious career. A period of six years is not any great span of time in itself, but six years of steady, conscientious service deserves at least passing comment.

We were content to allow the occasion to pass without calling attention to it. But when the August issue was off the press and we saw Volume No. 1, staring us in the face we could not help but move to pride over the lusty appearance of the "child" that has made its influence so strongly felt for the welfare of the industry in such a short space of time.

Six years and its record of usefulness long since established. Six years and its friends numbered everywhere that men grapple with problems in making and selling ice cream. Six years and the breath of enthusiasm at least as strong as on the day the first issue went to win its way. In six years it has become the most widely read paper in the industry, has become the official organ of 27 associations, and now is published in its home, together with others of the world's greatest publications and dairy exploitation literature.

In the light of what has passed, our friends now will feel that we are justified in expecting great achievements as "The Review" continues to march "in the service of the industry."

WITH two months still to go before time for the convention, the Southern Association of Ice Cream Manufacturers, with the co-operation of its allies, the Dixie Flyers, even now have things sufficiently well shaped up to create the understanding that theirs will be a highly successful convention. Turn to page 106 of this issue and read what Secretary J. Miller, Jr., of the Dixie Flyers has to say about the coming convention. Whether you do business in the East, South or West you can not help being interested in the tremendous enthusiasm and inspiration which those gentlemen of the South move for at the convention.

*Electric
Weld*

SOLDERLESS ICE CREAM CANS

Your late season order will
be filled *Promptly*.

While it is the usual custom to stop making cans in June or July, the unusual demand for "Electric Weld" cans has made it advisable to continue production without a pause.

"Electric Weld" cans are sold direct—Also distributed through Jobbers or our Warehouses in every section of the country.

Write or Wire

JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.

The Old Process

A Better Made By a

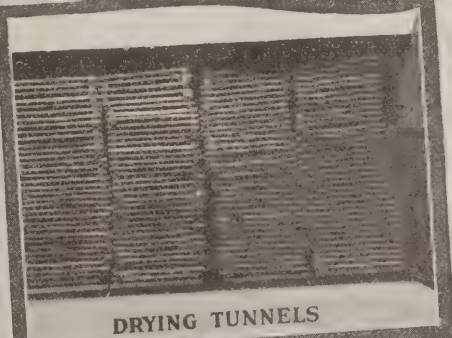
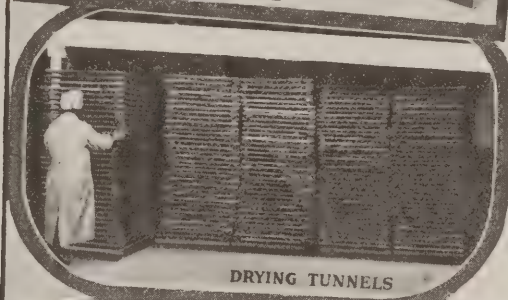
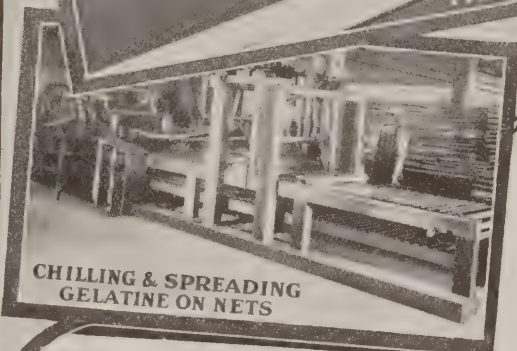
Until our scientists and engineers invented the "Wheel Process" of drying gelatine, all manufacturers made what is called "Tunnel Dried Gelatine"—the usual granulated gelatine daily offered you.

By this Tunnel Process, the gelatine goes from the cooker through the filters, and in best equipped modern factories to a chilling, cutting and spreading tunnel, and is deposited on nets to dry. This drying operation is accomplished by passing these nets through a series of cold and hot tunnels and blowing millions of cubic feet of air over the thin film of gelatine. In spite of the fact that the air is usually filtered and washed, all dirt and dust cannot be excluded and the gelatine is contaminated thereby.

Furthermore, the temperature in the drying tunnel is just right to promote the rapid growth of bacteria

As leaders in the world's production of gelatine, it is only natural that we should also lead in the development of new processes and equipment for the improvement of edible gelatine—the result is our Wheel Dried Process—the greatest advance the industry has ever known. Instead of exposing the gelatine to the air from 16 to 48 hours, as in the tunnel process, it is packed in barrels in less than 10 minutes from the time the liquid gelatine leaves the cookers.

There is no comparison between Wheel Dried and Tunnel Dried Gelatine in purity and bacterial count. We know, for we make both kinds and test them continually. Wheel Gelatine is free from dirt. It is also free from harmful bacteria. And our customers were not long in discovering



No. 1 shows the filtering process from which the liquid gelatine goes through the cooling tunnels where it is deposited on aluminum nets (Fig. 2) and dried by enormous volumes of air as it passes through a series of hot and cold drying tunnels (Figs. 3 and 4). The dry gelatine is then knocked from the nets (Fig. 5); put through crushers, and packed for shipment. 16 to 48 hours are required to complete this process.

Ucopeno Pure

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The New Process

Gelatine Better Process

ing the difference, for now more than 90% of them demand Wheel Gelatine, and the balance are rapidly turning to it.

o great is the improvement in the product that two of our leading competitors have already made overtures to us to permit them to make Wheel Gelatine on a royalty basis.

COPCO Wheel Gelatine costs no more than ordinary gelatine, but the superiority of the product is readily apparent. Let us send you a sample. Test it. Compare it with any other gelatine on the market. You will be surprised at the improvement it will make in our marshmallow, ice cream, or in any other food product.

United Chemical & Organic Products Company

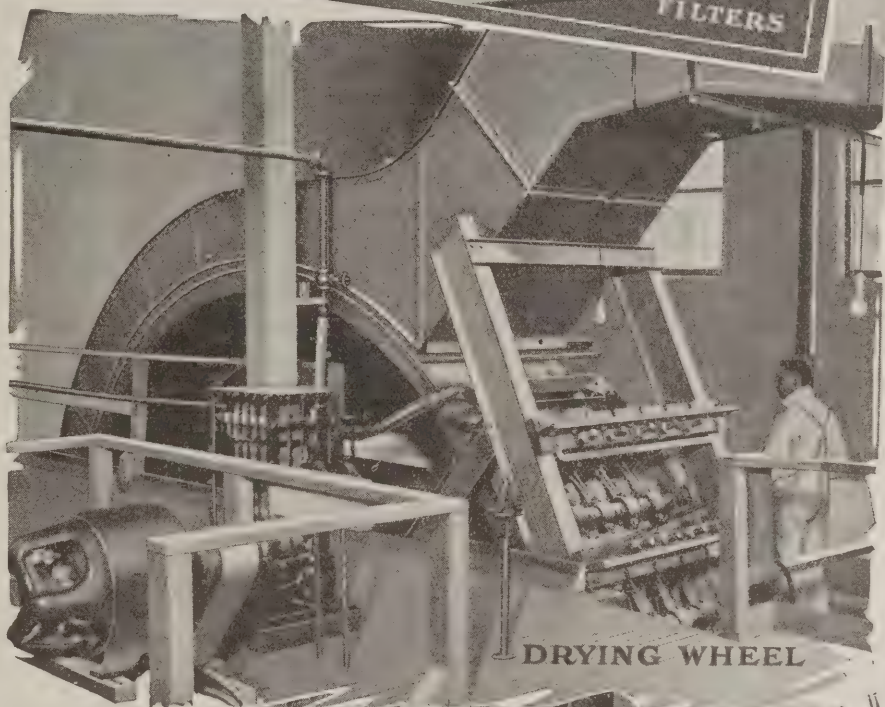
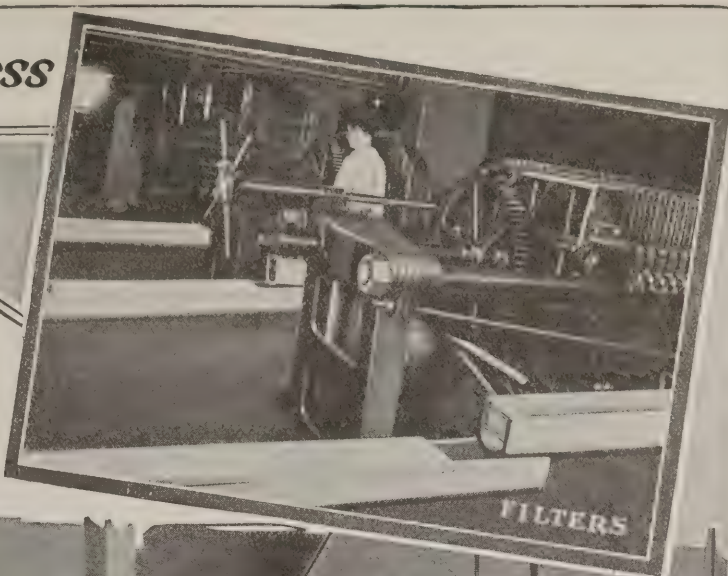
Home Office

200 South Marshfield Avenue, Chicago

Branches

New York
New Orleans
Milwaukee
Detroit
San Francisco

By our Wheel Drying Process, the liquid gelatine from the filters (Fig. 1) is piped directly to the wheel (Fig. 2), where it is dried and packed. This is done in less than 5 minutes.



Food Gelatine

Survey of Ice Cream Laws of Different States

By D. H. LUCAS*

DUE to increased interest in ice cream control shown of late, an operative questionnaire of fourteen sections was sent to enforcement departments throughout the United States to enable a comparison of methods in vogue at present. Taking this questionnaire as basis for this report we will consider each section separately with resulting information detailed as far as possible. Out of 47 states, replies from 37 were received as follows:

Section I—"What are Standards set for Ice Cream in Your State as to (a) Fat?"

The average butterfat of all states was 10 per cent with 10 states having this for plain cream. Of these, Arizona, California, Michigan, Kansas and Kentucky are some of the largest, and perhaps most active, in ice cream control. The highest butterfat was 14 per cent, or government standard for plain mix found in 7 states with no active control; the lowest of 7 per cent was in one state divided into municipal control laws by state board of health, but as a fact this ice cream generally runs from 10 to 12 per cent. Sixteen states require 8 per cent, while three held 12 per cent. The average of fruit or nut ice creams was 8 per cent, or an average of 2 per cent leeway found in fifteen states, including above mentioned states. Twelve per cent was highest in states using government standard, while 6 per cent was lowest, found in Maryland, New Jersey, Pennsylvania and Tennessee, which states held 8 per cent for plain cream, but stated their usual tests were found to be 10 per cent or better for plain. The trend of all remarks held that 10 per cent for straight flavor cream and 8 per cent for fruit or nut mix seemed to be the run of larger manufacturers.

(b)—"Solids not Fat?"

Eleven states have standards ranging from 10 per cent to 24 per cent, with an average of 18 per cent. West Virginia was lowest of 10 per cent, while Arizona, Kansas and Oregon have 24 per cent; Montana, 23 per cent, and Oklahoma, 22½ per cent. Illinois, Maryland, New York, Tennessee and Washington have 18 per cent. From the experience of some of today's largest manufacturers it seems that for a 10 per cent fat that a 24 per cent solids is necessary for the best ice cream. Comments covering these two points from several states suggest that with a set butterfat the manufacturer will bring his solids up to requirements, but the experience of the writer has been with twelve plants for the past year that this is not so, for without a solids standard the trend is always to cut down on solids and jeopardize the smoothness and food value of their product.

(c)—"Weight per Gallon?"

Three states have standards of 4¼, 4¾ pounds to half original volume. Personally believe that a 90 per cent over-run gives best cream or a weight of 5 pounds per gallon, approximately.

(d)—"Bacteria?"

Five states have a standard of not over 500,000 bacteria, with a limit on B coli. Believe this to be a satisfactory standard. These states are Florida, Georgia, Kentucky, Mississippi and Montana.

* Health Commissioner, Birmingham, Ala.; contributed to The Ice Cream Review.

(e)—"Is a Distinction Made Between Straight Flavor Mix and Fruit or Nut Creams as to Fat?"

Twenty-one states advocate a distinction, some have no distinguishing standard.

Section II—"What Department or Bureau is Charged with the Enforcement of Law and How are Inspections Made?"

Fifteen states have bureaus of agriculture responsible in conjunction with a dairy and food commission while six states hold the state boards of health responsible. I believe the more active states with largest

Series A

Designed by:—H.D. Lucas
May 28, 1911

SCORE CARD ICE CREAM PLANTS

State - Alabama

EQUIPMENT	Score		METHODS	
	Perfect	Allowed		
BUILDING			BUILDING	
Location			Cleanliness	1
Free from contamination . .	2	..	Floors	3
Arrangement	5	..	Walls and ceilings	2
Proper Rooms	3.5		Doors and windows	1
Convenient	1.5		Shafting, pulleys, etc.	1
Covered Platform	0.5		Free of odors	2
Construction	12	..	Free of flies	2
Floors, tight, cleanable	4		Hardening room	1
Walls, ceilings, cleanable . . .	4		(Cleanliness and temperature)	1
Doors, windows, screened . . .	3		Utensils	
(Fans covering used doors) . .	1		Cleanliness	10
Minimum Shafting, pulleys, etc. .	1		Thoroughly washed and rinsed	4
Drainage	4	..	Sterilized - live steam	5
Floor	2		(Boiling water - 2)	
Sewer or septic tank	2		Cans, moulds etc. stored dry	1
Apparatus	12	..	Processing	20
Condition of Boiler	2		Complete mix pasteurized per governing law	10
(Capacity and location)	2		Cooled to below 40° F	5
Appliances for cleaning utensils - (cans, moulds, cutter, etc.) . .	6		Held in Thermo Vats	5
Laboratory	2	..	Machinery	
Butterfat Test	1		Cleanliness	14
Solids Test	1		Cooler and troughs	4
Water Supply	3	..	Holding and Pasteurizing vats	6
Clean and fresh	1		Viscolizers and Freezers . . .	2
Convenient and abundant . . .	1		Pipes and pumps	2
Soap and towels handy	1		Cleanliness of Employees . .	
Total	40	..	Cleanliness of Wagons	
			Total	60

Score for Equipment plus Score of Methods Total .

Note:- If conditions are below 0 a minus rating may be used.

lems hold the bureau of agriculture, in conjunction with state board of health antennae as the most satisfactory in results. Samples are generally taken in duplicate at plant or store and analyzed by state chemist.

Section III—"What Relation Does Municipal or County Authority Bear to Control by State?"

The trend of replies show no relation, but does state that a co-operate spirit is evident in enforcement of state law which supercedes municipal requirement.

Section IV—"Has there ever been Friction?"

Twenty-five states decidedly say, No; two states Yes; while the balance made no comments.

Section V—"Is expense met by Regular Departmental Appropriation, Special Appropriation, or Tax?"

Twenty-eight states have regular appropriations while three have special appropriations while six a special

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

Engineer and Architect
for the
Dairy Industry

Perry Building PHILADELPHIA

Two states have both tax and regular appropriation, while one has all three forms.

Section VI—"What are Provisions of Law as to Return of Containers?"

Twenty-two states have specific laws as to washing before return—eleven have no laws to date, but realize the necessity of same; in fact, a number of states mentioned bills for present legislature.

Section VII—"Is this Complied with by Public?"

Fifteen states were very well satisfied, the balance were unable to state satisfactory due to limited number of inspectors.

Section VIII—"Is it Enforced?"

Thirteen states reported favorably, while some were handicapped by appropriations and left enforcement a matter of honor.

Section IX—"What Penalties are Imposed for Non-compliance?"

The fines run from \$5 each container, to \$10, \$25, \$30, \$100, as case is considered by the authorities. Ice cream penalties vary from \$25 to \$500 each.

Section X—"Is there a Provision for Scoring Plants, and What?"

Twelve states score plants, while eighteen do not. In this connection have worked out personally a score card as efficient in covering all points of any plant as the present government milk plant score card. The trend of all states runs to sanitation scoring, with no emphasis on plant conditions. Of the twelve plants under my jurisdiction all favor a score system, with monthly publication as a business advertisement, let alone the value received of being made to keep their plants up to the mark.

Section XI—"What Methods of Analysis are Used, and What is Ice Cream Tested For?"

The A. O. A. C. methods predominate in all states with tests for fat and solids as individual law dequires, also adulteration and color used. States with bacteria requirements run plate counts and an isolation of B coli colonies.

Section XII—"What Ingredients Permitted?"

All pure milk products, sugar, flavoring, pure food coloring, gelatine (limited) vegetable gums (limited) powders and stabilizers.

Section XIII—"What Ingredients Barred?"

All injurious and deleterious substances hold the majority of thirteen states; others specify starch, saccharine, fats other than butter, added color other than pure food colors; foreign oils, preservatives; paraffine, cocoa butter, other than in chocolate.

Section XIV—"What Laws are Available?"

Thirty-two states either have direct laws regarding ice cream or govern same from pure food or sanitary amendments. Four states use the United States pure food and drug laws.

Remarks.

Several states require ice cream under requirements of standards to be marketed as "Imitation," "Gum," "Gelatine," "Egg," "Home Products Ice Cream," etc.

Bacteria generally run under limit unless a unsanitary condition is present for which plant closed until rectified.

Sources of revenue are obtained in various some of which are the following:

Tax on gallons capacity.

Tax on number freezers.

Manufacturer's tax \$25, and individual retailer \$5 each.

Tester's licenses where milk and cream are brought under B. F. test.

Fines reverted to department use.

Fees paid by individual manufacturer for inspection by state.

Summary of Survey.

The best standard for ice cream mix, as estimated from above survey, seems to be B. F., 10 per cent solids not fat, 24 per cent, of which at least 10 per cent should be serum or milk solids; total solids, 34 per cent weight per gallon, not less than 5 pounds; bacteria limit of 500,000 bacteria per c.c.; gum tragacanth, gelatine, not over one per cent by weight; no color matter other than national pure food colors, vegetable and not coal tar dyes. No starch, saccharine, fats, other than butter, foreign oils, preservatives, paraffine, cocoa butter, other than in chocolate, to be allowed. Also deleterious or injurious ingredients to be allowed.

Fruit and nut ice creams allowed 8 per cent butter fat with at least 24 per cent solids not fat.

It is quite evident that ice cream control laws are in their infancy, for a number of states mentioned the desires of bringing up their present laws to a standard capable of being of some service to the community. Proper scoring of plants for manufacturer's own benefit is getting serious consideration, as the present system takes sanitary conditions only and does not dig into plant operations efficiently. This is also due to inexperience of inspectors that are employed perhaps in many instances.

Can laws for return of clean containers are also coming into prominence, with more emphasis being put in investigations and inspections.



GIFFORD PINCHOT TO ADDRESS DAIRY CONGRESS DELEGATES.

Gifford Pinchot, governor of Pennsylvania, will be the principal speaker at the banquet with which the dairy and civic interests of Philadelphia will entertain the delegates to the World's Dairy Congress on the evening of October 4. The Congress, after holding its opening sessions at Washington, D. C., on October 2 and 3, will adjourn to Philadelphia, where it will be the guest of the National Dairy Council and the civic interests for a day, before proceeding to Syracuse, N. Y., where its concluding sessions will be held in co-operation with the National Dairy Exposition. The Council has prepared an elaborate program for explaining to the delegates, many of whom will come from other countries, how it promotes a wiser use of milk and milk products. The banquet of the evening will be one of the features. Governor Pinchot sent word that he would welcome the delegates to Philadelphia through F. J. Willits, secretary of agriculture for the Commonwealth and Executive Committeeman of the Inter-State Milk Producers' Association—one of the organizations allied with the Council.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

See What The Genius of Man Has Created in Dairy Machinery



Partial View of Machinery Exhibit at 1922 Exposition

MARVELOUS machines that handle automatically almost every process in the making of butter, ice cream, cheese, or preparation of market milk, will be shown in bewildering array at the 1923 NATIONAL DAIRY EXPOSITION. Every leading dairy machinery manufacturer in the country will exhibit one or more of each machine he makes and courteous dairy plant engineers will explain in detail each unfamiliar feature without asking you to buy.

Here you will be able to inspect machines which will wash 600 milk or ice cream cans per hour; here are machines which will bottle and cap 3500 quart bottles of milk per hour; here are giant churns which will produce 1200 lbs. of butter at one churning and work it in the same machine; and here also are large freezers which will make 120 quarts of delicious ice cream in 15 minutes.

Every man who is ambitious—who wants to keep up with the latest inventions in dairy equipment—who wants to reduce his labor costs or improve the quality of his product—will learn more from a short visit to the NATIONAL DAIRY EXPOSITION than he can learn in a year in any other way.

CONVENTIONS, MEETINGS AND CONFERENCES

International Association of Milk Dealers—October 8th, 9th and 10th.
American Dairy Science Association—October 8th and 9th.
National Creamery Buttermakers' Association—October 9th.
National Cheese Association—October 9th.
World's Dairy Congress Sessions—October 5th, 6th, 8th, 9th and 10th.

EXHIBITS OF DAIRY PRODUCTS

Hundreds of entries of Butter and Cheese for scoring contests—
State Exhibits of Butter and Cheese—Commercial Exhibits of Dairy Products.

*Come for
Pleasure and
for Profit—
and bring your
associates.*

NATIONAL DAIRY EXPOSITION

Syracuse, New York, October 5-13, 1923

Gelatine—Viscosity and Melting Resistance

By V. C. MANHART*

A VERY general complaint among ice cream consumers during the hot days and evenings of summer is that the packaged cream they buy is spongy, and does not make a pleasing appearance when served. Another complaint is that the cream melts too rapidly when served. So long as brick ice cream is sold at the corner drug store and the consumer carries it home without being iced, this complaint will never cease. However, quite often neither the dealer nor the consumer is at fault. It may be that the dealer has kept the cream iced properly, and the consumer has not permitted too long a time to elapse before the cream is served. If this be the case, the manufacturer has failed to produce a product with sufficient melting resistance.

Viscosity of the mix as affected by gelatine is a factor influencing the melting resistance of ice cream. Ice cream made from a mix relatively high in viscosity stands up better and melts slower when exposed at room temperature for a period of sixty minutes, than does ice cream made from a less viscous mix.

Gelatine and Viscosity.

There exists a wide difference in the viscosity of aged, emulsified ice cream mixes of like composition, but containing different gelatines. From a number of samples of edible gelatines, three gelatines, numbers 1, 2 and 3 were selected. When these gelatines were added to the mixes at the rate of 0.6 of 1 per cent, gelatine No. 1 increased the average viscosity of the mixes 140 per cent over that of the control, the viscosity of which was 1.715, (comparative to that of water at 15 degrees C.); while gelatine No. 2 produced an increase of 595 per cent, and gelatine No. 3 showed an increase of 869 per cent.

TABLE I.
Relative Influence of Gelatines on Viscosity of Ice Cream Mixes.

Mix containing	Viscosity comparative to water at 15°C.	Present inc. in viscosity of gelatine mixes over control mix
No gelatine (control mix)	1.715 (aver. of 10 mixes)	...
Gelatine No. 1	4.128 (aver. of 7 mixes)	140
Gelatine No. 2	11.93 (aver. of 5 mixes)	595
Gelatine No. 3	16.626 (aver. of 5 mixes)	869

Table I, illustrating the relative influence of gelatines on viscosity, shows that gelatine No. 2 increased the average viscosity of the mixes nearly three times that of similar mixes containing gelatine No. 1, and that the mixes containing gelatine No. 3 were nearly four times more viscous.

Melting Resistance.

The method used to determine the relative influence of the three gelatines upon the melting resistance of ice cream was as follows:

Representative samples of the ice creams containing the three gelatines, as well as of the control, which contained no gelatine, were run into twelve ounce cartons. These cartons were then placed in a hardening room where they remained twenty-four hours. The cartons were then removed from the ice creams, each of which was placed on a wire mesh over the mouth of a glass funnel. These funnels containing the ice cream were placed in a chamber kept at a temperature of 86 degrees F. The melted ice cream ran from the funnel into a

beaker and was weighed at the expiration of 30, 50 and 60 minutes.

Viscosity an Important Factor.

The results of the experiment show that the containing gelatines which produce relatively high viscosities make an ice cream possessing greater melting resistance than mixes containing a gelatine which does not have the property of greatly increasing the viscosity of the mix.

TABLE II.

Relative Influence of Gelatines on the Melting Resistance of Ice Cream.

Ice Cream Containing	Per cent Ice Cream Melted at end of			
	30 min.	40 min.	50 min.	60 min.
No Gelatine.....	9.80	16.66	24.56	33.32
Gelatine No. 1.....	5.55	14.43	26.65	38.89
Gelatine No. 2.....	0.26	2.86	12.23	24.45
Gelatine No. 3.....	0.26	2.35	8.60	19.05

An inspection of Table II, illustrating the relative influence of gelatines on the melting resistance of ice cream, shows that at the end of a thirty minute exposure nearly 10 per cent of the control and slightly over 5 per cent of the ice cream containing gelatine No. 1 had melted, while only a small fraction of 1 per cent of the two ice creams containing gelatine No. 2 and gelatine No. 3 had melted.

The control started to melt almost immediately after being removed from the container, and as the melting progressed, the exterior surface of the ice cream became spongy with a solid core on the inside. It retained its original shape during the entire melting period, with the exception that the top extended slightly beyond the sides. Not only did it retain its original shape, but it was of the original size as well, in spite of the fact that it had decreased 33.32 per cent in weight. Consequently at the end of the melting period it was a spongy mass, consisting mostly of air with a small core of ice cream in the center.

The ice cream containing gelatine No. 1 did not commence to melt until it had been exposed to the room temperature for about twenty-three minutes; thereafter it melted rapidly and readily sloughed away. The appearance of the ice cream during the melting period was in striking contrast with that of the control. The two ice creams containing gelatine No. 1 and gelatine No. 2. Near the completing of the period of exposure, the upper edge rounded off and the original cylindrical shape became hemispherical. The surface became very smooth and regular with a high gloss. This appearance of the melting ice cream is very similar to that of ice cream containing gum tragacanth.

There was but very little difference in the melting resistance and the body characteristics while melting the two ice cream containing the other two gelatines. Melting was scarcely noticeable until after the expiration of forty minutes exposure and thereafter was rapid, the ice cream containing gelatine No. 3 melted slightly slower than that containing gelatine No. 2.

Both during the first sixty minutes melted much slower than the one containing gelatine No. 1. They like the control retained much of their original shape but not nearly so much of their original size. The gelatine No. 2 ice cream showed a tendency to slough away which was not observed of the gelatine No. 3 ice cream. Like the control, but not nearly so much, they

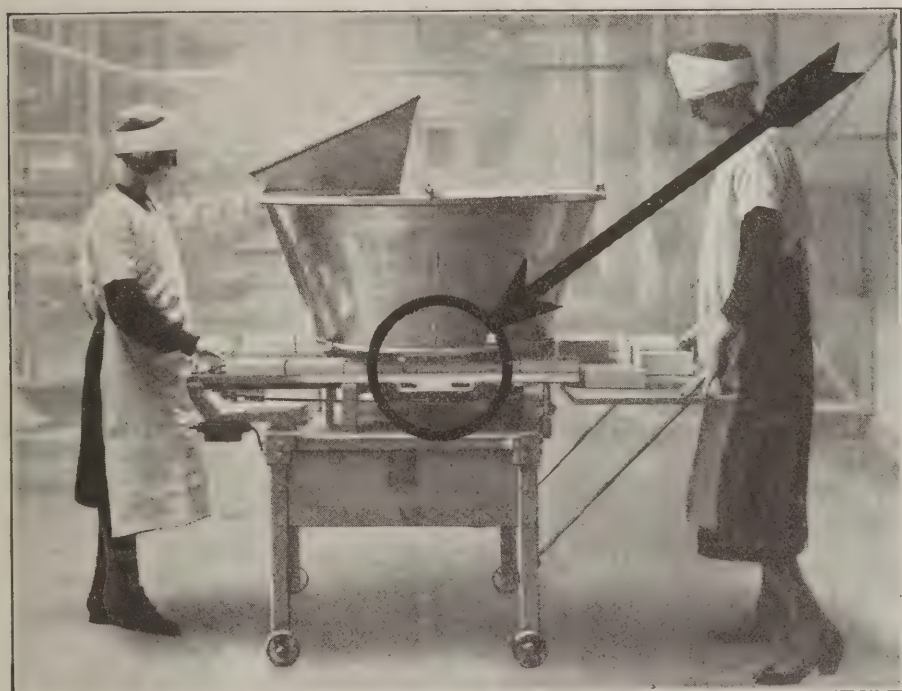
* Dairy Dept., Purdue University Agr. Experiment Station.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ROGERS BRICK MAKERS

are now equipped with the new

AUTOMATIC VALVE



The Greatest Single Improvement in the History of
the Automatic Ice Cream Brick Maker

*STANDARD MODEL Brick Makers are Now
Equipped With This AUTOMATIC VALVE*

The New JUNIOR MODEL—Hand Operated, Portable Machine—Equipped
With This New Automatic Valve Will Be Ready for Delivery JUNE 1st

*Write for Prices and Savings That Can Be Made
By Using the ROGERS BRICK MAKER*

JOHN W. LADD CO.

DETROIT

COLUMBUS

CLEVELAND

CINCINNATI

Tools, Machinery
and
SUPPLIES
for the
ICE CREAM MAKER
CONFECTIONER
and
FOUNTAIN SERVICE

Our constantly growing patronage and large stocks of supplies enable us to quote lowest prices and make prompt delivery.

BESSIRE & COMPANY
INCORPORATED

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA

Fill All Small Cartons
With the LINCOLN Filler

Your plant equipment should include this new small package filling machine. Specially designed for rapidly filling ICICLE and all similarly small packages without special attachments.

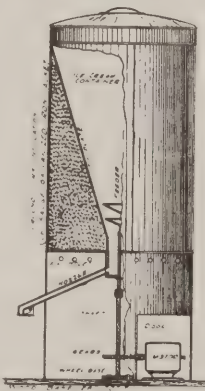
Occupies minimum space, yet fills 50 cartons a minute. Simple in design. Nothing to get out of order. Comes to you complete, equipped with motor and cut-off, all ready to install. Guaranteed to fill all small cartons rapidly and satisfactorily. Write for complete illustrations, description and attractive price.

and if you haven't seen ICICLE

send for FREE SAMPLES. The biggest-selling 5c ice cream dainty. Special "push-up bottom" feature. Increases bulk and brick trade. Draws added customers. Boosts your profits. Filled with Lincoln or Mojonier filling machines. Send TODAY for Free Samples.

ICICLE SALES CO.

Lincoln, Neb.



A Delicious
Ice Cream Dainty

Send for
FREE Sample Cartons

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

became slightly foamy. The surface of each was spongy and porous and presented a dull appearance.

Quality of Gelatine.

The amount of gelatine necessary to produce cream that will stand up well for a reasonable and not melt too rapidly seems to be determined by the viscosity it will produce in the mix. The average viscosity of the mixes which contained 0.6 of 1 per cent of gelatine No. 1, was 4.128, while the average viscosity of the mixes which contained 0.6 of 1 per cent of gelatine No. 2 was 11.93. It was found that when the amount of gelatine No. 2 used in the mix was reduced to 0.4 of 1 per cent, that the viscosity of that mix was practically the same as the viscosity of the mix containing 0.6 of 1 per cent of gelatine No. 1, and the melting resistance and standing up properties of the hardened ice creams from the two mixes were practically identical.

TABLE III.

Melting Resistance of Ice Cream Containing 0.6 of 1 per cent of Gelatine No. 1, and 0.4 of 1 per cent of Gelatine No. 2.

Mix Containing	Viscosity	% ice cream melted at		
		30 min.	40 min.	50 min.
Gelatine No. 1.. 4.06 (aver. of 6 mixes)		5.24	17.42	31.08
Gelatine No. 2.. 4.42 (aver. of 4 mixes)		5.17	15.40	30.00

Table III, illustrating the relative influence of different amounts of gelatine on viscosity and melting resistance when used in different amounts, shows that 0.4 of 1 per cent of gelatine No. 2 will produce as high a viscosity in the mix as 0.6 of 1 per cent of gelatine No. 1, and the ice creams possess equal melting resistance.

NOTE:—The three gelatines used in the experiments were sold at practically the same price per pound.

O'CONNOR BUYS INTEREST.

Thomas O'Connor, better known as "Tommy", has purchased an interest in the Crawford County Creamery Company, Pittsburgh, Kans., which is engaged in the manufacture and wholesale distribution of ice cream and butter.

"Tommy" has been foreman and superintendent of the Snyder Ice Cream Plant at Wichita for the last 10 years. He took over the superintendency of the plant about July 15.

No doubt, Mr. O'Connor's ability as an ice cream maker coupled with the reputation which the Crawford County Creamery ice cream has, will be able to place the plant as one of the foremost in the state in quality and in a few years time, in quantity of their output.

B. F. Perkins, secretary-treasurer of the Kansas Ice Cream Manufacturers Association, is president and general manager of the Crawford County Creamery Company, manufacturers of the 4-C Brand of ice cream.

Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national exposition of The Association of Ice Cream Supply Manufacturers, Cleveland, October 22-27 inclusive.

Send news items and personal notices to the "Review" and see how well they look in print.

MEXICO INTERESTED IN SCIENTIFIC DAIRYING.

an evidence of the awakening of Mexico, after a long period of internal disturbances, to the value of scientific methods in the production and handling of milk, a commission of Mexican agricultural engineers are now making a year's tour of the world to get first-hand knowledge of the means employed in other countries. For a fortnight, two members of the commission remained at Washington, D. C., to make a study of the dairy division and the activities of the Department of agriculture. These were Gonzalo Robles and Juan Ballesteros. Senor Robles explained the Mexican dairy situation, while visiting the offices of the United States Dairy Congress Association. The Congress Association has extended personal invitations to all Mexicans interested in dairying and many are expected to attend the meeting. The congress will hold its open sessions at Washington, D. C., on October 2 and 3, and then to Philadelphia, Pa., for October 4 and 5, and finally at Syracuse, N. Y., from October 5 to 10. Senor Robles said:

In Mexico, the dairy industry is growing every year, especially around the cities. We have not yet begun to gather statistics as to the number of dairy cows. A year ago, the Animal Husbandry Department was organized as a separate entity. It has a dairy division. A year ago, also, a modern, scientific milk plant was established at San Jacinto, near Mexico City, as a demonstration school. It has electrical machinery, a pasteurization plant, a cheese plant and a creamery. The teachers are graduates of the Agricultural College of Mexico City. Many girls are taking short courses in dairying. I found one teaching at the Escuela Conde de Pozos, Cuba, as I came northward. We have had sanitary agents two years. They now number 40 and are doing fine work in some places.

Most of our cows are Holsteins from the United States. Before the war, we imported cows of all sorts; now we have only two breeds. Jerseys are kept for fancy milk. In importing cattle from the northern States of the United States, we have had no trouble, as the dairying in Mexico is carried on in the highlands, where the climate is cool. This is practically the best dairying in our lowlands. Mexico City has a large quantity of milk; but little of it is pasteurized. Most of the milk is sold loose at stores, but some is distributed in bottles. Milking machines are finding their way into Mexico. However, we lack scientific and sanitary control of milk production and distribution and we desire to see what other countries are doing in these respects. We are particularly interested in co-operative efforts. Our government recently established a Department to foster the formation of co-operative organizations."



MILLION-DOLLAR CREAMERY PLANT CONTEMPLATED.

Following out a program of extension and improvement of Southern California plants, the Crescent Creamery Co., of Long Beach, Cal., will soon begin construction of a million dollar creamery at South San Fernando road, Glendale, Cal.

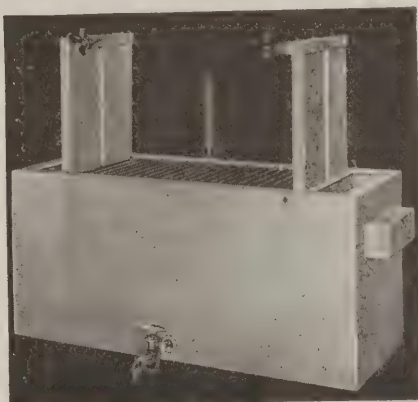
According to plans, the plant will be erected on a one and one-half acre site which was recently purchased there. In addition to this the company bought a number of building lots, and it is understood that houses will be constructed there for their employees.

It is stated that the new building will cost \$500,000 and the equipment will cost a like amount.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Reduce Bacteria Count

Buy one of these cells—



- Put salt water in it.
- Turn on current of electricity.
- Product is Sodium Hypochlorite.
- Keeps down stale milk odors.
- Reduces bacteria count.
- Bacteria count is the index of quality.
- High quality increases business.

Following is a City Bacteriologist's report on a big ice cream plant using this Hypochlorite freely:

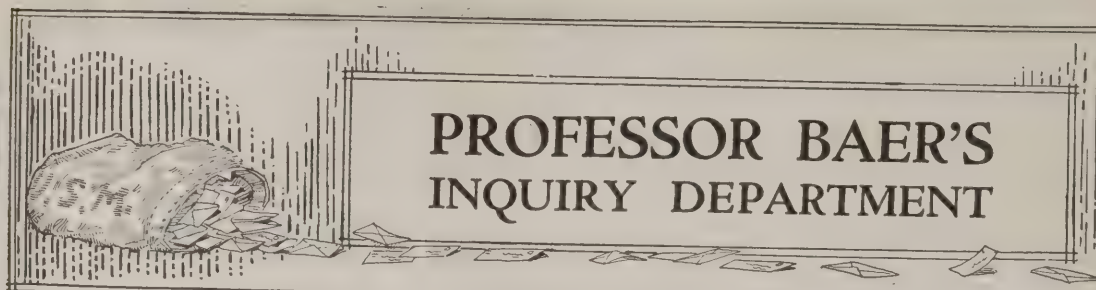
	Bacteria per C. C.
Mix No. 3 Chocolate	3,000
Mix No. 4	1,000
Vanilla Ice Cream	2,000
Peach Ice Cream	1,000
Strawberry Ice Cream	2,000
Chocolate Ice Cream	4,000
Harlequin Ice Cream	2,000
"Milco"	1,800

CAN YOU BEAT IT?

Write for bulletins.

The Electro Chemical Company

Dayton, Ohio - - U. S. A.



PROFESSOR BAER'S INQUIRY DEPARTMENT

Dear Sir:—We are enclosing ice cream mix which we are using at present. It is giving very good satisfaction, but we want to know if we can improve on it. We use the very best materials possible and want to make the highest grade of ice cream, regardless of expense. Would it be advisable to use more butterfat?

P. S.—Can you give us formula for French vanilla? Is it simply vanilla with eggs added?

Ice Cream Formula.

100 lbs. cream, 35 test.
200 lbs. milk, 3.6 test.
48 lbs. sugar.
7½ lbs. condensed skim.
21/7 lbs. gelatine.

Reply: You will find the analysis of your mix given below in table one, and I am suggesting in table two how your present mix might be improved upon, especially by using a little more milk serum solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
100.0 lbs. 35% cream.....	35.00	5.79	40.79
200.0 lbs. 3.6% milk.....	7.20	17.16	24.36
48.0 lbs. sugar.....			45.60
7.5 lbs. condensed skim.....		2.02	2.02
2.2 lbs. gelatine.....			2.09
357.7 lbs.	42.20	24.97	114.86
Per cent.....	11.8	7.0	32.1
Per cent sugar.....	13.4		

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
56.0 lbs. sugar.....			53.20
2.0 lbs. gelatine.....			1.90
40.0 lbs. skimmed condensed..		10.80	10.80
119.0 lbs. 35% cream.....	41.65	6.87	48.52
183.0 lbs. 3.6% milk.....	6.58	15.67	22.25
400.0 lbs.	48.23	33.34	136.67

Ice cream should have at least 20 per cent total milk solids, which includes the butterfat and serum solids.

* * *

Dear Sir:—Could you give us a formula for a 14 per cent ice cream, as we understand state law calls for a 14 per cent cream?

We are using, for a five gallon mix; 18% sweet cream, 3 pounds sweetened condensed skim milk, 42 per cent sugar, and 70 to 72 per cent total milk solids, 1 oz. Washburn's ice cream improver, 7 pounds sugar, 7 ozs. gelatine, 2 ozs. pure vanilla.

Reply: I have noted your ice cream formula which you stated you are using for a five gallon mix, and I have analyzed it below. You will notice that you had 15 per cent butterfat all right, but your total solids were very high due to an excessive amount of sugar.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Your Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
7.0 lbs. sugar.....			
3.0 lbs. sweet condensed.....		.84	
.5 lbs. gelatine and improver.....			
39.5 lbs. 18% cream.....	7.1	2.85	
50.0 lbs.	7.1	3.69	19.8
Per cent.....	7.4	7.4	38.8
Per cent sugar.....	18.5		

I am suggesting in table one how your formula might be worked over for a lower cost, and also I believe for better results.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
5.0 lbs. sugar.....			4.5
5.0 lbs. sweet cond. skim.....		1.40	3.0
39.75 lbs. 18% cream.....	7.15	2.90	10.05
.25 lbs. gelatine and improver.....			3.0
50.0 lbs.	7.15	4.30	18.3
Per cent.....	14.3	8.6	37.3
Per cent sugar.....	14.0		

I notice further that you were using seven ounces gelatine, along with an ounce of improver for your mix. Unless you are using a very poor quality of gelatine that amount is very excessive. It is not necessary to use over a half pound of gelatine for one hundred pounds of ice cream or for twenty gallons of ice cream.

After you try out the mix given in table one, I shall be glad to hear from you as to the results. I shall be glad to assist you in any way to get the right mix in your ice cream department.

* * *

Dear Sir:—We have just installed a vacuum condenser and are making condensed milk. We also want to get into the market of manufacturing and selling ice cream mixes. We understand this is being accomplished in certain sections of the country. We do not know how they handle it, but it seems as though they put the entire mix into a pan and then condense it down to a certain per cent of solids.

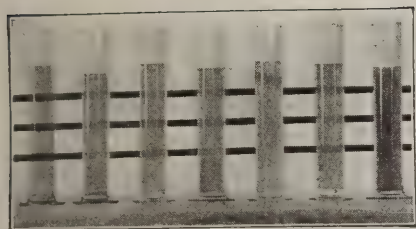
Reply: You probably have noticed that the Ruff Condensing Company of Port Huron, Michigan, has been experimenting with the condensing of materials for ice cream mix by putting the entire mixture into a condenser and then condensing it down to a standard weight for a given per cent of butterfat and solids.

I suggest that you write to the Ruff Condensing Company, Port Huron, Michigan, for a copy of their pamphlet entitled, "One Hundred Practical Ice Cream Formulas."

To illustrate how the Ruff people are doing this, I am glad to quote below from page 113, ice cream formula No. 81: To make 900 pounds of ice cream mix testing 12 per cent butterfat, 11 per cent serum solids, 12.5 per cent sugar and 36 per cent total solids. To make this mix the following ingredients are put into the condenser:

You Need Never Worry

Atlantic super-clarified Gelatine passes the pure food requirements of all states in the Union. It is the highly-perfected process of making, together with the use of only the best raw materials, that has enabled us to supply our trade with gelatine of unexampled purity and clarity and high viscosity. Safeguarding our customers in this way has made our manufacturing costs slightly higher, but still our gelatine sells at less than ordinary gelatines of corresponding grades.



The test tube at the left contains Atlantic Super Clarified Gelatine. Note its clarity —its high viscosity.

**"Purest and Best —
It Stands the Test"**

**Try It Out!
FREE!**

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

It costs *less* and it does *more*.

Concerns who have standardized on Atlantic super-clarified Gelatine are assured of uniformly high quality and texture to their product.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches:

Chicago: Suite 510, 118 N. LaSalle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE

1051.7 pounds 3.5 per cent milk.
178.0 pounds 40 per cent cream.
118.4 pounds sugar.
4.5 pounds gelatine.

1352.6 pounds.

From this, 452.6 pounds must be evaporated, which leaves 90 pounds of ice cream mix. If you figure this out you will note that the ice cream mix will have the composition as indicated above.

As far as I know no experiment station has conducted any experiments with the condensing of an ice cream mix.

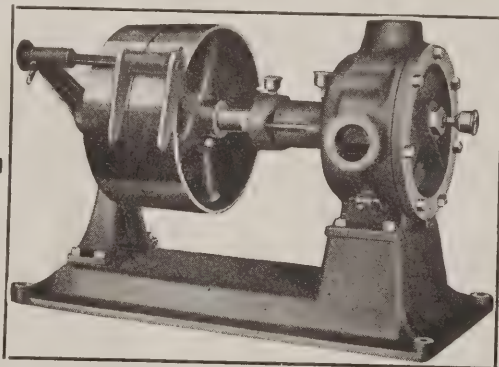
I might suggest, however, that you write to the Illinois Agricultural Experiment Station relative to this matter. They have a vacuum pan condensor at the University of Illinois, and it is possible that they have tried this out.

* * *

Dear Sir:—Will you please advise me what acidity is the best for pasteurizing ice cream mix and where the danger point is of acidity of mix which is liable to curdle. Also advise what acidity mix should contain when freezing, and if acidity will increase or decrease the overrun in ice cream freezing.

Reply: The acidity of an ice cream mix as tested by the regular burette method, using Mann's reagent and indicator, varies with different ice cream mixes, depending upon the per cent of serum solids in the mix.

Before pasteurizing the acidity of the mix had not better be higher than .25 per cent providing some extra milk solids either in the form of condensed milk or milk powder is used. Sweet milk should not have an acidity



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

over .20 per cent. Sweet cream not over .17 or .18 per cent. If these acidities are higher they are apt to cause trouble on pasteurization.

It is not necessary to develop an acidity in the cream mix to get the overrun and no ice cream factory can afford to take any chance on trying to ripen the mix or to increase the acidity while the mix is being aged. Proper aging of mix, keeping it at a low temperature between 35 to 45 degrees for 24 to 48 hours will give sufficient viscosity so that no increase in the acidity is necessary to get the overrun. An ice cream mix should be kept as sweet and pure as possible from the time it is processed until frozen.

* * *

Dear Sir:—Last year I made a raw mix and had any trouble, but this year I am viscolizing my tire mix, except vanilla. After the mix has cooled to 36 degrees F. it gets so very thick that it will not flow through a 2-inch sanitary pipe.

I run the batch when it reaches 118 to 120 degrees and at 1200 to 1400 pounds pressure, it comes off the coils at 78 degrees F. and I cool it down in the storage tank to 34 to 36 degrees and then it begins to get the like mush.

I desire to have not less than 12 per cent butter and 36 to 37 per cent total solids.

Using butter, milk powder, water, and skim condensed milk. If you can tell me of any way to come the mix getting so thick I would greatly appreciate it. I use a medium grade of gelatine and gum

Butter, 84%	1429
Skim milk	2100
Sugar	1400
Skim cond. milk 33% milk solids not fat	1650
Skim milk powder	272
Water	3026
Gelatine, 700 oz.; gum, 100 oz.; vanilla extract, 1128 oz.; cheese color, 45 oz.	123

10000

Reply: I am showing below in table one the calculations analyzing your mix. Your trouble in having your mix very thick so that it will not flow through a two-inch sanitary pipe line is due probably to two conditions. One being the high per cent of solids in the mix and the other too much gelatine and gum for the amount of solids. A total solids of 34 to 35 per cent is plenty high, and it is in my opinion undesirable to have as high as 37 per cent total solids.

I suggest that instead of using both the gelatine and gum you try either to reduce the amount of gum materially or eliminate it entirely and see if your mix will not flow through your pipe line. If that will not eliminate the difficulty you should reduce the amount of gelatine until you find that it will flow through your pipe. I believe, however, if you will cut out the gum which may contain, according to your description, a little pepsin or rennet you will not have any further trouble.

Table 1.

Ingredients	Fat	Serum Sol.	Total
1429.0 lbs. butter.....	1200.36	1200.36
2100.0 lbs. skim milk 8.9%..	186.9	186.9
1400.0 lbs. sugar.....	1330.0
1650.0 lbs. skim cond. 33%..	544.5	544.5
272.0 lbs. skim milk powder..	258.4	258.4
43.7 lbs. gelatine	41.0
6.2 lbs. gum	5.3
70.5 lbs. vanilla.....	10.0
3026.0 lbs. water.....
1000.0 lbs.	1200.36	989.8	3578.8
Per cent	12.00	9.89	35.3

In my opinion it is not necessary to use over 8.5 per



The only way to *real* WINTER GALLONAGE

It has increased manufacturer volume by several millions of gallons annually and has changed loss to profit during the winter season.

It has scored sales "hits" where imitations have been "put out" on error.

That's why more and more ice cream manufacturers are concentrating on *one name, one brand, one size, and one plan. The one and only Eskimo Pie.*

Write for Details of 1923-24 Selling Plan

It tells all in A B C form—actual cost of production, cost of Eskimo Pie machine, cost of wrapping, all operating expense—shows tested merchandising plans, dealer

helps and every proven factor in building a big, permanent, profitable business. You can make additional profits from big gallonage. Fill out—cut out and send coupon today.

COUPON

Eskimo Pie Corporation,
Chicago, Illinois.

Gentlemen:—Without obligation send me full particulars of your 1923-4 selling plan for bigger ice cream profits.

Name

Address

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

cent serum solids along with 12 per cent butterfat. This would mean that you could materially reduce either the amount of skim condensed or the amount of skim milk powder, or both. If you do not desire to reduce the milk serum solids you can eliminate your trouble by reducing the amount of stabilizer.

You stated further in your letter that you kept your mix in the storage tank at a temperature of 34 to 36 degrees. A temperature of 40 degrees or from 35 to 40 degrees is low enough for the storing of the mix.

Dear Sir:—I am at some little loss as to a proper formula, and if convenient I would appreciate your giving me a little information, as follows:

Formula 1—100 lbs. mix, using 32½ lbs. at total solids. Ingredients: whole milk, butter, powdered milk, gelatine, flavor, etc.

Formula 2—Same as above, only 34 per cent total solids.

Formula 3—Same as the others, only 35½ per cent total solids; but instead of all whole milk we want to add about 25 per cent sweetened skim milk (condensed).

Aside from showing the total of each I would like you to figure out each formula, showing the whole transaction in figures, or at least giving the total of each step in the transaction.

We figure our fat solids in milk at 3.5, total solids in butter at 84, milk powder, 95, sugar 95, gelatine 95%.

Thank you very much for the above information.

Reply: I am suggesting below, in table 1, 2 and 3, three formulas calculated according to your suggestions. I am assuming that you wanted all three formulas to test 10 per cent butterfat and No. 1, 32.5 per cent total solids; No. 2, 34.5 per cent total solids, and No. 3, 35.5 per cent total solids.

Capitalize on First Appearances

The neatness and attractiveness of

Ferguson-Lander Ice Cream Packages

makes an appeal to purchasers of your product that is hard to compute in dollars and cents.

Our variety of styles and sizes are sufficient for all average requirements.

Let us send you samples and prices.

Ferguson-Lander Mfg. Co.

1733-1737 W. Austin Ave.

CHICAGO

Manufacturers of the
"CHICAGO" CAN LINER



Table 1.			
Ingredients	Fat	Serum Sol.	Total
13.0 lbs. sugar.....	12.0
.5 lbs. gelatine.....
3.8 lbs. skim powder.....	3.60	3.6
8.8 lbs. 84% butter.....	7.39	7.39
73.9 lbs. 3.5% milk.....	2.59	6.41	9.0
100.0 lbs.	9.98	10.01	32.5

Table 2.			
Ingredients	Fat	Serum Sol.	Total
14.0 lbs. sugar.....	13.0
.5 lbs. gelatine.....
4.2 lbs. skim powder.....	3.99	3.99
9.0 lbs. 84% butter.....	7.56	7.56
72.3 lbs. 3.5% milk.....	2.52	6.30	8.8
100.0 lbs.	10.08	10.29	34.1

Table 3.			
Ingredients	Fat	Serum Sol.	Total
6.04 lbs. sugar.....	5.7
.5 lbs. gelatine.....
20.0 lbs. sweet cond. (27% S. S., 40% sugar).....	5.40	13.4
2.2 lbs. skim powder.....	2.09	2.0
10.0 lbs. butter.....	8.40	8.4
45.0 lbs. 3.5% milk.....	1.58	3.87	5.4
16.3 lbs. water.....
100.0 lbs.	9.98	11.36	35.5

If there is anything about these three formulas the calculations which you do not understand, I shall be glad to assist you in any other way I can.

Dear Sir:—Our ice cream maker thinks that we are using too much sweetened condensed and that it is keeping down the overrun, but I think the mix does not get aged enough.

We have no viscolizer and the mix when it is frozen is about 48 hours old. We hold it in ten-gallon cans packed in ice and salt. We try to get 100 per cent but only get from 85 to 95 per cent.

We have to cut the fat content down in our ice cream and are trying to make a 12 per cent fat instead of 14. We are using 16 per cent cream, 5.0 lbs. sugar, 5.0 lbs. sweetened condensed, 40 to 42 per cent sugar, 70 to 75 per cent total solids, 4 oz. gelatine and improver.

The above being to the 5-gallon batch.

Reply: I am indicating below the amount of solids which you have in your present mix. I believe that the difficulty which you have in getting a satisfactory overrun is due to a high per cent of sugar which makes your total solids very high.

Your Mix.			
Ingredients	Fat	Serum Sol.	Total S.
5.0 lbs. sugar.....	4.75
5.0 lbs. sweet cond.....	1.4	3.50
.25 lbs. gelatine and improver.....21
34.75 lbs. 16% cream.....	5.56	2.60	8.16
45.0 lbs.	5.56	4.00	16.62
Per cent.....	12.4	8.8	37.0
Per cent sugar.....	15.7

I am suggesting below in table 1 how I would change your formula, reducing the amount of sugar and increasing the per cent of serum solids. This means, of course, an additional amount of sweetened condensed.

Table 1.			
Ingredients	Fat	Serum Sol.	Total S.
3.3 lbs. sugar.....	3.13
7.0 lbs. sweet cond.....	1.96	4.90
.25 lbs. gelatine and improver.....21
34.45 lbs. 16% cream.....	5.51	2.60	8.11
45.0 lbs.	5.51	4.56	16.35
Per cent.....	12.2	10.01	36.3
Per cent sugar.....	13.9

You will notice that I have made your batches weigh

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What Makes One Door Better Than Another?

WITH "Your Plant Only as Good as Your Door" it is an equal fact that the door itself is only as good as its hardware.

In the hardware lies one door's advantage over another! It is on the hardware that the door swings. It is the hardware which is responsible for efficient shutting. The difference in hardware helps to make the difference in doors.



Jamison Cold Storage Doors — sturdily built of heavy materials and properly insulated — are fitted with hardware embodying patented features owned exclusively by us—hardware heavy enough to "carry the load" and complete the job of the door. Hardware that is guaranteed against breakage in line of duty. Hardware that keeps your plant "in commission" and out of repair shops, with attendant loss of time and money.

Adjustable Spring Hinges and Automatic Self-Tightening Fasteners Are Some of the Jamison "Strong Points"

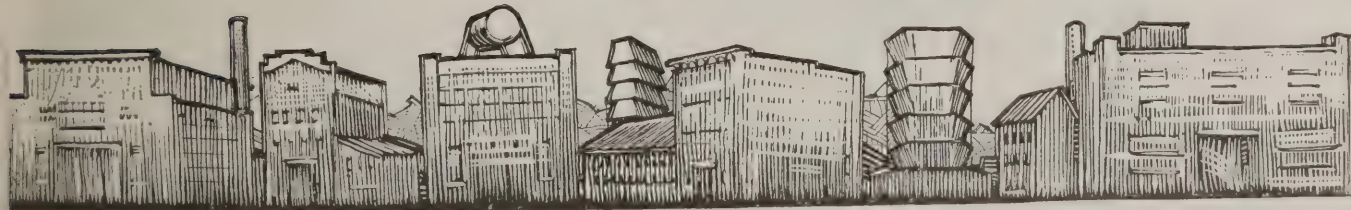
Both of these "strong points" are exclusively Jamison's. The Adjustable Spring Hinges enable you to keep the door forced tight against the double seals of contact at all times—regardless of shrinking, swelling or wear—through the process of a simple adjustment.

The Self-Tightening Fastener is a massive device of great strength and power that requires but a slam of the door to force it perfectly tight, at the same time exerting constant inward pressure on the door. This Fastener closes the door to stay—it cannot re-open through the force of a slam!

Catalog No. 10 fully describes the various Jamison Patents which give Jamison Products their superiority. You'll find it interesting. Copy will be mailed upon request. Write to "Desk 6 Please."

JAMISON

COLD STORAGE DOOR CO.
Hagerstown, Md., U. S. A.



PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

35 pounds which, according to your letter, is what you seem to want.

This 45 pounds should produce ten gallons of ice cream if your overrun is 100 per cent.

* * *

Reply to C. B.: Your trouble is not what is regularly known as a sandy condition, but you rather have small ice crystals in your cream. This is undoubtedly due to the low total solids in your formula rather than any trouble in the freezing.

I imagine that your freezer if it goes 130 revolutions per minute is running just about right. You should freeze your cream to a nice smooth consistency, and it should not take longer than fifteen minutes to freeze a batch. If it takes longer you are not using enough salt with the ice. After you transfer the frozen cream from the freezer to the packers the ice cream should be hardened promptly and thoroughly and kept hard until it is sold by the dealer. It must not be allowed to soften up and then re-harden, as that will make it icy and coarse.

I am giving below the analysis of your mix, and I suggest in table 1 a new mix for you to try out. I suggest that you use a good grade of gelatine in place of the gum. The gelatine can be dissolved and rapidly stirred into your mix. The skim milk powder for extra solids can be mixed thoroughly with the sugar and gradually stirred into the mix.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
7.0 lbs. sugar.....	6.65
.25 lbs. (4 oz. gelatine)....21
2.0 lbs. skim milk powder....	1.9	1.90
22.0 lbs. 22% cream.....	4.84	1.53	6.37
18.75 lbs. 4% milk.....	.74	1.60	2.34
50.0 lbs.	5.58	5.03	17.47
Per cent	11.16	10.00	34.9

Your Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
2½ gal., or 21.0 lbs. 22% cream	4.62	1.46	6.08
2½ gal., or 21.5 lbs. 4% milk..	.86	1.83	2.69
7.0 lbs. sugar.....	6.65
.25 lbs. gum & van.15
49.75 lbs.	5.48	3.29	15.57
Per cent	10.9	6.6	31.1
Per cent sugar.....	14.0		

I suggest you try out this new mix, and I am sure you will get much better results.

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring
HALLOWEEN

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulp and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MAKING TRADE PAPER ADVERTISING

By Ezra W. Clark.*

Business and trade paper advertising is more rate than that in newspapers or magazines of circulation. It must be, as its readers are hard-clear-thinking business men. Exaggeration is crang in the hands of a copy-writer who goes for sales in the industrial field. Let a firm ad "\$5.00 helve hammers reduced to \$1.97 for quick ance," and the average production manager or engineer will question the quality of the hammer the integrity of the seller. Yet that is the substance the average department store advertisement.

Engineers are the most honest men in the world; they are honest not by choice, but by habit. They are accurate; these are the men you must reach; these are the men you must convince.

Factors that Count.

The trade paper goes to men—there is no waste of circulation. It is edited, however, not for men, but for engineers, executives, master mechanics, pure scientists, agents. The editors forget entirely that these are first-class men, with the wit of men, the natural imagination of men, passions of men, the needs of men, the imaginations of men. These factors are the background against which we project our advertising message. Disregard a single one of these factors in the editing section and you throw an added burden on the advertising message.

Lord Dunsany is an Irishman—the greatest man of his generation, if not indeed the greatest Irishman ever lived. Why? Because he was born into the world with a mission—"to keep alive the imagination of men." He is a builder of fables. He creates imaginary men and women and endows them with imaginary qualities—all to the end that his readers may be led to use their imaginations.

Imagination is the Father of Sales.

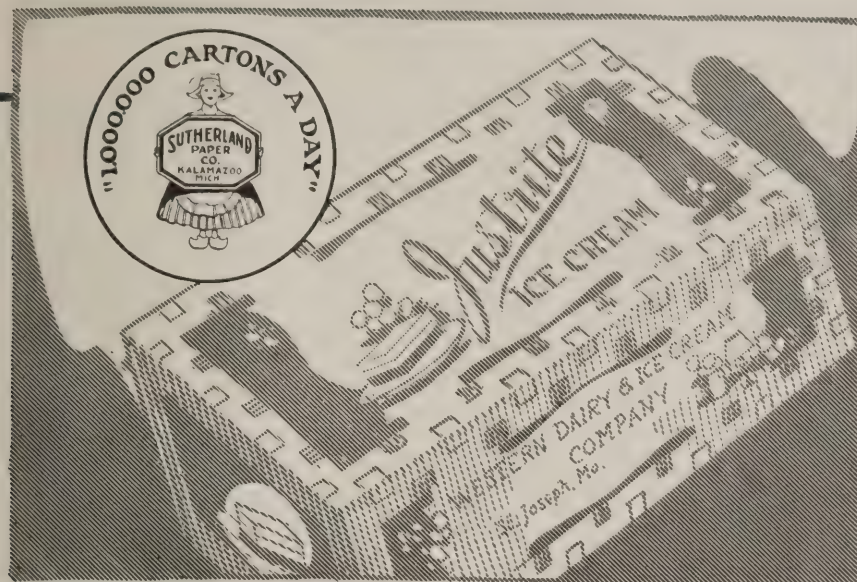
Imagination is the consort of advertising and the father of sales. We advertising men try to make our message intriguing so that our prospects will lay claim to them with virile imaginations. No sale in the business or industrial field is ever made until some man has created a mental picture of the lathe at work in the plant, of the locomotive on his rails, of the tool on the drill press, of the industrial truck hauling in his place of the buckwheat cakes steaming on his table, of the bacon frizzling on the hot dish before him. Before the purchase or the will to purchase, there must be a mental picture of the article installed and functioning for profit.

Hence our advertising will be sterile unless we impregnate it with the imagination of the prospect. Then its fecundity will be marvelous.

* Advertising Manager, Clark Tractor Co., Buchanan, Mich. Excerpt from a paper read before the Chicago Trade Press Association, March 28, 1923.



If you want a manager, superintendent, experimenter, chemist, bacteriologist, operator, pasteurizer manager, help of any kind, "The Ice Cream Review" can help you find the best available man. If you want a position, "The Ice Cream Review" can help you as it has helped hundreds of others to secure a good position.



Do you use 5000 or more ice cream cartons?

IF SO—you can save on the cost of your cartons, increase their advertising value, and insure perfect protection for your ice cream by ordering Character Cartons.

We don't intend to make a lot of claims concerning Character Cartons—but we do want you to see samples and get prices so that you may judge the superiority of Character Cartons both in *quality*, price and sales value. Convincing proof awaits every ice cream maker who writes us for estimates, enclosing his present carton, or for prices on a cleverly imprinted stock design for exclusive use in his territory.

The great volume and scientific arrangement of the Sutherland plant is the prime reason why even the smallest order can be handled at a price attractive to the user and still profitable for us. Sutherland Paper Co., Kalamazoo, Mich.

**Character
Cartons**
for Ice Cream

Sutherland Paper Co.

Kalamazoo, Mich.

Texas Ice Cream Manufacturers' Association

Proceedings of the Fifteenth Annual Convention, December 12, 13 and 14, San Antonio, Texas

Preparation and Processing of the Ice Cream Mix

By Professor A. C. Baer, Stillwater, Oklahoma

(Continued from August issue)

IN thinking of something to tell you relative to the ice cream industry I suggested to your secretary to assign me a topic, and then I could talk on whatever I wanted to, and that is about what I will have to do. As most of you know, I have for ten years kept as close contact with the industry as perhaps any man in the world. I did it because I loved the industry and the progress the industry was making. No phase of the industry—dairy industry today—butter, cheese and so on, has made as rapid progress as the ice cream industry. There is no phase of the dairy industry, to my idea, that is so fascinating as the ice cream industry all over this country. I am in contact with this business all over the world. About a year ago we straightened out one or two ice cream factories in London; taught them how to make American ice cream instead of English cream ice. We straightened out a factory in Australia; taught them how to make real ice cream. One up in Alaska, another down in Cuba.

The movement for good ice cream isn't state-wide, it is not national, but it is all over the world. If I was to discuss the important needs of the ice cream industry today I would be at a loss to point out where something was really needed. In the matter of ice cream machinery, for instance, we think we have reached the zenith of progress today—such great steps have been made that I couldn't possibly think of a machine right

now that could be improved upon, yet again we find they are making improvements in our machinery year.

Great strides have been made in the advertising of ice cream. You ice cream makers know all about it because ice cream advertising companies are coming only after you to get your money to advertise ice cream and money spent for ice cream advertising is, I believe, the best money spent in an ice cream factory. I would, however, like to see the advertising end of it held off in another way—I mean I would like to see advertising end supplemented with a higher price than we have at the present, because we are, at present, advertising our own individual ice cream more than advertising a standard food product—university which, in my opinion, should be done. Part of the money for advertising should be spent just for advertising Texas ice cream, whether that ice cream is made in Fort Worth, or Dallas, or wherever made over the state of Texas, it should be the same good ice cream and if the people could depend upon it being standard and uniform in flavor, we would be spending our advertising money a little better.

Then we have the food value of ice cream. We cannot improve very much on what we already know of the food value of ice cream. We have our great specialists—like Doctor McCollum; all the high authorities tell us of its good food value. We have colleges, experiment stations, institutions; various educational bodies are helping through their dairy divisions to advertise ice cream as a food. We cannot however, get away from the fact that ice cream is eaten even today for its refreshing qualities than for its intrinsic food value; we know it is eaten as a confection as well as food. We must however, stress the intrinsic food value of ice cream if our business is to be permanent. Ice cream should have a place on the table regularly, in the home. Ice cream as a food is being placed regularly on our tables today more than ever before.

In looking over my correspondence work with ice cream factories—I counted up the letters the other day and found I had somewhere around four thousand inquiries that I personally answered. Somebody asked me this morning whether I ever answered inquiries outside of the state of Oklahoma. I have attempted to give advice which I thought might be of value to anybody in the United States. Recently a great many inquiries came from the state of Oregon. I don't know how it happened—whether my friend Olsen got to Oregon for a little while, but they found out I answered inquiries for ice cream factories. I am glad to do that, not because I am doing this for any particular glory, but because it helps me. I have learned a great deal from the ice cream factories of the United States. I began a rather heavy correspondence than any other I have given to them. We can only learn by direct contact with the industries. The ice cream industry is general all over the United States is trying to meet the same ideas relative to ice cream. I find that in every state in the Union; they are trying to make a standard product; they are paying more attention to the amount of butterfat, serum solids and total solids. They are putting in expensive equipment in all our plants and are employing competent men in the plants to

STOUT

Schroeder Perfection Cabinets

—the one Dealer
Help that builds
Sales and Good
Will all year
'round.



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

...

MILWAUKEE, WIS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

U. S. Heavy Duty Freezer

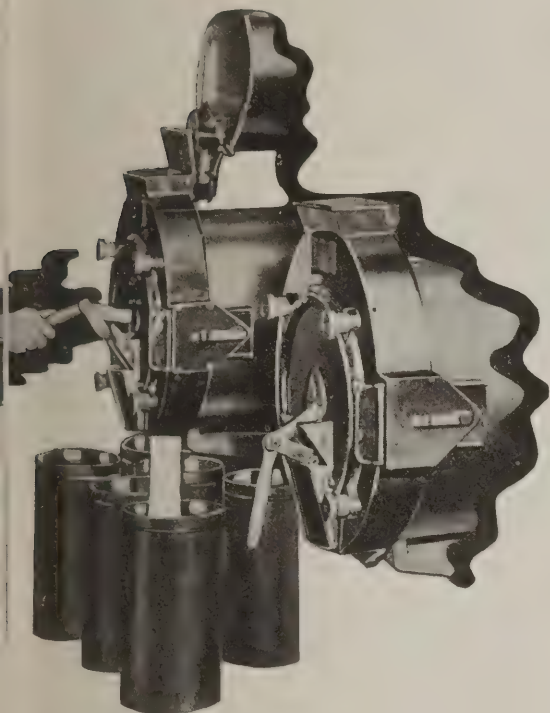
Marvelous Rapid Vertical Discharge

The U. S. Rapid Vertical Discharge ranks high as one of the many important special features in U. S. Heavy Duty Freezers. It makes marvelously quick emptying possible, thus speeding up production. It is so rapid, that it is easily possible to empty even a 160 Quart Capacity U. S. Heavy Duty Giant Freezer about as fast as an ordinary 40 Quart machine.

Insures Uniform Quality— Saves Time—Avoids Waste

Quick emptying of the freezer, once the drawing of the batch begins, also insures a uniform quality of product.

No matter whether the valve is opened wide or just a little, there is no wobbly stream, side ways squirting past the can, no loss of time watching the cream flow to make sure none is lost. Without doing any experimenting, the operator always knows just where to place his can on the floor below the machine, before he opens the valve, since the cream always drops right straight down in a continuous steady flow from the instant the valve is opened.



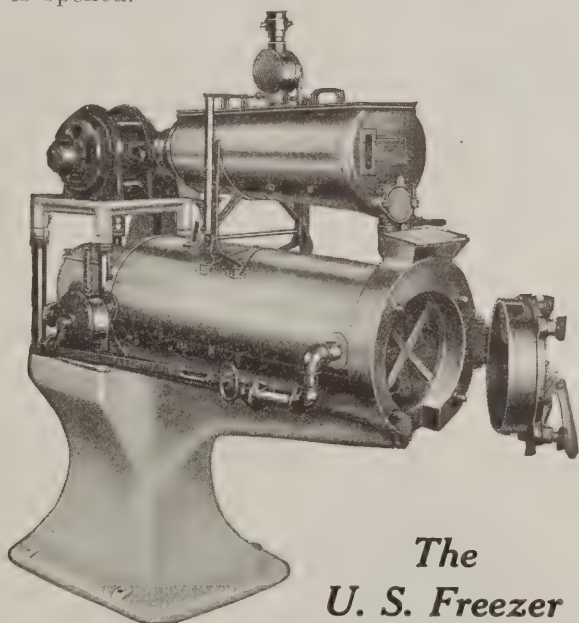
The U. S. Rapid Vertical Discharge

Showing the Rapid Vertical Discharge Gate Valve in operation in the Left, and Closed in the Right Side of the Picture.

Shows the New Open Head Construction, with one Hopper Cover Shown Open and the other Closed.

Working Advantages in Construction of the U. S. Rapid Vertical Discharge Gate

All metal ground in Sliding Gate Valve is cleaned. It is ground in to a water-tight fit, and automatically take care of all adjustment for and hold the gate fast against the guide faces. It allows the operator to observe the discharge from the gate.



**The U. S. Freezer
A Really Heavy Duty Machine**

Write for Complete Information to Any of the Following:

H. Barber-Goodhue Company, Chicago, Ill.; Blanke Mfg. & Supply Company, St. Louis, Mo.; Cannon Supply Company, Lake City, Utah; R. J. Decy Sales Company, New York, N. Y.; Hughes Sales Company, Seattle, Wash.; Hurley Company, Denver, Colo.; A. E. Kaestner, Baltimore, Md.; Liebers Equipment Company, Lincoln, Nebr.; T. Fellows Mason, Dunmore, Pa.; Manning Mfg. Company, Rutland, Vt.; Oakes & Burger Company, Cattaraugus, N. Y.; Premier Machinery Company, San Francisco, Cal.; W. E. Stout, Clarksburg, W. Va.; B. Trudel & Company, Montreal, Canada.

Or Write Us Direct

U. S. FREEZER & MACHINE CORPORATION
11th Street and Driggs Avenue
BROOKLYN, N. Y.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

this product standard from day to day. You will find this true all over the country. The small factories with a capacity of a hundred gallons or two hundred gallons, are spending more money to help standardize their product, compared to the total amount invested in their plants, than a lot of our large plants. They realize they must have a standard article, a wholesome article, an article which is uniformly good every day, uniform in composition, uniform in weight, so that the consumer will have confidence in their product. We vary in different states as to the amount of solids we use, as to the amount of butterfat, but we don't vary very much in the individual states in trying to keep up to a certain standard.

I am not intensely familiar with the industry here in Texas, but I do know we have in Texas some of the best and most modern ice cream factories that can be found anywhere in the country. I know some of the progressiveness of a number of factories in Texas. I do know that the Texas men are leaders in the ice cream business, and they are striving to get a real standard product for this state.

The subject which was put upon the program for me to discuss was, The Preparation and Processing of the Ice Cream Mix. There is possibly no other thing we do in our factory which is more important than to get our mix prepared right and treated correctly before freezing it and putting it out to the public.

This subject has been discussed a good deal, and if we were to analyze it we would say there were possibly three or four important factors connected with the preparation of the mix. The first one is good raw material. The next one is to have the mix carefully standardized—accurately standardized from day to day.

The third one is to have the mix processed correctly. And the fourth one, of course, frozen correctly. Of these factors are very simple, yet very complex. In looking about for raw material to make ice cream I would like to make the suggestion that there is better raw material to make ice cream with than cream and good milk. We have factories who are continually making ice cream from butter, powder, water, and who must depend upon those ingredients. Now with a good soluble powder and fresh butter, we can make a fine quality of ice cream; you cannot make it quite so good as if you used some fresh cream and milk. Just how to get the fresh cream supply and a fresh milk supply, of course, will have to be left to the individual factories. Raw materials for the manufacture of all dairy products is a primary consideration. You cannot make good butter from poor cream, and you cannot sell whole milk unless you have run a good milk supply, unless it is clean, unless it is well cared for. The same is true in regard to the ingredients for ice cream.

Now relative to the standardization of our product from day to day. I have taught for six or eight years short courses for ice cream makers. We are just finishing a short course this week. One of the things our boys must learn is how to accurately figure out butterfat, the solids, serum solids, and total solids. How to standardize a hundred pound mix. And of course, using the hundred pound basis to make any sort of a mix. That is not all, although they often have an idea that all there is in standardization is to just get it down on paper, and if your mix figures out eighty pounds of butterfat and you have a hundred pounds of mix, you know it has got to test ten per cent. If your mix figures out one hundred per cent serum solids you know that you have got ten per cent serum solids. That is not all there is in standardization because there is a chance for many errors. We have some factories that make up five and ten thousand pounds of mix—where there is a chance for many errors. Standardization means to accurately measure the mix and then standardize that which you have made, test it out. We have splendid equipment for doing that. The smaller plants can test for butterfat the Babcock test, and the larger plants can use the Mojonnier outfit. Thousands of dollars can be saved every year by accurate standardization in a plant. At the same time we will make a product which is standard.

Now coming to the processing of the mix. The word—"processing" has not been out very long, but it means the treatment the mix gets from the time it is made up until you get it to the freezer, and there is possibly the greatest difference we find in ice cream factories today—is the method of treating the mix. Before coming to that, however, I want to emphasize the necessity of careful work. First, you must have a good man or a good ice cream maker whose work is dependable, so that standardization is done accurately. Then he must have the right equipment to work with. If he hasn't got the equipment he can't standardize. He must be careful in his work. And then, he must have a laboratory to work with, it is a part of the equipment. When you have all of that equipment it is comparatively easy. In the standardization of your mix you can't depend on the ice cream maker altogether. If the ice cream maker makes the mix somebody ought to test it. Now, if we can afford to have a laboratory and a special laboratory man, why don't we check up the ice cream maker, and you will get accurate results. Now, in standardizing for a mix we ought

The **HOUSE**
of
Personal
Gelatine
Service

Hughes Gelatine Co.

143 Griswold Street

DETROIT

MICHIGAN

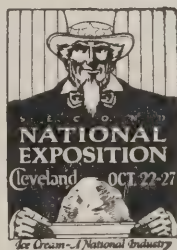
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Would you like to reduce your delivery costs, at the same time increase your gallonage?



Cervieri's Florigold ice cream is delivered in Zero Bodies at a minimum cost. It is kept before the people 365 days a year in the sanitary neat looking body thereby increasing gallonage.

A TRAVELLING BILL BOARD



WRITE OR TELEGRAPH FOR
"Grothe Service"

John J. Grothe Company

INCORPORATED

Everett and Union Streets

Woburn, - - Massachusetts

BRANCHES

Guelph, Ontario

New Orleans, La.

Cleveland, Ohio

St. Louis, Mo.

Sacramento, Cal.

Established 1860
Incorporated 1919

62 years of faithful service to the public. * *

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

standardize not only for butterfat and total solids, but also try to get out mix standardized for milk serum solids or total milk solids. As far back as six years ago I began to preach to you the use of extra milk solids rather than butterfat. The contention at that time used to be that ice cream should contain a lot of butterfat—fourteen per cent used to be the idea. I had that idea once upon a time myself. Then the question of reducing the butterfat was considered. If we are going to cut down on the butterfat why not increase the serum solids so that the total milk solids will be the same? To give you an illustration: If you make fourteen per cent butterfat ice cream, and then use sugar, and milk, and cream, you are going to have a little better than twenty per cent milk solids—total milk solids. Then the question was, suppose you reduce the butterfat to twelve per cent without adding any additional milk solids you won't have twenty per cent total; and if you reduced it to ten per cent in order to make twenty per cent milk solids you would have to have ten per cent milk serum solids, and that amounts to four per cent extra milk serum solids in your ice cream mix. Now, there is every reason today why we should continue to put this extra milk solids in. Right now in studying the market we find in regard to milk powder, for instance—there is hardly any milk powder on the market. Condensed milk is possibly a little short. But as a rule we have enormous quantities of skimmed milk that used to be wasted for human food and which can be diverted to the ice cream industry and put into the ice cream, and it will make a very fine food.

I was greatly pleased when in Oklahoma we passed an ice cream law which made it obligatory upon ice cream factories when they put in ten per cent of but-

terfat that they had to increase the milk solids to make legal ice cream. About two years ago, got a similar law requiring 10 per cent butterfat and 20 per cent total milk solids. I am convinced a much better cream than we formerly had was put in fourteen per cent fat and no extra milk solids, and then, we didn't figure the food value of cream. We actually made the ice cream better by reducing the butterfat content and putting other solids into it.

Down here in Texas you have eight per cent butterfat standard. Now, if you ice cream makers make a product and use eight per cent butterfat and put in any additional milk solids, you are going to have your total solids pretty low. I know most of the ice cream factories in south Texas put extra solids in the ice cream, because it pays to do it, they get a much more solid body in the cream, and are able to get a higher overrun; putting extra solids into the mix they will get a better quality of ice cream. We are doing it in order to comply with the law—that you don't have to do, but to come back to that a little later.

I would like to discuss with you, since I heard yesterday you are contemplating some legislation, in regard to the ice cream law, and give you an idea what the ice cream law in Texas ought to be. Now if you are going to make eight per cent ice cream in order to have twenty per cent milk solids you have to use twenty per cent serum solids—that is six per cent over what you would have if you didn't use any extra solids; but twenty per cent serum solids is pretty high, and some of you are going to have some sandy ice cream if you are going to use twelve per cent milk solids, especially if the milk solids are furnished from certain products. This makes this sandy condition more liable than others when you come to eight per cent fat standard. If you put in twenty per cent total milk solids, it is a pretty good standard to follow. I will talk a little more about this a little later on.

In the preparation of ice cream mix the use of things besides milk products and sugar becomes necessary. We thought long ago that gelatine or something else similar must be used in commercial ice cream; I have thought so continuously for a number of years, although I hesitated at first to make myself clear in the matter, but in the last few years I am absolutely convinced there is no better stabilizer in ice cream than good straight gelatine, and I am afraid to say so because I know I am correct. I have no objection to the use of gum or commercial stabilizers we are using, because they are all right in the mix. I have no objection to the limited use of these things, but when it comes to a real stabilizer—considering all points of view, we have so far not arrived at anything that will equal a good grade of gelatine; and I would recommend to our commercial trade the use of gelatine or something else for it.

Now we have some differences in the way of using this gelatine, and how to use it. I have for a number of years recommended the use of gelatine in the mix directly into the mix rather than cooking the mix previously in a boiler. We know that our standard is absolutely correct in that respect. The action of gelatine on the water we have in our mix causes the formation of little globules; the water crystallizes all the sharp crystals. The little gelatine globules and the particles of water make it impossible for the crystals to become apparent. If you add water to gelatine, you have got to add a larger amount of gelatine. We have the practice of adding hot gelatine to

Get the Facts of This Offer

We will ship a gallon of Cremilla to you—let you test it thoroughly in your cream—and, if you are not completely satisfied, cancel all charges upon receipt of the unused portion.

One-third ounce of Cremilla flavors perfectly ten gallons of cream. One and a quarter to one and a half pints flavors 500 gallons.

Cremilla is *better* than Vanilla. It is smoother, creamier, richer in flavor and more economical. Cremilla does not freeze out!

National Fruit Flavor Co.

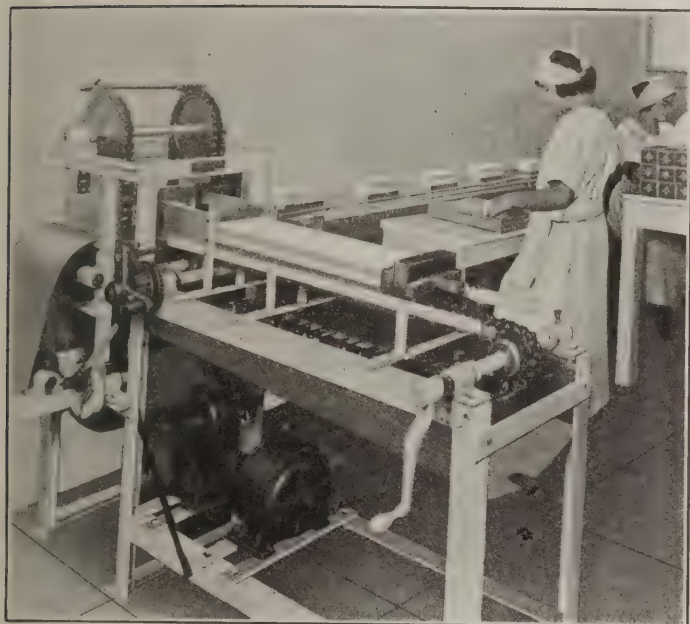
NEW ORLEANS, U. S. A.

CREMILLA

A FLAVOR ALL ITS OWN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Did You Ever See a Brick Cutter Do This—



Cut each and every brick to equal size?

Cut them clean from the parent mold? (Only a heated knife going all the way thru and out below can do this).

Separate each brick as it is cut to facilitate wrapping?

Cut pint and quart bricks at the same time?

Cut thousands of Eskimo Pie pieces per hour?

And do all this with one half the labor and in one third the time?

The NATIONAL AUTOMATIC ICE CREAM CUTTER Does All This and More

*Your jobber can tell you all about it — Any user
will be glad to — or — you can write us direct.*

NATIONAL MANUFACTURING COMPANY
1006 W. Slauson Avenue, Los Angeles, Cal.

“—the only really successful brick cutting machine”

mix—some of you still do it—is absolutely wrong. Why we will continue to do that I don't know. Just the minute a little hot gelatine strikes a cold mix it congeals, while if you would have that gelatine mixed in a comparatively warm temperature and then pass it through your homogenizer it will be in proper shape. I am not going to enter into this discussion any further. Professor Burke, who is with me in the dairy work in Oklahoma has analyzed over eight hundred different lots of gelatine, not only for its strength, for its purity as a stabilizer in ice cream, but also for fat. That information isn't ready, and I will not attempt to give you some of those results; we will give them out a little later; possibly a year from now we will be ready to give them out, and we will have something worth while.

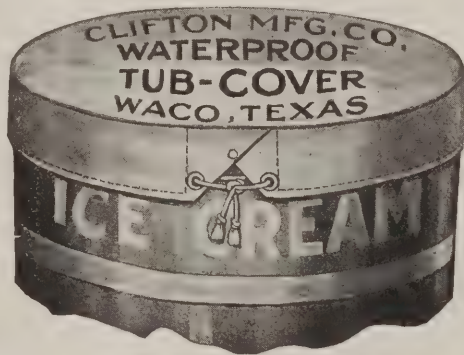
Now the first thing in the making of ice cream mix or in the process of ice cream mix is thorough pasteurization. Pasteurization does not mean heating ice cream mix at 120 and then run it through the homogenizer, but pasteurization means to heat it to at least 145 degrees, and hold that temperature from twenty to thirty minutes. I need not talk to you about pasteurization and why we should pasteurize—I was a little discouraged yesterday when the talk was made by your health department man and when he stated that you back-watered two years ago on the law that you were trying to get through the legislature—allowing ice cream factories that make only twenty-five gallons of ice cream a day to be exempt from pasteurization. (Applause.) My advice would be that you go to the legislature this winter and tell them that you want one hundred per cent pasteurization law or you don't want any at all, because the little fellow, the twenty-five gallon man is the one who ought to pasteurize. You big

ice cream factories do pasteurize anyway; it's the other fellow you want to get. There is no more dangerous product made over this state than the product made by just these little fellows that the health department man tried to defend; if he was here today I would be glad to give him all the argument I can in this respect. We tried that up in Kansas. The health department man there said, "What are we going to do with these little fellows?" he said, "These fellows make such nice delicious ice cream." I asked that man who was sitting right across the table from where we were, if he had ever been on the inside of one of these places where they made this nice sweet ice cream, and he admitted he had seen one or two, and he also admitted they were not very desirable institutions.

The Kansas people finally got a law and they made it one hundred per cent. A man that cannot pasteurize dairy products—I don't care whether it is butter, milk, or ice cream, ought not to be in the dairy business for the purpose of furnishing supplies to the consuming public; that is all there is to pasteurization; there is no argument against pasteurization, every argument for it. I am so thoroughly convinced of this matter that I have made a thorough study of it for the last fifteen years. There has not been a drop of milk in my family table; there has not been a speck of cream or butter on my table, or ice cream, unless I knew it was thoroughly pasteurized. I would consider myself criminally negligent if I allowed my three or four year old child to have any kind of dairy product unless it was thoroughly pasteurized. I want to get into your minds that if you come to fight for a pasteurization law in Texas, you must include in that law the manufacturer of ice creamery butter—you can't touch the farm products, you cannot include in that law the small milk; but you can at least go this far, that any milk which is bought by a dealer and resold by him, must be pasteurized. It is pretty hard to require pasteurization where a man runs a dairy farm and bottles his milk at the farm and sells it in town.

Another thing that was brought out by your health department man yesterday was, that these little factories that make only twenty-five gallons a day ought to be thoroughly inspected to be sure that everything is clean before they are permitted to make ice cream. You could not enforce any law, and the legislature would not afford the money to inspect those fellows one day in two years; you can't do it. Gentlemen, you, as an ice cream industry ought to see that you get the right legislation. I like particularly well the attitude of your health department man; I like he is open and frank; I like his attitude of co-operation with you as ice cream manufacturers for you to suggest what you want, and this, that is the other, and that he would give you the proper support and co-operation and assist you in putting it across. We have got to do it. Now, if I were to give this talk to an audience of women, or consumers of milk and dairy products I wouldn't dare to make my argument quite so strong, so that they wouldn't feel that the product was something obnoxious to eat. We can go before the public and advertise milk, and cream, butter and all of these other dairy products as good food when we, who are in the game, know that these things are produced under circumstances which make them liable to contamination; we also know that the product is handled by human beings; that human beings are apt to have disease germs, are apt to be those that milk the cows, that their separators are not clean; but we do know there is one safeguard which will insure good pure dairy products—I mean all milk, cream, ice cream, butter, and so on—the

(Continued on page 41)



Made of Olive Drab Waterproof and Mildewproof Duck, which will outlast five ordinary Tub Covers, without this special treatment.

One Customer says, "We have found from past experience that your cover fits better than any other we have purchased in the past."

Prices quoted on application.

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

Branch Offices and Warehouses are:

Los Angeles, Calif.	747 Warehouse
San Francisco, Calif.	339 Larkin Street
Kansas City, Mo.	202 Bryant B'dg.
Denver, Colo.	1526 16th Street

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

TEXAS ICE CREAM MANUFACTURERS' CONVENTION.

(Continued from page 36)

make all of them safe as an article of food by pasteurization. So let's go with this pasteurization down to the limit and not stand for any compromise. You ice cream manufacturers—the ice cream men of this state—the milk men of this state don't take any compromise like was mentioned here today. I certainly hope you won't do it.

In order to get the confidence of the people in a product like ice cream we must convince the public consuming public that we have a real article and, and they must have confidence in us—they always have it in your ice cream, I can assure you.

You will find club women in a town, and especially private families in town, they will go to an ice cream parlor and eat all the ice cream that they can get, and then on Sunday morning they will make their own home ice cream for Sunday dinner. If they could feel that the ice cream they bought down town was good ice cream they wouldn't make their own ice cream. I saw an illustration of that not very long ago. The governor of Oklahoma and two or three very prominent men in Oklahoma were over at the college creamery, and as usual we gave the visitors the ice cream to eat. Mrs. Robertson said, "Isn't this ice cream delicious ice cream. Isn't it funny we can't get that kind of ice cream in Oklahoma City where we live. We have just got to make our own ice cream in order to get good ice cream." Now she thought, of this particular ice cream was made better. It seemed to be real good, but it wasn't any better, possibly not as good as she could buy in Oklahoma City, she just had that idea. I tried to convince her then and there that she had made a mistake—I said it wasn't a hundred per cent true—but I told her she could buy ice cream anywhere in Oklahoma just as good as that ice cream she had at the college—that the ice cream factories of Oklahoma were all making a standard product; that they were careful in the selection of their raw material; that they all pasteurized their products thoroughly and made it safe to use; and she could, without any doubt, buy ice cream anywhere in Oklahoma City—from any factory, or anywhere else in Oklahoma, and that she need not be afraid it would not be good. Now, I said I really didn't make it a hundred per cent—I made it a hundred per cent; we do have, I am sorry to say, still factories in Oklahoma that are not coming up to that hundred per cent standard. Now that is what we have got to fight.

Ice cream is an American national dish, not only for pleasure, but a national dish to be eaten as such and we have got to convince the American people, people of Texas, and Oklahoma, and Kansas, wherever they are, that it is ice cream, and if it is ice cream it is a standard food product regardless of whether it is made in Mississippi, or Texas, or Oklahoma, or wherever it may be made, and we must get the consuming public to realize that, and if we do that we will double the consumption of ice cream. We are just beginning the ice cream business today, in ten years from now the public knows what it will be.

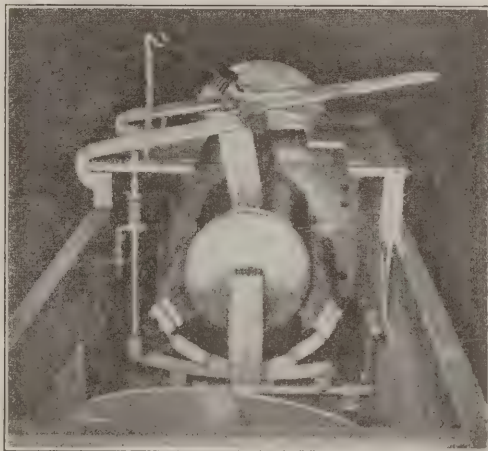
We have got to convince the public we have got a good product. What does the public expect of a food product? There are a number of things I would like to mention. First of all, a food product in order to be a national food product must be nutritious; that is a simple fact. Second, it must be balanced. Third, it must be palatable, people must like it. Fourth, it must be a safe food product; they must be able to eat it without getting sick from it. And the fifth requisite,

The Manning is, first of all, a can washer of durability. A great many Manning users have written us that this machine has given unequalled service for as long as eight years.

What other can washer will give service like this at so small a first cost?

Manning Manufacturing Company

Rutland Vermont
U. S. A.



*The Washer that Grips
The Can!*

JUDGE NOT LEST YE BE JUDGED—CUT NOT LEST SOMEONE ELSE CUTS, TOO.

it must be comparatively cheap in order to be a food product.

We think ice cream is a very nutritious food product. You have a very much better balanced food in ice cream than you have in anything else we eat. If we eat a dish of lettuce, or a beefsteak, we have not got a balanced ration; but if we eat some potatoes, and all of those separate foods combined into a meal, we have a balanced ration; but you have in ice cream a balanced food without anything else. If you have a balanced dinner and end up with a balanced dessert, ice cream will not over-balance your dinner because it is already balanced. That is especially more true of your eight per cent butterfat ice cream in Texas than it is in fourteen per cent ice cream in some other state. Fourteen per cent is over-balanced in butterfat. We know ice cream is palatable, and we must convince the public that ice cream is safe. Everyone knows that on every Fourth of July picnic that someone—somebody gets sick and goes to a doctor, and the first thing the doctor says, "How much ice cream did you eat?" And he tells him how much he ate. "Well, that is what make you sick; better not eat any more ice cream."

I had a case come to my personal observation. I found out that the man got sick from eating ice cream, but he ate twenty-two dishes of ice cream that day, and the ice cream tested twenty per cent butterfat; it is no wonder he got sick. We have the so-called cases of poisoning come up every once in a while. The first thing they think of is, ice cream did the poisoning. There are fewer cases of poisoning that can be attributed to ice cream than any other food product under the sun—you can make up your mind to that if they are actually traced out.

We think ice cream is comparatively cheap. It is hard to convince people that ice cream at fifty cents a quart is cheap. It is hard to convince people that at ten cents a quart is cheap, they think they ought to buy it for six cents, because it is such a common article of food. Milk is the cheapest thing they buy. Ice cream, of course, is not the cheapest thing we eat for the amount of nutrition, but one of the cheapest things we can buy because of its one hundred per cent digestibility. We cannot compare a pound of ice cream and a pound of meat, because your meat is an indigestible piece of goods, it is not such hard work to eat that piece of steak as to digest that piece of steak. With ice cream the butterfat in ice cream is the only thing that is working on by the digestive organs of our body to get it in soluble form to go into the blood, the rest already is in a soluble form.

Nearly every factory is equipped with an homogenizer, or viscolizer, or emulser, and that is today the process that in ice cream cannot very well be left out. We can still make ice cream by putting milk and cream into a vat, and pasteurizing it, and then cool it down and freeze it, but we can't manufacture large quantities of ice cream in that way without some sort of processing. The small factories can afford an emulser. There is so much trouble that occurs trying to do without this process that you pay for the machine many times, sometimes in a single season. In the spring of the year when you have a lot of fresh cows from which you derive your milk and cream, if you are not very careful you will have greasy ice cream, and people do not want grease for ice cream, and you can't get away from that condition unless you process your mix through anyone of those machines. The homogenizer and viscolizer for the large factories, and the emulser for the small factories; they have done more to keep the quality of ice cream uniform from day to day than possible with any other machines we have. It is my opinion that they are not only a necessary adjunct to processing the ice cream mix but that they are indispensable in an ice cream factory. I don't need to hesitate in saying that, for I am not going to sell any homogenizers or viscolizers by saying it; they are so universally on the market today that we know we can't get along without them.

Now, the temperature at which to run the mix through the homogenizer, viscolizer and emulser will vary. If you have followed up the discussions—answers to a lot of inquiries on that subject you have undoubtedly noticed that the temperature run on a homogenizer varies from 120 to 190. Some of them will pasteurize, they say so at least—pasteurize at 120, hold it thirty minutes and then cool it down to 110, and then run it through the homogenizer. On viscolization

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK

CHICAGO

LOS ANGELES

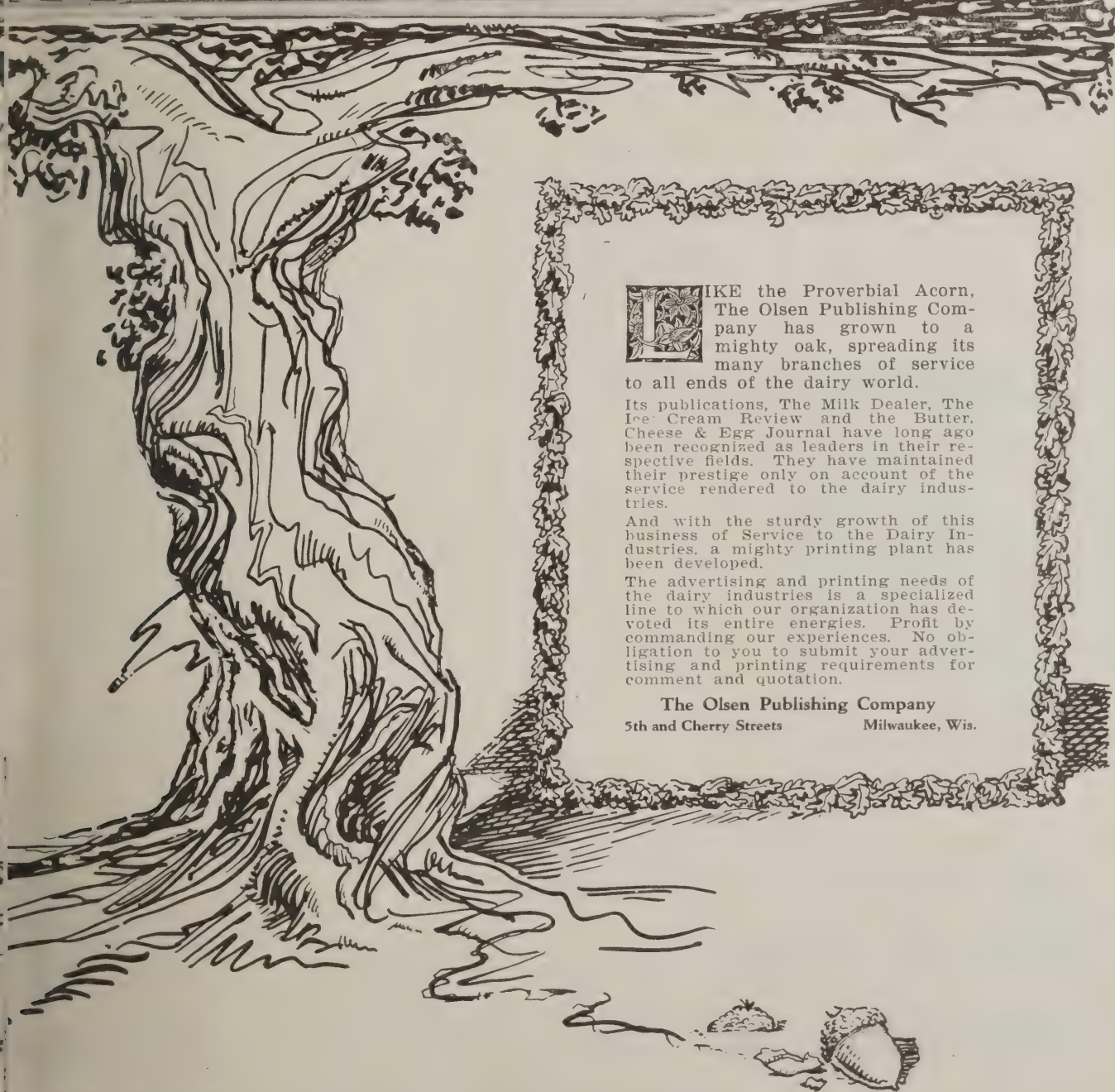
WE SPECIALIZE IN
TINNING
RETINNING
AND
REBUILDING
OF
MILK & ICE CREAM CANS

BEFORE

AFTER

THOMPSON-BREMER & Co.
1750 CARROLL AVE. CHICAGO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



LIKE the Proverbial Acorn, The Olsen Publishing Company has grown to a mighty oak, spreading its many branches of service to all ends of the dairy world.

Its publications, The Milk Dealer, The Ice Cream Review and the Butter, Cheese & Egg Journal have long ago been recognized as leaders in their respective fields. They have maintained their prestige only on account of the service rendered to the dairy industries.

And with the sturdy growth of this business of Service to the Dairy Industries, a mighty printing plant has been developed.

The advertising and printing needs of the dairy industries is a specialized line to which our organization has devoted its entire energies. Profit by commanding our experiences. No obligation to you to submit your advertising and printing requirements for comment and quotation.

The Olsen Publishing Company
5th and Cherry Streets Milwaukee, Wis.

I think the directions that go with the machine says, to bring it down to 120, if I remember right, before processing. Now, it is a technical point, a scientific point, that the hotter you put it through the homogenizer the better will be the effect. It has to be, because the liquid is thinner when it goes through a higher temperature, and it is better processed in going through the machine. I haven't had enough practical experience with the viscolizer, I have with the homogenizer—to know whether or not 120 is right or not. If I was running a machine in a factory I wouldn't start cooling but I would start it through the homogenizer or viscolizer—it is possible that the viscolizer wouldn't work at a temperature of 145 or 150, but I think the homogenizer will work at that, but that is left to your discretion. You may get good results through the homogenizer at 110, and the next man may run it through the homogenizer at 140 or 145 and get good results. I would try it out in the winter months when you can practice on your machines and actually find out. I could not tell you off-handed, but if I stayed in your factory for ten days and watched everything carefully, and put on a pair of overalls and work like I have done many times, I could find out just exactly what was right.

Now, after your mix goes through the homogenizer and after it has cooled down, the question that seems to be bothering ice cream factories still is: What temperature to hold this mix before you freeze it, and, of course, the length of time you ought to hold it. Some factories will freeze within six or twelve hours after processing. Some will say they never freeze until 48 hours. Usually the majority of the factories freeze within twenty-four hours. Now, what temperature must you hold or should you hold it? That differs in the

opinion of ice cream factories today. Many of our cream factories, lots of them have the idea that when you process your mix you have got to ripen it. I have asked a great many questions about ripening ice cream. They say you have got to hold the mix at a temperature of, say 60 for so many hours, or 70, and then cool it down in order to develop enough acidity—enough in the mix so it will ripen. Five years ago I was absolutely sure that you did not have to develop any acidity in ice cream mix to get the overrun. You need acidity in ice cream mix to get the overrun. There is every reason why you should not ripen ice cream or develop any acidity; every reason why you should not do it. Still only last winter a factory in Oklahoma brought some ice cream to me, and they said, "The way we ripen it, we throw a can of butter milk into the vat just about four or five hours before freezing, and it will ripen it." Another man said, "The way I usually do it, I just leave a little mix in the vat, and then put the mix back in the old vat, and then start putting in the new mix, and in that way acidity develops." Three years ago I came in contact with the Ward Ice Cream factory at Fort Smith, and in talking with them I found that they never developed, or tried to develop any acidity in ice cream.

I went a little further this year—we had a student, a graduate from the A. & M. College, who is employed at the Ward plant at Fort Smith, and another student at Okmulgee, Oklahoma; so I told these two boys, "I want you during the months of June, July and August to test the acidity of every ice cream mix immediately after cooling—after homogenizing and cooling, and to test it immediately before freezing." I know that both of these plants have an overrun tester now. I told the boys to ascertain the overrun, along with the acidity test. Both of these factories were not trying to develop acidity, they were trying to keep the mix just as pure and sweet as possible all the time—until it was frozen. They have absolutely no difficulty in averaging a hundred per cent overrun on the mix, and that is the overrun we need to get in order to maintain a weight.

That just reminds me of a statement made yesterday that you were going to incorporate in your law that ice cream should not weigh less than twenty pounds, or four pounds to the gallon. If you do that you are going to have some poor ice cream. Twenty pounds of a half gallon is too light in weight if you are going to make a weight standard. My suggestion would be to leave the weight out of the law entirely, because it is very hard to regulate the weight of ice cream, but if you are going to do that make it 22½ or 22 pounds for a five gallon can, and that will still enable you to make

Cold Storage Construction

Ice Cream Manufacturers:

WHAT MORE CAN YOU REALLY REQUEST than to have a specialist take care of your **Cold Storage Construction work**, so important for the manufacturing of a quality Ice Cream.

Consult us before contracting for your new

HARDENING OR COLD STORAGE ROOMS

or for the improvement of old ones where we can help you solve your refrigeration problems.

Our Matchless Pure Corkboard Insulation for all installations is ready for immediate delivery.

WICANDER & COMPANY

(INCORPORATED)

50 Broad Street

New York City

Manufacturers of Cork Products for more than 60 Years

Ice Cream and Dairy Plants

K. W. Schantz, Inc.

Architects and Engineers

BUFFALO

NEW YORK

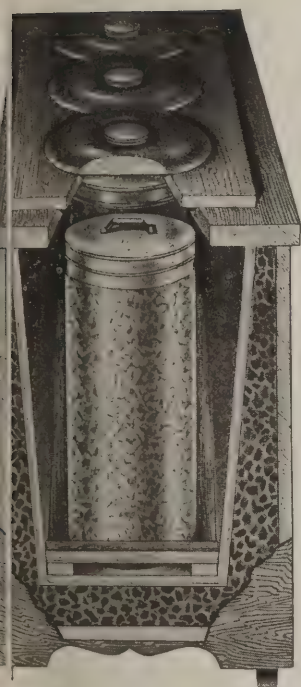
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Lining Determines the Life and Cost of Your Cabinet

YOUR cabinets can give satisfactory service only so long as the lining remains intact. The more often you have to replace the lining the higher the original cost becomes.

The time tested wood linings of Nelson Cabinets are just one of the features that make Nelson Cabinets the cheapest and most practical for you to use.

The distinctive manner of construction and insulation of Nelson Cabinets saves 65% of the ice usually required to keep ice cream in good condition.



• trough cabinet with taper
and lining instead of metal.
Substantial, efficient and like
our cabinets, attractive in
appearance.

NELSON Patented Ice Cream Cabinets

are constructed entirely of WOOD. Everlasting California Redwood used for the outer case, and Fir for the circular independent compartments. The compartments are separated from the outer walls and from each other by cork (the best non-conductor of heat and cold known). Drain pipes are of $\frac{3}{4}$ inch heavy brass tubing and secured by brass locknuts. Both are everlasting.

*There is a Nelson Patented
Ice Cream Cabinet for
every requirement.*

Write for Price List.

GUARANTEE

Any Nelson Cabinet which does not prove to be all we claim for it, after using it thirty days, return at our expense for freight both ways and we will refund the purchase price in full.



42-Quart Brick with Ice Rail.
Patented Nov. 11, 1919, 1321120.
Sheet Cork Insulation.

Visit us at our booth No. 80 at the Cleveland Exposition

C. NELSON MFG. COMPANY
2306 Division Street ST. LOUIS, MO.



*"Confessed the Best
When Put to Test"*

MEMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

one hundred per cent overrun. In Kansas they made a mistake, and they had to make a little concession like your health officer said you had to make two years ago, in order to get the bill through, they made the concession to the health department and put the weight at four and three-fourths pounds to the gallon. I think you could have enough argument to convince them that you didn't need any weight in the law.

Now, relative to the holding of the mix. If you hold the mix below fifty degrees you will get very little increase in bacteria—if you hold it forty-eight hours. Most of us will try to hold it a little lower, between 35 and 45, is about the limit. If you hold it below 35 you are holding it too cool to get any effect; if you hold it over 45 you are liable to go 65 if you don't watch it very closely; so I would say an average of 40 degrees will be about the right temperature to hold the mix. Now, as to the time to hold it; 48 hours will be the proper time to hold the mix for maximum good results. A mix held 48 hours will give you a better body and smoother texture, and will give you a better effect than all the improvers you could use in the world; better effect on the quality of the ice cream. "Aging" is the word you want to use; don't use the word "ripening." If you still have to ripen the mix, if you think that is the best, put in an acidity test and you will find you will get less overrun if you are ripening the mix than if you did not ripen it.

Relative to the bacteria count, discussion has already been had with reference to milk bacteria count. The bacteria count in ice cream is an important factor. I believe in San Antonio, or Fort Worth, or somewhere, one of your cities in Texas, they have a bacteria count in ice cream.

Mr. Ross: Beaumont.

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

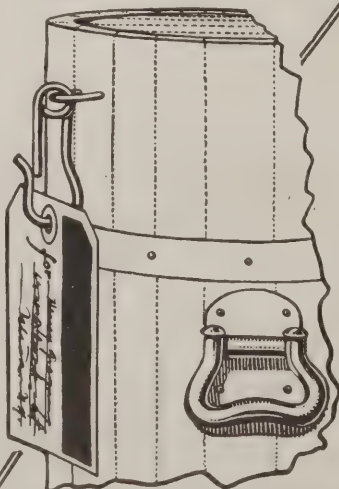
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



Professor Baer: Beaumont, Texas, I guess that is right. I know they have milk bacteria counts in every city in the United States; they have what they call a bacteria standard. A bacteria count should be placed upon ice cream. I want you to follow, if you haven't followed it—if you didn't follow the discussion relative to bacteria found in ice cream—the discussion in the last two or three issues of The Ice Cream Review. I would suggest that you follow that out. There is going to be, I imagine, some more discussion. The discussion as to bacteria in ice cream started when the National Dairy Science Association in Minneapolis, this fall, were going to adopt a score card for scoring ice cream. I personally had a score card, including a bacteria count for ice cream. They were ready to adopt the score card in Minneapolis. I was a member of the Committee on Ice Cream Score Cards. Of course, I was interested in getting my score card adopted—and one might think it was due to a little selfish motive, it wasn't because of that, however, but it was because I believed that the score card which I did present was the score card that should and will be finally adopted. All the analysis for bacteria ever made for ice cream in Washington by the health department of the city showed that the bacterial content of ice cream is somewhere from ten million to six hundred and fifty billion per cubic centimeter. Now, all of those figures—I don't care how many books you read—all of those figures bearing on bacteria in ice cream are so far out of date that the books ought to be thrown away; they were all made from raw cream mix; they were all made under conditions which do not pertain today to any modern ice cream factory. When I proposed a score card which would allow a perfect score for twenty thousand bacteria per gram I felt I didn't allow enough. I was willing to allow twenty thousand for a perfect score per gram. I placed five hundred thousand as the limit on the other side, and if it was over five thousand I would mark "O" on bacteria. Then the question came up how many points on the score card should we allow for bacteria. I put twenty points down, or one-fifth of the total value of ice cream for bacteria; one-fifth or twenty points for food value; and forty per cent for its flavor. The question, arose regarding the twenty points on the score card for bacteria.

I am thoroughly convinced, and I can prove it from A to Z that the bacteria count in ice cream is absolutely just as important, if not more important than the bacteria contents in milk that the gentleman talked about a little while ago. The bacteria count is one way for the health department to determine that the ice cream is in a sanitary condition. If we have got an ice cream factory that is going to ripen the mix, it is going to be careless about the cleanliness of the vats they use, and what is the use of pasteurizing if you are going to re-inoculate it with bacteria? So when we begin to thoroughly pasteurize ice cream, then is when you get a good bacteria count, because if you thoroughly pasteurize ice cream you get less bacteria in your frozen ice cream than you do before you put in through the pasteurizer. If you had a count of five thousand and immediately after pasteurizing it is cooled, you ought to have less than five thousand when you put it in the freezer, because keeping it at a temperature of 40 degrees isn't going to increase your bacteria count, it is actually going to decrease it due to certain bacteria which are going to become inactive with that low temperature. In an ice cream scoring contest up in Kansas a few years ago we scored twenty-eight lots of ice cream, and out of those twenty-eight, twelve had bacteria counts below twenty thousand.

(Continued on page 88)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Fig Walnut for Ice Cream

*Delicious
Nutritious*



Everybody
Eats It.

Everybody
Likes It.

A delightful combination of

**Choicest Smyrna
Figs and**

**Finest Imported
Walnut Halves**

No Husks :: No Shells

WRITE FOR PARTICULARS

Crown Fruit & Extract Co. Inc.

418-420 West Broadway ~ New York, N. Y.

Summing Up the Ice Cream Business

By F. W. HOLMES, Manteno, Ill.*

THE Good Book tells us, "Be not slothful in business," and that means, defined, be diligent, be intelligent, and as our Jewish friends would say, "Be careful, count your costs."

Had that been observed during the year 1921 there wouldn't have been 19,000 business failures in the United States of America.

Again we are told, "Whatsoever your hand findeth to do, do it with all your might," and that implies do it right. That brings us to this thought. I wonder if as ice cream manufacturers, we have had the vision to look into the future, and plan wisely and well; whether our plant is great or small. For this reason, we cannot tell when the unforeseen may happen, and your small or great factory may be shorn of its glory and its earning power. I am sure we have need to be very considerate, to try and plan as near as we can on the 100 per cent basis, so that by study, association, and research, we can arrange our factories and our equipment, that the time may come—when, perhaps, your prosperous business of the last few years may have a change, and the remnant might have to go into other channels.

Now for instance, we analyze, just as I said, on the percentage basis. We are going to take the manager, and consider him first of all. Call him the Boss, the manager, or the proprietor. I wonder if he is a man of administrative affairs. I wonder if he is giving his

time on the whole and is using the means at hand watching from the front row, or pew, of what is going on in his plant. Perhaps he is attending a conventional sectional meeting and getting into other factories, where the doors are always open, as have always been open to me. He may be conferring with other men, and seeing what they are doing, but this good-enough spirit in these days will not do. We must have the very best. I believe if that manager will, perhaps, do some of the things I have said, he will be entitled to the forty per cent allotted to him and will be sold to a better ice cream business.

Now this allotment may not work in your factory, it may not work in any of our factories, but it will do for an analysis.

The next man is the ice cream maker. He is a man of the hour in the plant. He is a big factor in the production end; he must have confidence in the management, as well as confidence in himself. He must be a willing worker, a man that is willing to assume responsibility; and must be a student of his department, whether he uses, in his mixes, milk, cream, condensed milk, powder, butter, specialized air, or what-not.

He must know things of the machinery, emulser, the viscolizer, or the homogenizer, he must not guess at them, because he is to produce a product that must be absolutely right. A good product is going to mean much toward the success of that plant, while a poor product will put the concern on the blink in no time.

About the yield—he must know a few things too, or the boss's cargo may not come into port with any profit. Perhaps he is entitled to more than twenty per cent, you measure it for yourself. If he is not equal to the above per cent and then some, he is not sold to better ice cream business.

The next lieutenant is the salesman. Of those that have had the privilege, and most of us I think have had some experience along the selling line, know that he must be a man of tact, good humor, efficiency, and a judge of human nature. He must have something to sell, and be a close chum of the ice cream maker, that he may have a larger field to draw his knowledge from. He must absolutely believe in the product he sells, whether it be Morris's of New Haven, Carver's of Los Angeles, or Cunningham's of Chicago. His slogan might be, "Our Ice Cream for Quality, Service, and Merit and Value." It is one thing to produce a product, or a commodity, it is another thing to market it. Seventy-five per cent might be allotted to the "Know how," and twenty-five per cent to the "I will," and the two make a good combination for the salesman.

His slogan may be the same as that of Mr. Sam Nivling, of Rochester, N. Y., in his address last year. He said, "Don't go chasing all over hell's half acre for a few stray gallons at the expense of, somebody else, and not do you very much good. But rather cultivate trade closely, and carefully, within a proper radius of your own plant, and you or that salesman will be sold to better ice cream business.

The next man in line as a lieutenant is the collector. This man may be a twin brother of the salesman, or, perhaps the same man as the ice cream salesman. It depends upon the size of the plant, if he is he is entitled to the ten per cent allotted to him. As I see it he is an important spoke in the wheel, he is almost a whole wheel in himself, for he is the man that is going to put joy into the heart of the financial department

* Before Illinois Association of Ice Cream Manufacturers.


"**Sx**"

Edible Gelatine

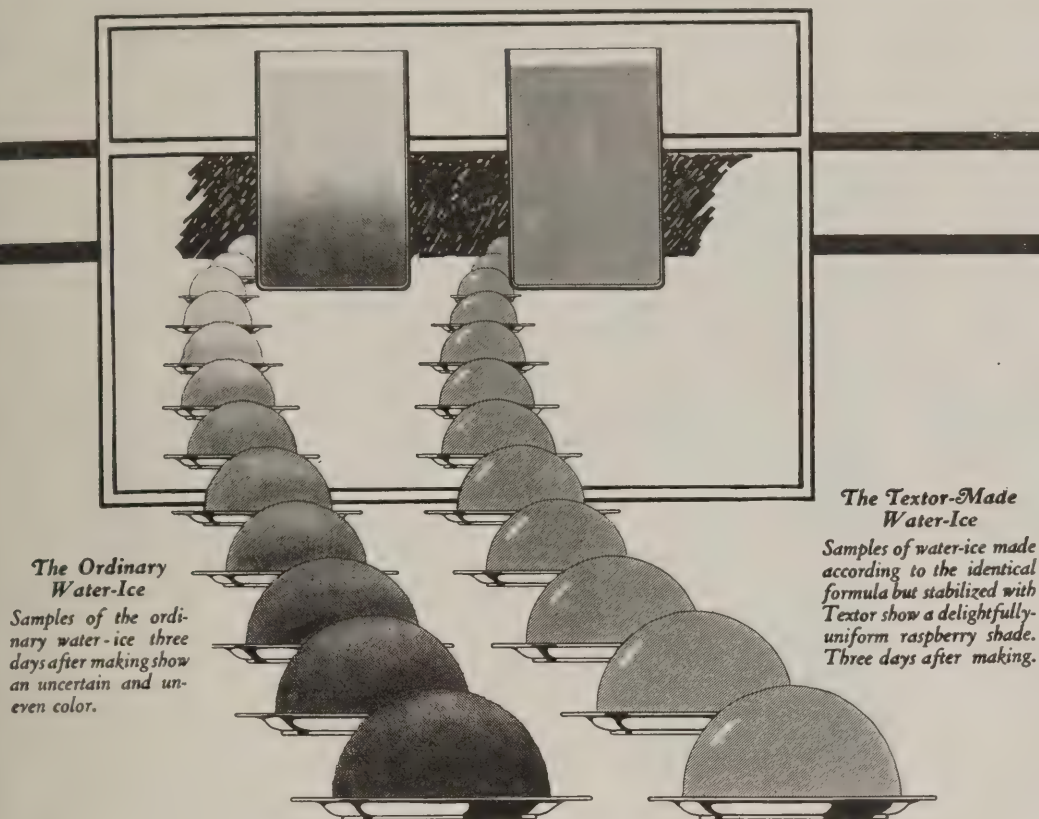
ADDS MATERIALLY
to the
FOOD VALUE
of
ICE CREAM

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street	CHICAGO 94 Board of Trade	ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Ave.	SAN FRANCISCO Second and Brannan Streets	



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



You Must Make Better Water-Ices

IN actual test, the first row of water-ices shows a color ranging from a pink-white of the first dish to an intense red of the last. But in the second row, every water-ice shows a true raspberry shade, a delight to the eye and a temptation to the palate.

Textor

A blend of vegetable gums, a pure white powder, transparent, colorless, odorless and tasteless when dissolved. Requires no heating, soaking or boiling. Textor binds together the ingredients of an ordinary water-ice into one smooth, firm, perfect blend that will not disintegrate. Textor makes water-ices as dependable as ice-cream.

The difference is due to the stabilizer, Textor, which holds the color of the second row of water-ices evenly distributed. Textor gives the water-ice the ability to retain its delightful flavor after any number of repackings. The water-ice in which Textor has not been used will be icy and tasteless or of a syrupy consistency. Textor keeps uniform the color, the flavor and also the texture of water-ice.

Textor Makes Better Water-Ices

Simply by the addition of Textor to the mix, the flavorless, colorless and rough water-ice becomes smooth, with tempting color, and of delightful flavor. Textor prevents separation, producing a water-ice absolutely free from ice crystals. Textor makes your water-ice as dependable as ice cream and develops a big new market which increases your profits substantially.

Test Textor Today

Let us send you a 60-pound drum of Textor with instructions and recipes. 10 pounds of it will stabilize 350 gallons of water-ices or sherbets. Try Textor and notice the improvement in your water-ices and sherbets.

S. GUMPERT & CO.

Bush Terminal

Brooklyn, New York

when he comes in with the dough, or vice versa, a gloom when he comes in without the money.

Again I say this man doesn't want to have a faint heart, he must be a stickler. If he isn't his goose will soon be cooked. It often is no snap to handle the collection department and one will almost need grace from on high, at times, to meet the situation. I would say stick to your weekly terms, where credit is extended, as near as possible. The dealers get the cash in most cases, and when a bill has to be deferred try to get a short dating ahead. Put it down, then you have the customers own word for it. Follow it up, and be there on the job, on time, because if the customer cannot pay a reasonably sized bill how is he going to pay a big one? This continually deferring a past due bill is soon going to spoil a customer, and he will think you are an easy man, and you may lose your money in the end. Oftentimes you make a better, and surely a safer, customer to put him on a cash basis. If possible don't go away without leaving your customer in good humor, but your money you must have or how can the bills be met for raw material, light, power, heat and a multiplied number of other things that come so fast sometimes they almost get our goat.

If this lieutenant can, and will, do the above, he has done much toward making his work worth more than the ten per cent allotted to him, and he is surely sold to better ice cream business.

The next man is off in the corner. We don't very often go around and see him, not as often as we ought to. He is only allotted five per cent. I am afraid I have listed him too low. He sure holds an important job. A good can washer is like the safety valve, or blow off, on the boiler.

The 5c Eskimo Pie Now a Money-Making Sensation

Gigantic Summer Demand Paving the Way for a Huge Gallonage Output



The Eskimo Pie Cutting and Dipping Machine

Makes it possible to manufacture the 5c pie at a net cost of 20c a dozen, including license, wrappers, labor and material.

Not only reduces labor cost to less than 1c a dozen but eliminates all loss of chocolate and cream. All pies are exact in size and shape—no small wasted ends. By using our formula we guarantee a better coating obtained at a cost not to exceed 5c per doz.

Complete machine including motor and electrically heated tanks, ready to run.....\$375.00

Write for full particulars

THE NORTHWESTERN CORPORATION, Morris, Ill.
MANUFACTURERS

Suppose we step into his office some well steamed and heated July morning, when he has cans to the right and cans to the left, and the east is west and the west is east, for he is sure to have plenty. First of all, he must have the necessary room, the needed machinery and equipment to take care of what he should. A good word or an occasional call from the head of the department keeps him from getting careless. A careful can washer, with plenty of well sterilized cans on hand, tried for leaks, on the racks, is a value. If this man in his department is a worker then he is, I believe, worth more than the five per cent, and is sold to better ice cream business.

Lastly there is another man, entitled, the machinery superintendent. He is that fellow in the plant that if he does his work right, he is here and there, all over. You hardly know where to locate him. He may be looking after weak belts, or a motor that may not sound just right, a pump, steam or electric, that needs attention. And if he is on to his job he sees that all bearings have the proper oiling in due time. Perhaps tightening a bolt, or some part that may be working loose or getting out of place. His work is a work of prevention rather than one of cure. But he also must be a doctor, if the case needs be, that he may repair a break, and do it quickly, or have it done.

Do you think this man by being just a little careless could tie up the whole work in many plants? Then, this machine superintendent, while attending strictly to business, is worth more than the five per cent allotted to him, and is sold to better ice cream business.

Now then, gentlemen, the summing up of the different lieutenants, the manager forty per cent, ice cream maker twenty per cent, salesman twenty per cent, collector ten per cent, can washer five per cent, and the machinery superintendent five per cent equals one hundred per cent. One hundred per cent is efficiency, and when that plus sign is completed, you have a number one bookkeeper and auditing department.

Gentlemen, I haven't told you anything new, it is just the old, old story, perhaps, with a few sidelights, and I believe that if we will observe some of these things that I have said they may help us to better ice cream business. Just one word more and then I will be out of your way.

When we are in business we are likened unto a ship that is out at sea. No mariner, sea captain, sailor or ship owner ever feels just quite right until they have landed their cargo safely in the port. Stop! Look! and Listen! How is your year end cargo coming into port? Are there any leaks in her old hull? Are there any damaged goods on board?

Look carefully and examine her before you come in. I thank you. (Applause.)

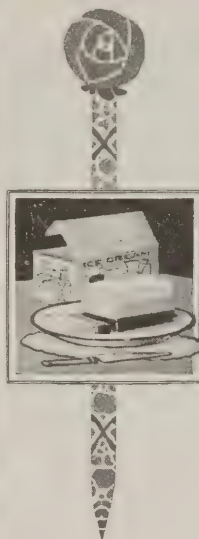
...LET US DO YOUR... PRINTING

HIGH grade work
at reasonable
prices. Send us a
sample of what you
want and we will
quote you prices.

MAGAZINES AND HOUSE ORGANS
CONVENTION PROCEEDINGS
MAILING FOLDERS—CATALOGUES
CIRCULARS—LETTERHEADS
BUSINESS CARDS—BILL HEADS
STATEMENTS—ENVELOPES

THE OLSEN PUBLISHING CO., 5th & Cherry Sts., Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



PERFECTION

ICE CREAM CARTONS

Command attention thru their distinctiveness and beauty.

They help to create a desire for your product which could not be obtained in any other way. Each of our six beautiful stock sketches are so designed that your Name and Brand harmonize with the illustration, thus producing individuality and character.

Write for Samples
and Booklet

CHICAGO CARTON CO.

New York, 90 W. Broadway
Cincinnati, Gwynne Bldg.
Dallas, 601 Elm Street

4433 Ogden Ave.



Chicago, Illinois

Denver, 1526 Blake Street
Salt Lake City, 355 Pierpont Ave.
St. Louis, Railway Exchange Bldg.

The Feminine Slant

By FANNIE KILBOURNE*

THE letter was well typed, crisply phrased, businesslike, impersonal—all but the postscript:

"* * * and the contract is thoroughly satisfactory. I shall arrive Friday the eighth, and if convenient should like to confer with you Saturday. I shall then be ready to go to work in earnest Monday morning.

"Thanking you for your courtesy and promptness, I am—

Sincerely yours,
S. A. MEADE.

"P. S.—It is only fair to tell you that I am a woman. If you don't want me on that account, please wire me right away.

Yours truly,
SUSAN ALICE MEADE."

"Well, I'll be hanged!" Miles Willard, president of the Maple Leaf Ice Cream Co., looked over at Dan Mahoney, manager of the Maple Leaf plant. "Would you ever have thought that the young Chicago fellow who wrote those, 'Don't keep a race horse on a pack mule's job' ads, and the, 'Well, why not smoke tobacco for a change?' was a Susan Alice?"

"Susan Alice!" Dan turned to regard his employer with open-mouthed amazement. "I'd 'a' bet a dollar his first name was Sam. And we've hired a Susan Alice for an advertising man! Susan Alice!" He sat for some moments stunned to silence. "Well, I'll bet you two bits," he finally offered, "that she's more Susan

* In The Milwaukee Journal, The Love Story of a Business Girl—Romance with Pep.

than Alice. I had an old maid Aunt Susan once." This last feelingly.

When Miss Meade arrived at the one-storied brick Maple Leaf plant on Saturday, however, she proved her right to both her names. She was Susan in the slim straightness of her dark suit, the smart plainness of her hat (which had doubtless cost five times as much as a mere man would have guessed), in the businesslike directness of her approach.

But under the smart plain hat her hair was soft and wavy; and under her businesslike phrases her voice trembled a little. Excitement sent a sudden hot, unbusinesslike wave of color sweeping down to the severe plainness of her collar. Oh, Susan had done her clever professional best, but, in spite of her efforts, something still remained unquenchably Alice.

It was Susan who assured Mr. Mahoney, impersonally, pleasantly, that anywhere he could find room for a desk for her was quite satisfactory. It was Susan, also, who listened with alert, intelligent respect to Miles Willard while he explained that the Maple Leaf Co. was an infant concern, that the ice cream could not be placed on the market for two months yet, although, of course, the advertising was to be begun at once, that the huge Wiley Ice Cream Co. would be their only competitor, and that, beyond her year's contract, he could promise her nothing; her future would depend upon the future of Maple Leaf Ice Cream.

It was Alice who fell in love with Miles Willard while he was still explaining the state ice cream laws, long before he had reached the requirements as to the percentage of butterfat. She would not have admitted this to herself, of course.

"The Wiley plant is just over the state line," Willard said, "and the law there lets them get away with only 5 per cent. Then they run their 5 per cent ice cream in here and sell it, through any manufacturer in this state has to have 8 per cent. We're going to have 10 or 12. I've had the thing looked up to the last fraction of a cent, and we can afford to do it and still sell at the same price as Wiley's. They must be making tremendous profits."

"Quality will have to be the advertising angle," decided Susan.

"I wonder if he's married," thought Alice.

But Miss Susan Meade, starting work next Monday morning, was as pleasantly crisp and businesslike as the white linen collar and cuffs on her well-tailored tricot dress. Dan Mahoney, whose desk in the large, bare office room was only 6 feet from hers, liked her at once and chuckled when he saw how she put the new Maple Leaf Salesman—a fresh young man with a vaudeville quotation wit—in his proper niche.

But when Donaldson, this same salesman, suggested to Willard that the brick ice cream be made not in the customary layers but with a maple leaf of the contrasting flavor running through the brick and showing on each slice, Susan was his most enthusiastic supporter.

"If the molds don't make the process too expensive," she urged, "it would be wonderful advertising. Think of it, your trade-mark on every piece that is served!"

The idea became a Maple Leaf Co. fact.

Susan selected the design to be used for the counter advertisements, chose the lettering for the street signs, wrote the copy for the advertisements which began appearing in the newspapers.

"It's like the orchestra playing before the curtain

Nafis Automatic Acidity Test

For Testing the Acidity of Ice Cream
Mix, Milk, Cream or Whey

ACCURATE ECONOMICAL SIMPLE

for Ice Cream Plants, Milk and Cream Grading, Creameries, Cheese Factories, Condensing Plants and Dairy Schools.

Our INDICATOR and NEUTRALIZER are put up in convenient form and can be sent by parcel post for a few cents.

Our CONCENTRATED NEUTRALIZER is prepared in our laboratory with the same degree of accuracy that characterizes NAFIS GLASSWARE. The small bottle is sufficient to make a half gallon of solution, thus avoiding transportation charges on large bottles and water.

Complete test includes one bottle of each solution.

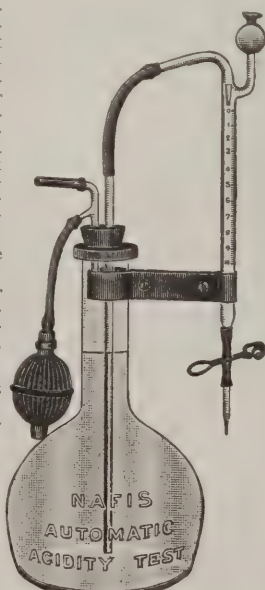
Our Volumetric Reservoir Flask permits the proper dilution of the concentrated neutralizer with great precision. Broken parts easily replaced. For Sale by All Dealers in Nafis Glassware.

Designed and Manufactured by

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific
Glass Apparatus for
Testing Milk and Its Products.
17-23 No. Desplaines St.,
Chicago, Ill.

Ask the Men Who Use It.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



BARBER

Everything for the Dairy Industry



Let Us Help You to Work Out Your Pump Requirements

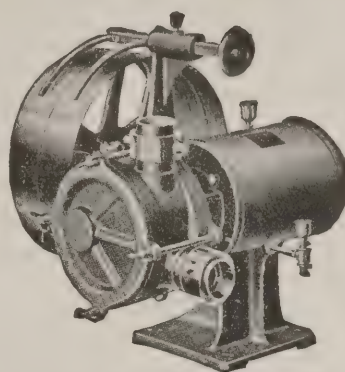
When you buy Barber-Goodhue pumps you get more than just pumps—you get the expert service of an organization that for many years has studied the pump requirements of the dairy industry and has met them successfully.

The adaptability of the pump *to your particular work* is fully as important as its mechanical construction—and it is the business of our engineers to help you locate the right pump. You can't buy the wrong pump, or one that is impractical or costly in its operation, if you will advise us fully concerning the work you want it to do.

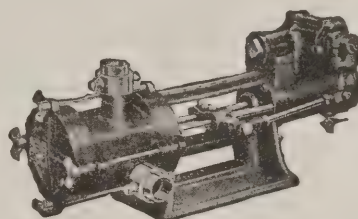
We have a tremendous stock of pumps and parts always on hand, ready for immediate shipment—no delays, no expensive shut-downs for repairs.

Before you buy, put your pumping requirements up to us, writing us fully about the conditions to be met. Where necessary supply a rough sketch.

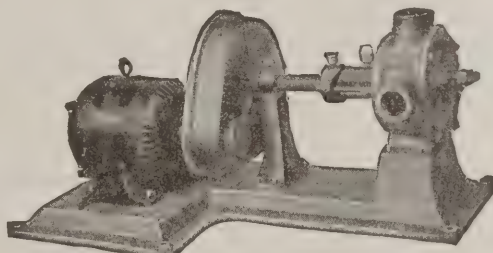
We have a complete pump catalog which we shall be glad to send on request.



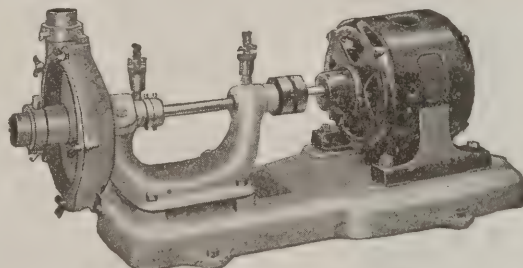
Simplex Model B Belt Drive Pump
—capacities from 4,000 to
40,000 pounds per hour.



Simplex Model A Sanitary Steam
Milk Pump. Can be used on
second floor level to draw milk
from vat on floor below.



Viking Motor Driven Cream Pump



Jensen Centrifugal Sanitary Pump

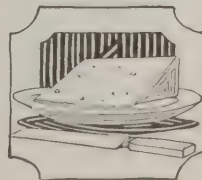


A.H. Barber-Goodhue Company

(Formerly A.H. Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

goes up, isn't it?" she observed to Willard. "We've got to get the audience all excited about Maple Leaf ice cream before it comes on the stage at all."

Occasionally, Susan and the president were left alone in the bare office. The stenographer was still needed only mornings, and Dan, of course, spent a good deal of time in the plant proper, overseeing the placing of the freezers, inspecting each new arrival of containers. Donaldson was out most of the time, and the bookkeeper, whose work was still light, went home of an afternoon.

It was on these occasions that Susan had the hardest time keeping Alice properly subdued, for the conversation strayed a little into more personal lines.

"My capital," he told her confidentially, one afternoon, "comes from my uncle. He's a husky fellow of 50, and he said to me one day, 'If you want to take your share of my money right now and lose it in some business, go to it.' So I may be doing it," Willard grinningly admitted.

"No, you aren't going to lose it," Susan Alice insisted. "You've gone into the business too thoroughly before starting out."

"I've gone into it thoroughly enough," the man admitted. "I worked with the Wiley Co. for three years, learned the business from every side. They never had one bit of real competition in the city at all. And the Wileys don't make good ice cream. The first time I tasted their stuff I knew there was a market for some good brand. I used to drive the truck around some of those hot days and try to figure out how I could get hold of money enough to try it, and when I was in a new town, I'd know all about the ice cream company that covered the place, even if I didn't see the town hall."

And on another day, when a chill spring rain beat against the window panes and Willard set the little electric stove to glowing cheerily in the gray office, the conversation began with advertising. The president looking over some of Susan Alice's new copy.

"A woman of the world is always an epicure," he read. "Her table bears witness to the more delicate discrimination which comes with wide social experience and poise; her cook must understand the piquancies of coriander, chervil, rose geranium leaves; her steaks must be broiled over live coals, her salads dressed with

imported oils, her ices rich in quality, exquisite in flavor."

"The only sign of an advertisement," Susan Alice explained, "will be below, in very dignified type—'Maple Leaf Creams, Ices, Parfaits, Mousses, May be Ordered Through Your Caterer or Direct from Us. Telephone West 4287.' That won't appear until the cream is really on the market," the girl explained.

"Yes, but isn't this appealing to a pretty limited class? We can't stick to the families that have cooks and caterers, you know, and make any money out of the ice cream."

Susan laughed.

"Of course not! This isn't aimed at the women who keep cooks, but at the women who hope to some time—and that's pretty nearly all women. 'A woman of the world'—every woman likes to think she's that."

Willard's face lighted in understanding.

"You're really appealing to her vanity, then."

"Of course! She may not know coriander from cornucopia, and her husband may like his steak fried—but she's going to get the impression that Maple Leaf ice cream is pretty classy."

Willard read the copy through again, carefully slowly.

"What's chervil?" he asked at last. "Blessed if I ever tasted of it."

Susan Alice's gray eyes twinkled.

"It's a seasoning," she explained. The twinkle deepened. "Blessed if I ever tasted it, either."

"Of course,"—she turned earnest again—"I'm not keeping to that kind of advertisement alone. Here's one I'm going to run in The Sunday Journal. They are going to have nearly a page on the pure food commission, and this will be on that page. It's headed, 'Are You a Real Judge of Food?'"

"It goes on:

"Can you tell by the taste of ice cream, for instance, whether the sweetness is sugar or glucose? Can you estimate fairly accurately the percentage of real cream used? Can you be sure whether the flavoring is made from fresh fruits or from some chemical imitation?"

"If you are a real connoisseur, you will appreciate



TUBULAR COOLERS

COPPER

WEIGH and RECEIVING TANKS

COILS, VATS, KETTLES,

VACUUM PANS,

HOT WELLS, STANDARD SANI-

TARY MILK FITTINGS

=====

CATALOGUE ON REQUEST

=====

American Copper & Brass Works

DEPT. 39

610-616 East Front Street CINCINNATI, OHIO

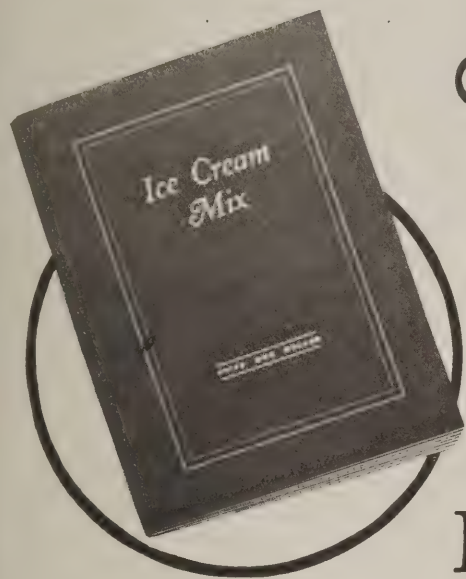
Manufacturers of

DAIRY EQUIPMENT



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Only a Few More Left



In all our years as publishers to the dairy industries we have no record of selling more copies of any one book in so short a time as that of

ICE CREAM MIX

50c

POST PAID
anywhere

The demand for this very useful and handy book on the ice cream mix and formulas has been away beyond our expectations and only a very limited number of copies remain.

FIRST COME FIRST SERVED—USE THE
COUPON AND ORDER YOUR COPY RIGHT NOW

The Olsen Publishing Co.
FIFTH AND CHERRY STREETS
MILWAUKEE, WIS.

Enclosed find 50 cents for which send me postpaid a copy
of ICE CREAM MIX.

Name
Street No.
City State.....

the new Maple Leaf ice cream. If you are not, its trademark is your protection."

Willard nodded in approval.

"Sounds good to me," he admitted.

As Susan replaced the top sheets on her pile of manuscript he watched her curiously.

"How did you happen to take up advertising?" he asked.

"I started out by furnishing 'the feminine slant,'" she said. "I had a suitor who was an advertising man, and he was always asking my opinion on this or that. He said that women bought nine-tenths of everything sold, either directly or indirectly, and so he wanted to get the feminine slant on all his advertising."

"So you decided," Willard concluded, "to be the feminine slant instead of just furnishing it."

Susan nodded. "He was really a very smart man; yet I realized how little he understood of how a woman's mind worked. And I got to thinking that a woman writing advertising would have a tremendous advantage in that sort of work. So I decided to try it."

She went on with a half-timid eagerness:

"I'm sure that more women than men decide what kind of ice cream is bought—even if a man is taking a girl into a drug store for a sundae, he takes her to whichever drug store she likes best. And the man druggist or confectioner is influenced by that."

There was a little silence then in the office. Then Willard asked:

"And what happened to the suitor? Is he still suiting?"

"Oh, no. I trust he suits his wife now—he's been married these many moons."

After another silence, Willard and Susan went back to pure business.

"We ought to have a good chance on Maple Leaf," he observed. "If you can create a market, I know I can deliver the goods. We'll have both the masculine and feminine slants on this deal—that ought to make a good combination."

"Oh, it surely does!" said Susan, "My, if we can just put it over!"

"We've got to!" Willard repeated.

There is no knowing just how much of the future of the company was really decided that rainy afternoon. For without this afternoon, and a few others like it, Susan Alice might not have felt quite so intensely as she did when Frederick Ledder's offer came.

Susan met Ledder at the quarterly luncheon of the Advertising club. It was a sunny April day. Susan wore her new smart sand-colored suit, her new hat—very tiny and covered with violets. Her hair where it showed under her hat was soft and black; her gray eyes were faintly purpled by the violets above them.

Carlyle, the advertising manager, introduced Ledder.

"This is your bloody rival, Miss Meade; Mr. Ledder is advertising manager for Wiley's ice cream."

"A rival?"

He was a big, imposing-looking man with an assured, imposing manner. He drew back Alice's chair, then seated himself beside her, and commanded with a geniality that was half flattering, half amused condescension: "Now tell me all about it."

Susan Alice smiled up at him under her violet hat with a decided dash of cool assurance.

"Indeed, I shan't tell you all," she said. "I'm not at all sure that I shall tell you anything."

This was not the reply Ledder expected. He was a powerful man—Wiley's brother-in-law—he was a tremendously sought-after bachelor, and he was rich by his own efforts while he was still young.

And when, after stopping to speak to the club president, who had paused behind his chair, he turned back to Susan Alice, he was met by the curve of her slim sand-colored shoulder, the three-quarter back of her little violet hat. She was talking to Carlyle, on her other side. Ledder leaned across and tapped Carlyle on the shoulder.

"Now, look here, son," he observed with jovial insolence, "you just pay attention to your soup like a good little man. I'm going to talk to Miss Meade."

Ledder, as a big advertiser, was in a position to speak this way to Carlyle, and he knew it. But he had reckoned without Susan.

"Oh, no, you're not," she said good naturedly, "—not till Mr. Carlyle and I have finished off this burning subject." She glanced down at the steaming cup before Ledder. "You have some soup of your own," she reminded him.

By that time Susan Alice turned back to Ledder, their relationship had been definitely established. He was the one who was being favored; so long as he interested her and amused her, he would be permitted to talk to her. After that—pouff! And partly because Susan was young and pretty, but even more because the situation was so piquantly unusual, Ledder accepted it, even felt actually flattered when Susan allowed him to drive her back to the Maple Leaf plant in his low-slung, foreign built roadster. He asked with what was really humility for Frederick Ledder:

"And when do I see you again?"

"At the next Advertising club luncheon, if you go. Mr. Carlyle has asked me."

"Good heavens, that's three months away!"

"Three months," said Susan, "is a very short time when you're busy."

(Continued on page 110)

A Quality You'll Like and Prices You Can Afford

Made of selected canvas that has been tested to stand the wear tub covers get. They are cut to ample size and sewed with tough thread.

"Special Seal" Tub Covers

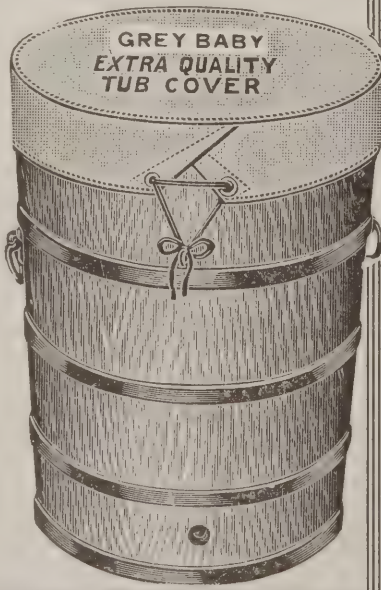
18 oz. Cover, 55c each
18½ in.

15 oz. Cover, 45c each
18½ in.

Samples and Prices
of different sizes
on request.

**ST. LOUIS
Awning & Tent Co.**

Tub Cover Department
800 No. Second St.
ST. LOUIS, MO.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ARE YOU ONE OF THE 4,000? SEE PAGE 3

EXPOSITION EXTRA

1923 ..
Success
Plus!

Come to CLEVELAND, O. again OCTOBER 22-27

Page 1

KIRK-MAHER'S PRESIDENT SAYS SHOW HELPS TO RUN BUSINESS; ICE CREAM MEN IN NINE STATES PREDICT HEAVY ATTENDANCE; G. P. SACKS AND C. J. ALFRED AMONG PROMINENT ENDORSERS; BOOTH RESERVATIONS ASSURE GREATEST OF ALL EXPOSITIONS

Exhibitors' Reservations
Further Swell Show's
Display Totals

MANUFACTURERS' NEEDS

Commodity or Idea To Be
Omitted

War of Essentials
Will Meet Manu-
facturers' Eyes

Machinery: freezers, mixers,
sterilizers, tanks, ice making
machinery, breakers, condensers,
and any other pieces.
Equipment: delivery, packaging,
refrigeration, interior and
plant equipment and
other general and special
equipment.
Services: merchandising, ac-
counting, engineering, advertis-
ing, laboratory, repairing.
Supplies: 75 varieties—every
variety—of supplies
from colors to milk, flavors to
syrups, salt to improvers.

NEW YORK, N. Y.—Addi-
tional reservations of booths in
the Second National Exposition
by the ice cream industry by
many companies assure an
even more comprehensive pre-
sentation to ice cream manufac-
turers of the supplies, equip-
ment, machinery and special
services essential to their busi-
ness than heretofore reported,
according to announcement by
the Association of Ice Cream
Manufacturers.

With Convention

The Second National Exposi-
tion will be held in the great
Grand Public Hall through-
out the week of October 22nd.
It will be held in conjunction
with the 23rd annual conven-
tion of the National Association
of Ice Cream Manufacturers.

Field of Indiana, Brookshire of Mississippi, Wilson of California
and Other Manufacturers in Iowa, Colorado, Illinois
and Virginia Boost Cleveland Week

NEW YORK, N. Y.—“The display made by the supply men
was not only a most interesting one, but in many instances
very helpful in the practical running of our business.”

C. E. Kilburn Speaks

This is the opinion of C. E. Kilburn, president of the Kirk-
Maher Company, Malone, N. Y., which has branch offices in
Plattsburg, Watertown and Massena, N. Y., and affiliated compa-
nies in Utica, Oneonta and Binghamton, N. Y., and Montreal,
Canada, of the National Exposition held in Cleveland in 1922,
which is to be repeated on a
greater scale October 22nd to
27th, inclusive, 1923.

Letter in Full

Writing to The Association of
Ice Cream Supply Men recently,
Mr. Kilburn said:

“Last fall at the National
Exposition of your Associa-
tion at Cleveland, we had
six men from our concern,
and we considered that it
was money and time exceed-
ingly well spent. The dis-
play made by the supply men
was not only a most inter-
esting one but in many in-
stances very helpful in the
practical running of our
business. In fact, we have
never allowed our buyer to
miss one of your exposi-
tions.

“There are probably many
companies who have not
taken advantage of the op-
portunity which you offer
them in seeking this exposi-
tion, but if they would once
attend and look at things
intelligently, I believe that
they would not only save
more money than their trip
would cost them, but in
many cases save a great deal
more. It is certainly the
most efficient way of keep-
ing abreast of the new de-
velopments in the ice cream
business and we heartily

recommend it to every ice
cream concern in the coun-
try.

Very truly yours,

KIRK-MAHER COMPANY,
(Signed) C. E. KILBURN,
President.”

Sacks Makes Comment

George P. Sacks, vice-presi-
dent of the Chapin-Sacks Cor-
poration, Washington, D. C.,
has expressed his personal and
business belief in the value to
the industry of the Second Na-
tional Exposition, also.

(Continued to Col. 1, Page 4)

He Has His Room Already

C. J. Alfred, president of the
California and Southwestern
States Ice Cream Manufacturers'
Association and of the Alfred
Pure Ice Cream Company, Inc.,
Los Angeles, Cal., recently wrote
to The Association of Ice Cream
Supply Men, “I did not attend the
convention last year but received
so many glowing reports of the
benefits received from ice cream
manufacturers that when it was
my privilege to vote for Cleveland
I immediately engaged rooms for
Mrs. Alfred and myself one day
ahead of the convention date, as I
do not propose to be hurried and
will take plenty of time to see
what the supply men have to
offer.”

Similar Endorsement of Industrial
Show Unknown
Before

4,000 REGISTRATION EXPECTED

Advance Interest Unprecedented,
Say Clevelanders

CLEVELAND, OHIO — Reports
received here by the Convention
Board of the Chamber of Com-
merce of Cleveland, show an
unprecedented advance interest
in the Second National Exposi-
tion of the ice cream industry
to occur October 22nd to 27th,
inclusive.

4,000 Registrants

Present reports to the Board
from The Association of Ice
Cream Supply Men of a tre-
mendous interest already evi-
denced in every state in the
country in the forthcoming joint
Convention-and-Exposition in-
dicate, it is said here, an almost
unparalleled enthusiasm so
many months in advance.

It is now common talk here
that Cleveland is to experience
an ingress of 4,000 representa-
tives of the ice cream industry
next October.

Reflects Sentiment

With such expressions of
commendation of the joint Con-
vention-and-Exposition as are
reaching The Association of Ice
Cream Supply Men from rep-
resentative ice cream manufac-
turers in every section of the
country and which, it is be-
lieved, reflect the general feel-
ing of the industry, it is felt
certain here that at least that
number from the four quarters
of the continent will register at
the greatest ice cream show in
history.

Exposition Extra

Published for the promotion of the Second NATIONAL EXPOSITION for the ice cream industry to be held in Cleveland, Ohio, October 22nd to 27th, inclusive, 1923, by THE ASSOCIATION OF ICE CREAM SUPPLY MEN, 1328 Broadway, New York, N. Y., an organization of supply houses located from coast to coast, the salesmen of which houses enter every county in the United States and Canada, and all of which member houses and their sales representatives are bound by a Fair Practices Code to deal honestly with buyers. They are known by

THE SEAL



OF SAFETY

TERMS: Have your name correct on the mailing list.

FROM EVERY STATE

Ice cream manufacturers registered at the Exposition in Cleveland last year from 42 states and 4 Canadian provinces.

Ice cream manufacturers in nine states, in this number of the EXPOSITION EXTRA, voice their intention of registering at the greater Exposition to be held in Cleveland this year and indicate their valuation of its service to them as individual manufacturers and to the industry as a whole.

In the last EXPOSITION EXTRA still other ice cream manufacturers in Canada, in North Carolina, in New York, in Michigan, were quoted to the same effect.

It is more than ever apparent, although the Exposition is nearly three months in the future, that it is to be the industry's own great climax of interest and self-expression in 1923.

HOTELS—NOW!

Although it may seem a far cry today, from summer weather and peak production to autumnal October and the Convention-Exposition in Cleveland, it is not a far cry when it comes to hotels.

Cleveland hotel reservation books are filling up rapidly for the week of October 22nd. Make your reservations now!

HOTELS KEEP EXPOSITION RATES DOWN; RESERVATIONS, MONTHS AHEAD, MOUNT UP

Cleveland's Modern Hotels Have Already Allotted Hundreds of Rooms for October—Reservations Should Be Made Now

Cleveland, Ohio—The leading hotels are reporting banner advance room reservations for October.

The hotels Cleveland, Winton, Hollenden and Statler all have booked reservations for the majority of their best rooms for the week of October 22nd to 27th, inclusive, when the joint convention-and-exposition of the National Association of Ice Cream Manufacturers and The Association of Ice Cream Supply Men will be held here.

Cleveland Hotel

The Cleveland Hotel, which is situated on a corner of the Public Square, is to be the official headquarters of the National Association of Ice Cream Manufacturers. It is one block, diagonally, from the Cleveland Chamber of Commerce building in the Auditorium of which, a room seating more than 1,000 persons and with exceptional acoustic properties, will be held

Supply Men's Hotel

The Winton Hotel, which is to be the headquarters of The Association of Ice Cream Supply Men, is at Prospect and East 9th Streets, about a seven-minute walk from the Public Hall. The list of supply companies which already have made reservations at the Winton Hotel for the Exposition reads like a roster of the country's important supply houses. The rates at the Winton Hotel are: Single rooms, \$3 to \$5; double, \$5 to

tional Association of Ice Cream Manufacturers during the Statler's 1922 convention. Rates at the Hollenden Hotel are: Single rooms, \$3.50 to \$6; double rooms, \$6 and \$7; twin-bedrooms, \$7 to \$12; all rooms with baths.

The Statler

The Statler Hotel, one of the nationally known hotels owned and managed by E. M. Statler, is a five- or six-minute walk from either the Public Hall or the Chamber of Commerce Auditorium. It also is well known to many ice cream manufacturers. Rates at the Statler Hotel are: Single rooms, \$3 to \$6; double rooms, \$6 to \$8; twin-bedrooms, \$5.50 to \$8; all rooms with baths.

No Rate Raises

Cleveland hotels, unlike those in many of the country's large cities, are definitely bound by mutual understanding and pledges given to important organizations not to increase their regular transient rates for convention delegates.

The same rates that prevail throughout the season as



In the official headquarters of the National Association of Ice Cream Manufacturers—a part of the main dining room and a section of the main lobby of the Cleveland Hotel.

the sessions of the National Association of Ice Cream Manufacturers on Monday, Tuesday, Wednesday and Thursday, October 22nd to 25th.

Range of Rates

The Public Hall, Cleveland's new \$6,000,000 municipal building, is just two blocks further distant from the Cleveland Hotel, the Chamber of Commerce Auditorium being on the way. Rates at the Cleveland Hotel are: Single rooms, \$3 to \$8; double rooms, \$5 to \$10; twin-bedrooms, \$7 to \$10; all rooms with baths.

\$8; twin-bedrooms, \$7 to \$10; all rooms with baths.

The Hollenden

The Hollenden Hotel, one block distant from the Public Square, is not more than a minute's walk further from the Chamber of Commerce Auditorium than is the Cleveland Hotel, and it is slightly nearer the Public Hall in which will be held the Exposition.

The Hollenden Hotel has been famous nationally for years and is the favorite Cleveland stopping place of many ice cream men. It was the official headquarters of the Na-

whole are being made to delegates to the National Association of Ice Cream Manufacturers' Convention, to all other ice cream manufacturers who visit Cleveland to inspect the exposition and attend the convention sessions and to all representatives of supply houses.

4,000 Guests

Cleveland hotel men are counting on 4,000 visitors during Ice Cream Week. Naturally, the ice cream manufacturers who make their reservations first are obtaining the first choice of rooms.

Army of Four Thousand to Descend on Cleveland Will Weary Batteries of Hotel Clerks, Spread Desolation Among Poultry and Keep 167 Pullman Cars, a Train Yard and 200 Waiters Busy

Cream Invasion Would Swamp Largest Hotel in the World and Make the Man Who Invented Ice Cream Stagger

CLEVELAND, OHIO — They're coming. They're coming. The ice cream army. Four and strong!

There are very few interests in this country, professional, business or fraternal that could stand an army of 4,000 persons in a given city at a given

Literal Count

The ice cream army of 4,000 persons would advance on Cleveland in the month of October 22nd for the joint Convention and Exposition of the National Association of Ice Cream Manu-

facturers. The printing would float the *Leviathan*, the British navy and make the Woolworth Building a fishing bobber.

Poor Hotel Clerks

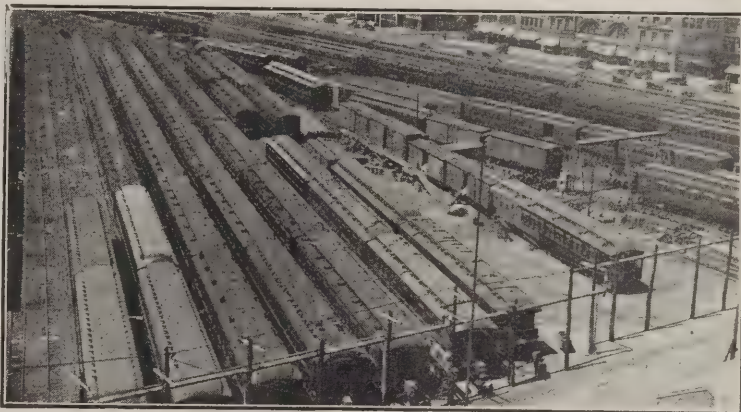
In much the same strain, but with a literal regard for truth in its comparisons, the ice cream industry might best conceive of its importance by visualizing its army of 4,000 that will advance on Cleveland in October in the act, for instance, of registering at a hotel.

Experienced hotel men say that if there were anywhere, to begin with, a hotel with facili-

ties of a single hotel building that could house the ice cream army that will march on Cleveland will be the result.

It would take a train of 167 Pullman cars to transport the

army in the last twelve months would be necessary. It would take all of an extensive railroad yard to hold such a train when it stopped.



To transport 4,000 persons would require more than three times the Pullmans in this picture.



10,000 chickens or 6,000 pounds of beef would be the chefs' quota for one meal.

and The Association of Ice Cream Supply Men is an organization with no mythical count, connected with the ice cream industry knows well.

Many is 4,000?

Up in a row against one another are the Allies that in the war it might look like a scouting party, it is but it will look like no kirmish line when it descends on Cleveland in Octo-

ber. It is a magazine published occasionally to the world that its issues if stacked end to end would reach from here to the back, or some such measurable, mad distance, and the ink used in their

ties available for 4,000 persons and if every room in that hotel were ready for occupancy, and if everyone registering knew in advance what sort of a room he wanted and at what rate so that no delay in discussing various rooms occurred, it still would take three expert hotel clerks ten consecutive hours, working every moment, properly to register an army of 4,000 guests.

No One Hotel

But that is assuming an ideal condition that does not exist. To begin with, there is no hotel in this country that could receive an invading army of 4,000. Think of the largest hotel you have ever seen and then imagine its capacity about doubled and the mental construc-

tion of a single hotel building that could house the ice cream army to Cleveland. To pull that train a large part of the new locomotives bought by the railroads in the country

The Army's Food

How much food would the ice cream army of 4,000 eat
(Continued to Col. 1, Page 4)

There are 2,200 rooms in the Pennsylvania Hotel, one of the world's largest. It could not house the 4,000.



MANUFACTURERS FROM COUNTRY OVER ENDORSE GREATEST CONVENTION-SHOW

Value to the Industry and to Single Businesses Receives Repeated
Emphasis by Executives

(Continued from Col. 3, Page 1)

He recently expressed himself as follows:

"Unquestionably, conventions are educational in themselves and it is unquestionable, too, generally speaking, that the progressive and successful man can, to a large extent, attribute such progress and success to the enlightenment received by rubbing elbows with his fellow-man which conventions certainly afford.

"Should nothing unforeseen occur, it shall be my pleasure to attend the 1923 convention, and it will also be my pleasure to prevail upon many who have heretofore been absent to give serious consideration to the importance of being present."

From Indiana

C. W. Field, secretary of the ice cream manufacturers' division of the Indiana Manufacturers of Dairy Products, and one of the principals of the Ballard Ice Cream Company, Indianapolis, is on record with "Yes, I am in favor of it."

"I want to say that I think it is of the utmost value to ice cream manufacturers in general," was Mr. Field's further recent comment on the great Exposition which is to fill 60,000 square feet of area with displays. "It is possible to see there the latest things in use and all under one roof."

Best Opportunity

"At no time since ice cream became a commercial proposition has the ice cream manufacturer been offered a better opportunity to see and learn more of his industry than by attending the 1923 meeting," N. D. Brookshire, of the Brookshire Ice Cream Company, Meridian, Miss., and secretary of the Mississippi Ice Cream Manufacturers' Association believes. He recently told The Association of Ice Cream Supply Men, in addition, that "There can be no question as to the benefits derived by the ice cream manufacturer attending the convention of the National Association of Ice Cream Manufacturers and the National Exposition of The Association of Ice

Cream Supply Men to be held in Cleveland October 22nd to 27th, inclusive. A number have mentioned the fact that the 1922 convention of manufacturers and exposition of supply men held in Cleveland was the biggest thing ever pulled off since the organization of these two bodies. From advance reports 1923 is to be even better."

Striking Approval

Many other ice cream manufacturers representative of the industry as a whole have expressed themselves in the last few weeks as enthusiastically looking forward to the Cleveland week. Some of their comments follow:

"I attended the convention last year. It was a wonderful convention and a wonderful exposition. The only complaint that I have to make is that the convention and entertainment took up so much of my time that I did not complete my inspection of the exposition."—L. W. Wilson, Benham Ice Cream Company, Fresno, Cal.

"It is a great opportunity for ice cream manufacturers to view the most up-to-date and modern machinery that the industry affords, and gives the manufacturer who contemplates purchasing additional equipment an excellent opportunity to view the merits of all machinery."—C. S. Hutchinson, president of the Associa-

tion of Ice Cream Manufacturers of Iowa, Hutchison's Purity Ice Cream Company, Des Moines, Iowa.

Real Knowledge Gained

"We operate seven distinct departments in connection with this establishment and a great deal of knowledge is obtained both in the way of manufacturing, the handling and sales of ice cream by attending the Exposition."—F. E. Rudhma, O. P. Baur Confectionery Company, Denver, Colo.

"A display of equipment and supplies used in the industry would be of very great interest to those attending the session and from my personal viewpoint I would think it a very excellent arrangement."—W. Roszell, president of the Illinois Association of Ice Cream Manufacturers, Roszell's, Peoria, Ill.

Advantageous Arrangement

"I think it very advantageous that the supply men and ice cream manufacturers hold their meeting in the same city and at the same time, for it is only these meetings that we are to come in personal contact with each other, which I believe leads to better acquaintance and appears to be the most reciprocal arrangement that could be made for this purpose."—I. H. Fill, president of the Virginia Ice Cream Manufacturers' Association, Chipin-Sacks Corporation, Richmond, Va.

4,000 Army Will March In October

Startling Figures of Invasion

(Continued from Col. 4, Page 3)

during its week in Cleveland?

The most imaginative purveyors of foods refuse to give an estimate. They say it is like attempting to visualize what a billion dollars is—the mere volume becomes unimaginable.

To serve this army of 4,000 with one meal—assuming that there were a dining hall and

adequate kitchens anywhere for the feeding at one time of so many persons—would require 200 waiters.

Some Sad Statistics

If capons comprised a course at such a single dinner 1,100 of them of 6 pounds each would have to be prepared and cooked and served.

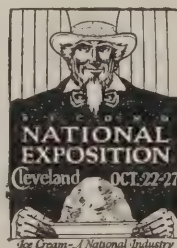
Or 2,000 whole chickens.

Or 6,000 pounds of beef.

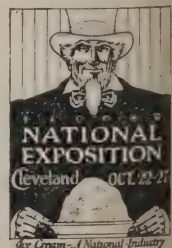
Or all the lettuce, for a salad for instance, that a lettuce bed as large as several city blocks produces.

The industry that can recruit an Exposition army such as that is truly what its representatives are saying of ice cream—"A National Industry!"

IN connection with manufacturers' annual conventions, the NATIONAL EXPOSITIONS for ice cream are the industry's own self-interpreting!



More
Than
A
Trade
Show



PEOPLE BUY ICE CREAM BECAUSE IT TASTES GOOD



It tastes good when
"The Right Flavor" is used.

Velvet Peach Emulsion
Velvet Black Walnut Flavor
Velvet Messina Orange Emulsion
Velvet True Fruit Pineapple
Velvet True Fruit Strawberry

"The Right Flavor for Every Ice Cream"

Midseason is the time when your
popular Flavors need replenishing.
We offer delivery of your Velvet
flavors the day your order reaches us.



THE INTERNATIONAL CO.

LOMBARD and COMMERCE STREETS . . . BALTIMORE, MD.

The Acidity Problem in the Ice Cream Industry

By BENJAMIN I. MASUROVSKY*

WHENEVER a dairy product is undergoing processing, the problem of acidity becomes of paramount importance. The first thing the creamerymen are trying to control is the percentage of acidity in the raw material and its modification later on as occasion might demand. In the case of buttermaking, for example, the acidity of cream is controlled as to kind and quantity. The acidity which has developed in the cream on its own accord is neutralized with an alkali (lime). The micro-organisms which produce the acidity are then destroyed by pasteurization and, finally, a desirable culture of bacterial flora is inoculated and kept under favorable conditions until the required acidity of the raw material has been reached. The control of acidity in cheesemaking is of a different type. Here an optimum acidity is necessary to allow the rennin to do its work to insure a good quality curd. In some cheese factories the acidity is produced by the use of small quantities of mineral acids, such as hydrochloric acid, in other cases the acidity of the milk is brought about by allowing the lactic acid bacteria do this work.

Is it necessary to consider acidity in the case of ice cream making?

The purpose of ripening cream in buttermaking is fundamentally that of giving the butter a desirable flavor and aroma, but in addition it increases the ease and efficiency of churning.

The purpose of controlling the acidity in cheesemak-

* Graduate Assistant, Dairy Dept., University of Nebraska, Lincoln, Neb. Written especially for The Ice Cream Review.

ing is to facilitate the work of the rennet extract to coagulate the casein and form a firm curd before the whey reaches a certain point of acidity which might be detrimental to the cheese curd once it is formed.

The main purpose of controlling acidity of the ice cream mix is to avoid the lactic acid flavor which stays with the frozen ice cream. Many ice cream makers, however, are under the impression that by raising the acidity of an ice cream mix within safe limits might make it possible to reduce the time during aging and bring about a desired viscosity for proper ice cream making.

A careful ice cream manufacturer can see at once that the problem of acidity in ice cream making is a far more delicate one than in the case of buttermaking and cheesemaking. Why? Because, in the first place, the flavor of ice cream is a more delicate one than that of butter or cheese, and, secondly, because the consumer pays more attention to the flavor of a relish, such as ice cream, than he does to the flavor of butter or cheese.

In the light of these two points regarding the acidity phase of ice cream making several series of experiments have been carried out at this department with a view of pointing out the necessity of controlling acidity in proper ice cream manufacturing.

The series of experiments were grouped as follows: Group I, in which the mix was aged from 2 to 3 hours. Group II, in which the mix was aged from 19 to 48 hours. Group III, in which the mix was aged for 72 hours.

Each group included two or more batches, one always serving as a control which would enable to check up and compare results obtained from the acidified batch. For the purpose of raising the acidity in the experimental batches of ice cream an addition of starter, prepared from commercial butter culture, was used in amounts sufficient to bring about the desired acidity. The acidity ranging as follows: from .12, .13, .24, .26, .29, .35, to .37 per cent acid expressed in terms of lactic acid. In all cases the stock mix was composed of sweet cream, skim milk fresh from the separator, powder skim milk, granulated sugar, and gelatine. An example of one of the experimental stock batches is given below:

60.5 lbs. of sweet cream testing 45% butterfat.
78.5 lbs. of separator skim milk.
2.25 lbs. of powdered skim milk.
28.0 lbs. of granulated sugar.
1.0 lbs. of gelatine.

170.75 lbs. of stock batch testing 16 per cent butterfat and 40.11 per cent total solids.

The powdered skim milk was dissolved in the sweet skim milk and added to the sweet cream in a pasteurizing vat (50 gallon capacity "Wizard"). The vat content was raised to a temperature of about 120 degrees F. at which point the mixture of the dry gelatine powder and granulated sugar was added to complete the stock batch requirements. The entire mix was then pasteurized at 145 degrees F. for 30 minutes and ran through a homogenizer at a pressure between 2,000 and 2,500 pounds per square inch and cooled to about 45 degrees F.

To every 73 pounds of stock batch 12 pounds of either pasteurized sweet skim milk or skim milk starter was added, immediately after homogenization, thoroughly mixed in ten-gallon cans and set in the aging room, where it was kept at a temperature between 40-45 degrees F. The test of the experimental mixes were

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - WISCONSIN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Every year since the introduction of Gaulin Homogenizers the yearly sales have shown a substantial gain. This season however has shown a larger gain than in any previous season which is substantial proof of the ever increasing popularity of Gaulin products. The Gaulin is built to endure. Every detail of construction is carefully worked out, not alone to make a pleasing appearance, but with the primary object of building into the finished machine the utmost of durability. The result has been an Homogenizer pleasing in appearance, beautiful in its smooth, silent operation, and brutish in its rugged durability.

There is a place for a Gaulin in your plant whether you make ice cream, chocolated milk drinks, cottage cheese, Jewish sour cream or any one of a dozen different dairy products. May we not advise you?

Manufactured by the

MANTON-GAULIN MFG. CO., INC.
11 Elkins Street **Boston, Mass.**

Distributed by The Creamery Package Mfg. Company

SALES BRANCHES—(Write to nearest one)

Chicago, Ill., 61-67 W. Kinzie St.	Jersey City, N. J., 122 Morgan St.	Portland, Ore., 6-8 N. Front St.
Atlanta, Ga., 58-68 Nelson St.	Kansas City, Mo., 1408-10 W. 12th St.	Omaha, Neb., 113-15-17 So. 10th St.
Boston, 138-140 Washington St. N.	St. Louis, Mo., 508 Second St. N.	San Francisco, Cal., 699 Battery St.
Buffalo, N. Y., 133-137 E. Swan St.	Pittsburgh, Pa., 804 Duquesne Way	Toledo, Ohio, 119 St. Clair St.
Denver, Colo., 1649 Blake St.	Philadelphia, Pa., 1907 Market St.	Waterloo, Ia., 406-8 Sycamore St.
	Minneapolis, Minn., 318-20 3d St. N.	

as follows: 13.5-14.5 per cent butterfat, about 14 per cent sugar, 0.5 per cent gelatine milk solids-not-fat 7.8 per cent, making a total solid of about 36 per cent.

In all cases care was taken to keep the acidified mixes and checks under the same conditions to insure a fair comparison of results.

In one case only caramel flavoring was used while the rest of the batches contained 4 ounces of vanilla for every 10 gallons of frozen ice cream. The lactic acid flavor and taste was easily detected in the experimental batches acidified with the lactic starter. Especially was

Group	No. of batch	Amt. frozen	Age	Viscosity	Acidity	Overrun
		Pounds	Hrs.	Index	%	%
I.	1 Acidified	44.0	2	4.5	0.24	94
	1 Check	44.5	2	11.5	0.12	94
	2 Acidified	44.5	3	5.0	0.23	84
	2 Check	44.5	3	12.0	0.12	76
	3 Acidified	44.0	3	7.0	0.24	100
	3 Check	44.0	3	11.5	0.12	100
II.	4 Acidified	42.0	19	4.0	0.35	110
	4 Check	42.0	19	6.0	0.12	98
	5 Acidified	45.0	43	-	0.29	86
	5 Check	45.0	43	-	0.12	82
	6 Acidified	40.0	48	2.3	0.26	100
	6 Check	41.0	48	5.5	0.12	100
III.	7 Acidified	45.0	72	-	0.37	100
	7 Check	45.0	72	-	0.13	95
	8 Acidified	41.0	72	2.3	0.26	100
	8 Check	41.0	72	6.0	0.12	97

it pronounced shortly after "pooling" the ice cream from the freezer while on standing in the hardening room part of the lactic acid flavor diminished but persisting in quantities objectionable for the ice cream trade.

Examining the table it will be noticed that the acidified mix tends to increase in viscosity. However, the overrun of each acidified batch compared with that of the control were almost the same in every case.

In conclusion it might be of importance to point out that since the introduction of acidity, in the form of lactic acid starter, imparts objectionable flavor in many ice creams and does not noticeably influence the efficiency of making ice cream, it would not be good practice to use dairy products of high acidity in ice cream making, so far as practicability is concerned. The safest way is the use of sweet cream or other raw material available for ice cream making avoiding acidity above 0.2 per cent expressed as lactic acid.

Do not forget that ice cream still is a delicate dish in the human diet. Furthermore, ice cream is the flower of the dairy products.

Let us keep it sweet, fragrant, and delicious.

MUCH ICE CREAM EATEN IN MICHIGAN.

A special report of the bureau of dairying of the Michigan State Department of Agriculture shows that Michigan consumed 722,322 more gallons of ice cream during the year ending July 1, 1923, than it did during the previous year. Retail dealers average 40 dishes to the gallon, thereby serving 28,892,880 additional dishes of ice cream during the year. The dishes this ice cream is served in are three inches in diameter and placed edge to edge would form an unbroken path from Lansing, Mich., to Jacksonville, Fla., with a few miles of full dishes left over for refreshment at the end of the trip. The actual consumption of ice cream for the year was 9,205,265 gallons.

Brick ice cream, which was first sold in 1919, is rapidly gaining popularity in Michigan, 15 per cent of the state's ice cream now being sold in that form. The brick packages have been found to be more sanitary. There is less waste to the dealers and the package makes possible more than one flavor. The bricks are cut and packed in the factory by machinery eliminating unnecessary handling.

Michigan requires a 10 per cent butterfat for ice cream; the majority of other states have a slightly smaller requirement and some higher. Samples of ice cream secured by inspectors of the bureau of dairying show that the actual butterfat content is considerably above the law requirement.

The increase in business last year was more noticeable in the southern counties of the state, although consumption for the state as a whole is much greater than in states south of Michigan, according to statistics.

MARYLAND ICE CREAM CO. RE-ORGANIZED.

Re-organization of the Maryland Ice Cream Company, Baltimore, Md., by issuing \$100,000 preferred stock and \$100,000 common stock, was announced recently. Of the preferred stock \$97,700 has been sold, and \$49,900 worth of the common stock has been disposed of.

The directors of the company are: President, J. C. Leib; vice-president, R. N. Stevens; secretary-treasurer, L. W. Davis, and W. B. Townsend and W. E. Nickerson.

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

Ask the user — about

ST. LOUIS GELATINE COMPANY'S

Pure - Hy - Grade
GELATINES, GUMS
AND
ICE CREAM
POWDER

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri



Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

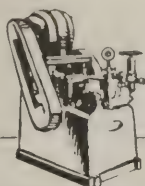
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE BESTOV CALENDAR

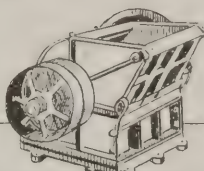
EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER



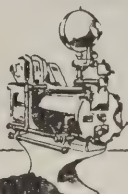
Viscolizers



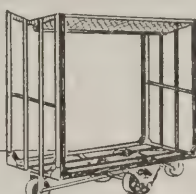
Ice Breakers



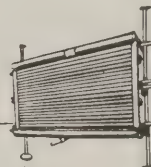
Cherry Vats



Freezers



Hendler Can Trucks



Bestov Coolers



Quick Draining Weigh Cans
Preheaters
De Laval Separators
De Laval Clarifiers
International Milk Filters
Lefel Horizontal Boilers
O & S Vertical Boilers
Milk Pumps
Brine Pumps
Water Pumps
Cherry Batch Mixers
Cherry Brine Freezers
Cherry Holding Vats
Pfaudler Glass Lined Tanks
Viscolizers
Bestov Tubular Coolers
Bestov Direct Expansion Coolers
Thomas Batch Measures
Roger Brick Filler
No Foam Can Fillers
Bestov Can Sterilizer
Manning Can Washers
Little Giant Can Washers
R & A Automatic Can Washers

What Can We Do For You?

Our shelves are full of the finest types of ice cream machinery. Our four conveniently located stores stand ready to wait upon you. Your telephoned or written request will bring one of our engineers to your plant promptly.

As your plans for renewing and replacing machinery formulate, do not forget that for service and quality machinery the Cherry-Bassett-Winner Company stands as near the top as any machinery house in existence.

Let us send literature describing the machinery you are interested in—Mail your request today

Cherry-Bassett-Winner Company

BALTIMORE

PHILADELPHIA
PITTSBURGH

NEW YORK CITY

Under What Conditions Do Out-of-Town Packing Routes Pay?

By P. P. MILLER*

PROBABLY one of the main factors in bringing about the rather chaotic conditions now existing in the ice cream industry has been the use, or I might call it the misuse, of the interurban packing route. Invented by the life aggressive manufacturer as a means of securing that additional gallonage so much sought after by each and every one of us, it has been taken up by a majority of the manufacturing group as one of the most effective cudgels ever placed in the hands of competition and with what results?

Just this: trucks have been pushed out into so-called new territory without any thought as to the effect. The result has been that our competitor was stimulated to like action and both lost money.

We have taken a few gallons away from Brown by running a packing truck into his territory and a few gallons from Smith by the same means, and they in turn have clipped our wings in a few places by the same method, and where is the ultimate gain to be figured? Can the majority of you manufacturers say that you have opened up new fields of ice cream consumers? Can you say that you have actually increased your gallonage, or if you have been so fortunate to secure that increase, has it been worth the price you have paid?

Right here I believe we come to the first element essential to a successful packing route, namely, **Good judgment.** Present conditions are evidence of the fact, that we have failed in many cases to use any of the gray matter with which we are all endowed. Our packing routes cover this great state like a spider's web and we are bucking each other at every turn in the road.

It is often said that competition is the life of business and such undoubtedly is the truth, but, gentlemen, in our particularly industry, a continuance of certain forms of competition is going to mean death to some organizations. As a whole, we have followed the other fellow too closely and when he put in a packing route, we did the same, because everybody was doing it.

* With Kirk-Waher Co., Watertown, in address before N. Y. State Convention, December, 1922.



Steam Jacketed Copper Kettles

Whatever your requirements may be in steam jacketed Copper kettles, we are in a position to supply you. Ideal for every kind of mixing, melting, boiling and cooking requirements.

Fifty-two years of specialized experience in manufacturing kettles for the trade assures you of the maximum of satisfaction in design, materials, and workmanship.

Let us figure with you; let us help solve your kettle problems.

Write for Data

Hamilton Copper & Brass Works Co.
HAMILTON :: :: :: OHIO

I do believe the interurban packing route can be made to be a paying proposition under certain conditions which I shall enumerate later, but I do think too many of us are continuing these routes merely to "keep up with the Jones," and in the face of facts which show plainly that we are losing money on them. Suppose Brown starts a route upon which he believes he can make money and because my customers on the territory covered by that route tell me that, unless I give them the same service they will buy Brown's ice cream, I too place a packing truck on the same route. Brown is in a better position to take care of that route than I am and I find that it does not pay.

What is the thing for me to do? Discontinue the practice which I know is losing money for me and resort to other more profitable means of meeting the competition. I know many of you are saying to yourselves "that sounds good, but it isn't practicable." Gentlemen, I know it sounds good and the only reason it is not practicable is, because the majority of us lack the courage to give it a trial. We talk this question over at our conventions, but do we do enough about it after we get home? The remedy lies in getting together in our own localities and putting on our thinking caps, taking heed of the dictates of our own good judgment along with that of our fellow manufacturer and meeting the problem in a business-like manner.

Location of Towns.

Probably the second point essential to a successful interurban packing route is the location of the towns which are to be served. In many parts of our states we find groups of towns which are pretty closely linked together and in these localities an interurban packing route ought to be fairly successful.

Also in some places we may find a town, which is large enough to maintain a sufficient number of dealers to pay us to run a truck there and give the same service as is given in the city. However, there are certain sections in which neither of the above conditions are to be found and still you will see packing trucks running about the country, over dirt roads to small settlements hardly large enough to support one dealer.

The delivery costs on such routes can not help but be far in excess of what good business sense tells us they ought to be, and therefore, they are a menace to our industry. Unless your plant is located in a thickly populated part of the country, or you have access to a large town containing numerous dealers, you had better stop your packing routes before they stop you.

The climatic conditions in the various territories should be taken into consideration, when planning an interurban packing route. Every city in New York State is not a large one, and I believe that too many of us are prone to start our routes too early in the season and run them too late in the fall. A few of our outside customers inform us that the company which starts its packing route first will have their business and consequently, there is a grand rush to see who will get on the ground first.

This often happens in spite of the fact, that we all know it is too early in the season for the people to commence consuming ice cream on a large scale. Such practice goes on year after year in the locality with which I am particularly familiar, and we all know we are losing money through it.

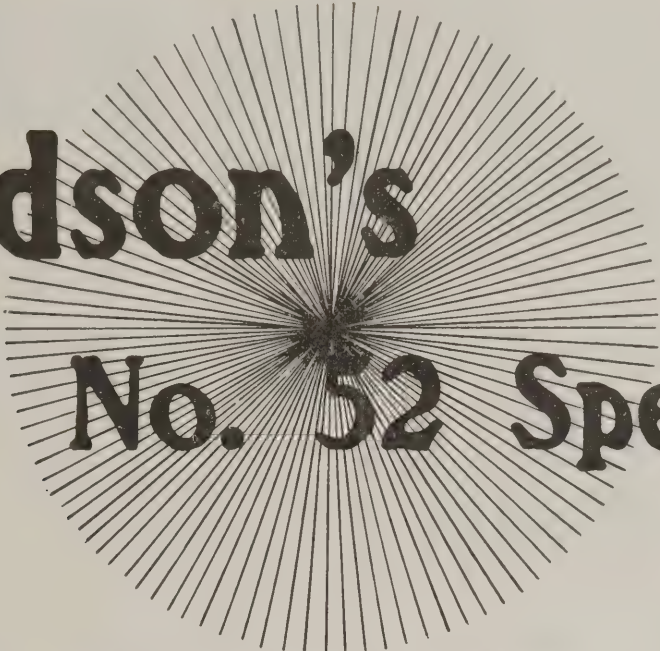
However, this is another question which can be settled only by getting together in our own localities and remedying such conditions by ourselves. Unfortunately our industry contains its proportion of men who measure their success by the number of their "A" signs on the roadside, instead of, by the balance sheet at the end of the year. Some are not staying with us very long, but they are causing their share of trouble while they do.

Speaking of "A" signs on the roadside, I believe one can almost say that the success of a packing route is inversely proportionate to the number of road stands there are on it. This is probably putting it a bit strong and I do maintain that the road stand is more of a hindrance and expense to the majority of us, than it is a gain. It is a condition brought on by competition and we can blame no one but ourselves.

Additional Packing Charge.

Not long ago I read a very interesting article in one of the trade journals on the costs of the interurban packing route. The writer was of the opinion and emphasized the fact, that it naturally costs more to run trucks out of town, than it does around town, and therefore, a charge to cover

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Hudson's No. 52 Special

A Vanilla Flavor That Will Capture Your Dealers' Trade

HUDSON'S FAMOUS ICE CREAM FLAVOR No. 52 SPECIAL

\$5.00 per Gallon.....in Barrels
\$5.50 per Gallon.....In Kegs

HUDSON'S FAMOUS ICE CREAM FLAVOR, CONCEN- TRATED No. 52

Six times stronger than Extract
\$25.00 per Gal. Special prices in quan-
tities

EVERY experienced ice cream manufacturer who has gone through the various stages in the development of business volume knows that the flavor of his product always has been and always will be a paramount factor to consider. He knows he has actually captured trade by using a superior flavor; he knows the appeal to the taste is his strongest argument. That's why he is so particular about the flavoring he buys and incorporates into his product; he knows that ice cream reputation is more dependent upon flavor than any other one element.

The majority of manufacturers who have learned this lesson by experience are using HUDSON'S NO. 52 SPECIAL because they can depend upon its purity, its strength, its solubility—and its "trade capturing" flavor. The universal use of HUDSON'S NO. 52 SPECIAL by the large manufacturers is evidence of its superiority and economy. It will win customers for you, too.

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER, Pres. & Gen. Mgr.

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

FLAVOR

WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA

EXTRACT

(ARTIFICIAL)

Flavors **10** Gallons

ICE CREAM

at a cost of

Less **4** / Per
Than **10c** Gallon

Do You Want To Improve on Your Present Flavoring?

Do You Want To Cut Down on Flavoring Costs? Then Try

B. B. B.

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

**JUST WHAT YOU WANT
ISN'T IT?**

Give B. B. B. a trial and learn why so many are using it exclusively

Blanke-Baer Extract & Preserving Co.

3224-34 South Kings Highway
ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.
St. Louis, Mo.

Ship at once....Gals.
B. B. B. Vanilla Extract.
We have been looking
for just such a Vanilla
Extract as here de-
scribed.

PRICES.

	Per Gallon
In Barrels	\$5.50
Half Barrels	5.75
10 Gallon Kegs.....	6.00
Single Gallons	6.50

Name

Address

Date

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

that cost should be added to your product delivered by this method out of town.

Undoubtedly, there are many of you who follow the above scheme, but I feel sure there are many of us who have fallen by the wayside in this respect under the strain of competition. I see no logical reason why the out-of-town dealer should receive the same service as the man two blocks from your plant at the same price, when you know that is costing you more to take care of him. An additional charge for packing would make a lot of us feel much more agreeable at the end of the season, and it seems that such a charge is really indispensable if we are in business to make a little profit.

Relatively little need be said regarding the type of bodies best suited for interurban delivery, because we all have our own, many and varied ideas on that subject. We find packing service being given from refrigerated bodies right on down to carrying the cream packed in tubs. Irrespective of all this, we must admit that the condition of the cream upon its arrival at the dealers place of business, will have a great bearing upon the success of the route.

Part of this responsibility naturally falls upon the driver, but we must equip him with an outfit, that will hold the cream in the proper shape at a minimum cost. Whether you will use refrigerated or non-refrigerated bodies is a matter for your own decision. We use both types. The main idea is to hold the ice cream in proper condition and carry enough ice and salt to care for the cream in the cabinets, but not enough to cool soft drinks and drinking water. If any of you have devised a way of combatting the last named practices, I know we shall all be glad to hear about it.

These points which I have discussed more or less in brief seem to me, to be the ones primarily essential for conducting a successful interurban packing route. If a route can be run under the conditions which I have mentioned, it should sell a maximum amount of ice cream and in the last analysis, is that not the deciding factor. This topic is an old one to you, and as one manufacturer put it, "has been discussed at so many conventions that it has whiskers." Undoubtedly such is the truth, but unless we take more action in the future than we have in the past, the whiskers are in for a good long growth.

The interurban packing problem is today a thorn in our side. We accept it like a necessary evil and dread it like a plague. We lost sight of the fact, that we are all interested in a big game only we can not all play. There must always be spectators. Let's follow the rules that dictate the policies about what the other fellow is going to do. Interurban packing routes can be made to pay under certain conditions and I say let the man who can meet those conditions in a profitable manner, reap the reward.



THE DEBT WE OWE TO OUR COMPETITORS.

In commenting upon the findings of LaFollette's committee, Colonel Robert W. Stewart, chairman of the board of directors of the Standard Oil Company of Indiana, said: "During my connection with this company it has never at any time desired nor endeavored to put any competitor out of business. In fact, we believe that our competitors are just as essential to our business as our customers." Strange words these from an officer of a corporation which has always been held up by the soapbox orators as the original seventailed monster. We suspect the statement was discounted very liberally in many quarters. Yet, we for one, believe that Mr. Stewart meant exactly what he said, and consider his statement neither idealistic nor altruistic. It is just plain business sense. A business without competition would soon degenerate into a flabby, rusty, ineffectual affair. It would be a living grave for able men, who, deprived of the vitalizing effect of competition, would soon rust to pieces.—From Sales Management.



Progressive ice cream manufacturers are looking forward to the National Ice Cream Show at Cleveland, October 22-27. You owe it to your industry to attend. The annual convention of the National Association of Ice Cream Manufacturers will be held at the same time.



Package Sundae Kups

The largest ice cream manufacturers are using this container for their packaged sundaes. It is thoroughly practical—presents the best appearance. Strongly made of snow-white pure spruce-wood-fiber. Free from objectionable wax. Self-seating lid. Large unobstructed opening means easy filling and removal of contents. The feature of nesting, when empty, is important—little storage space required.

Printed in one or more colors with your own label. The Mono Paper Spoon is exclusive. Furnished as part of the lid or separately. Lays flat and folds into spoon shape for use. Get our samples and prices and you'll understand why we have successfully served the dairy interests for twelve years with paper packages for various milk products. Our large production facilities are an assurance for quick deliveries.

KLEEN KUP

*The Mono Paper Spoon
is part of the package*

*Sample and Prices
yours for the asking*

MONO SERVICE CO.

Newark, New Jersey



What's New in Ice Cream?

By PROF. R. M. WASHBURN*

IT IS not a new situation that the producers of cream insistently urge richer ice cream for the purpose of increasing the market for their chief product, butterfat. But the number of bills introduced in the various state legislatures this winter looking toward the increase of the fat content of ice cream from 10 to 12 per cent to as high as 15 to 16 per cent, would indicate greater widespread activity in this direction.

Gentlemen, I am a dairyman, was raised a dairyman, and have been in the dairy business all my life. I like the work, I like the people, and I hope to stay in some division of the industry as long as I am able to work, but I cannot follow some of these movements. It was a mighty good thing for the ice cream industry when it was adopted by the dairy fraternity of this country, for the truth is, the ice cream industry grew up to adolescence—a member of the confectionery family. It is only recently changed affiliations.

Before a legislature committee in a neighbor state recently, I was confronted directly with this question—"If we raise the standard of butterfat for ice cream, will it not enable the cream producer to sell more butterfat?" This would be the result, at least for a short time, but whether it would last is doubtful. Experience shows that an ice cream of 10 per cent fat is relished by more people and can be consumed in larger quantities without surfeit than one of 12 to 14 per cent, and certainly would be preferable to a 16 per cent, such as recommended in a number of bills this winter. But why should the producer of butterfat fat "dally" around to increase the fat content in ice cream when as a matter of fact only four per cent of the dairy products of the country is used in ice cream, whereas 56 per cent is used in butter?

Why does he not go after the butter standard and raise it from 80 to 85 per cent, and thereby do nine times as much business a tone stroke of legislation, as could be done

by raising the fat standard of ice cream a similar amount. But really why stop with butter when more than 46 per cent of the dairy products is consumed as milk and cream?

Why does he not insist that cream for coffee and for general use is increased in fat content, and the create for himself nearly twelve times as much market as he could do by fixing the ice cream standard? But we know that ice cream is not all dairy product, about 10 per cent of the weight is sugar. Why should not the sugar beet farmer insist that hereafter ice cream shall contain less than 16 per cent sugar?

But why stop with dairy foods, why should not the grower insist that fruit cake shall contain not less than 10 per cent so much raisin? But why stop with foods? Why should not the wool grocer insist that hereafter men's clothing shall consist of at least two-third's wool—while at the same time the cotton grower may insist that hereafter men's clothing shall consist of at least two-third's cotton? Where shall we stop? Whenever standards of foods or anything else are set by the people who wish to furnish the raw material for the making of the product—the controversy is bound to end in hard feelings and a deadlock between groups of interest.

A standard adopted for any product should be based on the needs of the consumer of that product for the various ingredients therein. The question of standards is a consumer's problem, not a producer's nor a manufacturer's except insofar as the experience of producer and manufacturer will be needed to prevent the enactment of laws which compliance would be practically impossible.

Total Solids and Weight per Gallon.

In a number of states various workers have endeavored to control the value of a unit volume of ice cream by insisting that there shall be not less than say 33 per cent total solids in the mix, while in other states a minimum weight per gallon for ice cream is suggested. The minimum total solids requirement of 33 per cent is not inconsistent nor would it be troublesome from any standpoint for the simple reason that most manufacturers add more than the amount of their own free will for the purpose of making a quality article. In general the total solids content ranges between 34 and 36 per cent. The relation between total solids and weight per gallon, and percentage swell and content is shown by the table below.

Per cent T. S.	Per cent Swell	Weight per gallon	per gallon
33.0	80	5.0	1.650
36.0	100	4.6	1.656

From the above we note that when a 33 per cent total solids mix is given 80 per cent swell the ice will weigh 1.650 pounds to the gallon, and that a gallon will contain 1.650 pounds food solids. On the other hand, we note that when the mix contains 36 per cent total solids and is given 100 per cent swell the finished gallon will weigh only 4.6 pounds but will contain 1.656 pounds of food. The chief difference between the two ice creams is the matter of air versus water, not a question of amount of food. Another difference, rather a technical one, consists in the ratio of fat to non-fat solids, in which the ice cream of low total solids and low weight per gallon contains more fat in proportion to non-fat than the other, and for this very reason is not as desirable.

Physically cold, chemically hot, might be said of the cream of high fat content. The richer any milk or cream is in fat the higher is the proportion of fat to other solids in such milk or cream. Scientific experiments and long experience agree that milk which is from three and one-half to three and one-half per cent fat, in which there are about two and a half times as much non-fat as fat in the milk food, and in which about 27 to 28 per cent of the solids

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

MAILING FOLDERS
MAGAZINES AND
HOUSE ORGANS
BUSINESS CARDS
CONVENTION
PROCEEDINGS
LETTER HEADS
CATALOGUES
STATEMENTS
BILL HEADS
ENVELOPES
CIRCULARS

**LET US DO YOUR
PRINTING**

High grade work at reasonable
prices. Send us a sample of
what you want and we will
quote you prices.

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



WITH the opening of the fall season—the period when banquets, receptions, parties and other indoor social functions are the rule—fancy ice creams and ices are in big demand. Therefore these suggestions; every one a money-maker—a repeater—a volume builder.

Reyam Fruit Custard

is complete without additions or mixing. A half-gallon makes a forty-quart freeze, golden cream in color and deliciously irresistible in taste. Use it to make your work lighter and your sales heavier.

Tutti Frutti Mixture

is just another way of saying “success for mixed fruit ice creams and ices.” It is good to the last drop, always uniform and a bear for building business. Order it now. Like all Reyam products it's guaranteed.

Whole and Broken Maraschino Cherries

Pick the choice of the new crop; packed in all size containers and offered at most attractive prices.

Crushed Orange Pineapple

a delicious combination for ice creams and ices.

Chopped Walnuts in Maple

For maple walnut ice cream; has record for 60% sales increase.

Crushed Peach and Crushed Apricot

Solid pack—cold process—for making fresh fruit creams.

The

CINCINNATI EXTRACT WORKS

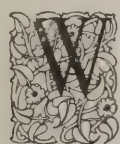
422-424 W. 4th ST., CINCINNATI, O.

We carry a complete line of Glace and Crystalized fruits, Citron and Peels and can supply them in any quantity.



DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS



WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years.

Were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

The New Era Ice Cream Brick Cutter

will be at the Cleveland Convention

October 22nd to 25th, Incl.

BOOTH No. 103

The most PRACTICAL, DURABLE, EFFICIENT ICE CREAM BRICK CUTTER on the Market.



Past the Experimental Stage

WE CAN REFER YOU TO A GREAT MANY SATISFIED USERS.

The NEW ERA enables you to furnish your trade with a uniformly cut brick of ice cream. Can be adjusted to cut slices of any size.

Our representatives are the leading Ice Cream Supply Houses.

HERE THEY ARE

Baltimore, Md.	Cherry-Bassett-Winner Co.
Philadelphia, Pa.	
Pittsburgh, Pa.	
Boston, Mass.	Wright-Ziegler Co.
Columbus, Ohio	
Detroit, Mich.	John W. Ladd Co.
Cincinnati, Ohio	
Cedar Rapids, Ia.	J. G. Cherry Co.
St. Paul, Minn.	
Chicago, Ill.	A. H. Barber-Goodhue Co.
St. Paul, Minn.	
San Francisco, Cal.	Geo. W. Prising Co.
Salt Lake City, Utah	Cannon Supply Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

solids is fat, is best adapted to the needs of the young and is much easier digested by older people. The table given below illustrates this matter of ratio of non-fat and percentage amount of fat in solids in cream and ice cream.

Percentage Fat	Ratio S-N-F to Fat	Percentage Fat
	Milk.	
3.00	2.88:1	25.77
3.25	2.65:1	27.38
3.50	2.45:1	28.92
4.00	2.14:1	31.87
4.50	1.89:1	34.58
5.00	1.70:1	37.14
	Cream.	
18.00	0.41:1	71.11
20.00	0.36:1	73.71
25.00	0.21:1	73.91
30.00	0.21:1	82.79

Ice Cream 36% T. S.

8.0	3.50:1	22.2
10.0	2.60:1	27.77
12.0	2.00:1	33.33
14.0	1.56:1	33.88

From the foregoing table we note that the ratio to non-fat in 10 per cent fat, 36 per cent total solids cream is almost identical to that of three and one per cent fat milk, and that the percentage fat in total again is practically identical. The laws of nutrition are universal and constant. They can be violated within narrow limits or for short times but the best ice cream for general consumption and continued use, is one containing from 34 to 36 per cent total solids and 10 per cent fat. The plain and eight per cent in the fruit and nut varieties.

Skim Milk Solids.

Whether introduced in the form of condensed or powdered milk constitute the best base for ice cream. This is true, not only because it blends so harmoniously in the making of good ice cream itself, but because milk solids are without question the best food on earth possessing in richest amount the mineral salts in available form and right ratios to one another, probably the most easily digested and assimilated form and available in the form of milk sugar, and in the form of proteins and vitamins.

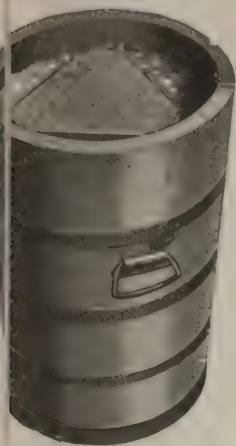
To call skim milk solids by the name "filler" applied to ice cream is just as absurd as it would be when used in bread or cheese, a better article is more nutritious, and most valuable generally in both cases can be made by the use of skim milk solids than without. Furthermore, the use of more and more of skim milk tends to balance the usage of the dairy constituents of milk and save waste.

Millions of gallons of "liquid lean meat" are poured down the sewer and rivers annually in this country. The cows produced them from the most expensive kind of food and when produced they constitute our most valuable type of food and the most can be used in ice cream, bread, etc., the better for the dairy industry, as well as for consumers.

Viscosity or Stickiness in the mix is essential to form yield and quality. Viscosity in the milk is caused by the fibres and filaments of casein uniting and binding one with another in the milk and clinging together into minute threads such as blood will coagulate upon exposure to air, so does milk and cream upon exposure. Any violent treatment, such as separation, pasteurization and homogenization, destroys the viscosity, breaking up these threads into short bits. The mix is then loose to pour easily like wheat or oats, but after the fragments of casein have reunited the viscosity will be retarded, because each particle will cling one farther back. Viscosity may be produced in one or more of three ways.

(a) **Aging.**—Old mix is more viscous than new even though no acid has developed in the mix.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Labor and Space Economizers for Hardening Rooms

Where bulk ice cream is filled direct from freezer into cylindrical containers, much handling can be saved and hardening room space economized, by placing the containers in.....

O-B Triangular Packers

Loaded Packers can be used for shipping direct from hardening room without repacking.

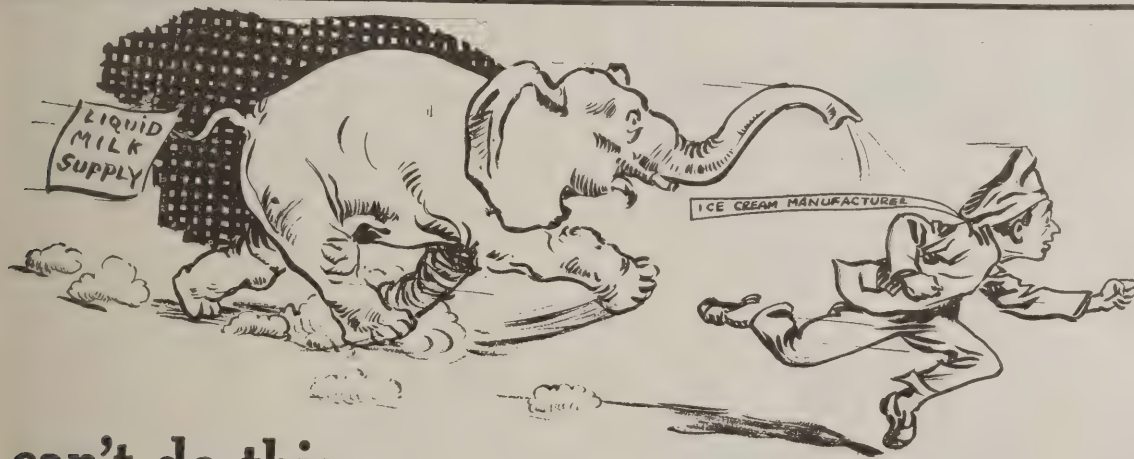
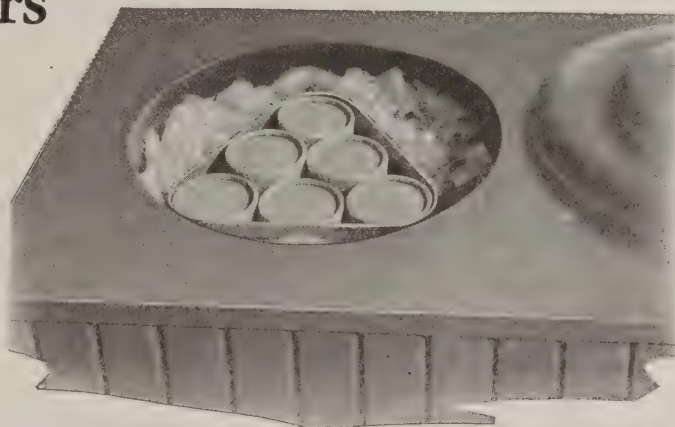
Let us tell you how others are using these packers with profit.

Write for Circular and Prices

OAKES & BURGER CO.

ESTABLISHED 1873

Cattaraugus, New York



We can't do this—

When Merrell-Soule Powdered Skimmed Milk is Used

YOUR milk supply can't keep you on the run—can't eat up your profit through extra handling costs, extra refrigeration, extra sanitary precautions—when you use Merrell-Soule Powdered Skimmed Milk.

Merrell-Soule Powdered Skimmed Milk can be ordered in barrel lots. No ice is needed to keep

it. Just put the barrels in your store room and add water to whatever quantity is needed for the day or special purpose.

You can guarantee your product when you use Merrell-Soule Powdered Skimmed Milk as this milk is always uniform and of guaranteed grade.

There is *profit* for you in

MERRELL-SOULE Powdered Skimmed Milk

MERRELL-SOULE COMPANY, Syracuse, N. Y.

PERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

It is liable, however, if held too long to develop a stale old flavor.

(b) **Acidity.**—Lactic acid works upon the casein to harden it, the first stages of which increase viscosity. The danger in the use of this method is that if carried slightly too far a sour taste will be developed, and if altogether too far a lessened yield will result, because the casein has become brittle.

(c) **Enzymes.**—There are two or more natural enzymes which may be used separately, or in conjunction, which have the effect of increasing the viscosity or even in curdling the mix outright if carried too far. These always work fastest at a moderately warm temperature, and slowly at a cold. The best combination for uniformity of viscosity and prompt work is a combination of an enzyme improver, and time.

Swell.—Is the name given to the increase in volume in ice cream and it is brought about purely by the incorporation of air. In one good book on ice cream making, there has been made the statement that "freezing incorporates air into the ice cream." This is an erroneous statement—the freezing merely extracts heat units, with or without the incorporation of air. Swell is due to the incorporation of air, with or without the freezing.

A clear concept and control of the process of freezing and swell may be obtained only when these two factors are considered separately, as occurring at the same time. If we freeze too fast the beater has not time to incorporate a sufficient amount of air, and we get a low yield. If, on the other hand, the beater runs too rapidly for the freezing the cream is beaten too much before the freezing will have taken place, and there is too much swell. The mix when first introduced to the freezer is too thin and sloppy to retain much of

the air beaten into it. The swell commences only most of the heat units have been extracted and swell continues only until sufficient heat units have removed to bring the mix to the point of true freeze. After this point is reached further beating only the mix down and lessens the yield. It is preferable to over swell a little and beat back to the desired than to stop the freezer and draw on the up. Swell, or the incorporation of air is just as proper ice cream as in bread, angel cake or marshmallow for the same reasons, namely—increases palatability negligible cost.

Overloading.—One common error made by freezer operators is that of over-loading their freezer. In order to incorporate air there must be room for the mix to increase in volume. When it has filled the freezer full it cannot increase—it cannot do the thing up. It is highly important that the cream be weighed or measured if satisfactory results are obtained. The batch measuring devices developed in the past few years are a decided step in the direction.

Ice Cream Scoring.—Butter and cheese have scored for many years, and milk for the past few but ice cream scoring at conventions is a new thing. But why should it not be done the same as the products? The states of California and Kansas are or two in the East have scored ice cream with interest and profit, but probably the most valuable form of this is to hold a school or scoring contest, at the various conventions will score for prizes.

This sort of contest, which is not only a contest between the ice creams of various makes but between men of varying ability, was carried out successfully this winter by Dairy Commissioner, Percy N. Ross, Saskatchewan, Canada, and a prize for the champion scorer, consisting of a loving cup offered by the Canadian Milk Products Limited, was given. In my opinion, the score card used at this contest was very sensible, sensible because practical rather than tedious. The score card employed was as follows:

"Exhibits will be scored and awards made on basis of the following standards:

Items	Possible Score
Flavor and palatability.....	50 p
Texture and body	30 p
Appearance (including color and finish).....	20 p

Total100 p

Flavor to be that of clean sweet dairy product, true vanilla, special avoidance of sour or unpleasant or coarse added flavors. (For the purpose of this

"Simplicity"

is a most essential requirement in a successful refrigerating system for Dairy Manufacturing plants.

Here is simplicity—

York Refrigerating Equipment



is in a class by itself for simplicity.

Let us show you why.
Write

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS

J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Building Milwaukee, Wisconsin

Know Your Industry

READ...

The Dairy World

A Journal for the Dairy Industry

The subscription price is only one dollar per year. Sample copy mailed anywhere on request. Send for it NOW—FREE.

The Dairy World

508 S. Dearborn Street

Chicago, Ill., U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Meeting a Standard

Sanitary standards in the ice cream plant—the severest test of quality and worth that can be applied to a cleaner—are being successfully met in thousands of plants on a basis of minimum cost of time, money and effort, by the use of



This cleaning service extends to every part of the equipment and processes and is made possible by the high standard of quality required in every pound of "Wyandotte" Sanitary Cleaner and Cleanser before it leaves the factory.

This cleaner never fails in its work. It is harmless and easy to use. It is pure and purifying and every grain is an active working particle to the last ounce in the barrel.

Your supply house will fill your order.

It cleans clean.

Indian in Circle



In Every Package.

THE J. B. FORD COMPANY *Sole Manufacturers* Wyandotte, Michigan

PRICE

The price of a product should be thought of only in terms of ultimate economy. Our gelatine may be lower or higher than some others, but we know that because of its purity and uniformity it cannot be surpassed for true economy.

The length of time we have served some of our best customers is evidence of the fact that our gelatines are not only economical over a long period, but that they are giving satisfaction in every way.

Milligan & Higgins Gelatine Co.

222-224 Front Street

New York City



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

petition, true vanilla not necessarily considered superior to a synthetic flavor."

Texture to be fine and uniform, body firm. The whole of velvety consistency—special avoidance of ice crystals, sand grains, butter lumps or other evidence of poor workmanship and little or no recoil when cut with spoon.

Appearance clean, bright, indicating fresh dairy products, clean sugar, and pure flavoring extracts.

It will be noticed that no account whatever is taken of the fat content, assuming that it should be legal, and if it should prove not to be, the entry will be thrown out of consideration entirely, but if legal—that is containing in Canada 10 per cent fat or more, it should have full standing, even though some others may have more fat.

It will further be observed that bacteria count is also omitted. This again is a desirable provision. People do not buy ice cream for bacteria any more than they do for butterfat. They have a right to their faith in the ordinances and inspectors that whatever is offered shall be safe, wholesome and legal. Then if they like it they eat more of it. We do not test butter for bacteria even though bacteria may have been instrumental in part in bringing about the flavor.

We know that what bacteria there are present are generally harmless and when consumed get the worst of it. Likewise cheese, with its billions of millions of bacteria and molds, is scored on its edible and likeable points, not upon what number of yeasts or molds, or bacteria, may have been employed in its making. In my judgment there is no more reason for testing ice cream for bacteria than there is in testing butter, cheese, jam, or any other such food for bacteria. Bacteria increase in liquid milk very rapidly at times, but not so in ice cream. They die off as the product is held in storage.

A temperature high enough to permit bacterial growth would render the ice cream wholly unfit for consumption. Why load up our score card with incidentals? They only hide the essentials, which in ice cream are pleasing flavor, texture, body and appearance.

Cream Powders or Powdered Creams are becoming more and more available for ice cream making. The powdering of the cream is an easy matter if the right system is employed. The cream when made contains the right percentage amount of fat and non-fatty substances, so that when combined with sugar in right ratio, and water in the right amount, will produce a mix of any desired standard, grade and type. For in-

stance, when a powder containing 56 per cent fat is combined, using 100 pounds of cream powder, 65 pounds of sugar, 300 pounds of water, the result will be 100 pounds of liquid mix containing 12.19 per cent fat and 35.5 per cent sugar, 35.5 per cent total solids. This mix is sufficient to make 100 gallons of finished ice cream. The powder is cheaply shipped and stored and the handling of butter unnecessary.

Powdered Ice Cream Mix is also made successfully and serves excellent purposes where local conditions dictate its use. This powder, like the powdered cream, is easy of manufacture and economical of shipping, keeps from four to eight months, and produces excellent finished product.

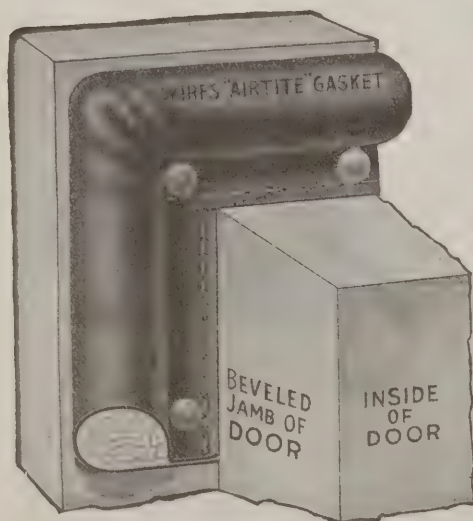
The Retail Package for ice cream is now receiving careful attention. The brick was a new thing once, then the brick of several layers was new—each increased ice cream consumption, and then the ice cream cone came on and added a big impetus to the sale of ice cream, and later the famous Eskimo Pie stimulated sales quite materially and is still going. Ice cream Sandwiches, especially from vending machines, have also had an influence. These are all good—where there were more such inventions, but probably the best along this line is the so-called "Icicle."

THE ICICLE is the name given a little paraffin tube which will hold the same amount of ice cream as an ordinary cone. The package is filled, then the top is and hardened and retails as conveniently as a package of gum. No delay and no dirty sleeves on the part of the retailer, as would be the case in stooping to get cones. The consumer carries away his product in a sanitary case which in itself insulates and protects it. He takes off the cap, pushes the bottom up and eats the top and continues to force the ice cream through the tube, eating it as he pleases from the top. This is a good "go" last year and it bids fair to be a good one in increasing the sales of ice cream this year.

Now, gentlemen, I appreciate that very much what I have said is old, not new, to you, but you appreciate that we are not in a class with some of the papers—we cannot create news at will, we must have some invention or some situation for the general public to further light.



Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national convention of The Association of Ice Cream Suppliers, Cleveland, October 22-27 inclusive.



\$TOP COLD-AIR LEAKS

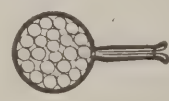
WIRFS WATERPROOF "AIRTITE" CUSHION GAS

FOR REFRIGERATORS AND COLD STORAGE DOORS. AIRTIGHT SECTIONAL COOLERS. REFRIGERATOR-JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES. MAKING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE.

MADE IN 4 SIZES:
(ANY LENGTH)



NO. 1 LARGE



NO. 2 MEDIUM



NO. 3 SMALL

NO. 4

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT] REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED.

GET SAMPLES AND PRICES. STATING SIZE AND QUANTITY NEEDED WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 So. 17th St., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



SMITH'S DAIRY, ORRVILLE, OHIO

Yours for Low First Cost— and High Profits on Product

IN the Dairy and Ice Cream Industries it has been made plain that it is possible so to plan the plant that:

The first outlay for the buildings may be kept down to a minimum and at the same time

Increase the operating possibilities so that there will be greater profits in the production of Milk and Ice Cream.

McCormick Architects and Engineers make this possible. Their long experience is the reason.

From the Preliminary Drawing To The Finished Work There Is No Slip.

Ask about our plans and specifications.

THE MCCORMICK COMPANY, INC.

DAIRY AND ICE CREAM PLANT
ARCHITECTS AND ENGINEERS

PITTSBURGH, PA.
121-127 S. Negley Ave.

NEW YORK
41 Park Row

What is Quality Ice Cream?

By J. GOULD*

QUALITY from the viewpoint of the dairy commissioner's department is outlined in Sec. 9926 of the General Statutes of Kansas, but a common opinion seems to be that if a 10% fat and 20% total milk solids be reached it will satisfy the law. Then the question in the mind of the manufacturer is, how cheaply can this product be placed on the market, dressed in attractive attire so that it will satisfy the consuming public and make itself constantly in demand.

I feel that the question of "Quality," as it should be discussed here has too many subdivisions for an adequate presentation of the subject under one head and have divided it into four sections. Anyone of which can call forth a good healthy discussion.

1. Quality from the viewpoint of food value.
2. Quality from the viewpoint of cost.
3. Quality of today vs. the old standard.
5. Quality of the bonafide ice cream factory product vs. the kind put out by the kandy kitchen.

I do not feel that the subject was given to me to carry on a discussion of quality from a viewpoint of food value, since this is a matter to be treated scientifically by food specialists, chemists, bacteriologists, or dietitians. We have with us men who make this their business, they **teach** it, and they **preach** it, and they devote their time, and energy studying food values in ice cream.

While I seek out the violator of the law and try to bring him to a realization of his duty, by teaching him the proper methods to pursue in his factory, or bring him to justice in the courts. I will therefore not attempt to talk on the food value, in quality of ice cream.

* Address before Kansas Convention.

The "RICHMOND"

CEDAR
PACKING
TUBS



NEW STANDARD PKG TUB (VA. CEDAR)

Quality and Workmanship Count. In the "RICHMOND" Tubs—we have both. Made of Selected Virginia White Cedar. Heavy Galvanized iron hoops—thick staves and stout bottoms. Prices gladly given on all sizes. Historical Catalog upon request.

RICHMOND CEDAR WORKS
RICHMOND, VA.

Quality from the viewpoint of cost is a matter which I do not specialize, since prices fluctuate, and material has to be obtained from different sources under different circumstances, all of which must be worked out at the individual factory and is well beyond the question a man sized job, if the wheels are kept turning and the quality standard always maintained, and at the same time a balance shown at the bank when over-head expenses are paid.

Quality and costs can be worked out on paper perhaps, but it appeals to me that experience alone can prove to the manufacturer how quality and costs can be worked out. Therefore system in every department, an expert at finding and stopping the leaks is just as essential in the office as the pasteurizer and freezer in the plant.

Observation has taught me that the man who depends on the word of the other fellow as to the butterfat test of his milk or cream used in making ice cream and makes no effort to keep account of his quality and costs, ends the season with his balance on the wrong side of the sheet and the bank holding a mortgage on his equipment. This same man perhaps expects his patrons to return in good conditions his packers, as the law requires, and at the end of the season an inspector may find a large quantity of them in a rusty and rotten condition, back of some drug store or restaurant.

The cost of quality is like the boiling pot in the camp, it must be watched. A hap-hazard system in the factory and office is sure to result in a sacrifice to quality for profit.

Considering the subject from the angle of production of the new standard vs. the old. I realize there is a wide spread of opinion, and criticism has gone forth from different sources that ice cream is not as good now as it used to be. But from the standpoint of uniformity I think there is far less variation, because firms at one time made an 8 and 10 per cent ice cream, in defiance of the law, now are making 12 per cent, and others who made 16 to 20 per cent thinking that was the meant **quality**, have cut from 12 to 14 per cent and the two extremes have come closer together and a uniform product is the result.

The enforcing of the new ice cream law right from the start was a task of no small dimensions, and the opinion seemed to be general that a certain amount of education, and justifiable leniency in cases of ignorance, should be practiced by the dairy commissioner's department. It has required a longer time than anticipated to line up all offenders and bring about general compliance. However, the task has been gone through with, and experience has taught us that

MYLES PURE SALT

STRONGEST
LASTS
LONGEST



NATURE'S
PUREST
SALT

Produces Strong Freezing
Due to Cleanness and Purity

Write to
MYLES SALT CO., Ltd. New Orleans, U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



ANDERSON ESKIMO PIE MACHINE

*It automatically
cuts-dips and wraps*

The average output on a day's run will easily be 75 dozen an hour, but the actual speed of the machine is 90 dozen an hour, (18 a minute).

Manufactured by

Anderson Bros. Mfg. Co.

1923 Kishwaukee St.

Rockford, Ill.

G-W Perpendicular and Gig Elevators



GIFFORD-WOOD Elevators are available in a number of forms and sizes. Those illustrated are designed for small houses, are very compact, and permit construction close to the water.

The perpendicular type shown on the left is particularly adapted to small houses where a capacity of twelve cakes per minute is sufficient. The Double Gig Elevator shown at the right has a capacity of from four to six cakes per minute. The Ice may be discharged at any level.

Write to the nearest G-W office for information and prices.

*Ice Tools of every description—ask
for Catalog No. 70*

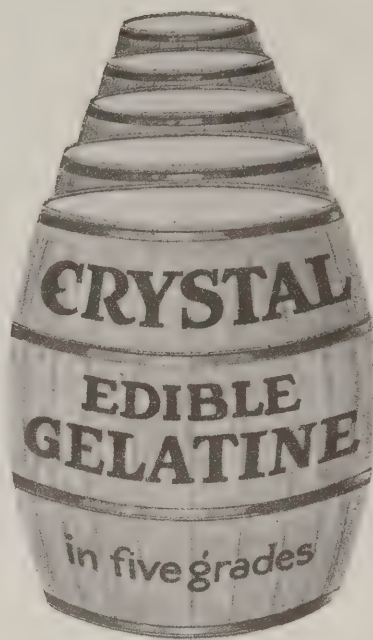
MAIN OFFICE: HUDSON, N. Y.

District Offices:

New York: 50 Church Street Pittsburgh: Peoples Bank Bldg
Chicago: 565 W. Washington St. Boston: 24 Milk Street
Plants: Hudson, N. Y., and Oakmont, Pa.

Gifford-BUILT STRONGER LAST LONGER-Wood Co.
ICE HANDLING MACHINERY AND TOOLS





**"When Better
Gelatin Can
Be Made —
We Will Make It"**



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
14 Ferry Street

PHILADELPHIA
418 Arch Street

CHICAGO
3630 Iron Street

ST. LOUIS
408 Elm Street

SAN FRANCISCO
Fairfax Ave. & Rankin Street

regulations are necessary and some have already made and are being put into service, this we believe have a marked improvement on the quality of ice cream especially in the smaller plants.

When the fat standard was all that was required and pasteurization was not considered necessary, a batch of cream and milk, sugar and flavoring could be thrown into a freezer in the back room and "The ice cream in town," dished out to the public. But with the coming into existence of the new ice cream standards where food values were required, a standardized method of used, pasteurization necessary, and sanitation, sterilization, and refrigeration a working part of the ice cream room, then men began to realize the force of the law and even some Kansas lawyers learned for the first time that Kansas has an ice cream law. Any person familiar with the old order of things, and who will think back to the time when ice cream was made as a frozen dairy only, can not argue that the present day standard of make of ice cream is inferior to the old standard. It has ceased long ago to argue or discuss the question.

This brings us to the fourth section of the subject.

Quality of the bonafide ice cream vs. the ordinary candy kitchen output. I have no desire to work a ship on the small manufacturer, or place unnecessary rules or requirements on him that will make him ruin his business, when he is endeavoring to conduct a legitimate factory and the present law does not make demands or place requirements that can not be lived to in the small factory.

However, I am frank to say and have no apology to make in saying it, that we have a number of back rooms of the candy shops, and dark, damp, cellars where I believe ice cream should not be permitted to be manufactured. Complaints have come to us that pasteurization was impossible in these small plants and we have overcome this objection by showing them how it can be done. We have made plans for ranging rooms so that proper sanitation and light can be furnished. We have taken particular pains to make small batch mixes and in every way tried to help the man who thought the law was made to get him, and ruin his business, and many times while making inspections and endeavoring to give these men a hand in their business by showing them a better method, have been rewarded by having them defy all inspections and deny our right to give orders, and inform that "Everybody thinks their ice cream is the best in town."

Knowing the utter uselessness of trying to teach some of these fellows how to prepare a lawful product, we have resorted to advising them to buy their mix already standardized, and pasteurized. I explain the necessity of keeping it at a low temperature, frozen, and this has brought a certain amount of light to the clouded minds of these candy makers, and I believe, the solution to their difficulties and a relief to many of ours.

Lack of authority, is all that has kept me from issuing orders to proprietors of restaurants and drug stores to buy a prepared mix that complies with the law. One thing we have required is that whenever the milk or cream from a pasteurizing plant, that a label accompany each order, showing the milk or cream had been pasteurized. And this brings to light the weak places in the present method.

It matters not how careful the dairyman may be in producing pure milk, and it matters not how well standardized and pasteurized and cooled and packed, the prepared mix may be when it leaves the factory, if it is dumped into a dirty can in the restaurant kitchen or candy shop, and frozen in an ill smelling room.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Gethness Company,

Western Branch
DENVER, COLORADO
2910 Huron Street



Pittsburgh Office
511 First Avenue
PITTSBURGH, PA.



659 HOBBIE ST., CHICAGO

Operating 75,000 Square Feet for Quality and Service

COSCO BRAND FRUITS

ICE CREAM CRUSHED FRUITS
(BULK)

SOLID PACK FRUITS IN NO. 10
TINS
COLD PACK STRAWBERRIES

C. P. CRUSHED FRUITS IN BULK
PKGS.

EXTRACTS

FLAVORING EXTRACTS, ARTIFI-
CIAL
TRUE EXTRACTS
ORANGEADE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)

CONCORD GRAPE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)
VANILLA COMPOUNDS
VANILLA EXTRACTS, PURE
MARVEL PURE VANILLA BEAN
EXTRACT

VANILONG
WALNUT FLAVOR
MAPLE COSCO CONCENTRATED
PINEAPPLE JUICE
QUINTOLS
EMULSIONS

COLORS

LIQUID CERTIFIED COLORS
CERTIFIED DRY COLORS

CARAMEL SUGAR COLORING
BUTTER COLOR ANILINE

NEW YORK ICE CREAM COLOR

TRUE FRUIT PASTES
CERTIFIED PASTE COLORS
MARSHMALLOW TOPPING
COCOA
BUTTERSCOTCH SUNDAE
CARAMEL SUNDAE

GELATINE
CITRIC ACID
GUM, PURE INDIA, POWDERED
ICE CREAM POWDER
SOLUBLE SKIM MILK POWDER
SPRAY

KREMOLIN R. ICE CREAM
RIPENER AND BINDER
VANILLA BEANS
VANILLIN
COUMARIN
GLYCERINE
TARTARIC ACID

SODA FOUNTAIN FRUITS AND PRIVATE LABEL MARSHMALLOW TOPPING FOR JOBBING PURPOSES

ESKIMO PIES

If you are making 5 cent Pies you need a
Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" is a High Grade Chocolate Coating
made especially for this purpose.

Ready to Use—Nothing to Add

Manufactured By

Fortune Products Company, 416-422 S. Desplaines Street
CHICAGO

the proprietor does not know the first principles of sanitation and can't read the orders left by an inspector, how much good has been accomplished by compelling this man to buy his mix already prepared. I may be criticised for saying what I think. That the public would receive a much better quality of ice cream and the chances for contamination less, if candy shops and other vendors were forced to buy their ice cream from a well equipped and regularly inspected factory, when conditions can and will be kept right.

What chance for example would butter, churned in a cream station, connected with a produce house, have with the present day high standard butter manufactured in a modern creamery.

Orders have been issued by the state dairy commissioner, Mr. Jones, that the ice cream factory if connected with any other business, except a creamery, must have a separate room in which to make ice cream. This is another step towards ideal conditions, but will not bring all the desired results, because it will be impossible to regulate all small factories to the extent that a high quality will be maintained.



J. FRANK SMITH BEFORE KANSAS ASSOCIATION.

Mr. Smith urged the Kansas members to get busy at once with their friends in the legislature and urged them to submit an amendment to the constitution authorizing the state of Kansas to build a complete system of 365-day roads. The entire cost of building and upkeep to be paid from the automobile license fees and a possible small tax on gasoline. He explained that this plan was already in operation in 19 states and was meeting the unqualified approval of all the people in these states where now in operation. This plan would

relieve the people of Kansas from property taxes at the same time meet the federal aid and construct 6,500 miles of main roads connecting every county and principal market center. This plan would also include reimbursement to the people who have already constructed durable roads on sections of the state highways. Unless the legislature, now in session, adopts this amendment, road building in Kansas is to drag for the next two years.

Prosperity in Kansas Would Help Ice Cream Business

Mr. Smith told the ice cream makers that what Kansas most needed was to adopt the Wisconsin plan of dairy cows, crop rotations, diversified farming and roads to more than double the gross income to the farmers of the state and thereby increase the prosperity of every citizen of Kansas. He told the delegates he had recently spent three weeks making a close investigation of farming methods in Wisconsin. He learned that by means of the dairy cow, the silo, constant fertilizing of the fields, crop rotation and 24,500 miles of hard roads, the farmers of that state were making their improved lands yield more than double the improved acres in Kansas.

He explained that the corn yield in Wisconsin has been increasing per acre for the last 37 years, while in Kansas it had been decreasing. The same was true of wheat, oats and all other field crops. He showed statistics that if the average yield of corn in Kansas in 1921 had been as good as that in Wisconsin, the increased value of the Kansas corn crop for that year would be \$48,549,925. He also showed from statistics that the average yield of wheat per acre in Wisconsin for the past 7 years was 19.8 bushels. While in Kansas it was 13.5 bushels. At the average price per bushel for the past 7 years and the average number of bushels put to wheat during that time the value of the increase per year in Kansas wheat crop would be \$72,764,735. In five years, the increase would amount to \$363,823,675.

The dairy products in Wisconsin for 1920 were valued at \$894,178. In Kansas \$55,846,788. The average gross income per cow in Wisconsin was \$126.16. In Kansas \$91.57. If every Kansas cow would produce as much milk as the average Wisconsin cow, the gross income to the farmer for this increased production would be \$21,093,985.

Prosperity Means More Ice Cream.

According to statistics the ice cream produced in the U. S. in 1919 was 248,381,975 gallons, which sold at retail for \$496,763,950. In 1920 the production was 257,820,490 gallons, which retailed at \$638,384,815. Due to the general depression in business the demand for ice cream in 1922 suffered a slump and the total production was 242,288,000 gallons which retailed at \$518,449,000. Mr. Smith submitted these figures to show that ice cream consumption always followed increased prosperity and urged the ice cream manufacturers to get behind a constructive program in Kansas. This would mean greater returns to the farmers and increased prosperity to everybody in the state.

Three Gallons Per Year Per Person.

Reports indicate that the average consumption of ice cream per person in the U. S. amounts to approximately 3 gallons, or an average of about one dish of ice cream per week. To make these three gallons, requires about 42 gallons of whole milk. The average consumption of whole milk in various forms of dairy products is approximately 42 gallons per capita in the U. S. If the people of the U. S. would eat one more dish of ice cream per week it would practically double the consumption of ice cream and increase the whole milk production 100 per cent over the present output.

Will Your Maple Flavor
Score Forty?
Percent?

TRY

Elpam



G. W. Wardrop Company, Inc.

BOSTON 450 Broadway MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

G. AHERN
40 Court St., Boston, Mass.
A. JOHNSON CO.
221 State St., Boston, Mass.
E. RIDDLE
Emerson Tower, Baltimore, Md.
HERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
LANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
DEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
F. P. DOWNEY
88 Grey Nun St., Montreal, Can.

What Delft Has Done for Users of Gelatine

Do you remember the uncertain and unsatisfactory condition of the gelatine industry before Delft entered the field?

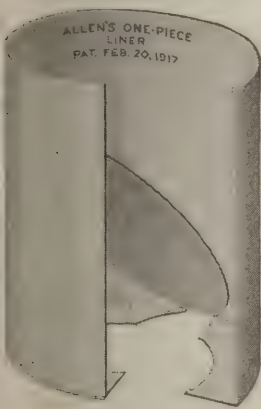
Compare it with present conditions, when every shipment of Delft Gelatine is accompanied by a scientific analysis of its contents; when every shipment is guaranteed free from harmful and liquefying bacteria when delivered; its color and clarity and strength **absolutely uniform.**

The example of Delft has been followed by others, resulting in the raising of standards throughout the trade. But the ideals which gave Delft its leadership will continue to keep it **the World's Best Food Gelatine.**

Send for samples and prices



Harold A. Sinclair



Think This Over!

"People taste with their eyes about as much as they do with their tongues."

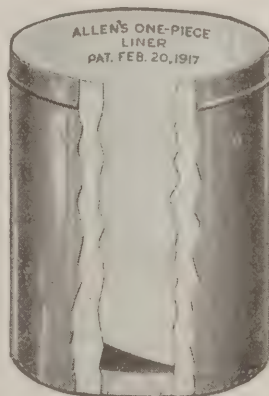
There is much truth in that statement, and it comes from a practical ice cream man who knows human nature. His success proves that.

Allen Sanitary One Piece Can Liners

add that touch of sanitation that magnifies the goodness of your product. Certainly the Can Liner makes the first impression more inviting. It at once reflects on the care you take to deliver a thoroughly sanitary food product. Besides—the Allen Can Liners lengthen the life of your cans. They are practical in every way and an economy.

Write today to your nearest jobber for samples and prices, or to

THE ALLEN CANDY COMPANY
PONTIAC, Manufacturers ILLINOIS



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

DRY-ZERO INSULATION COMPANY

Chicago, June 25, 1923.

This organization controls all the Dry-Zero Patents (five separate Patents already granted and one applied for) both United States and foreign (10 foreign principal countries). It is not only developing distribution to meet the needs of the markets for a great variety of refrigerating units—from Refrigerating Railroad Cars to "carry-home" ice cream containers—but is originating new uses for the extraordinary high-duty, light weight insulant known as "Dry-Zero."

During the past two years, the following Dry-Zero Units have been made, sold and placed in steady commercial service, with the results stated. Invariably the actual results in commercial service of these various Dry-Zero Units have been very much better than we claimed for them.

Dry-Zero Refrigerated Truck Bodies, for Ice Cream, Fish, Dairy Products, etc.

These Units have shown a saving in weight, as compared to other well-built makes, of from 22% to 28%. They have shown an amazingly low consumption of the refrigerating ice and salt. In the case of the Dry-Zero Ice Cream Bodies, not only have temperatures down to Zero been obtained in service, but in many cases they have constantly run with the Brine Tank being charged with ice and salt only every third day, instead of every day. It is safe to say that this saving in weight and ice consumption amounts to as much as \$1.00 per day compared to the next best insulated Body—much more than that in comparison to several makes—and adding long life to the chassis over the old style body.

Dry-Zero Ice Cream Cabinets.

This is actually one of the most important of the present Dry-Zero Units, both because of the vast number of these articles purchased each year, and also because the Dry-Zero Cabinet is absolutely revolutionary in its daily cash saving to the Ice Cream manufacturer. In ice and salt alone a "2-hole-5" Dry-Zero Cabinet saves at least 8c a day; in driver's labor hours it saves another 6c, and as it enables the manufacturer to reduce his truck fleet by about one-third, its pro-rata of this saving comes to not less than 3c a day; a total of 17c. This is a saving for say 6 months yearly service, of over \$30.00. As a fair sized Ice Cream Company will have about 3,000 Cabinets in service for say 6 months per annum, the vital aspect of this Dry-Zero Unit is obvious. Dry-Zero Cabinets require no brick cans or skeletons as they are built to hold either brick or bulk ice cream, or both.

In the Ice Cream Business, the increased cost of delivering ice cream has reached a figure approximately equal to the cost of manufacture. This almost criminal delivery cost has been due to the immense amount of ice and salt required to be hauled around by the trucks, carted by bucket into the cabinets and packed therein. By cutting the cabinet ice and salt in better than half—as Dry-Zero Cabinets do—the saving permeates the entire delivery costs. Imagine, if you can, what it would mean to the Ice Cream trade of the United States, if they were all fully equipped with Dry-Zero Units—a saving in operating costs of upwards of \$20,000,000.00 annually.

Dry-Zero Iceless Shipping Containers.

The only thing that has delayed the marketing of this Unit, has been the difficulty in securing, on the Coast, a satisfactory, strong, cheap exterior. Tests on one of these Dry-Zero Units (made of galvanized exterior and interior) were run by one of the local Ice Cream Companies, to ascertain its value to replace the ice and salt shipping tub. Their findings were that this Dry-Zero Unit kept the cream in perfect condition for 20 hours (without any ice and salt) as against 6 to 8 hours for the tub filled with ice and salt. Further it saved about 40 lbs. in total weight—a very important item in figuring relative express charges.

Unquestionably this Unit has very great possibilities, and in quite a variety of commercial uses aside from Ice Cream.

Dry-Zero Shipping Box.

Some of these Units have been made to test out in actual service. With a fraction under 1½" of Dry-Zero insulation, they tested about 20% more efficient than 2" of Balsa

Wood (heretofore used). Tests are now running strength of construction. (Note: Dry-Zero is more efficient than Balsa Wood, as an insulant, variation being due to the heat leakage through framing of the box.)

Dry-Zero Refrigerator R. R. Cars.

At this date only one of these Units has been and put in service. While no insulation test has been completed, it should be sufficient to say that this car of Dry-Zero as against 1½" of hairfelt (Standard Bureau of Standards tests—as well as our own)—Dry-Zero to have a distinctly higher insulating value than cleanest hairfelt. In addition to the great increasing value—and the consequent anticipated decreasing costs—this Dry-Zero Unit shows a deadweight of between one and two tons, a more sturdy construction, and freedom from the moisture absorption of hairfelt. In construction costs a heavy saving by the complete elimination of nailing strips and some 500 to 600 separate pieces being done away with the labor required to nail these all in place. The completed refrigerator car above mentioned is now en route to Chicago from the Imperial Valley, loaded with melons, on an efficiency test. (This car has now been in Chicago with results fully up to expectations.)

The above are the principal Dry-Zero Units now being put in service either in quantities or in individual cases—all under commercial service conditions. They are on account of being the keystone of the delivery of the Ice Cream business, are further advanced than any other and are creating a furore of interest, but not a panic, as they will be doing as they become generally adopted.

While Dry-Zero Insulation Co. can—and has—supplied Dry-Zero for straight wall insulation, to Ice Cream companies for their hardening rooms, to Meat concerns for brine tanks and chilling rooms, to Dairies for milking rooms, etc., and while our claims as to its superiority over compressed cork, etc., have been more than made good, while its cost is less than cork, nevertheless, it is our policy to reserve Dry-Zero for portable or movable containers, where its extraordinary lightness gives it its value.

COMPARATIVE TECHNICAL DATA.

Dry-Zero—High Duty Insulation.

By Harvey B. Lindsay.

The conductivity, (the reverse of insulating value) of given materials can be and has been ascertained accurately and this quality of any given material is not subject to the opinions or whims of any man, but is a fixed quality and can always be relied upon.

In the following brief table, I give the comparative conductivities of "Dry-Zero" and the three other principal commercial insulants, hairfelt, corkboard and granulated cork. Please note that these figures are taken from the results of careful tests, as reported by the U. S. Bureau of Standards. Our own tests did not vary more than 1% from the Bureau of Standards.

Conductivities per square foot, 1" thick, 24 hours per 1° Fahrenheit difference of temperature, expressed in b. t. u.'s:

"Dry-Zero" (approximately 1 lb. to the cubic ft.)

Hairfelt

Corkboard

Granulated cork (6 lbs. to the cubic ft.)

Note: Value for granulated cork varies considerably but above is a fair average.

"Dry-Zero" has two very striking advantages over other commercial insulant in that it is very efficient in retarding the passage of heat and is of extraordinary lightness. It is highly non-absorbent under the conditions of competent insulation, although of course possible to mulch water into it by mechanical means, but this of course doesn't occur in an insulating material.

by submersion showed it even more averse to than cork. All we claim, however, is that in it is entirely satisfactory.

h insulating value of "Dry-Zero" is simply a fact of nature which no amount of argument or could affect in any way.

ter has often heard the remark, "I know all about

In view of the fact that a number of years have by the writer in consecrated study on that sub- and possibly new viewpoints—with the inevit- sion that he has so far only been able to conceive surface facts of the subject—he would have depressed had the remark been taken seriously. briefly see what is known essentially about heat

Insulation in this sense means, I take it, the ardatation of heat in penetrating various kinds of l as obstructions to its passage. It would seem, that to understand the causes and methods of ation, we must logically know what heat is and r is. And here we are so far up in the air, that en see the ground, let alone the details of the

mple, let us assume both the theoretical mole- ie vibratory theory of heat—that what we call ergy" manifested by inconceivably minute and tions of the inconceivably minute ultimate phys- sion of matter—the "molecule."

w what to do to check this vibration being com- from one "molecule" to the next throughout the should know the construction of the molecule s relations to its fellows. Are they, for example, balls touching each other, molecule, whatever it wn crystalline theory of matter does seem to ex- and other phenomena but it is not yet com- on the other hand, are they separated by the "radiant ether" that under that theory perme- igs—from space to platinum—and that in reality pration of this "fourth state of matter" that car- rant energy, "heat," through the mass?

hypothesis meets with apparently insurmount- ons as our line of thought carries us on through ities of what really happens when we find that "heat" produces flow, and further addition of es apparent independence of the "Molecule"— is.

r mention these little details to try and indicate of the remark referred to.

g practical, let us admit at once that all we at or matter are their direct and indirect mani- o our senses.

his line we have found that heat is retarded aterials that contain chambers of air or other oughly speaking, that in the same material this is reasonably in proportion to the multiplicity ambers, cells or subdivisions containing a gas. nt fact was the foundation for the ancient and ble of "dead air spaces."

r, we also find that although one material may er proportion of such chambers or cells than an- evertheless, permits the passage of heat more n the latter. This would seem to show that the retarding effect of these air or gas filled erstices, there must be one or more other factors tardation of heat through matter.

onsider at this time, however, the subject of en- rtially enclosed air or gas in matter in relation n, and whether it is the air (or gas) per se that retardation (under the absurd "dead air space" me other factor of what we may call porosity, a better name.

definition of a gas, which still does duty toler- s "that form of matter by virtue of which the re in rapid and constant motion."

it is generally admitted that heat can traverse three methods: Convection, (and its larger ulation), Radiation, Conduction. The idea is ection, molecules (being "in rapid and constant ecoming warm at one wall of an air cell by con- ith will—or some of them will—fly across and site wall, unloading their excess burden of heat it is cooler than themselves); by radiation the es the air cell as the sun's heat traverses the

atmospheric envelope of the earth; while by conduction some of the heat of a warmed molecule from the warm side of the air cell is handed to a cooler brother by collision or contact.

In addition of course we have the mass circulation of air from the warm side of the air cell to the cooler—a constant transfer of heat. For it seems absurd to imagine that a cell even one millionth of an inch in diameter does not contain enough freely moving molecules for the warmer to rise and the cooler to sink.

In other words, so far from being "dead air," under the application of heat from one side of the cell or interstice, the contained air is most lively in endeavoring to carry the heat to the cool side. If we grant this to be the case, what then is the possible reason that the air chamber does appear to cause retardation of heat penetration?

Some generally recognized authorities on this subject of infinite guess, ascribe this retardation to what they call "surface resistance," and state that in endeavoring to pass from a solid into a gas or from a gas into a solid, heat meets with resistance.

The explanation of this "surface resistance" seems to the writer to be very simple, and it probably has been stated, though he has never seen it. Apparently it is simple reflection—I say simple, because though we know practically nothing of the essence of matter or heat, we can readily conceive of the reflection of heat.

Several years ago the writer proceeded on this theory as one of the principal factors of heat insulation, in his endeavor to produce a higher duty insulation than had been theretofore commercially used. By eventually confining his research to those materials which offered the greatest total of "surface reflection" within their texture, comparatively rapid progress was made, until—after the usual many failures—the production of "Dry-Zero" was accomplished. This insulant has nearly 40% greater resistance to heat penetration than cork board for example—though being less than 1/10 the weight of the latter.

This fact of extreme lightness in addition to high insulating value, renders "Dry-Zero" particularly valuable for all moving or movable containers.

The first commercial units built using this insulation, were Dry-Zero Ice Cream Truck Bodies. The results obtained with these units by the up-to-date California ice cream companies using them, have fully proved their remarkable value, maintaining as they do temperatures from 0° to 6° Fahr., whether running or standing still. They have actually, in commercial service, hardened cream direct from the freezer.

"Dry-Zero" yielded so high an efficiency in the above service, that Dry-Zero Ice Cream Cabinets were made, and tested by many ice cream companies. They proved that they would harden soft cream on about 2½ lbs. of ice (salt additional) to the gallon of cream per day—although the can does not in any way touch the pack or brine, but is perfectly dry. These units, however, as originally built, were too expensive for the trade. Now, however, they have been improved and incidentally the selling price will be nearly at the level of the ordinary wet pack cabinet of decent quality. Their daily economy is very great, not only in cutting ice consumption by more than 50%, but nearly as important, cutting labor hours in packing cabinets and truck costs in hauling ice, by the same percentage.

"Dry-Zero," which is fully and basicaly protected by U. S. and foreign patents, has since been put to many uses—and new ones are developing every day. Aside from its saving by greater efficiency, its extreme lightness already its saving by greater efficiency, its extreme lightness already stated and its immunity from cracks and voids, results in great economy for all insulating units of a movable character. We have developed some interesting weight figures in this respect.

All of which points to a moral, viz., we cannot change the laws of nature, but by an earnest effort we can perhaps partially grasp some of their fundamentals, and try to suit ourselves to them rather than vainly try to suit them to our desires. This thought is born of the vast amount of nonsense that is spoken and printed even today on the subject of Insulation. Too many attempts have been made to force Nature's laws in the efforts to make otherwise waste materials into competent insulants.

Paid Advertisement.

VIRGINIA

NORTH CAROLINA

SOUTH CAROLINA

GEORGIA

OKLAHOMA

MISSISSIPPI

TEXAS

TENNESSEE

ALABAMA

LOUISIANA

ARKANSAS

KENTUCKY

FLORIDA

Way down South in Dixie

WITH the passing of the production peak it is easy to see that the South has had its best ice cream year; that is, its best ice cream summer. Now Southern manufacturers are puzzling themselves over the problem of making the stretch of ice cream consumption more sustained. It seems evident that winter consumption will be better this year than ever before.

But why can not the South, with its delightful winter climate, consume at least as much ice cream per capita in the winter as the Northern states? On one hand we hear, "There is tradition to overcome." There was never greater nonsense. In this connection habit is mistaken for tradition. The South has formed the "habit" of eating a little ice cream in the summer and then stopping off almost entirely when the first frost falls on the pumpkin. The soft drink bottlers did not bother over this "tradition." They set to work and developed a lot of business that the ice cream man could get just as well.

At this time Southerners are imbibing soft drinks throughout the year, one especially popular beverage being regarded by some Southerners as essential to beginning the day right.



THE Southern states took the lead in temperance. The soft drink people did not stand back to see if their beverages would "take" in that section; they proceeded to sell them.

That is what must be done in the matter of winter consumption; the idea must be sold. It can be done by keeping cabinets on the job, prodding on the dealers to greater efforts, never letting anyone get from you the suggestion that there is any reason why ice cream purchases should not continue, and carrying on the fight in the campaign direct to the consumer.

Of course, cabinets can not be kept on duty if there is no business for them, but it is a recognized fact that manufacturers in the past have been too willing to invite the impression that business is coming to a standstill. Talk business to your dealers, especially your new ones.

If the Southern public believes soft drinks are refreshing in the winter months, it stands to reason that they can be made to understand that ice cream is not only refreshing but nourishing—sustaining.



IF YOU are figuring on going to the Cleveland Exposition, you can count upon seeing lots of Dixie friends there.

SOME of us in the ice cream industry get so to our work we can't see it. We are in much the same position that Gutzon Borglum, the sculptor, was himself in recently in beginning the work of carving the gigantic Confederate Memorial on Stone Mountain—that great bulk of rock near Atlanta. Borglum depended on the side of the mountain by wire cable, trying to lay out the diagram for General Lee which alone is to be 50 feet high. He found it would have to get into his mind a picture of the general from a distance of 900 feet away. And he had to do that before he could even begin to lay out his plans.

When we lay out our plans to increase consumption in the South, we find ourselves so close to our old procedure, so familiar with the old order of things, and fall of business, we fail to recognize that the Southern public is composed of the same sort of beings to be found anywhere else, and that they are made to recognize the merits of ice cream as a year-round beverage.



GUTZON BORGLUM, who now is proceeding with what will be the greatest memorial of any age—even dwarfing the great stone Sphinx of Egypt—the Colossi of Memnon—says the hardest part of his job was making himself believe that it was possible. Then he forgot the word "impossible."

Remember that, gentlemen of Dixie, while you are tackling this job of boosting winter consumption, it can be done? Anything can be done when it has the energies of such men as George White, J. W. Dixon, John Kloecker, Mike Costa, J. W. Clopton, Campbell, D. W. C. Yarborough, Bill Terry, A. J. Bill Sidebottom—but why name the rest of them?



SOUTHERN secretaries are preparing to stage for their annual pow-wows. More than usual centers around the coming convention. Lines of actions put in motion last year will be for a general checking up. The Southern association will hear reports on its proposed quality standard scheme. The Mississippi association will talk its public educational campaign and the Alabama and Virginia associations will know how it feels to look upon results of one year of organization. Down in Texas there will be many things to occupy the delegates, for the Lone Star gentlemen can always be counted upon for lively doings.

"Atlas" Century Color
*will give your Ice Cream that beautiful
 New York Shade
 which cannot be otherwise obtained.*

BBLS. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

NEW YORK
 83-93 Park Place

Established 1851

CHICAGO
 11-13 E. Illinois St.

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
 and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
 We warn the trade against worthless imitations having similar sounding
 names claiming to be "the same as *Vanoleum.*"



Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.



A. R. BYINGTON,
General Laboratories.



C. B. MERRICK,
Myles Salt Co.,
New Orleans.



E. B. TAYLOR,
Southeastern Salesman,
Bessire & Co.,
Atlanta.



W. H. WATT,
Treasurer, Assn. of Cocoa and
Chocolate Manufacturers,
Newark.

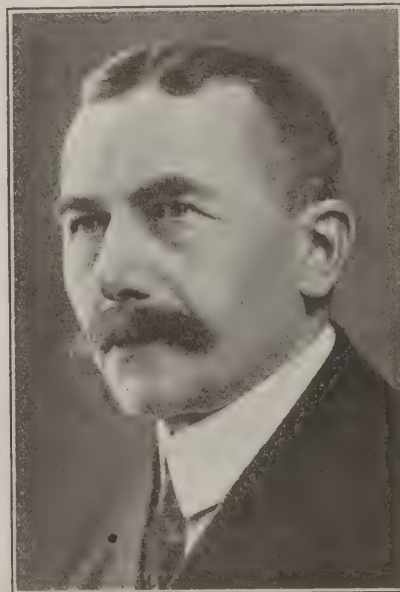
Who's
Who
in
Supply-
Land



F. G. HUMMEL,
Southeastern Representative,
Frick Co.,
Atlanta.



DAN HICKY,
Myles Salt Co.,
Louisiana and Texas.



H. C. SCHRANCK,
President H. C. Schranck Co.,
Milwaukee.



P. C. PETERSON,
Supt., Viking Pump Co.

food for thought

THE man who increases quality builds for the future. His business rests upon a firm foundation which competition cannot undermine. He not only increases the public good-will toward his industry, but creates a firmer and greater demand for his product

It has been our aim to manufacture a vanilla based on these principles. *Our product has always been made up to a standard, not down to a price.*

That this has been our "short cut" to success is demonstrated by the ever-increasing demand for

MICHAEL'S MEXICAN VANILLA POWDER

"THE BETTER FLAVOR"

New York Type does not show the bean in the finished ice cream and is adapted for use in districts where the showing of the bean is an objection.

Philadelphia Type shows the bean in the finished ice cream and is adapted for use in French and Philadelphia ice creams.

DAVID MICHAEL & CO.

INCORPORATED
VANILLA

FRONT AND MASTER STS.
PHILADELPHIA



Our Mutual Interests

By N. C. PEARSON*

THE ice cream industry has its Stetsons and its Steinways, who have demonstrated beyond question of doubt that quality is the prime factor in building a permanent following with the consuming public. You realize, too, that most parents, nowadays, keep a watchful eye on the food their children consume, and especially ice cream, and that they buy for their own table use brands which they know to be pure and rich. While a large part of our sales are made at soda fountains to grown-ups, there are several important factors that confront you and I as manufacturers of high-grade ice cream. One of these is the cheap, low-grade ice cream cone. Many of our retail distributors will buy poor cones because they cost a little less than good cones without realizing that the children as well as the grown-ups will seek quality. If they cannot secure a good cone, filled with good ice cream, they will spend their money for soda water or candy. Then our business suffers.

Ice cream manufacturers, you must stand up and face the fact and sell good ice cream cones and urge all salesmen to insist on quality cones.

Enforce State Laws.

The next point of our mutual interest I want to discuss is the enforcement of our state laws. To begin with, I want to say that we have an excellent inspector in the person of P. C. Cromer. He is fair, square and fearless, but one man cannot possibly cover so much territory, and we must ask the State Board of Health to give him more help, as it is impossible for one man to enforce the law as it should be done.

Most of us have spent many thousands of dollars in equipping our plants, complying fully—and often-times more than fully—with the law, not only in butter-fats and solids, but in general sanitary conditions. And, with all modern equipment—with an investment of more than \$40,000.00—the State has permitted several grocery stores to make what they call ice cream, in the old-fashioned unsanitary way, and sell it broadcast at re-

* Laurel, Miss., before State Ice Cream Manufacturers' Association. Jackson, Miss., January 16.

tail. These groceries were located in thickly settled parts of the city, in the manufacturing districts, where people purchased it as a matter of convenience, not because of the purity, the excellence or wholesomeness of the product. It was sweet and cold—had the ice cream color—and that was sufficient.

But, suppose some one should be poisoned from eating this cheap product. The newspapers would report the fact far and wide—POISONED BY EATING ICE CREAM—in big headlines, and the legitimate industry would suffer in consequence. The newspapers could not be likely to explain that the ice cream was of inferior quality, made in a filthy place by filthy hands. It is, therefore, incumbent upon us to insist on the enforcement of the law—to compel sanitation and to keep reporting violators until we get the necessary aid from the state.

Empty Containers.

The next and last matter I want to mention concerning empty containers. The law says that these must be washed when empty, and that each one must be turned in seven days. Oh, Men! Don't you wonder if this law could be even partly enforced? It is a good law. But, as it stands, it is the worst law we ever had. Why? Because it is not enforced. Our customers seldom wash a container when empty, as the law requires. It is kicked off to one side and out the door.

The tub may get a respite because it has less of ice brine that will cool and sell a half dozen of pop, Coco Cola, etc. and sometimes they tell us they think the container was probably stolen some time ago by some one who was making "shinny" some-

Now, isn't that an awful picture for a business to look upon? But, I daresay there isn't a man in the ice cream business who has not had the same picture come before his eyes this season.

Now, in conclusion, let's stop throwing away time and money on tubs and cans and have them enforce the laws. Let's stand together and hold a high standard of ice cream manufacturers.

How the Association Has Helped North Carolina Ice Cream Industry

By A. E. DIXON*

OUR association stands unique, due to the reason that when organized in 1919, with a nominal membership, North Carolina contained only a few scattered ice cream plants, and these on a powder and butter basis. Today, after four years, due to our activity, almost every city has a modern ice cream plant, so stimulating the dairy industry that at the present time the demand exceeds the supply, and large quantities of milk and cream are imported into the state daily.

This condition of affairs will rapidly adjust itself and dairying promises to become an important factor in North Carolina's progress.

During the five years of our existence, the enthusiastic and co-operative spirit shown by the membership, a single failure in any undertaking is yet to be recorded, and we point with pride to this record. Obstacles have been overcome in the past, difficulties will appear in the future, but they will only prove an incentive to

ment.

Our association, through its members, is the state association to inaugurate the custom of serving ice cream bountifully to every orphan in the state, regardless of race or creed, on Thanksgiving Day. Last year nearly three thousand were served in the various institutions. It is the ardent wish of our members that this beautiful custom may become national in its scope, and that each state organization will adopt it as their own.

In conclusion, our association would be remiss in its duty if it did not mention, with gratitude, the valuable assistance it has had from the trade journals, who are members, and whose spirit of co-operation has never been exceeded by any of the active members. Their technical aid, combined with our enthusiastic common cause, a bright future awaits the North Carolina Ice Cream Manufacturers' Association.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

TRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turpidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME"

Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

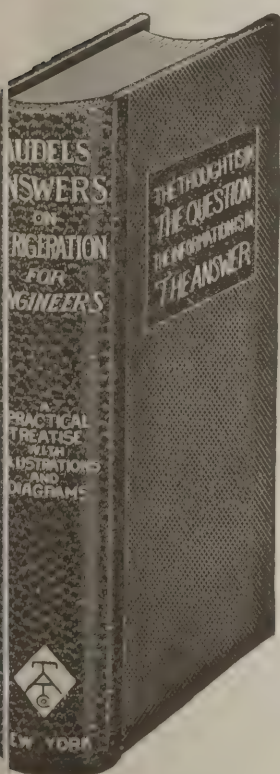
**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

TARDS

COLORS



When Something Goes Wrong with Your Refrigerating Equipment What do You do?

*If you
Operate
Refrigerating
Equipment
You Need
a Copy of
this Book*

Get a copy of "Audels Answers on Refrigeration,"—have it handy—and when you run into trouble you will find the information as given in this book a handy "First Aid" trouble finder and fixer.

Price \$2.00 Sent postpaid on receipt of remittance.

The Olsen Publishing Co. 5th & Cherry Sts.
Milwaukee, Wis.



Advertising Ice Cream—Individually and Collectively

By W. D. SEALE*

THE ice cream manufacturer and distributor in our state has only two enemies that are worthy of consideration; every one else and everything else is for him. These two enemies are his own lazy self—not necessarily the kind of laziness that he would miss a train with a shipment rather than comply with his Big Ben's suggestion that it is time to go—but by closing his eyes and ears to the thousand and one little things that, if seen and acted upon as they rise, would clinch and hold for the ice cream manufacturer that part of the commercial activity that the product is entitled to; and second, the fellows engaged in manufacturing and distributing other commodities which are sold, you might say—in competition with ice cream, and they are up and doing. You all know the products in mind. They really should not be in competition with ice cream as our product is worth all its cost as a food alone aside from its goodness, but for a long time to come these other products will be in competition with a larger consumption of ice cream, for they are available at practically every place that ice cream is to be had and the public is invited to partake of them and effectively so, many times where it is invited to eat ice cream once.

*Head of Seale-Lily Ice Cream Co. Address before Mississippi Convention, January 17.

I believe it would be safe to say that children eight years of age with five, ten or fifteen cents to in any kind of store where good ice cream is to along with the other concoctions and beverages to consider competitors of ice cream, would almost hundred per cent take our product by preference. It is the case with the grown-ups, and if not, why? The children of that age take what their natural biased appetite calls for. In later years the children are these same persons will acquire a habit for more of other products that are not nearly as good as the taste and practically of no food value and you know why this change comes about, but that same avenue is wide open to us—it is not copyrighted by any one. We know that more ice cream is consumed per capita by children than by the grown-ups and we also know that where the children have ten cents to spend such the grown-ups have a dollar. Another fact that we are well aware of is that in later years, as they grow old, they get back to ice cream in almost the same percentage as in childhood. They have reached a stage in life where they are not guided so much by what they are told to do but, like the child, they eat ice cream because they like it. They know it for they are thoroughly acquainted with the product not only of the ice cream but the principal materials that go to make it up. Now, fellow manufacturers and distributors, if it has fallen our lot to be engaged, while sojourning on this earth, in the manufacture of a product that is taken by preference by anything else in its class by the young and old of the world who are not influenced by any kind of advertising publicity; it we can't by publicity, keep them from what their natural childhood appetites demand in the middle span of life, we have no ones laziness or fore-sightedness or stupidity to blame other than ourselves. C.W.H.

Good Ice Cream Pays.

Good ice cream made and distributed from a source that is well maintained for the manufacture of a product, backed by good service and good prices, will go through the many mediums that are now available. There will be no let up for any other product until the sun at any station in life. Men and women will be lined up at the soda fountain or ice cream parlor just as eager to be served "next" with a nice and delicious ice cream cone as the children.

Gentlemen, for real honest to goodness "ICE CREAM" ice cream has everything else that is up to be in its class backed entirely off the board. You know it—we all know it. How could we not? The demand that we ought to create for our product.

Getting down now to what this paper is up to cover:—Advertising Ice Cream—Individually and Collectively. I will touch the Collective or Co-operative Advertising lightly as, in my opinion, to be the most or rather to be the most effective, it should be done nationally and, as you all know, we are still at any plan that seems to meet with the approval of a large enough percentage of the manufacturers to see in the near future any such move. Perhaps



The Texas Barrel Company

is still manufacturing the best Ice Cream Tub on the market. Our increased sales assure us of that fact.

We were the pioneer makers of the TALL TUB and all other makes are imitations. While we are improving this TUB all the time, our imitators are content to stand still and hang on.

Before ordering Ice Cream Cabinets see the new-style Cabinet we are manufacturing. Will keep cream in frozen state for 48 hours with one icing. It has many advantages over the old box Cabinets. Equipped with casters and handles

and easily moved from one position to another. Does away with leakage and water wastage.

*We handle a full line of ice cream cans in all sizes
Can make immediate delivery.*

Write for prices Prices are right

Texas Barrel Company

HOUSTON Box 665 TEXAS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

**Send for
this Free
Book Now**

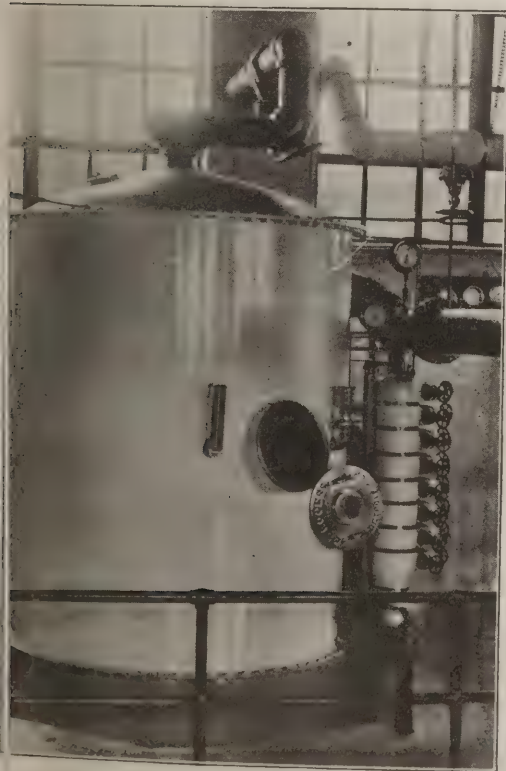
A catalogue of useful information for those contemplating installation of Mechanical Refrigeration or enlargements of present refrigerating equipment.

CP Refrigerating Machines

in either Vertical or Horizontal types are now used by more than 5000 users.

In addition to complete descriptions of these machines, catalogue gives list of cold storage temperatures, shows six methods of Piping Refrigerating boxes, and other data for the prospective purchaser.

The Creamery Package Mfg. Company
61-67 W. Kinzie Street CHICAGO

Vacuum Pan at Wellington, Ohio, plant of
Telling-Belle Vernon Company,
Cleveland, Ohio

THE TELLING-BELLE VERNON CO.

CLEVELAND, O.

EXECUTIVE OFFICE

September 23rd, 1922.

C. E. Rogers & Sons,
Detroit, Mich.

Gentlemen:

We take pleasure in saying that the Rogers condensing pan installed in our new Wellington plant is a great improvement over the pans heretofore used. We find that we can boil at a lower temperature with water at a higher temperature, and with less entrainment loss than has been our experience with other pans. The pan also has a decidedly greater capacity. We are very glad in this way to express our satisfaction with this installation.

Yours very truly,

THE TELLING-BELLE VERNON COMPANY.

JHC:BN

J. H. Cassidy
Vice President.

Capacity and Economy
are built into our

VACUUM PANS

for Condensed Milk, Ice Cream Mix and Milk Powders

C. E. ROGERS

8731 Witt Street

DETROIT, MICH.

PERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

have always been for it and at any time a feasible plan can be worked out for such, so far as the little business I represent is concerned, we are ready to spend any amount up to thirty-five per cent of our yearly advertising budget in a general publicity plan regardless of whether it is national—which is much preferable—to cover the south, or even just the State of Mississippi. Really though any advertising attempted is collective advertising, whether it is meant as such or not. If the copy is good and is displayed through the proper mediums I don't think it could be so arranged that at least forty per cent of the efficiency would not be radiated out among fellow manufacturers. I doubt if one really gets for his concern or brand of ice cream over sixty per cent of the advertising efficiency that is created by his efforts. If I am correct in this guess, for it is a guess, we should all be glad if each of the fellow manufacturers would make his advertising budget as large as possible.

Boost—Don't Knock.

One thing I do want to say in connection with advertising ice cream and I might as well say it here and I give this to you as facts—positively—and that is any copy designed to boost your own product and knock the other fellows can't be. Such just simply cannot be done. The result will be you will knock yourself more than the other fellow and you will knock the business as a whole. This has always been the way I looked upon such, so if you want to draw any conclusions take it for granted that I represent the "Knockee" and not the knocker.

Boost your product to the sky and let the other fellow have some of the benefits.

We have been told by people that have had more experience and a better chance to observe from the out-

side than ourselves, that we wasted a lot of money to advertise our product. This is no doubt. We have also been told that we spend what we do hap-hazardly, hit or miss. That is true too, to a extent but we are not going to continue that much longer. They say we should spend from five per cent of our gross sales, depending on things as to whether to make it the larger or the smaller amount in advertising. Personally, I here in the state of Mississippi, where the consumption of ice cream is next to the lowest of any state in the union, that five per cent should be the minimum to spend for publicity. We are all small manufacturers in this state. Small towns, no cities and a large population that we cannot get to with our production factories are so numerous that each of us here small and ever getting smaller territory to cater to. I am going to suggest the following as being my idea to what amount we should spend trying to create a larger demand for ice cream in our territory and am suggesting through what mediums I think experience and observation, would prove the most efficient—At the very least, figure five per cent of year's gross sales and to be spent in about the following manner:

Seale's Suggested System.

Thirty-five per cent for newspaper space—will give live instructive copy.

Twenty-five per cent outdoor signs, billboard signs, etc.

Twenty per cent for direct mailing publicity. There is plenty of this that is especially good to be had.

Twelve per cent indoor signs, picture shows, window cards and inside publicity of any kind that I think will help to clinch what the three first mediums have started.

Eight per cent miscellaneous. Calendars, notes, etc. This to include what might be termed potential advertising; such as space in church programs, newspapers and year books of colleges. This is potential publicity but something all businesses have to have on.

Of the above program I would not suggest starting in winter or summer. If there is a time a little extra gas might be used to the best advantage I think it might be in the early spring and then a little, say in August and September to make the spring speed. Don't by all means drop advertising when winter comes.

Gentlemen, these are my ideas absolutely for ice cream and as to how we should wake up and act I don't care a whoop if they coincide with you, just so they put you to thinking for thinking and to action and that is what is needed.



SOUTHERN ICE CREAM MAN SAILS AUSTRALIA.

"Sam" Rawley has resigned his position with the New Orleans Ice Cream Company, New Orleans and will resume like duties upon his arrival in Australia, where he will care for the manufacture of the modern Americanized plant of the Petaluma Delicacy Company.

Plant equipment was sold by the J. G. Chapman and includes glass-lined equipment, home-made Rogers brick machine and a battery of six 800 watt lamps.

Mr. Rawley's connection with Benjamin Rawley, head of the New Orleans Ice Cream Company, was a period of seven years.



A Magic Transformation

RE-TINNING ICE CREAM & MILK CANS

By Our Special Sanitary Process Makes

OLD, WORN OUT CANS LIKE NEW

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street CLEVELAND, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Goes Farther—Costs Less

Cheap gelatine is expensive and it is unsatisfactory. It must be used in larger quantities than a good gelatine. The results are varying.

Better to use a dependable, clear, high-quality gelatine that you know is all right and that will go farther. Although our highly specialized method of making Atlantic super-clarified Gelatine has elevated the manufacturing costs slightly, we sell it at a lower price than other ordinary gelatines of corresponding grades.

And our gelatine is safe.

It easily passes the pure food requirements of every state in the Union. It is of high viscosity, of exceptional purity and clarity. You can't overlook the importance of a *safe* gelatine. Standardize on Atlantic super-clarified Gelatines.

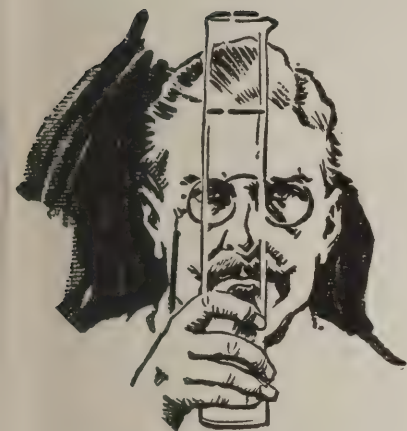
Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches

Chicago: Suite 510, 118 N. La Salle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



**"Purest and Best—
It Stands the Test"**

Make This Start

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

TEXAS ICE CREAM MANUFACTURERS' CONVENTION.

(Continued from page 46)

There are, of course, a great many things still to talk about, but I must quit in a few minutes and let us use any time which I may have left to ask some pertinent questions which might interest you, but they are just a few things which I would like to leave with you before closing.

The first one is, if you are contemplating legislation on ice cream I would suggest you confine it to this point. We don't want to raise the butterfat standard in Texas, that would be impossible. I would like to see a national standard of ten per cent for ice cream. Keep your eight per cent butterfat. Then get nineteen per cent solids, I mean total milk solids. If you have got twenty per cent total milk solids you have to use twelve per cent milk serum solids, that would be a little too high. I wouldn't be satisfied with just eight per cent butterfat, make it eight and nineteen per cent total milk solids, of which you must have eight per cent butterfat, and if you do that you can do anything they want relative to the pasteurization law. These little fellows they want to protect are the fellows that ought to be legislated against. Then on pasteurization. Get your law so it will include the creameries of this state—so that they can't make a pound of creamery butter without thorough pasteurization; and then include in it ice cream, that you can't make any ice cream without thorough pasteurization. In the administration of that pasteurization law the board of health can very easily get the necessary information; they can require you to put an automatic recorder on your pasteurization machine and require you to send the chart in every day, so that they know you are pasteurizing and you

can't get by. Don't allow them to pass a pasteurization law that will exempt the twenty-five gallon machine would absolutely ruin the law, and you know it will ruin it. If the Texas Ice Cream Manufacturers' Association will consent to such a makeshift law I will come down to Texas again. (Applause.) I will sooner take nothing. If you can't get a hundred per cent pasteurization law this time wait two more years until your people become sufficiently enlightened on this subject.

In closing, I would like to say in order to stabilize the ice cream industry, not only in the state of Texas but to stabilize it all over the United States, the thing we must do is to absolutely convince the consuming public that we have an article of merit and that that article of merit is a standard article regardless of where you buy ice cream, and that is an absolute safe article of food. When you do that you are going to stabilize this industry and make it profitable. The next thing you have to do, after you have that, have an article of merit; have an article of merit, is to demand protection by your board of health or by the proper authorities of the state; or protection under the law, so that your good work will not be infringed upon. And then we must be in order to stabilize this business, we must be satisfied with a fair profit on it. But under no circumstances must we as an association—where we are associated together—under no circumstances must we resort to old competitive price cutting schemes. The minimum begin to do that you are hurting the industry and increasing the consumption of ice cream at all; you are not increasing the consumption of ice by undercharging a dealer twenty cents a gallon, you are hurting the business. The dealers will not have any confidence in any factory in this state that sells standard ice cream that claim it is standard ice cream, for twenty years ago a gallon less than some other factory. Six years ago in Oklahoma that is all they were doing; ice cream was selling as low as fifty cents a gallon delivered to the press. I came down to the convention and began to raise sand. I saw some ice cream factories in Texas that were unfit to raise hogs in. What was the reason for it? They had old dilapidated machinery; they had old wooden buildings with concrete floors, every place else in bad shape; they didn't have enough money to buy new equipment, and they cut prices. We began to undersell you don't make a fair profit and you can't keep your factories in good shape, and that is the things you need is to keep these factories in good class shape, in a sanitary condition. I thank you very much for your attention. If you have any questions to ask I shall be very glad to answer you between now and seventy-thirty when I start back for Oklahoma. (Prolonged applause.)

Mr. Boedecker: Would it be out of order for the secretary to read that portion of the law that Mr. Baer referred to, so that we could get his opinion on that. I want to bring out a point in regard to that.

Professor Baer: I might suggest that you have a copy of the law and then I shall be glad to answer any questions and make any suggestions desired.

President Sullivan: Mr. Wren will you please take the chair?

Mr. Wren in the chair.

Mr. Wren: The president asked me to take the chair for a few minutes. It is now time for us to devote the next thirty or forty minutes to the supply of questions, them two or three minutes, or five minutes to make a statement they wish to make, or ask any question they wish to ask. Who wants to talk? If you don't want to talk I am going to call on you.

VAN-MUL

A Highly Concentrated Vanilla

Made of **MEXICAN BEANS** and Fortified

Will Not Freeze or Cook Out

3 drams (10 cents) Flavors 100 lbs. Candy
 ¼-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water —
 1 pound makes 2 gallons.

PRICE—PER POUND

1 pound Containers.....\$5.00
 5 pound Containers.....4.50

Special Contract Price

ORDER NOW

True Fruit Extracts

STRAWBERRY
 RASPBERRY
 BLACKBERRY
 LOGANBERRY
 PINEAPPLE

APRICOT
 PEACH
 GRAPE
 CURRANT
 CHERRY

\$7.50 per Gallon in
 6-gallon cases—one
 kind or assorted

LINCOLN VANILLA COMPOUND

We think it fine for Ice Cream Manufacturers

\$3.00 for a trial gallon
 Less in Barrels

Downey-Turnquist & Co.

Manufacturing Chemists and Importers
 Flavoring Extracts, Emulsions and Colors
 CHICAGO, ILLINOIS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time

Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
NEW YORK CITY

STANDARD

VANILLA
AND
BLENDS

G.R. RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
EXCLUSIVELY
Rochester, N.Y.

Mr. Cherry: J. G. Cherry Company are very glad to have the privilege of expressing their appreciation. This has been a most enjoyable meeting, a most intelligent one; I hope we have all profited by the meeting. We wish to express our appreciation for being permitted to attend.

Mr. Wren: I want to make a little statement with reference to the White Caps. The other night when we had our White Caps meeting we failed to attend to any business other than the business we did attend to. We failed to elect officers for the next year. Inasmuch as every one here is a member of the White Caps, I think it is proper now that we elect a set of officers for next year. There are only two officers in the White Caps, one is a president and the other is a secretary and treasurer. I would like to have nominations for the president.

S. S. Lard was duly elected president of the White Caps, and George L. Boedecker, secretary and treasurer of the White Caps.

Mr. Cox: I desire to announce that the Texas Longhorns elected the following officers for the coming year: J. B. Huff, Fort Worth, Texas, president; C. W. Smith, Dallas, Texas, vice-president; H. B. Cox, secretary and treasurer.

Other business was then attended to, followed by the election of officers and directors. These are the officers for 1923: President, J. J. Sullivan, Houston; vice-president, N. C. Mathewson; Secretary-treasurer, A. J. White, San Antonio; directors, L. M. Alexander, Brackenridge; O. D. Dillingham, Ranger; H. T. Pangburn, Fort Worth; George L. Boedecker, Dallas; S. S. Lard, Fort Worth; D. J. Carithers, Wichita Falls; T. H. Thames, Beaumont; R. L. Hargrove, Texarkana and J. M. Studdart, Houston.

Galveston was selected as the next convention city, and the convention adjourned.

Ladies' Auxiliary to S. A. I. C. I. and Other Organizations

New Orleans, La., July 13,

Dear Friend:

Have you heard about the Ladies' Auxiliary Dixie Flyers? If your husband was in New Orleans year I am sure you have, and if you have, I know you will want to join us, and I assure you that we will.

The organization was formed some years ago as a means of making things more congenial for the wives of the Dixie Flyers, and ice cream manufacturers who attended the conventions, but at that time we had not thought of trying to interest the wives who did not attend the convention. We, however, had such a time during the New Orleans convention that we thought there might be many more ladies who would attend the conventions if they only knew how hard they were going to work to make things pleasant for them.

It is essentially a social organization, and is organized solely for the purpose of promoting friendship and making things more interesting for the lady who attends the conventions with her husband. The Ladies' Auxiliary now affords a reason for them to attend the convention, and I feel confident that those present at the New Orleans will want to be among those present at the Rock.

To become a member, one only has to send in the secretary; this pays dues for one year. All the money is used in entertaining the ladies at lunches, or in any other way they may find most pleasant.

Our big affair is a luncheon, given the opening of the convention. This gives us all the opportunity to become acquainted and to make plans for the rest of the week. We decided last year the first was the best, because after breaking bread together, we are like one big family, and can really get together for the big affairs to follow.

So, if you are not a member, do send in your name and let us have you with us for the Little Rock convention; and, if you are a member, we will be glad to see you on opening day.

Many thanks to the women whose enthusiastic interest have made the Ladies' Auxiliary possible, with every good wish, beg to remain,

Most sincerely,

MRS. E. B. GESS
Secretary, The Ladies' Auxiliary



THEY LIKE MOUNTAIN DEW.

700 W. Chestnut St., Louisville

Editor Butter, Cheese & Egg Journal:

Please send my Butter, Cheese & Egg Journal also The Ice Cream Review to my home address of the office. At this office it disappears like a drop in a bunch of Skip Jack and I need the paper so please use the house address.

Hope everybody is well and enjoying the weather. Fish too lazy to bite down here unless a drink of Mountain Dew and then they bite anything.

H. F. W.

TRY THESE GOOD CONES

— THEY BUILD BUSINESS —

5 REASONS why they are better

1. They contain much more sugar.
2. The flavoring is perfect.
3. The texture is smooth, firm and snappy.
4. Every cone is guaranteed.
5. The strong tube package and Patented Nesting Ring prevent breakage losses.



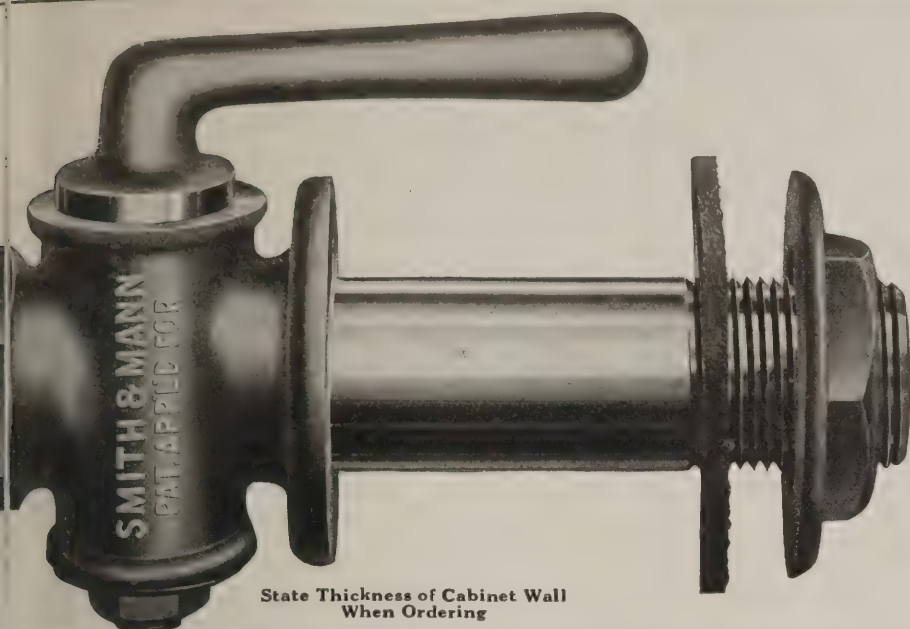
Free samples on request

THE McLAREN PRODUCTS CO.

Peoria,
Ill.

DAYTON,
OHIO

Kansas City
Mo.



**"Where
Pride and
Ultimate
Economy are a
Consideration
Smith & Mann
Cabinet Drains
Predominate"**

The non-corrosive metal used in Smith & Mann drains gives them a life that will outlast your business. Their one-piece construction makes them leakproof—a desirable feature ice cream dealers appreciate. Their larger capacity hastens brine drainage—a time saver for the busy dealer.

Send in a trial order. You'll find satisfaction in making Smith & Mann drains your standard cabinet equipment.

SMITH & MANN, 914-18 West York St. Philadelphia, Pa.

VISIT OUR SPECIAL DISPLAY

CLEVELAND Oct. 22nd to 27th

Booths Nos. 25-26-27

JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.

PLATES
SPOONS
SIGNS
SINGLE SERVICE
CANS and TUBS
ELECTRIC DISPLAYS

JOHN H. MULHOLLAND
HARRY H. MULHOLLAND
FRED W. MULHOLLAND
HOWARD W. BLACK

JUDGE NOT LEST YE BE JUDGED—CUT NOT LEST SOMEONE ELSE CUTS, TOO.

Southern Association Officials Plan Convention "Stunts"

THE opening gun in preparation for the 1923 convention of the Southern Association of Ice Cream Manufacturers was fired last month, when Secretary J. Walter Clopton asked the co-operation of the different state associations represented to make arrangements for special "stunts" to feature the Little Rock meeting. The convention will be held December 4, 5 and 6.

These features, it is promised, will be part of one of the best programs ever drawn up for a Southern convention. Other entertainment features are being worked out, as also the regular business program, it is announced.

The "stunts" will open each session of the convention, each state organization to furnish something original in the "stunt" line. The Arkansas association hosts, will have charge of the opening "stunt". Work on the convention program has reached such stage to assure the delegates of interesting and constant discussions, it is announced.

The Dixie Flyers have taken the situation into consideration, Mr. Clopton advises that the Flyers are sending applications every day. The Marion Hotel will be the convention headquarters. Appointment of convention committees will be made in the near future, officials

* * *

Texans to Meet at Galveston in November

The annual convention of the Texas Ice Cream Manufacturers' Association will be held at Galveston November 26, 27 and 28. Dates were selected with consideration of the convenience of supply men, as well as active members.

Directors of the Texas Ice Cream Manufacturers' Association are expected to meet early in September to

decide upon hotel headquarters and to work out program details in connection with the coming convention at Galveston. Convention committees also will be appointed and go in action at that time. The work of preparing a program also will be taken up. Galveston is one of Texas' most progressive cities and should be an ideal meeting place, officials believe.

* * *

Oklahomans' Association to Meet at Tulsa in November

The annual convention of the Oklahoma Association of Ice Cream Manufacturers will be held at Tulsa November 21, 22 and 23, according to announcement by Secretary J. B. Porter. Officers and directors now are moving with plans toward a live program and an inter-

esting convention in every way. Tulsa made a strong case for the convention. Visitors are assured a heavy attendance will come. The Wolf Hounds, no doubt, will immediately get busy and help put over the convention in fine style as is their usual custom.

* * *

Georgians to Meet Soon

The Georgia Ice Cream Manufacturers' Association is laying plans for its third quarterly meeting, which is expected to be held in Albany some time in October. This will be the last quarterly meeting before the annual convention, which probably will be held early next year.

Three meetings already have been held this year, the first being at Macon, followed by one at Columbus and one at Savannah. Albany is the home of the association's secretary, Sam Marshall, Marshall Ice Cream Co., who is creditably rounding out his first year in office.

* * *

North Carolinians to Meet in January

President Charles E. Landreth will be host to delegates to the annual convention of the North Carolina Ice Cream Manufacturers' Association. The officers and board of directors accepted the president's invitation to meet in Winston-Salem, and January 15 and 16 are the

dates decided upon. The Robert E. Lee Hotel will be the convention headquarters. The North Carolina association is one of the most active state organizations in the industry. Its conventions always provide plenty of thrills. Members, no doubt, are looking forward to a visit to President Landreth's home town.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

RY BENNERS MAKES NEW CONNECTION.

ry A. Benners, charter member of the Southern Association of Ice Cream Manufacturers and for many years active in the ice cream industry in the South, has made up his connection with the Jefferson Island Salt Company and joined the Wadsworth Salt Company, Wadsworth, O.

Southern sales manager of the Wadsworth Salt Company, Mr. Benners continues to make New Orleans his headquarters, occupying his same offices in the United Fruit building. He is also sales agent for the American Salt & Coal Company for the states of Texas, Louisiana and Arkansas.

Mr. Benners is the originator of the slogan "Eat Ice Cream Cream Every Day—It's a Health Food." This slogan was adopted by the Mississippi and Alabama associations. He was one of the seven organizers of the Southern Association of Ice Cream Manufacturers and

given full-hearted support to everything tending to advancement of the industry.

ry Benners has been associated with the Louisiana salt industries since 1901 and is prominently known throughout the eastern half of the United States.

In 1917, Mr. Benners organized the Benners Salt Company to develop the salt deposit at Anse La Butte, but owing to war conditions the company was seriously handicapped in the completion of its plant. The company is today being operated under the name of Lafayette Salt Company and is producing high-grade evaporated salt.

In 1922 Mr. Benners became associated with the Jefferson Island Salt Mining Co., as its Southern sales manager. Opening a new mine, the company required the services of a salt man thoroughly acquainted with conditions throughout the South. The success of Mr. Benners in handling this business is shown by his popularity with the Southern trade as well as the large number of customers he turned over to the company. On April 15, 1923, the Jefferson Island Salt Mining Company decided to close its Southern sales office and concentrate its business at Louisville, Ky., after which Mr. Benners accepted the position of Southern sales manager of the Wadsworth Salt Company.

It was at the Texas convention in 1909 that Mr. Benners and Mr. Gabe Wegener organized the White Mountain Ice Cream Company. Mr. Benners naming the organization. Its membership today extends throughout the United States.



Representatives of ice cream companies should not tell dealers to tell them there is no money in ice cream for the retailer. That is false. There may be no money in it for THAT PARTICULAR DEALER, but he would care to inform himself he will find that the ice cream business is the biggest money maker in many and all stores. This matter lies with him.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

Don't Wait Until the Last Minute

and fail to get accommodations in the Convention Hotel.

Time is flying and the Southern Ice Cream Manufacturers and the Dixie Flyers will do well to make reservations now for the 1923 Southern Convention.

Make this your vacation and get here early enough to combine pleasure with business. Make it a point to get here Sunday Dec. 2nd—so you will have an opportunity to look around one of Dixie's most progressive cities before the

Opening of Convention
DECEMBER 4th

Hotel Marion

LITTLE ROCK, ARKANSAS

Owned and Operated by
NEWCOMB HOTEL CO.

Dairy Exposition Exhibitors Announced

Abbott Laboratories, The, 4753 Ravenswood Av., Chicago, Ill.
 American Agriculturist, 461 Fourth Ave., N. Y. City.
 American Dairy Supply Co., Delaware Ave. & Canal St., Washington, D. C.
 American Linseed Co., Minneapolis, Minn.
 Angel International Corporation, Fisk Bldg., Broadway at 57th St., New York City.
 Anheuser-Busch, Inc., St. Louis, Mo.
 Anker-Holth Mfg. Co., Port Huron, Mich.
 Armstrong Cork & Insulation Co., 24th & Allegheny Valley R. R., Pittsburgh, Pa.
 Automat Molding & Folding Co., 622 Madison Ave., Toledo, Ohio.
 Badenoch, J. J. Co., 400-408 N. Union Ave., Chicago, Ill.
 Bagley & Sewall Co., The, Watertown, N. Y.
 Barber, A. H.-Goodhue Co., 300 W. Austin Ave., Chicago, Ill.
 Beaverland Corp'n. The, Lowville, N. Y.
 Berney-Bond Glass Co., Clarion, Pa.
 Bosse-Ford Corp'n., Harrison, N. J.
 Bristol Co., The, Waterbury, Conn.
 Buffalo Foundry & Machine Co., Buffalo, N. Y.
 Buhl Stamping Co., Detroit, Mich.
 Burrell, D. H. & Co., Little Falls, N. Y.
 California Central Creameries, Inc., 175 Franklin St., New York City.
 Carman Supply Co., Inc., 629 W. 27th St., New York City.
 Champion Sheet Metal Co., Cortland, N. Y.
 Chapin & Co., 327 S. La Salle St., Chicago, Ill.
 Cherry, J. G. Co., Cedar Rapids, Iowa.
 Cherry-Bassett-Winner Co., 1918 Market St., Philadelphia, Pa.
 Chester, Dairy Supply Co., 9th & Hyatt Sts., Chester, Pa.
 Chicago Chemical Co., 420 N. Western Ave., Chicago, Ill.
 Clothel Refrigerating Co., The, 61 Broadway, New York City.
 Corn Products Refining Co., 17 Battery Place, New York City.
 Cramer Dairy Supply Co., Inc., 112-114 Pearl St., Syracuse, N. Y.

Creamery & Milk Plant Monthly, 327 S. La Salle St., Chicago, Ill.
 Creamery Package Mfg. Co., The, 61 W. Kinzie St., Chicago, Ill.
 Dairy Farmer, The, Des Moines, Iowa.
 Dairymen's League Co-operative Assn., Inc., 119 W. 11th St., New York City.
 Dairy World, The, 508 S. Dearborn St., Chicago, Ill.
 Deere, John Plow Co., Syracuse, N. Y.
 Defiance Pressed Steel Co., The, Defiance, Ohio.
 De Laval Separator Co., The, 165 Broadway, New York City.
 Doering, C. & Son, 1375-79 W. Lake St., Chicago, Ill.
 Dominion Chemical Co., Syracuse, N. Y.
 Elyria Enameled Products Co., The, Elyria, Ohio.
 Emerson Drug Co., Bromo Seltzer Tower Bldg., Baltimore, Md.
 Empire Milking Machine Co., Bloomfield, N. J.
 Federal Motor Truck Co., Detroit, Mich.
 Ford, J. B. Co., Wyandotte, Mich.
 Fort Wayne Dairy Equipment Co., Fort Wayne, Ind.
 "400" Products Co., 400 N. Michigan Ave., Chicago, Ill.
 Foxboro Co., Inc., The, Foxboro, Mass.
 Frick Co., Waynesboro, Pa.
 Fucoma Co., 154 Nassau St., New York City.
 General Laboratories, Madison, Wis.
 General Motors Truck Co., Pontiac, Mich.
 Glascote Co., The, 20,900 St. Clair Ave., Euclid, Ohio.
 Gowing-Dietrich Co., Inc., 207-209 W. Water St., Syracuse, N. Y.
 Hansen's, Chr. Laboratory, Inc., Little Falls, N. Y.
 Hoard, W. D. & Sons Co., Fort Atkinson, Wis.
 Hohmann-Nelson Co., Eau Claire, Wis.
 Hudson Mfg. Co., 119 N. Union St., Chicago, Ill.
 Imperial Electrical Co., Union City, Ind.
 International Nickel Co., The, 67 Wall St., New York City.
 James Mfg. Co., Fort Atkinson, Wis.
 Jensen Creamery Machinery Co., Bloomfield, N. J.
 Kfener-Williams Stamping Co., 8746 123rd St., Richmond, N. Y.
 Kendall, Ira H., Potsdam, N. Y.
 Kimble Glass Co., 402 W. Randolph St., Chicago, Ill.
 Kraft, J. L. & Bros. Co., 400 Rush St., Chicago, Ill.
 Lacteal Analytical Laboratories, Inc., 176 Franklin St., New York City.
 Ladd, John W. Co., Lafayette Blvd. & Vermont Ave., Detroit, Mich.
 Lamb Glass Co., The, Mount Vernon, Ohio.
 Larrowe Milling Co., The, Box A No. End Sta., Detroit, Mich.
 Lathrop-Paulson Co., 2459 W. 48th St., Chicago, Ill.
 Lauson, The John Mfg. Co., New Holstein, Wis.
 Leffel, The James & Co., Springfield, Ohio.
 Liberty Glass Co., Sapulpa, Okla.
 Loew Mfg. Co., The, 9000 Madison Ave., Cleveland, Ohio.
 Loudon Machinery Co., Fairfield, Iowa.
 McCormick Co., Inc., The, 121-127 Negley Ave., Scranton, Pa.
 Menasha Wooden Ware Co., Menasha, Wis.
 Manton-Gaulin Mfg. Co., Inc., 11 Elkins St., Boston, Mass.
 Mathews, Frederick C., Co., 685 Mullett St., Detroit, Mich.
 Menasha Printing & Carton Co., Menasha, Wis.

Mapleine Ice Cream

one of the best selling
week end specials

A Middlewestern manufacturer told us recently that as a week end special Mapleine Ice Cream sells better than any other flavor.

This manufacturer gave Mapleine Ice Cream its start through featuring it at the week end. As a result, Mapleine has not only become one of the most popular week end flavors, but its bulk sale is so good that Mapleine Ice Cream is run as an every day staple.

You will find Mapleine just as good a flavor, and Mapleine Ice Cream costs less than strawberry or chocolate because Mapleine is so highly concentrated. Two oz. flavor 10 gallons finished ice cream.

Give Mapleine a trial—We guarantee satisfaction

Crescent Manufacturing Co.
 6 W. Connecticut Street
 SEATTLE, WASH.



They cut the long costs out of short hauls—

WRITE FOR BOOKLET THAT TELLS HOW

C-T

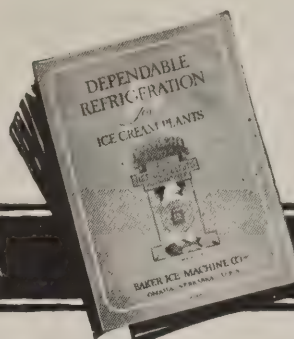
Commercial Truck Co.
 PHILADELPHIA

ELECTRIC TRUCKS

1/2, 3/4, 1, 2, 3 1/2 and 5-TON CAPACITIES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Soule Sales Corp'n., Syracuse, N. Y.
 Geo. J. Mfg. Co., 576 Clinton St., Milwaukee, Wis.
 H. H. Industries Co., Canton, Ohio.
 kee Dairy Supply Mfg. Co., 3002 Burleigh St., Milwaukee, Wis.
 pier Bros. Co., 739 W. Jackson Blvd., Chicago, Ill.
 Harvester Co., Inc., 613 Washington Ave., Minneapolis, Minn.
 H. A. Inc., Syracuse, N. Y.
 Louis F. Inc., 23 N. Desplaines St., Chicago, Ill.
 al Dairy Equipment Co., Utica, N. Y.
 al Homogenizer Corp., Utica, N. Y.
 ork Milk Conference Board, Inc., Room 310, Flatiron Bldg., New York City.
 Western Collapsible Carrier Co., 277-287 N. Snelling Ave., St. Paul, Minn.
 e & Burger Co., Cattaraugus, N. Y.
 Chemical Co., 22 Thames St., New York City.
 Publishing Co., 5th & Cherry Sts., Milwaukee, Wis.
 tion Mfg. Co., 2125 E. Hennepin Ave., Minneapolis, Minn.
 er Co., The, Rochester, N. Y.
 Cheese Co., 345 Greenwich St., New York City.
 ury Flour Mills Co., 2nd Ave. & 3rd St., Minneapolis, Minn.
 Free Milking Machine Co., 2851 W. Nineteenth St., Chicago, Ill.
 ton Paper Products Corp., 253 Washington St., Mount Vernon, N. Y.
 r Oats Co., The, 80 E. Jackson St., Chicago, Ill.
 n Purina Co., 827 S. Eighth St., St. Louis, Mo.
 Bottle Washer Co., The, Delphos, Ohio.
 A. H. Creamery & Dairy Supply Co., 69th & Haverd Ave., Philadelphia, Pa.
 rann & Lovengreen, care Levring & Co., Inc., 118 Pine St., St. Louis, Mo.
 t Adams Corp., Buffalo, N. Y.
 es, C. E., 8731 Witt St., Detroit, Mich.
 efeld, The L. Mfg. Co., Russell & Ostend Sts., Baltimore, Md.
 ight Co., Inc., Fulton, N. Y.
 res Separator Co., The, West Chester, Pa.
 t Lee Co., The, Oneida, N. Y.
 Sturges Mfg. Co., Congress & Green Sts., Chicago, Ill.
 ty Brass Co., Kenosha, Wis.
 rd Cap & Seal Corp., 1200 Fullerton Ave., Chicago, Ill.
 rd Conveyor Co., North St. Paul, Minn.
 of So. Dakota, Dept. of Immigration, Pierre, S. Dakota.
 Mfg. Co., 610 Sycamore St., Milwaukee, Wis.
 use Cold Storage Co., Syracuse, N. Y.
 blue, C. J. Mfg. Co., 18 33rd St., Brooklyn, N. Y.
 Instrument Companies, Rochester, N. Y.
 tier Mfg. Co., 30 N. La Salle St., Chicago, Ill.
 nson, Emery Machine & Supply Co., 271 Ryder Ave., New York City.
 Bottle Cap Co., The, Toledo, Ohio.
 n Balance Co., The, 92 Reade St., New York City.
 over Machine Co., Kenosha, Wis.
 Milking Machine Co., Vernon, N. Y.
 nn-Kinsey Co., Inc., 25-27-29 South 20th St., Philadelphia, Pa.
 c Steam Pump Co., Battle Creek, Mich.
 al Milking Machine Co., Columbus, Ohio.
 Dept. of Agriculture, Washington, D. C.
 ouden, Inc., 156 Franklin St., New York City.
 Mfg. Co., The, 935 Clinton St., Milwaukee, Wis.
 er Vehicle Co., State at 87th St., Chicago, Ill.
 r Motor Vehicle Co., Mt. Vernon, N. Y.
 oun-Crosby Co., Minneapolis, Minn.
 esha Specialty Co., Waukesha, Wis.
 & Richardson Co., Inc., Burlington, Vt.
 erg Box Co., The, 1041 Evans St., Cincinnati, Ohio.
 r Mfg. Co., 241-243 W. Broadway, New York City.
 t, R. G. & Co., Buffalo, N. Y.
 t-Ziegler Co., 12 S. Market St., Boston, Mass.
 Mfg. Co., York, Pa.
 Milk Machinery Co., York, Pa.
 Michael Co., 228 Third St., Milwaukee, Wis.
 & Nagel Co., Inc., 74 Jewett Ave., Buffalo, N. Y.



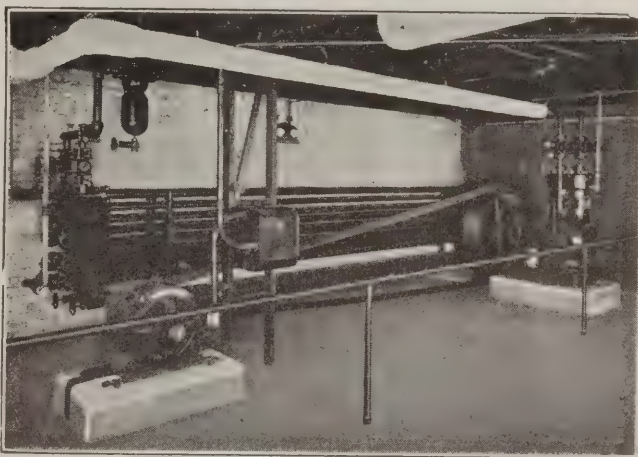
SENT FREE

IF YOU WILL FILL OUT THE COUPON

Refrigeration Facts

To any ice cream manufacturer we will gladly send this booklet. It contains some useful information that you will want to keep, besides showing how the Baker Ice Machine is especially adapted to meet every refrigerating problem of the ice cream manufacturer.

The Baker is a slow speed type, which is a positive guarantee of economical operation. Any man knows that if he races a horse at top speed all the time the horse soon wears out—so it is with an ice machine. Some of the first machines built 17 years ago are still in daily service.



Baker Plants are Cheaper Now Than Before the War

Any manufacturer who does not use mechanical refrigeration absolutely loses money every day in cost of operation.

With the new low prices of the Baker Plants there is no need for any company suffering such loss, especially when a Baker will cut manufacturing costs from 50% to 75% over ice and salt.

We will gladly estimate
the cost of installing a
Baker in your plant
without obligation to
you.

**Baker Ice Machine
Company Inc.**
Omaha, Neb.

**Baker
Ice
Machine
Co., Inc.,
Omaha,
Nebr.**

Gentlemen: Please
send us your free
bulletin No. 65D.

Name

Street

City..... State.....

You can find the person who will be glad to buy what
wish to sell, by letting your desires be known
through an advertisement in The Ice Cream Review.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Nutting

Ice Cream Can Truck



Durable!

This rugged ice cream can truck will give you years of service. The frame is built like a steel bridge, of structural angle steel, strongly riveted and specially braced at the corners to withstand shocks. Top cannot sag. And it is rust-proof—entirely galvanized.

Easy Rolling. Ball bearing, swivel casters. Main wheels 8 $\frac{1}{4}$ inches high, with wide, smoothly machined flat face to save floors. Cold rolled steel axle, heavy axle boxes and collars.

Size 30x36 inches. Price, \$55.00

F. O. B. Faribault or Chicago.

Also made in two other sizes.

Ask your Jobber or order direct from this ad

Here is another handy truck for hauling goods around the plant. Hardwood platform and sills, heavy corner irons, sturdy pike handle. Wide, flat-faced 12-inch main wheels; big, heavy swivel casters. Cap. 1,500 lbs. Size 24x24. Wt. 140 lbs. Price, Fig. 53, \$13.40. Also made in smaller and larger sizes.



Fig. 53

Write for illustrated bulletin on our complete line of dairy trucks. Or ask your jobber.

NUTTING TRUCK CO.

1143 Division St. FARIBAULT, MINN.

Over 400 Standard and Special Designs for all Purposes

WASHINGTON

News From Far and Near

CALIFORNIA

Andalusia, Ala.—The Andalusia Ice Cream Company has begun operations. C. J. Searcy is principal owner.

Little Rock, Ark.—There has been so large a demand for the ice cream, milk chocolate, ice cream cones and drinks served by the Oaklawn Dairy, 13th and Main, that the firm, in addition to the regular service given by the firm, that it has been decided to install modern facilities for serving customers now served at the counter in the office. For this purpose the whole building is being remodeled.

Troy, Ala.—The Purity Ice Cream Company is in operation. E. C. and J. W. Bassett and J. A. Phelps are in charge.

Florence, S. C.—The Colonial Creamery Company has been chartered with \$50,000 capital stock. The company will manufacture ice cream. The officers are W. L. Wright, president; J. I. Sulzbacher, vice-president; Aiken, secretary, and Mrs. M. W. Cartwright, treasurer.

Los Angeles, Cal.—Plans are being prepared for the construction of a factory at Hollywood Boulevard and Genesee Street by the Hollywood Ice Cream Company.

Los Angeles, Cal.—Crescent Creamery Company, 1000 Winston Ave., have prepared plans for a new two-story plant, 100x200 ft., 80x80 ft. boiler plant, and a two-story ice cream plant, 93x200 ft.

Ahoskie, Ga.—Z. V. Bellamy has purchased all the ice cream manufacturing equipment and reports a successful business.

Albany, Ga.—The Purity Ice Cream Company is incorporated with a capital stock of \$50,000, by O. Christo and others. A plant will be erected for the manufacture of both ice cream and candy.

Waycross, Ga.—The Kinnett-Odom Ice Cream Company of Macon, Ga., has established a branch plant. The company also operates a plant at Columbus, Ga.

Alton, Ill.—Purity Bakery Company, 701 Henry Street, manufacturing bakery goods, confectionery and ice cream, is incorporated; capital, \$24,000. Incorporators: T. A. Frank H. Girard and George F. Maguire.

Sparta, Ill.—Chas. W. Hoffman, Fred Hauser and Victory H. Caspers have organized the Sparta Ice Cream Bottling Company. Capital, \$15,000.

Minot, Ind.—The White Ice Cream Company, Inc., Sr., is planning the erection of a brick and concrete building, probably two stories, at an approximate cost of \$40,000.

Baltimore, Md.—The Maryland Ice Cream Company, Inc., has increased its capital by \$350,000.

Jackson, Miss.—The Magnolia Ice Cream Company, which Walter M. Wright is manager, will install additional equipment.

Meridian, Miss.—N. D. Brookshire, secretary of the Mississippi Ice Cream Manufacturers Association, is planning for the erection of a new ice cream plant. Mr. Brookshire has been engaged in the ice cream manufacturing business at Meridian, Miss. for many years.

Kahoka, Mo.—Wilsey and Son are about to construct an ice cream manufacturing plant to cost about \$50,000.

St. Louis, Mo.—St. Louis Dairy Co. reported the completion of \$100,000 on the erection of a new dairy and ice cream plant.

Charlotte, N. C.—The Mecklenburg Dairy Company recently added to its ice cream equipment. Three new refrigerators, each with 350 gallons capacity, were purchased. H. H. Orr, secretary of the company, announced that the plant's output will be increased 700 gallons of ice cream daily. The company's business is announced to be increasing rapidly.

Minot, N. D.—Architects are preparing plans for the proposed new ice cream manufacturing plant of the White Ice Cream Company of Minot, which it is estimated will cost approximately \$40,000 when completed. Work began last first.

Buffalo, N. Y.—Culliton Ice Cream Company, Buffalo, sold out to Culliton Ice Co.

New York, N. Y.—The Capital Milk & Cream Company, incorporated with a capital stock of \$40,000, has incorporated. The incorporators are M. Liberman, H. Lifshitz and C. Somboroff.

(Continued on page 104)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Trade Notes

Creamery Package Manufacturing Company, 61-67
St. Louis, Chicago, announces the publication of a new
book on the subject of "Davis' Continuous Positive System
of Sterilization." This describes an enclosed tube-in-a-
tube system intended for the big city market milk plant. It
describes three units, the heater, the cooler. It is made in
a capacity of 12,000 pounds per hour capacity, but larger ca-
pacities can be obtained by adding more units.
The use of the design of the system a big cream line, a
pure raw taste, how bacteria count and economical op-
erations are assured.
Readers can secure a free copy of this book by address-
ing the above company and mentioning this paper.

* * *
7. Nordland has given up his connection with The
Sugar Refining Co. to join the T. B. Metzel Co., 909
Market St., Philadelphia. He assumed his new duties
on Oct. 18. Mr. Nordland's connection with the industry
extends over a period of several years. He has many friends in the
industry who will watch his career with the Metzel Company
with interest.

* * *
Little Bear, leader of the Wyandotte tribe, will be
in charge of booth No. 65 at the National Exposition for Ice
Cream Industry in Cleveland October 22-27. The following
representatives of the J. B. Ford Company, manufacturers
of sanitary cleaner and cleanser, will be present:
W. H. Erick, H. S. Cline, L. G. Foulks and E. L. Mead of
Cleveland branch, and J. J. Harris and C. B. Robinson
of Wyandotte office. These men will gladly confer with
visitors on subjects pertaining to sanitary clean-
ing of modern ice cream manufacture, it is announced.

* * *
Ready growth in business is reported by the Black-
burn Pump Co., Petosky, Mich. Sales and shipments
were over 40 per cent ahead of last year, officials
of the firm reported last month. They say many more
pumps could be sold if they could be produced.

* * *
Hughes Gelatine Co., Detroit, announces that G. A.
Hughes has severed his connection with the company and
his duties have been taken over by Charles H. Dunn,
formerly of the company. Mr. Dunn entered the company's
service four and a half years ago. During that time he was
in the company a little more than a year. He returned to the com-
pany in October. He is well known among members of the
industry in the central states.

* * *
August 1 two large manufacturing concerns, the
Brooklyn & Budenberg Mfg. Co. of Brooklyn, and the Amer-
ican Gauge & Valve Mfg. Co. of Boston, each nearly
a century old, were merged into a new
company, the American Schaeffer & Budenberg Corporation.
This, in reality, simply the completion of plans started
some time ago, officials say. There will be no change in the
company's personnel nor in the manufacturing ends of the
company, it is announced. The various plants, including
those in Brooklyn, will be operated as heretofore, manu-
facturing thermometers, gauges, gauge testers, steam traps,
tachometers, engine indicators, temperature control-

Executive offices of the new corporation will also re-
main at the old address, 338 Berry Street, Brooklyn, N. Y.
The combination makes the new corporation the largest
manufacturers of the kind in the world, according to officials.

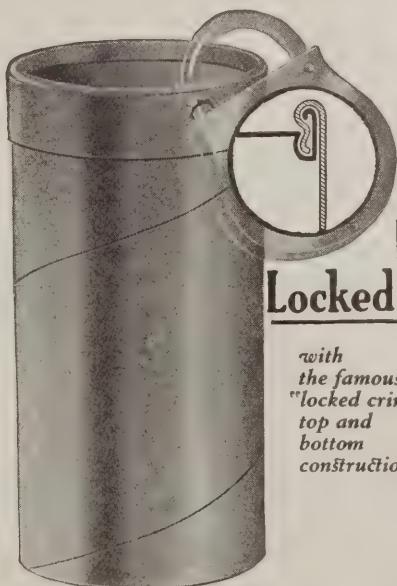
* * *
United Iron Works, Inc. of Kansas City will be glad
to supply any one interested in mechanical refrigeration or ice
equipment, complete information and catalogs cover-
ing every particular branch of the industry in which they are
engaged. "Sterling" refrigerating and ice making equip-
ment manufactured by the United Iron Works, Inc., has
been in use over a period of thirty years, officials say, its
reliability, dependability and economy—and many large in-
dustries have been made. Requests for information should
be addressed to United Iron Works, Inc., 302 Ridge Arcade
Kansas City, Mo.

PURITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

Packaging ice cream
at the plant
Usually
Results
In
Time and labor saved for
Your dealers.

People
Are
Partial to
Easy-to-handle containers
and
Re-act favorably to
PURITY PAPER CANS

Constant
Assiduity is
Necessary to
Secure the Satisfaction
of your customers.



Locked!

with
the famous
"locked crimp"
top and
bottom
construction.

Samples Sent on Request!

**THE PURITY PAPER
VESSELS COMPANY**

BALTIMORE - MARYLAND

The manufacture of Eskimo pie in one size and at one price—five cents—is part of the merchandising plans of the Eskimo Pie Corporation for this year, according to announcement from the advertising counsel of the corporation, the William H. Rankin Co., Chicago.

"A sound operating and merchandising policy will, it is estimated, increase Eskimo pie sales from \$70,000,000 to nearly half a million, which means a winter gallonage of six million," according to the advertising representatives of the corporation.

Last year, it is stated, "despite obstacles and with no definite plans," the season closed with 500 manufacturers producing Eskimo pies. As the results of manufacturers' experiences, there will be "one fundamental plan of operation."

"This year the ice cream manufacturer who is looking for the most winter gallonage at a profit will bank on Eskimo pies to do it," reads the announcement to the trade. Chocolate coating will be high quality and thin, it is stated. It is declared that the new Eskimo pie machine cuts labor costs. The complete advertising, merchandising and operating plan is now ready, it is announced.

* * *

The Hudson Manufacturing Company, Chicago, will exhibit its vanilla products at both the Dairy Show and the National Ice Cream Exposition. At Syracuse the company will occupy booths Numbers 161 and 174, and at the Ice Cream Exposition at Cleveland the company will occupy booths Numbers 138, 139, 158 and 159. Officials of the company extend cordial invitation to the ice cream manufacturers of the country attending these exhibitions to make these booths their headquarters. The Hudson Manufacturing Company has had booths at all of the dairy shows and all of the exhibitions staged by The Association of Ice Cream Supply Men, officials say.

* * *

The Oakes & Burger Company, Cataraugus, N. Y., has a new warehouse located at 505 French St., Erie, Pa. Officials say that this establishment will enable them to make better deliveries in western Pennsylvania and eastern Ohio. This store has been in operation less than two months and has already proved its usefulness, members of the company say. A complete stock of machinery and supplies are carried there.

THE rapid success of Swift's Gelatin can be traced directly to that distinguishing virtue of all the Swift Products—Swift quality.

Purity, freedom from taste and odor, good strength, unusual clarity, and dependable uniformity—all these you will find in Swift's Quality Gelatins

SWIFT & COMPANY
CHICAGO



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Horine & Bowey Company, manufacturers of fruit extract, fruit colors, fresh fruits, etc., Chicago, now in the hands of an architect instructions for three additional stories to its concrete building. When completed this building will cover over 30,000 square feet of space devoted to the production of fruit, flavoring and coloring for the ice cream manufacturer, officials say. They state that the business has forced this action. Further announcement made that the sales force of Horine & Bowey Company has been extended, and that by September 1, it is expected the firm will be represented in every state in the Middle West.

* * *

C. Nelson Manufacturing Company, St. Louis, has announced appointment of Louis C. Chamberlin to the sales force. Mr. Chamberlin assumed his new duties August 1st. He formerly was connected with the Anheuser Busch Co., where he made an enviable reputation selling A. B. C. refrigerator bodies throughout the north and central states. Mr. Chamberlin, who was graduated from Princeton University, will be among the Nelson representatives at booth No. 80 at the Cleveland Exposition in October.



LEWIS C. CHAMBERLIN

* * *

The Cincinnati Extract Works has been working time putting out cold process fruits, including orange, apple flavors, etc., according to officials of that firm for several months. The present season, they say, has been the most active in the ice cream business they have ever experienced. Officials say theirs was the first firm to process fruits for the ice cream trade. They attribute the growth of the ice cream trade to improved methods adopted by manufacturers as well as the adoption of high quality products for the manufacture of ice cream.

* * *

Albert A. Senor, who for a number of years has taken the management of the Industrial Products Company, Cleveland, O. It is announced that this firm will manufacture a complete line of enamels and varnishes for the ice cream trade, to be marketed under the trade name "Scotch Colored Boy." Tub and can enamel will be included. Mr. Senor is well known in the ice cream industry and his venture will be watched with interest by many friends.



NORTH DAKOTA ASSOCIATION TO MEET AT GRAND FORKS.

The North Dakota Ice Cream Manufacturers Association announces, through its secretary, Harry L. of Grand Forks, that the 1923 convention will be held at Grand Forks. The convention will be one day to the meeting of the North Dakota Dairymen Association, dates for which have not yet been set.



NEW ENGLAND DATES NOT SET.

Although the New England Association of Ice Cream Manufacturers has not set dates for its annual convention, Secretary W. P. B. Lockwood announces that the convention probably will be held some time during the first three weeks of January. This, however, will not be decided until the September or October meeting.

Ohio Dairy Forces Hold Lively Outing

Business and Pleasure Mixed at Cedar Point Last Month

MEMBERS of the Ohio Dairy Products Association are one group of men who know how to mix a little business with their frolicking and have a game right along. Business was sandwiched in play and frolic at the annual outing at Cedar Point, Ohio, August 7 and 8.

Approximately 200 ice cream manufacturers, cream- and milk dealers attended. Virtually every section of the state was represented. The entire program carried out with much enthusiasm, the spirit displayed being eloquent proof of how well the dairy

with much interest. Mr. Marple is loved by the creamerymen in every state.

The cabaret banquet menu called for "bountiful banquet with noisy and musical courses." It made good all claims for it. The music being furnished by a capable orchestra and the noise coming from outbursts of enthusiasm that did not seem a bit out of place in that jolly gathering of jolly good fellows.

There is no doubt that everybody took from Cedar Point full realization that they had crowded just about as much good time into a period of two days as any average human beings could.

Dancing followed the banquet.

At the Midway Wednesday, casual observers thought that there was something wild besides the deuces.

The order of events at the outing was as follows:

Tuesday, August 7th.

Registration at Association Headquarters—

Off lobby—Hotel Breakers.

Continuous C. C. C. initiation.

12:00 M. Free Lance Luncheon.

3:00 P. M. Acquaintance Renewals and General Visitation.

Water Sports—everybody in bathing suits.

50-yard Men's Running Race in water. Prize—a bottle (?)

50-yard Ladies' Running Race in water. Prize—a bottle (Thermos).

Water Baseball Game—Butter vs. Ice Cream and Milk. Prize of stogies and chewing gum divided 60 per cent and 40 per cent.

9:00 P. M. Everybody dance.

Wednesday, August 8th.

10:00 A. M. Program in Exhibit Hall.

(Continued on page 104)



harmonize in the promotion of the different sections of the industry in that state.

The Ohio gathering of dairy interests always is an interesting occasion. The outing last month was just as fruitful as anything that has gone before. The Lakes Hotel was the revolving point of activities. The famous beach afforded a splendid setting for the sports, the chief feature of which was the water

members of the C. C. C. were very active. The initiated much fun to the occasion.

A suggestion by President C. V. Huenke to set a committee to work on constructive publicity was the result of the one business session held. Mr. Huenke felt there is much the association can do toward the promotion of dairy products in the state through direct to the consuming public. His speech brought forth much favorable comment.

Mr. Coolidge of the Telling, Belle Vernon Company expressed the association's sorrow over the death of Senator Harding, briefly reviewing our late president's private career. Business conditions in general were discussed by Grove Patterson, publisher of the Toledo

W. Marple, of the Beatrice Creamery Company, secretary of the Illinois Creamerymen's Improve-

Protect Quality in Hot Weather —Recommend to Patrons The Use of



By watching the quality of patrons' cream and milk, ice cream manufacturers can add a lot to the quality of their own products. The best scheme of sanitation in the factory does not help milk that leaves the farm high in bacteria content and acidity.

Tell your patrons to rinse their cans with B-K. One trial rinse will prove that clean, sweet-smelling cans may easily be had in hottest weather—hence better milk and cream for you. You can also rid your factory of off odors, mold and bacteria growth by rinsing equipment with cheap B-K dilution.

GENERAL LABORATORIES, Madison, Wis.

Everyone interested in better
Dairying is going to

The National Dairy Exposition SYRACUSE NEW YORK

OCTOBER
5th to 13th, 1923

To see the greatest Exposition of the Dairy Industry ever attempted. It will be STUPENDOUS.

A great World's display of machinery and equipment of every sort used in the handling of this \$5,000,000,000 industry.

The United States Department of Agriculture's wonderful panoramic exhibit will be better and more comprehensive than ever before—useful and instructive for everyone interested in Better Dairying.

A special building for the implements and equipment used on farms and in dairies for production of milk.

All the dairy products—butter, cheese, ice cream, evaporated, condensed and powdered milk—will be on display for your study.

World's Dairy Congress

Washington, D. C., Oct. 2 and 3

Philadelphia, Oct. 4

Syracuse, October 5th to 10th

attended by delegates from many foreign countries.

The World's finest dairy cattle, pure-bred and grades—boys' and girls' calf club exhibits and demonstrations—cattle judging contests.

Human Welfare Exhibits—Educational Displays—Daily Lectures, Meetings and Conventions

Don't Miss This Great Exposition

Reduced Railroad Rates



Everyone Interested
in Better Dairying
is going to the
NATIONAL
DAIRY EXPOSITION
Syracuse, N.Y. Oct. 5-13



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

OHIO DAIRY FORCES HOLD LIVELY OUT

(Continued from page 103)

7:00 P. M. Bountiful Banquet with noisy and courses.

President's Address—C. V. Huenke.

"The Business Future as It Looks to the Future"—Grove Patterson, Publisher Toledo Journal.

"Service"—W. W. Marple, Beatrice Company and Secretary Illinois Creammen's Improvement Association.

1:00 P. M. Deuces Wild on the Midway.



NEWS FROM FAR AND NEAR.

(Continued from page 100)

Peekskill, N. Y.—The J. M. Horton Ice Cream Company of New York City has taken over the ice cream plant of M. Lockwood's at Peekskill, and has bought a large piece of property running from street to street, 200 feet in width, on which it has erected a cold storage unit and distributing plant. It is the company's idea to give daily distributing service through Peekskill and surrounding territories as far as Albany on the north and Ossining on the south in the Hudson Valley section. The Horton Company has used none of Lockwood's equipment, putting in all brand new machinery.

Columbus, O.—The Crane Ohio Ice Cream Company has put in foundation for a new building. It has not yet been decided just when this building will be erected this season.

McGroon, Pa.—W. H. Klingensmith, who has been engaged in the manufacture of ice cream, has sold the plant to A. E. Sheasley. He will start a new plant some time next year.

Dallas, Tex.—Donnell Ice Cream Company is the name of a new ice cream manufacturing concern recently established at 725-727 West Davis Street.

Seguin, Tex.—The new Guadalupe Creamery, which is being erected just south of the Seguin Ice Plant, is nearing completion. The company has been capitalized at \$25,000.00 and all this will be spent on the plant and equipment. The plant's daily capacity is 3,000 pounds of ice cream and 500 gallons of ice cream. A perfection Standard freezer is installed, as well as a fine still to furnish steam for the plant.

Salt Lake City, Utah—Southeast Dairy has purchased from H. A. Shellenberger equipment for the manufacture of ice cream and the retailing of milk.

Amery, Wis.—The Amery Co-operative Creamery, recently incorporated with capital stock of \$5,000, is manufacturing butter, ice cream and other dairy products. The incorporators are W. J. Fairpoint, Jacob Smith and R. W. Johnson.

Wausaukee, Wis.—Polomis Bros. are building the foundation for a 30 by 50 foot creamery building and a factory to be located on the Polomis farm.



Booth of the Hudson Mfg. Co., at the 1922 National Dairy Exposition. This year the company will occupy Booths Nos. 139, 158 and 159 at Cleveland.

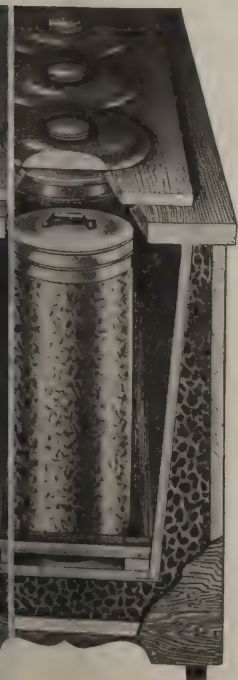
How Are Your Cabinets Lined?

SOME CABINET MANUFACTURERS CLAIM THAT A METAL LINING IS BEST, ON ACCOUNT OF THE FACT THAT IT CAN BE REPLACED EASILY, AND REPAIRED WHEN A LEAK DEVELOPS.

Nelson Cabinets

ARE LINED ENTIRELY OF WOOD AND ARE NOT AFFECTED BY BRINE. WHY NOT HAVE A PERMANENT LINING, ONE WHICH DOES NOT NEED TO BE REPLACED AND WILL NOT CORRODE IN A SHORT TIME?

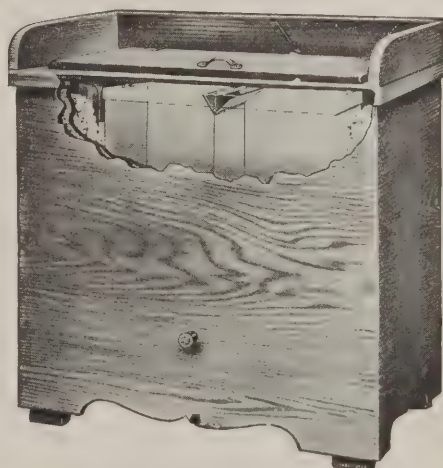
Forty Years Experience in the Building of Cabinets has Taught us Best Type and Quality of Materials Adapted to Their Construction.



h cabinet with taper
ing instead of metal.
il, efficient and like
binets, attractive in
ale.

Notice: A New Drain Feature
on Display at the Cleveland
Show—

SEE US
Booth No. 80



42-Quart Brick with Ice Rail.
Patented Nov. 11, 1919, 1321120.
Sheet Cork Insulation.

C. NELSON MFG. CO.
2306 DIVISION STREET ST. LOUIS, MO.

SECURITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

President,
C. MORTENSEN,
Standard Milk Ma-
chinery Co.,
Louisville, Ky.



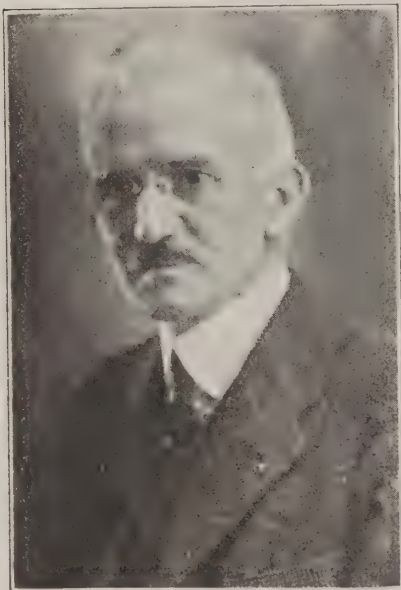
Address all
communications to
P. N. MILLER, Jr.,
Secretary,
2913 11th Avenue,
Birmingham, Ala.

PLANS SHAPE UP FOR SOUTHERN CONVENTION

Little Rock Prepared to Handle Great Gathering—Exhibits
By P. N. MILLER, JR., Secretary-Treasurer Dixie

THE time will soon be here when the Southern Association of Ice Cream Manufacturers will meet again, this time at Little Rock, Ark., for its annual convention. This meeting has been looked forward to with a great deal of pleasure by almost every ice cream manufacturer in the South, and also by every supply man covering the territory.

The writer had the pleasure a short time ago of going to Little Rock. He



P. N. MILLER, JR.

met the genial president of the Arkansas Association, E. A. Watson, went with him to the Marion Hotel where he was instrumental in getting concessions from these people which will assure the association of getting all the hotel can furnish, and when I say all it means as much as any hotel in the South furnishes.

They have first-class accommodations. will be able to take as good—if not better—care of the convention than New Orleans, and that will be going some. They are

equipped to take care of any size meeting place, have ample space for any kind of exhibits which the supply-men may desire to put on, and in fact are going to see that the hotel will be turned over completely to the ice cream manufacturers and their friends during the three days which they will be in session.

The Arkansas "boys" are working day and night to put this meeting over big, and I am sure it will be the biggest and best meeting ever held by the ice cream men of the South.

Kentuckians Lined Up.

From Little Rock I went up to Louisville, Ky., saw our genial, hard-working president of the Dixie Flyers, and the work he has done among the Kentucky ice cream manufacturers and results attained are beyond my power of expressing.

No city in the country had worse conditions confronting them than did the ice cream men of this city, but by persistent work and the use of much tact, the president was able to get these men together, talk over the situation, lay their cards on the table face up, thrash out their shortcomings and see where the trouble lay. The results were wonderful. Eighteen ice cream manufacturers from Louisville and vicinity sent their applications and checks to the Southern Association as members, formed their own local association, a noon-day luncheon club meeting once every two weeks, about to form a Kentucky association, first meeting to be held

at Lexington, Ky., Aug. 30 and enough money subscribed to hire a paid secretary.

This work has been done in three short months all of which was planned and worked out by the president of the Dixie Flyers. More power to him is no one more proud of him than myself, and the good things the ice cream manufacturers say of Neil Mortensen when I talked to them a few days ago makes me feel that the supply men are doing their bit in the building of a bigger and better ice cream business all over the country.

The Kentucky ice cream manufacturers will be the Southern Association meeting at Little Rock, Ark. per cent. That means the rest of the Southern Association will have to keep plugging from now on or else they will carry off all honors at this meeting.

Much Work For Dixie Flyers.

The Dixie Flyers will have a great deal of work to do for them during the Southern association meeting and it will be up to each individual to do his share. Remember that it is not the work of one or two men but the work of all; it is your Dixie Flyers. You for the Dixie association. Up to date it has functioned well.

The ice cream manufacturers of the South are counting on you. They will be so as long as harmony reigns in your ranks, so long as you work with them, so long as you grow; by doing this you will grow with them. All know if any preference is given you always get it. Your individual business proves this. The game is fair at all times. Treat the ice cream manufacturers as you want to be treated and the end will be profitable to both.

Planning For Exhibition.

The question came up when with our president of the Dixie Flyers at Louisville, concerning planning for an exhibit for the Southern association at Little Rock. This will have to be left to the Southern association to decide the houses which the boys covering this immediate territory represent. The quickest way to get this question of opinion will be through our Journals. The *Ice Cream Review*, I know, will be only too glad to help in the matter settled at once. Therefore, I would suggest that the various concerns who have been in the habit of exhibiting from year to year at the Southern Association meetings, either write to the journals or to the secretary of the Dixie Flyers that suitable arrangements may be made. I have assurance at Little Rock that accommodations large enough at the hotel to accommodate of not less than 35 exhibitors. Heavy machinery hardly be accommodated. However, the hotel can accommodate a limited amount of this kind of thing. The expense of installing booths, printing and decorations will not amount to more than \$2500 in a space of 1216 feet.

Naturally it will be necessary to get an opinion first from the directors of the Southern Association whether or not they are in favor of these exhibits. Your secretary will attend to it at once, and as soon as an expression has been forthcoming he will advise you.

(Continued on page 108)

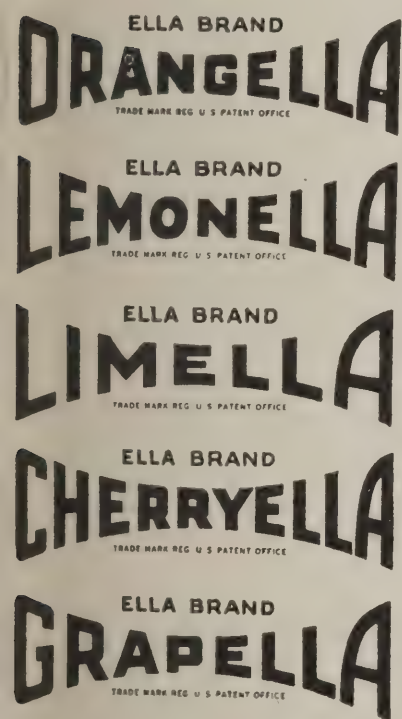
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The "Ella" family thank you

THE favorable, successful reception of the "Ella Brand" Ice Cream Compound Flavors proves that the most distinctive of all Ice Cream Flavors are appreciated to an unusual degree.

The reason that you can sell more Orangella, Lemonella or Limella Ice Cream than other flavors is:

*For Ices, Ice Creams
and Sherbets*



Citrus Products Co.
54 East Kinzie St.
Chicago

- because they are distinctively different.
- because they have more "body" to the flavor.
- because they are healthful and delicious.
- because of the advertising of Orangella, Lemonella and Limella.
- because these flavors are known and well established.
- because they are uniform and dependable.

"Ella Brand" flavorings are used in ice creams, ices, frozen custards, milk or water sherbets, parfaits, frappes, punches, brick combinations. Formulas tested and tried by many of the best known and biggest manufacturers are at your disposal. Write for them.

In filling out the coupon just below, please accept in advance our sincere appreciation for your consideration and appreciation.

CITRUS PRODUCTS CO.

54 E. Kinzie Street
Chicago, Ill.

Date 1923

*For Ices, Ice Creams
and Sherbets*



Gentlemen:—

Please send me sample and price of "Ella Brand" flavor checked, and I agree to give same a fair trial.

Yours truly,

Firm

Address

City

State

Arkansas President Aiding.

Mr. A. E. Watson, president of the Arkansas Association of Ice Cream Manufacturers has generously offered his personal support and co-operation with the Dixie Flyers, assisting them in getting every detail in shape, taking care of all local matters appertaining to the convention, etc. Miss Helen Carmicheal, secretary to Mr. Watson, also has offered her time and attention to take care of all correspondence which might be necessary from now until time of the meeting. With such assistance I am sure everything will be worked out in good shape. What we need now is for the individual Dixie Flyer to get busy, make up your mind at once what should be done, so that when we gather there will be no confusion.

All communications to me from now until time of the convention relative to same, must be addressed care of Watson & Aven Ice Cream Co., Little Rock, Ark. My assistant there will be in constant touch with me, and I can direct her better in city where meeting will be held.

I trust The Ice Cream Review will give this notice the accustomed attention, and from time to time it will be my pleasure communicating with the Dixie Flyers through your Journal.

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities,
buying or selling equipment

Rate 2c a word per insertion,
15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.



Vilter

■ Ice Making and Refrigerating Machinery ■

A self-contained unit built in capacities up to Four Tons Refrigeration.

Bulletin No. 29-R describing this and larger size equipments will be promptly forwarded on request.

The Vilter Manufacturing Company
Established 1867
889 Clinton Street Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MUCH INTEREST IN SOUTHEASTERN DAIRY EXHIBITS.

Operators of creameries and ice cream plants in Southeast are taking much interest in the scoring tests to be held at the Southeastern Fair in October 6 to 13. It is expected that entries will be much larger than last year. The Dairy and Southern Cheese Exhibit, under charge of John S. Candler and L. H. Marlatt, has announced the following rules governing the scoring:

SPECIAL RULES.

1. Entries to this department must be made on entry blanks furnished by the Fair Association.
2. Dairy machinery shall be in place not later than Thursday, October 6, 1923.
3. Dairy products for scoring purposes may be sent to the Southeastern Fair, Atlanta, Georgia, all charges paid, and the same will be properly cared for and stored.
4. To compete in this department exhibits may come from Georgia, Florida, Alabama, Mississippi, Louisiana, Tennessee, Kentucky, North Carolina, South Carolina and Virginia.
5. Exhibits of butter and other dairy products received at the Fair not later than the morning of October 6, 1923, and will positively not be accepted after 12 noon, of that day.
6. No entry fee will be required for dairy products in the department.
7. Any of the following shall constitute an exhibit: less than a 10-pound tub and six one-pound prints of every butter, or four pounds of farm or dairy butter, of any variety and not less than five pounds.
8. In making entries, consult the premium list carefully to give the correct department and class number; this is very important in preventing mistakes.
9. Exhibits in cheese or butter, may be made by the name of cheese or butter maker, the creamery or factory owner or the creamery or cheese factory company; only one exhibit in each class will be received from a creamery, cheese factory or individual. This applies to farm and dairy exhibits.
10. Butter or cheese manufactured in a creamery or factory from milk or cream received from more than one herd of cows owned by different persons, firms or corporations shall be classed as creamery butter or cheese, as the case may be.
11. Butter or cheese manufactured from milk of a single herd of cows owned by one person, firm, corporation and manufactured on the premises where the cream is produced shall be classed as farm and dairy.
12. All exhibits for scoring purpose will be sold close of the Fair at the best price obtainable and proceeds sent to the exhibitors without expense to them.

NEW PLANT AT CAMDEN, ARK.

The Camden Ice Cream Company has been incorporated at Camden, Ark., with capital stock of \$100,000 paid up. Officers of the company, which now is in temporary quarters, are: J. R. Jones, president; treasurer; B. D. Jones, vice-president, and Adolph man, secretary.

It is the intention of officers to build or lease quarters.

J. R. Jones, president of the new company, is known as the former president and general manager of the National Ice Cream Company of Little Rock, which company he still is a director.

Progressive ice cream manufacturers are looking forward to the National Ice Cream Show at Camden, October 22-27. You owe it to your industry to attend. The annual convention of the National Association of Ice Cream Manufacturers will be held at the same time.

The Story of Heathization

The STORY OF HEATHIZATION, like the story of Pasteurization, is a story of science brought to serve humanity through bettering a food product of universal use.

For the first time in the history of the ice cream industry, dealers are now offered an ice cream that is Nationally Advertised.

HEATHIZED ICE CREAM is being advertised to millions of readers in magazines of universal circulation.

The story of this wonderful new scientific advance in ice cream manufacturing is being told, simply and forcefully, to the millions who eat ice cream.

Think, Mr. Ice Cream Dealer, what it means to you to sell an ice cream whose fame for purity and excellence is advertised from Maine to California, from Canada to the Gulf!

This is only part of the service we render to Heathizers. An ice cream manufacturer, licensed under the Heath Patents, gets something more than the right to make a better ice cream. We furnish him with merchandising plans that are tried and true. We supply him with advertising material, dealer helps, sales letters, etc. We keep men in the field constantly to assist our clients in developing their business. We gladly render them, free of charge, expert advice in the solution of their manufacturing problems.

WRITE FOR OUR PLAN!

You want to make more money. We will show you how to do it. Look into Heathization today and learn what others are doing. This is an opportunity you will grasp when you know the facts. Write us at address below.

HEATHIZED PRODUCTS COMPANY

Wrigley Building

Chicago, Illinois



The Femimine Slant

(Continued from page 56)

"But I want to see you again long before that. Why can't you have dinner with me some night this week—anywhere you say—and then go to a theater?"

Susan shook her head. "I've made it a flat rule," she said, "never to mix up business and social life."

"Oh, come now. That rule is as out-of-date as hoop-skirts."

"Maybe," said Susan crisply, "but it's my rule, just the same."

But after a moment, she turned with the friendliest smile in the world.

"You know yourself it wouldn't do. I'm working for a rival concern of yours. You can see how it would look if I were to be seen about with the advertising manager of the Wiley Ice Cream Co."

This floored him for a moment only.

"But you said"—triumphantly—"that you never mixed business and social life. Now you're refusing a purely social invitation on purely business grounds."

Susan smiled.

"You're too clever for me to argue with, Mr. Ledder," she said frankly. "But I know what I must and mustn't do. Thank you for asking me—but I can't go." Susan held out a friendly hand. "It was nice of you to bring me back. Good-by."

And with a smiling nod, she disappeared into the red brick building.

* * *

Ledder saw Susan on the street the next Saturday afternoon. He caught a glimpse of a tiny violet-covered hat and followed it for two blocks for the reward of a pleasant, impersonal smile and nod. It was two weeks

before he saw her again, for just a moment in a lobby. But these scattered meetings were enough to keep her in his mind. Besides, the preliminary tising of Maple Leaf ice cream was creating considerable interest in the Wiley offices—quite enough, to have worried the president of the Maple Leaf had he known of it.

As for Susan, she did not think of Ledder. Donaldson came back late every afternoon with orders, and three days before the day Maple Leaf was to be placed on the market, the climax came, nearly closing time when Donaldson hurried in.

"Just dropped by to tell you I've landed Pre Caterers," he said. "Got 'em signed today. Jenkins will tear his hair when he hears it. He's hounding 'em to death for the order."

Jenkins was a Wiley salesman. Donaldson was out of the office, having told his news, and Susan Willard faced each other across their desks. She was a smart French caterer just opening a business. They knew that Wiley's had been hard after count.

"Miss Meade," said Willard solemnly, "we'll win it!"

"You don't mean De Pre?"

"No—Maple Leaf. We've put it over, before it has appeared on market. We've got enough customers right now to swing the thing through the first season, granted just average hot weather. If we don't get another one from now till October, we can make it get through the winter all right without a hitch. That is the harvest time for quality ice cream. If the stuff doesn't go worth two bits then. If they linked up with the Dalton Creameries, they'd shatter in the winter altogether and make candy."

He rose in his excitement.

"We've done it!" he repeated. "If we can get on to all the customers we've got now, we don't need to worry if we don't get a new one. *** I'll go somewhere together for dinner and celebration, let's! Will you?"

And Susan Alice, the young woman who new to her social and business life, went.

* * *

Susan Alice reached her boarding house a little after 8, to find a telephone message. She was to call 5297 if she came in before 8:30. Puzzled, she dialed the number. A crisp, feminine voice answered her a moment, Miss Meade. Mr. Ledder would like to see you.

"I want to stop around this evening for a few minutes and talk to you," came his big assured voice over the wire. "This is pure business."

"Very well," said Susan. "I'll be glad to."

Once Ledder arrived he went immediately to the purpose of his visit.

"Miss Meade," he said, "we want you in our Co. I don't know what the Maple Leaf is paid for, but we'll double it."

Susan was quite as prompt, quite as direct. "I couldn't, Mr. Ledder," she said. "I've just wished to leave Maple Leaf, I am under contract for a year."

Ledder smiled as a man smiles at a pretty child. He drew a card from his pocket, scribbled something on the back and handed it to Susan.

"Here is the address of Mr. Miller, our lawyer. You take your contract down to him tomorrow."

"The Cat's Meow"

R. J. DECY SALES CORP.

MARBRIDGE BUILDING

34th Street and Sixth Avenue

Room 555

New York City

Phone Fitzroy 3688

Manufacturers and Sales Agents for

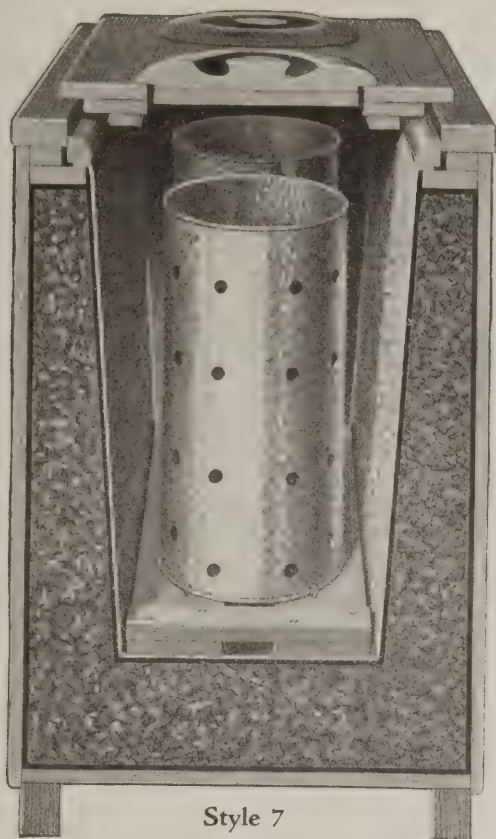
**ICE CREAM EQUIPMENT
AND SUPPLIES**

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Style 7

The Grand Rapids
ICE CREAM CABINET OF QUALITY

The Grand Rapids
ICE CREAM CABINET OF QUALITY



The Most Highly Developed Ice Cream Cabinet Ever Built

Style 7 presented here you will recognize as the most highly developed cabinet ever built. Note the following important structural features in the cut shown above:

Scientific taper style of insulation, originated by us and brought to its highest stage in perfection in this cabinet.

Corkboard insulation all around; 4 inches on bottom, 2 1/4 to 2 3/4 inches on sides, 3 inches on ends.

Armco Ingot Galvanized iron lining backed with heavy coating of specially prepared asphaltum which greatly lengthens life of lining and increases refrigeration and efficiency.

Heavy coating of asphaltum in which corkboard is applied to inner walls. Absorption of moisture is absolutely eliminated and a perfectly air tight wall produced.

Case construction unexcelled. Solid panels of glued cypress and redwood are firmly secured to extra heavy hardwood corner posts. Heavy cross-rails support bottom. Corners reinforced with galvanized iron.

Beautiful mahogany finish on all sides. Improved large brass outlet faucet on end of cabinet.

With a complete knowledge of the cabinet situation nothing but Grand Rapids cabinets will do in your business.

SEND FOR CATALOG AND PRICES

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Ave. N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,

SOUTH EASTERN SALES OFFICE AND WAREHOUSE,

CENTRAL SALES OFFICE AND WAREHOUSE,

NORTH WESTERN SALES OFFICE AND WAREHOUSE,

MERROW BROS. INC., 44 N. Market Street, BOSTON, MASS.

CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.

CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.

CHERRY-BASSETT-WINNER CO., 1139 Penn. Ave., PITTSBURG, PA.

A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

girl I sent you, and he'll see you any time. If he can't find five ways for you to break that contract inside of five minutes, he's no attorney of mine."

"But I don't want to break my contract," said Susan. "I feel the keenest loyalty to Maple Leaf—"

"You have a chance to leave it now," he outlined, "at double the salary they're paying you. Can you be sure of as good an opportunity, say three months from now? You have a year's contract, but the Maple Leaf Ice Cream Co."—he paused impressively—"may not last through the summer."

"Just what," Susan asked, "is going to happen to the Maple Leaf?"

Ledder hesitated a moment and then said:

"The day that Maple Leaf ice cream appears on the market—day after tomorrow—every dealer in the city and surrounding towns will be notified that Wiley ice cream is cut 20 cents a gallon. Some of your customers may last in spite of that, or Maple Leaf may be able to cut its price 20 cents, too, though the shoe will pinch—its manufacturing cost will be higher than ours. Suppose they make the cut, though. Very shortly there will be another. Wiley's will begin offering their dealers surprising discounts, large commissions. How much of this can Maple Leaf meet? Wiley could sell at a loss for a year, if necessary!"

There was a brief silence. The part of Susan Alice that was Alice had turned suddenly sick at heart. The part that was Susan asked levelly, after a moment:

"And then after Maple Leaf finally gives up, Wiley's would begin slowly to go back to their original price?"

"Of course. It would be just an episode for Wiley's. It might be an expensive episode, but Wiley's can stand the expense. I suppose you know that the huge financial backing of the Dalton creameries stands back of Wiley's?"

Susan nodded dully.

Ledder went on:

"Young Willard—your Maple Leaf president with us awhile. He should have known better than to try to buck Wiley's." Ledder paused. "I suppose you thought because we never paid any attention to fellows in the field we'd stand by and see our regular business imperiled." He took a match from his pocket, held it out and then with a smile, snapped it slender stick between thumb and finger.

"Well," he said, "that's Willard!"

He tossed the broken bits into a brocaded velvet jacket and leaned back in his chair, his arms folded, looking questioningly at Susan Alice. Although he returned his look calmly, for the moment she was seeing him. She was looking across a little table at a lard, exultant, boyish, drinking her health with coffee—Willard, who was to be snapped like a puppet by the big fingers of power. She did not speak, and several minutes Ledder said:

"Well?"

Susan Alice rose, abruptly ending the interview. "I suppose you meant to be kind in making that offer, so I thank you. But I don't care to consider it."

Ledder rose, too. He was not accustomed to being dismissed.

"You don't realize what you're doing," he said.

Susan smiled, a defiant little smile.

"You have made it very clear to me just what you're doing, Mr. Ledder," she said. "I've never been a fighter, but when I do get into a fight, I like to win on the same side I start. Good night."

(Concluded in next month's issue)



Don't Experiment

with your newspaper advertising

MAKE SURE!

Kunsman's Ready-Written
Tried-and-Proven

Ice Cream Service

will help you build up
prestige and increase sales

WRITE TODAY

for sample advertisement
and full particulars concerning the best Ice Cream Advertising service you've ever laid eyes on.

ADDRESS

KUNSMAN AD SERVICE

528 Washington Street

READING, PA.

NEW ICE CREAM FACTORY FOR BUFFALO

A new ice cream factory will be in operation in Buffalo, N. Y., within a few months. A committee has been formed and plans are being made for a factory with a capacity of 500,000 gallons of ice cream annually.

W. E. Telling, president of the Telling, Belknap & Co.; J. H. Schindler of the same concern; Val Bendfelt, president of the Bendfelt Ice Cream Co.; Waukegan, Wis., and T. L. Valerius, lately with the Watkins Dairymen's Manufacturing Co., Chicago, are up the personnel of the new organization. Capitalization is for \$1,000,000.

Mr. Valerius is at work on plans and specifications for the new plant.

If a suitable building can be obtained later, it will be remodelled at once, otherwise a new building will be erected.

Ice cream deliveries will be made in specialized trucks and iceless containers in the heat of summer. Tailers will entirely eliminate the necessity for salt.

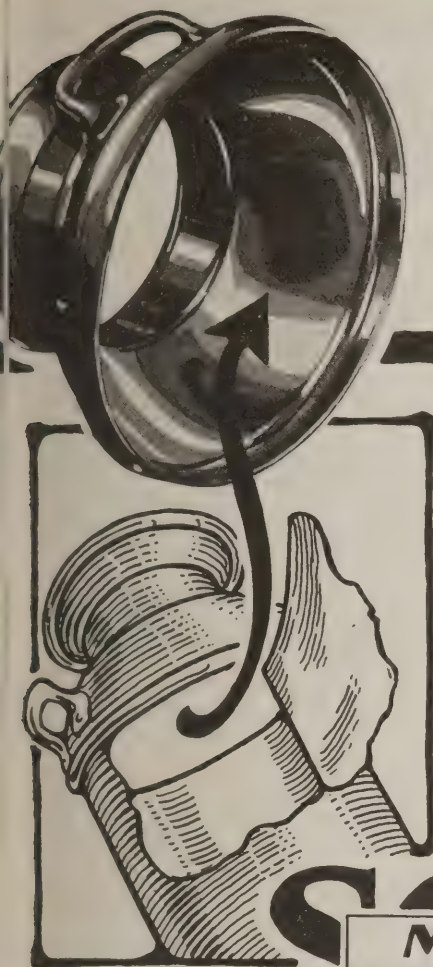
This new enterprise in no way affects the management of the firms in which the principals are interested. These gentlemen are experienced businessmen and have many friends in the industry who wish them well.



PERSONAL.

Jos. L. Huck, representing the St. Louis Ice Cream Company, St. Louis, Missouri, was a caller in our office one day recently. Mr. Huck was looking after the needs of his firm's many customers.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Look Inside — then Decide

IF MILK can buyers get "the inside" on milk cans before buying, the scrap piles of junked cans would not grow so fast.

Ever see a Solar seamless breast can discarded because the top gave out? Of course you haven't. These heavy gauge, tough, non-crushing, one-piece tops are still good when the rest of the can has given full service.

For years these Solar Seamless Breasts have been used. They have increased the life of all Solar cans by making a longer-lasting breast—the place where more than half of ordinary cans wear out first.

SOLAR MILK CANS

•MADE WITH SOLAR ALL-SEAMLESS BREASTS•

Why are Solar Seamless Breasts so good? The tuff they are made of is different from usual milk can steel. It's the finest sheet steel obtainable—and we pay more money to get it. Then too, it's heavy—2 if not 4 gauges heavier than even the best of other cans. Finally, the whole can top from the curl of the lip down to the flange of the breast is seamless. It is pressed—**cold**—from one sheet of this high-grade steel.

That is the big point—there is not a seam, crack, joint nor separate collar any place in-

side or out. No wonder they last—no seams to open up, to soak in moisture, to corrode, to rust apart nor to collect fat and bacteria. Nothing to prevent cans coming from the washer sweet, clean and sterile.

Now you know why Solar Seamless Breasts stand the racket—they are all one piece—none of those dangerous places for corrosion to work on and gradually destroy (rust out) the structure.

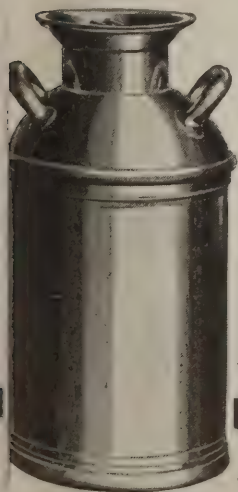
Solar Cans with Seamless Breasts are made in both Eastern and Western patterns—large and small necks with hoops or rolled bottoms.

Get **Solar** Milk Cans from your dealer—or write direct to us for catalog, prices, full information.

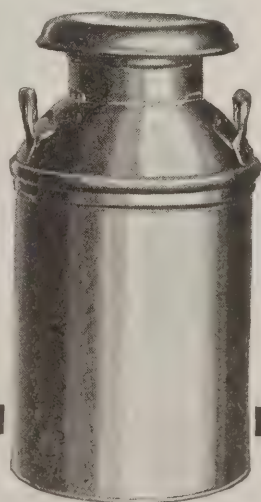
Solar - Sturges Mfg. Co.

Established 1864

838 West Congress Street, Chicago
50 Church St., New York City 84 Clay St., San Francisco



JERSEY
SPECIAL



HUDSON
SPECIAL

PURITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

AN AMERICAN'S IMPRESSION OF BRITISH ICE CREAM INDUSTRY.

London, W. I., July 14, 1923.

Editor Ice Cream Review:

My impressions of the ice cream industry in England, as gathered from my several weeks visit here, will no doubt prove of interest to yourself and readers of your valued paper.

Here the ice cream industry has just begun to take hold of the public. At present there are only a few manufacturers who will sell 4,000 to 5,000 gallons of ice cream a day; and the method of distribution for those is for the most part confined to their own chocolate and confectionery stores, restaurants, and hotels direct to the consumer.

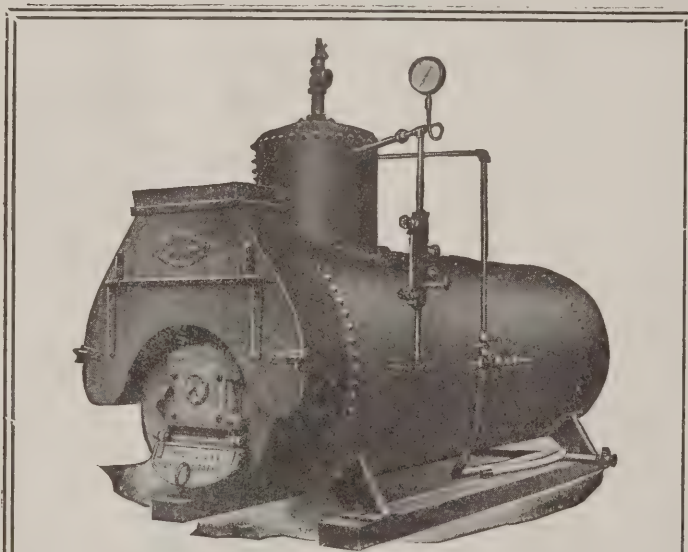
They do not have the large wholesale ice cream manufacturers as we have in the United States, nor have they the distribution through drug stores as we have. Drug stores here do not handle soda water, ice cream, candies, and cigars, but sell drugs, chemicals and toilet articles only.

The English public, however, show that they like ice cream and with the methods of distribution we have in the United States would soon become larger users thereof.

The principal flavors of ice cream here are vanilla, chocolate and strawberry. One or two of the larger manufacturers are, however, widening their field and putting out specials.

In my opinion it is only a question of time until ice cream will become very popular in England, and large quantities used.

Very truly yours,
SAMUEL H. BAER, President,
Blanke-Baer Extract & Preserving Company.



Before buying a boiler do not fail to investigate the superior merits of the famous

Leffel Scotch Marine Boilers

built by this company for over 40 years in a variety of sizes from 6 H. P. to 100 H. P., and to meet all requirements of the different State Boiler Laws. This boiler is confidently offered as meeting in fullest measure and most satisfactory manner every requirement of the trade, as amply proven by the large number of pleased customers using them for many years.

Complete catalog with information of interest and value on request.

Be sure and see our Exhibit at National Dairy Show at Syracuse in Space 171.

The James Leffel & Company

Box 328,

SPRINGFIELD, OHIO

Trade Marks Department

Conducted by National Trade Mark Co.,
Washington, D. C.

The following are trade-mark applications pertaining to ice cream pending in the United States Patent Office have been passed for publication and are in line for registration unless opposition is filed promptly. For information address National Trade-Mark Company, Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers, Ice Cream Review gladly offers to them an advance search of charge, on any mark they may contemplate adopting.

Ser. No. 169,904. (CLASS 19. VEHICLES, NOT INCLUDING ENGINES.) Ernest W. Hornung, doing business as The Hubbell Manufacturing Co., Cleveland, Ohio. Filed Sept. 25, 1922.

FROSTY BAR

Ser. No. 164,576. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) George K. Brown Co., Inc., Chattanooga, Tenn. Filed May 27, 1922.

* * *

Ser. No. 174,304. (CLASS 6. CHEMICALS, MEDICINES AND PHARMACEUTICAL PREPARATIONS.) B. J. & Company, Chicago, Ill. Filed Jan. 8, 1923.

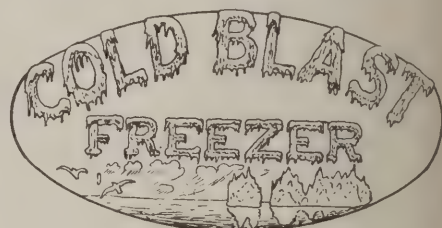
CARAMEL-INE

Particular description of goods.—Combined Color and Flavoring for Use in Food Products and Confectionery Ice Cream.

Claims use since 1910.

* * *

Ser. No. 178,574. (CLASS 31. FILTERS AND REFRIGERATORS.) Steinfeld Inc., New York, N. Y. Filed April 4, 1923.



No claim made to the word "Freezer" apart from the mark shown.

Particular description of goods.—Ice-Cream Freezer.

Claims use since Jan. 23, 1923.

* * *

Ser. No. 162,148. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Trenton Milling Co., Trenton, Ill. Filed April 11, 1922.

KLONDIKE SLICE

No claim made to the word "Slice" apart from the mark shown.

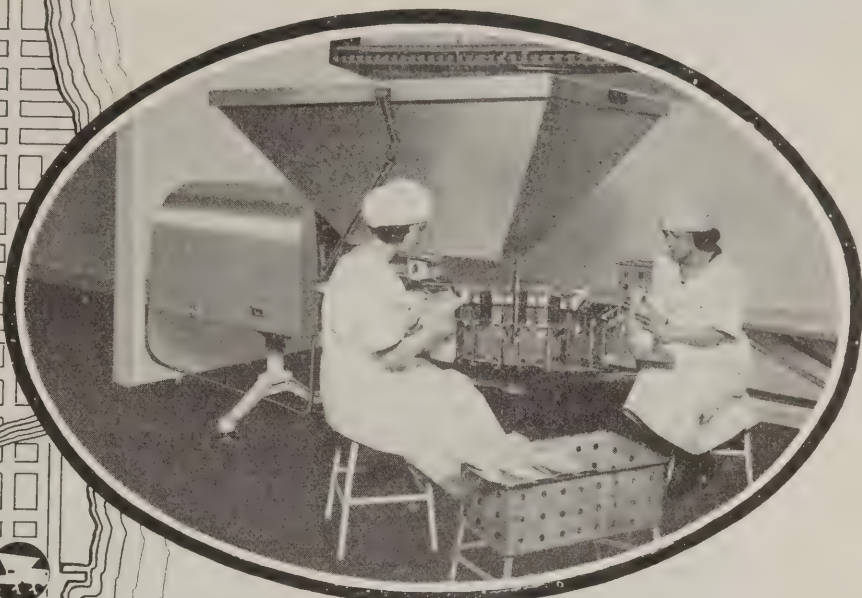
Particular description of goods.—Ice Cream.

Claims use since April 28, 1922.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Why 19

are in use in One City



Model A Ice Cream Packaging Machine in the plant of the Carroll Co., Chicago.

SOME REASONS WHY—

There are 19 Mojonnier Ice Cream Packaging Machines in Chicago alone:

THE MOJONNIER Ice Cream Packaging Machine—

1. Fills exact measured quantity.
2. Keeps Cream untouched by human hands.
3. Insures "fine bulk texture" in "brick ice cream."
4. Fills practically any type of package.
5. Hermetically seals into the finished package the fine flavors used.
6. Reduces "shrinkage" to a minimum.
7. Minimizes loss of ice cream in freezer and hardening rooms.
8. Improves the package.
9. Meets with unqualified endorsement of Dr. John Dill Robertson, for many years Chicago Health Commissioner.

What Chicago manufacturers have done en masse, other ice cream manufacturers from the Atlantic to the Pacific are doing. The Mojonnier method is now becoming the standard method for packaging ice cream of quality. 16-page booklet, "Packaged Ice Cream" sent on request.

Mojonnier Bros. Co.

MILK ENGINEERS

739 W. Jackson Boul.

Chicago

Sales Branches—New York—Columbus, O.—St. Louis, Mo.—San Francisco, Calif.
Manufacturers of the well-known Mojonnier Milk Testers, Vacuum Pans and Ice Cream Overrun Testers.

in use throughout
the country.

Chicago Users

Carroll Co.1
Certified Ice Cream Co.1
Columbia Ice & Ice
Cream Co.1
Cunningham, John T.1
Edman-American Ice
Cream Co.1
Early Ice Cream Co.1
Hedrox Co.1
Key Ice Cream Co.1
Lawrence Ice Cream
Co.3
Rainbow Ice Cream Co.1
Rejos & Co.1
Sidd Co., W. J.1
Standard Ice Cream Co.1
Tauber Sons Ab-
solute Ice Cream Co.1
Simpson Ice Cream
Co.1
Ill & Cooling Ice
cream Co.1
Tory Ice & Ice
cream Co.1
19

THE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

Sales Promotion

... A DEPARTMENT Intended to Assist the Manufacturer in Bolstering Up the Weaker Links in the Chain of Distribution

ICE CREAM WINDOW DISPLAYS EFFECTIVELY USED BY PHILADELPHIA MANUFACTURER

A sample of the biggest form of dealer co-operation is that offered by The Colonial Ice Cream Co., Philadelphia. Herewith is presented a photo of one of the many attractive window displays prepared by this company for its dealers.

It is published here through the courtesy of Morris Scheck, Scheck Advertising Agency, Philadelphia, who is editor of The Colonial Mixer. The Colonial Mixer is

The windows draw them in, and the service they gives draws them back again. Incidentally, the with initiative can sell them more ice cream than first wanted when they came in. A man often comes my shop for a dish of ice cream and leaves a package for the folks at home.

"Window displays are important, but it takes manship, too."



another form of dealer co-operation followed by the Colonial company. This interesting house organ is distributed among its dealers every month. It tells the dealers facts concerning commercial ice cream which better enables them to use selling points in handling this product.

An idea of how much good attractive window displays do toward helping the dealer sell more ice cream is given in a statement by one of the Colonial company's dealers, Aaron Baylinson, who says:

"My window displays are big factors in the sale of ice cream. Of course, it takes push, but that is necessary to sell anything, if you sell much of it. My idea of the failure of the average dealer to make more money from selling ice cream is, he does not give it the proper sales effort. Couple up sales effort and window displays, and the dealer will have a winning combination.

Other of the attractive window displays prepared by the Colonial company will appear in future issues of The Ice Cream Review.

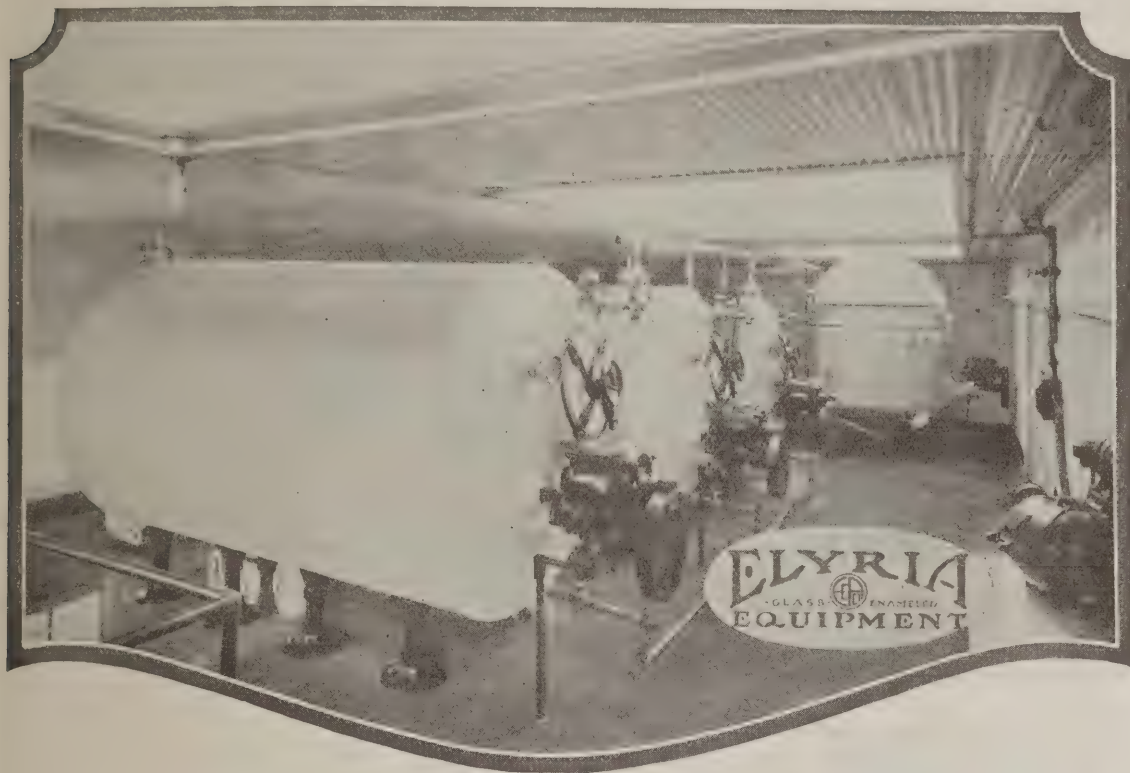
USES BLOTTERS FOR CHILDREN.

Ice cream advertising on blotters is a form that appeals to school children. The Hydrox Company, Chicago, Ill., gets out a small blotter which advertises Hydrox-Guernsey ice cream. It is in colors and contains a picture of an attractive little girl holding an ice cream cone, and the words "Purest Because Chosen." This is given away from the company's booth at local exhibitions such as food shows and county fairs, and meets the demand of the children for a sort of a souvenir. It is also the right size for enclosing in the regular business envelope.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ELYRIA GLASS ENAMELED STEEL EQUIPMENT

in the plant of the HUTCHINSON ICE CREAM CO.



THE Hutchinson Ice Cream Company of Des Moines recently equipped their new plant with Elyria Glass Enameled Equipment. In this plant, as in every Elyria-equipped plant, the equipment has met with complete success.

The Equipment Consists of—

- One 550-gallon Elyria Open Jacketed Mixer-Pasteurizer.
- Three 1000-gallon Insulated Jacketed Horizontal Storage and Ageing Tanks.

The Operating Results are, briefly—

1. PASTEURIZING—Heating from 35° to 145° in 30 to 35 minutes.
2. STORING—Cooling in storage tanks from 120° to 38° in one hour and a quarter using eight-degree brine.

The Advantages Include the Following—

1. ECONOMY OF SPACE—Compact; placed next to wall.
2. ACCESSIBILITY—Operating mechanism at front.
3. SIMPLE IN DESIGN—Low maintenance costs.
4. EASE OF CLEANING—Inside and Out. No ladders needed—manhole waist-high.
5. REQUIRES LESS SANITARY PIPING—Notice few feet of piping used.

We Invite YOU

to visit booths No. 131, 132 and 133 at the National Ice Cream Exposition. Our representatives will be glad to show you at first hand the advantages of Elyria's latest designs.

If you can't come to the show, by all means get your copy of our new catalog of

Ice Cream Equipment

ELYRIA ENAMELED PRODUCTS COMPANY, Elyria, Ohio

New York Chicago Boston Pittsburgh San Francisco Los Angeles
Indianapolis Minneapolis St. Louis
Canadian Milk Products, Ltd., Toronto, Ontario, Canada.

JUDGE NOT LEST YE BE JUDGED—CUT NOT LEST SOMEONE ELSE CUTS, TOO.

Cleveland Expected to Shatter all Records

Convention Attendance, Exposition Registration, General Representation of all Industry's Phases, Apparently Sure to Set New Mark in October

ALMOST sixty days in advance of the big convention-and-exposition week of October 22 to 27, inclusive, in Cleveland, it is plainly discernible that the sentiment of the industry is thoroughly and actively engaged in giving to 1923 the distinction of shattering all previous records of attendance at the national get-together, according to announcement from headquarters of The Association of Ice Cream Supply Men.

There seems to be no question on any side that the 1923 annual convention of the National Association of Ice Cream Manufacturers will have the largest attendance this year in the history of the organization. The convention dates are October 22 to 25. The Cleveland headquarters of the Association will be the Cleveland Hotel, and the sessions will be held in the Chamber of Commerce Auditorium, across the Public Square of Cleveland from the Cleveland Hotel, and within an additional three minutes' walk of the great Public Hall, in which will be housed throughout the week the Second National Exposition.

That the second National Exposition will experience the greatest registration that any supply men's show in the history of the industry has known also seems to be universally expected. Men who travel extensively for supply houses are reporting to their companies that many ice cream men who never before attended other than an occasional state convention are planning to visit the second National Exposition and to attend the sessions of the National Association's convention. Supply

houses are receiving reports also that many ice cream manufacturers this year than in any past are planning to send members of their executive staff and their important employees to inspect the exposition.

Hotel Situation Favorable.

The hotel situation in Cleveland fortunately is favorable to an increased attendance at the convention-and-exposition. Conservative reckoning of hotel accommodations that will be available show that six or seven thousand representatives of the ice cream industry could be comfortably taken care of, if necessary, in the year at the time of the conjoined 22nd annual convention and the first National Exposition three other large industrial groups were holding conventions in Cleveland with the result that the late arriving ice cream manufacturers were compelled to seek accommodations in hotels outside of the main business section. This year the ice cream industry has the right of way in all the major Cleveland hotels and, provided reservations are not put off until the last moment every one of the attendance expected will be able to obtain a comfortable room at regular rates in one of the modern downtown large hotels.

Heavy Reservations Reported.

It is understood that reservations running into hundreds of rooms, and many of these double rooms, already have been made for the convention-exposition week.

Members of The Association of Ice Cream Supply Men whose executive offices are in Cleveland have already been in conference with members of the exposition committee of the Association concerning finalized entertainment plans for the week. They have decided it be known, without announcing a complete program, that among the week's entertainment events will be a repetition of the "stag-smoker" which heretofore has characterized large supplymen's expositions. The "smoker" this year, according to the exposition committee, will be along the lines of the one held last year, viewed by 1,200 men, in that it will include many of the highest class entertainers in the country, and will be dignified and brisk throughout. Other events will include one evening's entertainment along unique lines for men and women. There will be entertainment throughout the week for the wives and families of ice cream manufacturers also.



Velvet

Chocolate melted in a Hamilton Steam-Jacketed Copper Kettle is as smooth as velvet.

Velvet-smooth chocolate will certainly not prevent velvety ice cream—will it?

No chocolate ever scorched or spoiled in a Hamilton. Every ice cream factory needs a Hamilton kettle.

Users are boosters.

Write for Data

Hamilton Copper & Brass Works Co.
HAMILTON :: :: OHIO

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Summer Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.
Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

E. CHAPELL DIES ON GOLF COURSE.

George E. Chapell, millionaire president of the Ice Cream Company, Chicago, and former dairy-farmer, died on the links of the Evanston Golf Course August 12, as he was playing a match with his son, A. A. Chapell. Mr. Chapell had been suffering from heart trouble for some time. He was 68 years old. He was born at Belvidere, Ill., May 20, 1855, and received his education in the public schools and at Oberlin College. He formerly was president and treasurer of the Ice Cream & Chapell Dairy Company, a concern now out of business. He was a member of the Elgin butter board and of the Century club in Elgin. He also belonged to the Birchwood Country, Ridgemoor Golf and other golf clubs. Mr. Chapell's wife died some years ago. He is survived by one daughter.

PACIFIC ASSOCIATION OFFICIALS GETTING READY FOR CONVENTION.

Officials of the Pacific Ice Cream Manufacturers' Association last month were getting an early start toward making plans for the association's annual convention at Vancouver, B. C., December 3, 4 and 5. Secretary H. Walker believes that his members are looking forward to the trip to the Canadian city. Canadian officials of the association have been looking forward to the association for some time, and this interest should conspire happily for a successful convention.

In a recent bulletin to members President W. V. S. Walker and Secretary Walker point out that the heavy season is over and that it is now time to begin plans for attending the convention.

NORTH CAROLINIANS URGED TO ATTEND NATIONAL CONVENTION.

North Carolina ice cream manufacturers are urged to attend the National Exposition and the annual convention of the National Association of Ice Cream Manufacturers at Cleveland next month, in a bulletin issued by J. Dixon, secretary of the North Carolina Ice Cream Manufacturers' Association.

J. Dixon, who has for several years been an enthusiastic supporter of the national association, urges membership of his body to make reservations at the earliest moment. The North Carolina Association was represented by seven members at the national convention. Officials of the Carolina association are much better showing this year.

M. V. KOHNSTAMM DEAD.

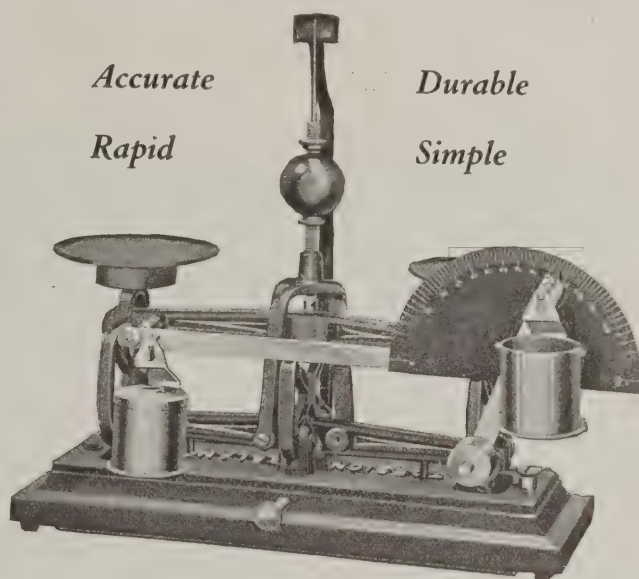
Victor Kohnstamm, vice-president of H. Kohnstamm & Co., Inc., New York and Chicago, died suddenly at his home in Chicago on July 22. Mr. Kohnstamm had been in charge of the Western business of the company for 40 years, was born in Bavaria. He was 75 years old. Besides his widow he is survived by three sons, Otto Kohnstamm. The firm is well known to ice cream manufacturers throughout the country.

HAROLD A. SINCLAIR ILL.

Friends of Harold A. Sinclair will learn with regret that he is seriously ill with pneumonia at his summer home at Fisher's Island, New York. His condition had not yet been reached late in August, but Sinclair has always been strong and rugged, and it is expected that he soon will be on the way toward a complete recovery.

Ice Cream Overrun Scale

Eliminates Guesswork and Insures a Uniform Product



No. 4600

Graduated dial gives direct readings in percentage of overrun. Determinations speedily made and with great precision. No calculations necessary. No weights required. No cost to operate. No special skill required. Uses only about two oz. of frozen cream.

Designed at the suggestion of the U. S. Dept. of Agriculture (Dairy Division) and supplied to U. S. Government and prominent ice cream plants for the rapid and accurate determination of overrun or inflation of ice cream.

Container on the left is filled with unfrozen mixture—container on the right with frozen ice cream; the dial pointer moves until scale balances. The percentage of overrun reads directly from dial, reading from 0% to 140%.

The two 4 inch weight plates permit the scale to be used for the ordinary weighing of any commodity up to 2 lbs. (1 kg.) when weights are used. Price, complete with 3 containers.....\$50.00

For sale by leading jobbers.

The Torsion Balance Co.

Main Office: 92 Reade Street, New York City

Factory:

147-153 Eighth Street
Jersey City, N. J.

Branch:

31 West Lake Street,
Chicago, Ill.

Branch:

49 California Street
San Francisco, Cal.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

John Wood Co. "Picnics" in Atlantic City

Every year the John Wood Manufacturing Company and their employees hold a picnic for one day. This year the Pennsylvania Railroad provided a special train with fourteen coaches, and every one was filled with John Wood executives, employees and their families.

The train started from Conshohocken at 7:20 A. M. and made but one stop before reaching Atlantic City. Long before 7:20 the crowd was packed around the station while hundreds of others were lined along the rails of the bridge above.

This was a day that was looked forward to by the men and their families. Morning found them coming over the big stone bridge that crosses the Schuylkill,

and each envelope contained a dollar bill given by president, Mr. Sutcliffe.

Arriving, the crowd separated into many parties. Everyone sought their own particular pleasure. "America's Play Ground." Hundreds went in boats and sunburn was, and still is, the most conspicuous that John Wood held another annual picnic. The room in the factory, officials say, is considering or more oil to replace that used for sunburn this past year.

The ocean and the "Steeple Chase" were most popular with the children, and some of the grown-ups too. Some went in the pool at Heinz's Pier; others went up to the inlet and took a sail.



John Wood Mfg. Company's Family at Picnic.

with bright smiles, and holiday clothes. The children in their frank enjoyment revealed the happy spirit that was shared by all.

A six-piece orchestra played in each coach. As the train crossed the Delaware bridge the entertainment committee opened up the express car ahead and brought



The Committee.

in individual bricks of Colonial ice cream and a basket of pretzels. By actual count we found that ice cream was more popular than pretzels.

The weather was fine, but real hot; regular ice cream weather. About the time everyone had their ice cream eaten, the committee came through with a basket of envelopes. These were given to every child on the train,

and everybody strolled the boardwalk.

With eight miles of boardwalk, and amusement along every foot, you can bet no one had a dull moment and everyone was tired but back at the train at 10 P. M.

There were no stragglers, and everybody was home before midnight. Comment heard since was, the committee handled every detail in splendid shape, that this was about the nicest picnic they have had.

The distance from Conshohocken to Atlantic City is about seventy-five miles, and the train made the trip in two hours. Everything was anticipated and prepared for so that everyone, from the John Wood officials to the smallest kid, voted this a real day, and as they neared home the kids that were not asleep were saying "Yes, We Have No Bananas."



YUNCKER TO REPRESENT ZIPP MANUFACTURING CO. AT EXPOSITION.

Representatives of the Zipp Manufacturing Company, Cleveland, O., will be quartered at Hotel Winton, according to announcement by officials of that firm. The company's exhibit at the Exposition will be in Booth No. 153. C. J. Yuncker, president of the Michigan Ice Cream Boosters, will be in the Zipp company's booth.

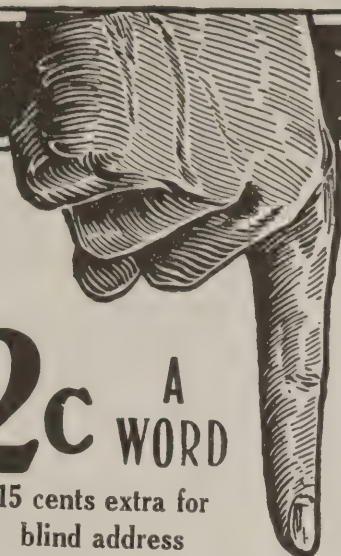


You'll make better ice cream if you get "The Ice Cream Review."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WANT

DEPARTMENT



2c A WORD

15 cents extra for
blind address

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

POSITION WANTED

POSITION WANTED—As working manager by capable and experienced ice cream maker. Understands the business in all its branches. Can take full charge of all details. Prefer place in the West or South. Please state salary and other particulars in first letter. Address R-443 The Ice Cream Review. 9-23

WANTED—A position by a man who can handle both ends of ice cream making, market milk, cottage and soft cheese. Also have some buttermaking experience. State salary and permanency of position. Address Glen C. Lyons, Norton, Kansas. 9-23

POSITION WANTED—As production manager of market milk or ice cream plant or to take charge of ice cream department in connection with market milk. Technical training and practical experience in both ice cream and market milk production. Best of references. Address: R-596, The Ice Cream Review. 9-23

POSITION WANTED—By a first class butter and ice cream maker with eighteen years experience. Understand mechanical refrigeration. Can furnish references. Address R-595 Ice Cream Review. 9-23

POSITION WANTED—As production superintendent or plant manager by man of 16 years experience in dairy work, last six years as production superintendent of a string of plants. Dairy school graduate. Can furnish best of reference. Address: R-597, The Ice Cream Review. 9-23

FOR SALE BARGAINS BUSINESS

FOR SALE—Old established milk, butter and ice cream business. Went over \$100,000.00 mark last year. Also exclusive makers of the "400" drink here. Price \$26,000.00. Will give time on part payment with good security. Address R-379, Ice Cream Review. 10-23

FOR SALE—A milk and ice cream plant in a New England city of 25,000, only plant in the city. Now handling between two and three thousand units of milk and cream daily. Thirty to forty thousand gallons of ice cream yearly. New, modern equipment, business rapidly increasing. Will sell control or entire plant. We need business manager who must be a large owner. Address R-470 Ice Cream Review. 10-23

FOR SALE—Ice cream factory located in a town of about 12,000. Main line of railroad with branch line north and south. Growing business and up-to-date plant. Address R-503 Ice Cream Review. 9-23

FOR SALE—On account of the death of the senior member of one of the oldest up-to-date wholesale ice cream and milk plants in a city of 50,000 in Central West, is for sale. This plant is fully equipped in every way and will invoice near \$100,000.00. Can be purchased with or without real estate, and on good terms. Address R-537 Ice Cream Review. 9-23

FOR SALE—Creamery, ice cream and milk plant in a prosperous town of about 6000 population in Northern Missouri. Business on a good paying basis. Good reason for wanting to sell. Address R-570 Ice Cream Review. 9-23

FOR SALE—One of the best ice cream plants with a big business in one of the largest oil fields of the South, everything in first class condition, no junk, in fact most everything new, plant has been kept up to date. Reason for selling, owner has two businesses that are over a thousand miles apart, and cannot give personal attention to both, so offer the best property for sale. You must act quick as some one is going to buy it. Address R-582 Ice Cream Review. 9-23

FOR SALE—Creamery and 12 room house in town of 700. Ice house holds 5,000 cakes of ice. Factory 30x80. Barn and coal shed in connection. Equipment consists of two Ford trucks; two separators—one for whey and one for milk; two vats; large cheese press; three pasteurizers; large milk cooler; butter churn; butter printer; 200 cream cans; 20 horsepower boiler good as new; three horsepower motor; three horse-power gas engine, and complete ice cream outfit. Price \$17,000. Half cash. F. D. Steinert, Abbotsford, Wis. 9-23

FOR SALE CREAMERY.

Concrete block 30x60, new buildings, 2 good wells, machinery in first class shape, electric light, price \$7,500, \$4,000 first payment.

Creamery, frame building, 44x96, built in 1919. Manufactures butter, ice cream and cream cheese, machinery all new. Two and one-half acres of land, two trucks new this spring and two other ones. One block from R. R. station, good outlet for all products. And 7 room house price \$35,000; will consider trade.

Creamery building 22x48. House 26x26, store building 116x24, about one acre of land. Price \$3,500. For information write to F. D. Steinert, Abbotsford, Wis. 9-23

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 9-23tf

FOR SALE—1-1,000 pounds Dual churn. 1,300 gallon Cherry pasteurizer. 2-Wash sinks; 1-plate form scale; Tests, scales, and bottles; 1-24 bottle tester; Friday butter printer with 15 boxes; 2-5 horse power motors (38); Belting, shafting; 15-horse power boiler; 1-Northey cooler capacity 100 tubs butter; 140-qt. c. p. freezer; Brine box 7 pump; 100 gal. C. P. pasteurizer and mixer. All of this machinery is in very good shape and will be sold at a bargain at the Asselin Creamery Co., Norway, Mich. 10-23

FOR SALE—32 H. P. Olin gas engine, with shafting, pulleys, belting, wall hangers and clutch, price reasonable, in good running order. Address R-501 The Ice Cream Review. 8-23

FOR SALE—Cottage cheese in one, two or five tub lots, shipped date of make. Rock Lake Creamery, Lake Mills, Wis. 9-23tf

WAY DOWN HERE

We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2 cents a word to let the World know through the "Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.

HELP WANTED

WANTED—The Everhot Manufacturing Company, Maywood, Illinois, desire to get in touch with a salesman now in the ice cream, dairy and creamery to show him how he can earn additional weekly compensation. Address: The Ice Cream Review. 9-23

ER WANTED—An experienced farm or city market milk man, with 100 or more, can make a good contract with a modern wholesale ice cream and milk plant, located in one of the most progressive cities in the Central West. Do not reply unless you have the experience and the ready money. Address: R-538, The Ice Cream Review. 9-23

WANTED—High-grade man who can make fine creams and ices, frozen cakes, parfaits, Mousses, etc. Wages considered, what we want is the man who can sell. Zeller Bros. Catering Co., 17 Pherson Ave., St. Louis, Mo. 9-23

MAN—A wonderful opening for a class traveling salesman of exclusive to the wholesale ice cream and creamery trade in flavoring extracts, and colors, for an old established business in Chicago. Give us your experience in territory covered. Address R-551 Ice Cream Review. 9-23

WANTED—High class man for creams, individual forms, special orders. State experience, salary and references. Address R-545 Ice Cream Review. 9-23

ER WANTED—Ice cream maker must be able to take full charge of manufacturing end and also be in a position to take part interest in a well established and growing business. Address: R-591 The Ice Cream Review. 10-23

ED—Salesman acquainted with cream and dairy trade in Michigan, Ohio and Western Ohio to sell retailing new cans, bottle crates, etc.; and opportunity for salesman who can meet requirements. Address R-580 Ice Cream Review. 9-23

WANTED—Salesman to sell gelatin commission as main or side line in Mississippi or south of Ohio River. Being well known long established business. Address R-578 Ice Cream Review. 9-23

ADVERTISERS!—Men: men, men—the cry of the day! If you need any men in business today, read the following ads and you can use any of these. The men these men are advertising here are as unusually progressive. Write them and give them a chance to sell their goods to you. "Ice Cream Review," Milwaukee, Wis. 9-23

BUSINESS OPPORTUNITIES

ED—I want as a partner an experienced ice cream man, or milk man, who use a high class bookkeeper, or one who has \$25,000.00. Am doing all alone a year and need help and no trifiers need apply. A good opportunity for the right man. Address: The Ice Cream Review. 9-23

S, BROKERS, DISTRIBUTORS—We pay you to investigate this unique opportunity to handle an edible gelatin particularly well adapted to Marshmallow and ice cream. Old established business. Territories now open for representation. Address: Community W. E. Miller—17 State Street, Chicago. 10-23

ED—I want as a partner an experienced ice cream man, or milk man, who use a high class bookkeeper, or one who has \$25,000.00. Am doing all alone a year and need help and no trifiers need apply. A good opportunity for the right man. Address: The Ice Cream Review. 9-23

ED—High class bookkeeper or accountant, familiar with milk plant and creamery accounting especially detail work, with sales accounting and general bookkeeping. State age, past experience, and general ideas concerning bookkeeping, etc. Address: R-602, The Ice Cream Review. 9-23

PERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

FOR SALE—One Type H motor driven automatic Milwaukee bottle filler and capper. One retainerless type, belt driven Davis-Watkins bottle washer, capacity 3 cases per minute. One De Laval clarifier, 8,000 lbs. capacity. One Davis creamer, manufactured by Manton Gaulin Co., capacity 200 gal. per hour. Weber Ice Cream Co. of Sedalia, Mo. 9-23tf

FOR SALE ENAMEL LINED TANKS—

1—Horizontal blue enamel lined tank 6'6" outside dia. 12-30 inch rings, \$1,500.00.
 5—Horizontal blue enamel lined tank 6'6" outside dia. 2-30 inch rings, \$700. each.
 5—Vertical blue enamel open top tank 6'6" outside dia. 2-30 inch rings, \$500. each.
 1—Vertical gray enamel open top 5'6" outside dia. 1-30 inch rings, \$450.00. 480 gallon, with agitator.
 1—Vertical closed top blue enamel steam jacketed, 3'6" outside dia. 4'6" deep with enameled agitator—225 gallon, \$700.00.
 18—Vertical gray enamel open top flat bottom 2-36 inch rings, 2,100 gallon \$300 each.
 18—Vertical closed top 9'6" diameter, 6,300 gallon—\$600.00 each.
 16—Vertical closed top 9'6" diameter, 5,500 gallon—\$600.00 each. Chas. S. Jacobowitz, 1382 Niagara St., Buffalo, N. Y. 9-23tf

FOR SALE—Owing to the purchase of two of the local ice cream companies, we have the following equipment for sale: Four Tyson 40-quart freezers, motor driven; two Cherry 60-quart freezers, motor driven; one Emery Thompson 40-quart vertical freezer, belt driven, used one month; one Allman Gas Engine Co.'s tub freezer, self-emptying; one 400-gallon Cherry pasteurizer, used one season; eight delivery trucks with Meyer bodies; one trailer, 5 or 7 tons capacity, which has been in use for a short period for carrying ice cream to the Niagara Falls branch; one Creasey 50Y ice crusher, with hopper attachment. Any further information will be gladly given. Rich Ice Cream Co., 470 Spring St., Buffalo, N. Y. 9-23tf

FOR SALE—One belt driven No. 1 viscolizer used slightly for three years. One Hussman refrigerated counter nearly new. One mixing vat 100 gallons. This is surplus equipment which we are pricing reasonably. Address Nevada Milk Products Co., Nevada, Missouri. 9-23

FOR SALE—Type B, No. 70, Manton-Gaulin homogenizer in good condition. Replaced by a larger machine of same make. Coon Ice Cream Co., Inc., Lewiston, Maine. 9-23

FOR SALE—Account of installed motor equipped machinery in building: 1 200-gal. Wizard (C. ener; 1 100-gal. Wizard ripener; Victor ice crusher (9¼x13½); 220 volt, 1200 R. P. M. Generator direct current motor with nature; 1 3-H.P. variable speed motor starting box; 65 ft. 1 15-16 steel and 12 hangers; 17 ft. 1 7-16 steel and hangers; 10 pulleys, variable 1 13-tube, 1½ in. tubes, 42 in. 10 lar cooler, capacity about 600 this equipment is in good operation and is priced right. Wri Olsen, Kansas State College, Dail Manhattan, Kansas.

FOR SALE—One 150 gallon e teurizer without circulating tank, cellent condition, \$150.00. Address Ice Cream Review.

FOR SALE—A 100 quart motor driven brine ice cream. Used only a few weeks. A very a price for quick sale. Address R Ice Cream Review.

You can't afford to miss a single the "Ice Cream Review." Did you your renewal?

HAVE YOU HAD YOUR ESKINOODLES?

If you're just an ordinary mortal you've at one time or another apologized to people because you mash your ice cream while nonchalantly spreading it over a piece of pie.

You've done a lot of other things to make the ice cream less solid, too. Now comes C. K. Nelson, the inventor of Eskimo pie, with a life-saver.

It's an aluminum contrivance which produces eskinooodles.

Remember when mother used to put a slice of meat in the meat chopper and it would all come out in noodle like form? Well, that's just exactly what happens to a

scoop of cream when the chopper bears down. Result—eski-noodles.

There are lots of advantages to eski-noodles, ing to C. F. Wade, general counsel of the Eskimo Company.

If you put 'em in a cone, why, you can separate noodles and pour in a little chocolate and make dae out of a plebeian cone.

But think how much more the lady with a te toward sweets can partake of this new confection something to think about—if you're a man and isn't till next week and you're rushing a girl.—Evening American.



Visit us at Cleveland in space No. 125. Arrange to inspect our plant while at the Exposition.

"Save the surface and you save all" Paint & Varnish

Clean Up and Paint Up

These two slogans of the paint trade are particularly applicable to the Ice Cream Industry. Use



selecting bright, attention compelling colors for tubs and cans. Paint your personality on each container, that each one may arrest the attention of the passerby and unconsciously impress him with the quality of your product and the cleanliness of your plant.

There's a DERYCOTE for interior walls and ceilings, as well as one for trucks, wagons and delivery equipment. There are DERYCOTE varnishes and stains for cabinets, and DERYCOTE stencil pastes for tubs.

All are made to meet the peculiar requirements of Ice Cream Manufacturers.

Send for color card. New and lower prices are now in effect.

THE NATIONAL PAINT & VARNISH CO.
 CLEVELAND, OHIO, U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ag Sem.

The ICE CREAM REVIEW

UNIVERSITY OF ILLINOIS LIBRARY

OCT 5 1923



Make the CHERRY Exhibit
Your Headquarters at the



Ice Cream~A National Industry



J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa Peoria, Ill.

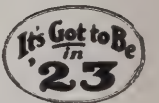


Table of Contents

EDITORIALS.

Buying Mileage for Syracuse	4
Cleveland Getting Ready	5
The Exposition Extra	5
"Grownups is Funny"	6
Jack Frost Back on the Job	6
The Ice Cream Industry is Sound	6
Milady is a Good Buyer	6
Attracting Money	6
Ice Cream Men and Hack Drivers	6

ARTICLES.

List of Associations	2
Bulletin of Events	6
Plans Shape Up National Ice Cream Expo- sition	8
Ice Cream Representation at Syracuse	9
The Newest Plant in the Northwest	10
Stage Is Set for Great Dairy Classic	26
History of the National Dairy Show. By the Editor	28
Other Contributors:	
H. B. Gurler, First President	38
H. E. Van Norman, President	40
C. W. Larson, Chief of Dairy Divi- sion	40
J. A. Walker, Who Made the First Show Possible	42
W. E. Skinner and E. Sudendorf	44
Prof. Baer's Inquiry Department	48
Pioneering the Ice Cream Industry of Iowa	56
The Value of Trade Marks to the Ice Cream Manufacturer	96
The Cost of Broken Ice and Grades of Ice to Use. By Wilbert Sailer	58
Book Review—Technical Control of Dairy Products	64
Robb Tells of Ice Cream Industry's Devel- opment in Pacific Northwest	66
Important Clarifications of Fair Practices Code	66
The Feminine Slant (Conclusion)	68
National Dairy Show's Appeal to Ice Cream Industry	133
Simplicity in Ice Cream Mix. By John Claiter	139
A Sermon on Salesmanship. By Mercury	142
Ice Cream Enjoys Distinctive Advertising at Wisconsin State Fair	143
Advertising Setting the Pace	151

NEWS AND PERSONALS.

New Ice Cream Law in Michigan	25
Hydrox Corp. Earnings Show Gain	25

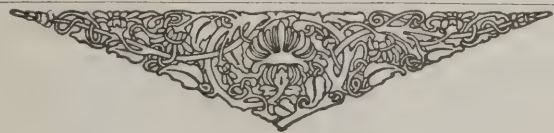
Michigan Trade Notes	54
Trade Notes on Dairy Exposition	84
Trade Notes	134
News From Far and Near	135
Praises Wheat Ice Cream	136
Trade Marks Department	137
Black Headed South	137
From Roy Jennings—"Eggsactly."	138
Ice Cream Electric Display Excites Pub- lic Interest	144
Sugar Situation—Factors Affecting Price Movements	146

WAY DOWN SOUTH IN DIXIE.

Boosting Winter Consumption Occupies Thoughts of Southern Ice Cream Manu- facturers	88
Southern Association's Membership Cam- paign	88
Southerners Getting Ready for National Convention	89
Arkansas "All Het Up"	89
Hot Springs Excursion to Feature Southern Convention	90
Officials Drive to Make Little Rock Con- vention Great "All Southern Gathering"	90
Southern Convention Program Not Com- plete	90
Dixie Flyers Called to Service in Member- ship Campaign by Southern Association Officials	91
Little Rock "City of Roses"	92
Arkansas Manufacturers to Meet Decem- ber 3	92
Oklahoma Association Names Convention Headquarters	92
Kentucky Organization Formed	94
Texans Discuss Convention Plans	94
Dixie Flyers—"Pete" Miller Says Con- vention Will Be a Winner	136
Carolina Special to National Convention	136
Dixie Mail Bag—Sam Landau	140
"Miss Florence" Sends Greetings	140
Arkansas Scenes to Be Visited by Southern Convention Delegates	141
Georgia Meeting Changed to October 4	146
Southern Convention Dates	148
Ladies' Auxiliary to Dixie Flyers	152

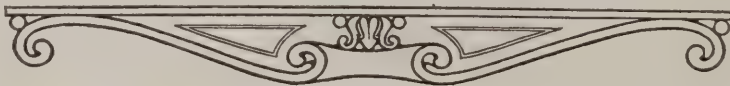
CONVENTION NEWS.

Program National Ice Cream Convention	86
New Englanders Forming Convention Plans	144
Minnesota and North Dakota Manufacturers Meet	148
Pennsylvania and Jersey Manufacturers Ready for Convention	149
Iowa Makes Preliminary Convention Plans	149



Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	103	Leffel & Company, The James.....	138
Allen Candy Co.....	103	McCormick Company, Inc., The.....	101
American Copper & Brass Works.....	148	McSavaney Company.....	41
Anderson Bros. Mfg. Co.....	87	Manning Manufacturing Co.....	152
Ass'n of Ice Cream Supply Men.....	3	Manton-Gaulin Mfg. Co., Inc.....	98-99
Atlantic Gelatine Co.....	65	Matot, D. A.....	73
Baker Ice Machine Co.....	81	Merrell-Soule Sales Corporation.....	107
Barber-Goodhue Company, A. H.....	85	Michael & Co., David.....	35
Beehler Steel Products Co.....	60	Milligan & Higgins Gelatine Co.....	117
Berger, Chas. A.....	13	Mojonnier Bros. Co.....	67
Bessire & Company.....	144	Mono Service.....	69
Blanke-Baer Extract & Preserving Co.....	52	Mulholland Co., John H.....	15
Canvas Products Corporation.....	43-58	Myles Salt Co., Ltd.....	139
Cassell, W. W.....	45	Nafis, Inc., Louis F.....	62
Cherry-Bassett-Winner Co.....	53-61	National Fruit Flavor Co.....	64
Cherry Co., J. G.....	Cover II	National Paint & Varnish Co.....	119
Chicago Carton Co.....	27	Nelson Manufacturing Co., C.....	29
Chittenden Turner & Co.....	106	New Era Company, The.....	25
Cincinnati Extract Works, The.....	117	Northwestern Corporation.....	149
Citrus Products Co.....	33	Nutting Truck Company.....	144
Clifton Manufacturing Company.....	133	Oakes & Burger Co.....	109
Commercial Truck Co.....	133	Perfection Mfg. Co.....	121
Corrizo Extract Co.....	109	Pfaudler Co., The.....	80
Creamery Package Mfg. Co.....	125	Purity Paper Vessels Co.....	34
Creamery Package Mfg. Co.....	Cover III	Rice & Adams Corp.....	77
Crown Fruit & Extract Co.....	63	Richmond Cedar Works.....	135
Crystal Gelatine Co.....	113	Rogers, C. E.....	57
Daigger Corporation.....	Cover IV	St. Louis Awning & Tent Co.....	136
Dairy World.....	70	St. Louis Gelatine Co.....	42-60
Daly Brothers.....	128	Sanitary Tinning & Manufacturing Co.....	134
Decy Sales Co., R. J.....	94-123	Schall & Co.....	68
Downey-Turnquist & Co.....	142	Schantz, Inc., K. W.....	112
Dry-Zero Insulation Co.....	39	Schroeder Lumber Co., John.....	56
Dunn Company, Thos. W.....	121	Scott Manufacturing Co.....	107
Edible Gelatine Manufacturers of America, Inc.....	51	Sealright Co., Inc.....	17
Electro Chemical Co., The.....	54	Sethness Company.....	119
Elyria Enameled Products Co.....	76	Sinclair, Harold A.....	111
Emery Thompson Machine & Supply Co.....	127	Smith & Mann.....	123
Eppelsheimer & Co.....	106	Specialty Brass Co.....	71
Eskimo Pie Corporation.....	131	Stollwerck Chocolate Co.....	138
Essex Gelatine Co.....	136	Stout Manufacturing Co.....	24
Everhot Mfg. Co.....	59	Sutherland Paper Co.....	31
Ford Co., The J. B.....	74-75	Swift & Company.....	116
Fortune Products Co.....	125	Tag-Bak.....	96
Geuder, Paeschke & Frey Co.....	100	Taylor Instrument Companies.....	112
Glacifer Company, The.....	145	Texas Barrel Co.....	137
Gifford-Wood Co.....	113	Thompson-Bremer & Co.....	115
Grand Rapids Cabinet Co.....	22-23	Tiffany & Co.....	147
Grothe Co., Inc., John J.....	47	Timm, Wm. H.....	11
Gumpert & Co., S.....	93	United Iron Works, Inc.....	1
Hamilton Copper & Brass Works Co.....	154	U. S. Freezer & Machine Corporation.....	37
Hansen's Laboratory, Inc., Chr.....	111	United States Gelatine Co.....	18
Heathized Products Company.....	78-79	Viking Pump Co.....	82
Homer Manufacturing Co.....	49	Vilter Manufacturing Co.....	143
Horine & Bowey Co.....	21	Walt's Welding Works.....	105
Hudson Mfg. Co., The.....	97	Want Ads.....	153-154
Hughes Gelatine Co.....	142	Wardrop Co., Inc., G. W.....	135
Icicle Sales Co.....	104	Warner Jenkinson Co.....	19
Impruv-Mix Co., The.....	20	Westerlin & Campbell Co.....	70
International Co., The.....	16	Whitten Co., J. O.....	66
Jamison Cold Storage Door Co.....	129	Wicander & Co., Inc.....	137
Kohnstamm & Co., H.....	105	Wirfs, E. J.....	72
Kunsman Advertising Service.....	150	Wood Manufacturing Co., John.....	7
Ladd Company, John W.....	53-95		



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Second NATIONAL EXPOSITION

and Convention of The Association of
Ice Cream Supply Men

The 23rd Annual Convention NATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

Cleveland Oct. 22-27

the ice cream industry of the
whole continent.

manufacturers, great and small.

discussion, visualization, exam-
ination, comparison of ideas,
experiences, methods, equipment,
processes, plans.

convention sessions Monday to
Thursday inclusive. For members
and non-members of the National
Association.

Exposition open Monday to Satur-
day inclusive to all commercially
interested in ice cream.

Social events and the country's fin-
est entertainment talent daily from
Monday until the end of the week.

The Exposition itself among the
country's largest industrial shows---
60,000 square feet of displays, all-
comprehensive of the industry's
essentials.

Reserve rooms promptly, Hotels
Cleveland, Hollenden, Statler,
Olmstead, Winton.

Fare and one-half round trip rail-
way rates.

4,000 persons will be there!

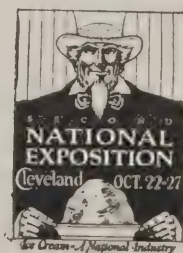
The Show is Not Over Till the Week is Over
COME TO STAY UNTIL SATURDAY!



**THE ASSOCIATION OF
ICE CREAM SUPPLY MEN**

1328 Broadway

New York City



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY
THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of
"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

OCTOBER 1923

MEN engaged in all branches of the dairy industry, at this writing, are packing grips and buying mileage for Syracuse. It seems sure that the great international dairy drama which will reach its climax during the National Dairy Exposition, October 5 to 10, will attract the largest and most representative gathering of dairy interests ever assembled in this country.

Much attention will be given to the ice cream business this year. The dairy show always has held more or less interest for ice cream manufacturers, but it seems that this year there will be more manufacturers of the frozen beverage on hand than ever before.

The industry will be formally represented in the official proceedings by the executive committee of the National Association of Ice Cream Manufacturers, headed by President Charles G. Morris.

The World's Dairy Congress opens at Washington, October 2, with dairying representatives of many foreign countries present. After the carrying out of an interesting international program, the scene shifts to Philadelphia. Then on October 5, attention will be centered on the National Dairy Exposition at Syracuse. Some of the ice cream industry's leading supplymen will be present.

President H. E. Van Norman announces the Ice Cream Review that there will be special feature program for ice cream manufacturers. The ice cream scoring contests.

It is earnestly recommended that ice cream manufacturers visit the dairy show. If nothing to study the progress being made in dairymanship trip will be very profitable.

The ice cream industry is vitally concerned with the welfare of the dairy industry, along with many of other dairy products.

All roads lead to Syracuse. Take one of them.

CLEVELAND is getting ready for her guests. Ice cream manufacturers of that city are looking forward to that role as hosts to the ice cream convention.

Officials of the National Association of Ice Cream Manufacturers report that events rapidly are being prepared up for a lively convention. A good program is prepared.

Officials of The Association of Ice Cream Suppliers say they have plans complete for an exposition of interest. It will be larger and even more spectacular than last year's, we are told.

Last year Cleveland proved itself to be an ideal city for the national ice cream classic. It has, in truth, earned the title of "Capital of the Ice Cream Industry." At least, it can be regarded as a temporary capital during the week beginning October 9, it will be the headquarters of the two great national bodies governing the ice cream industry, and also will receive probably the most representative gathering of ice cream men in the industry's history.

Call it ice cream capital or not, Cleveland this year will be the Mecca for men who look to the advancement of the frozen beverage industry.

WE have good news for readers of The Ice Cream Review. An extra edition will be published on Oct. 15, devoted exclusively to the Convention and its position in Cleveland.

The Ice Cream Review is published on the first of each month. The National Dairy Exposition opens at Syracuse, N. Y., on Oct. 3, while the big dairy show in Cleveland begins Oct. 22.

How to serve these two big events of interest to the ice cream business in one issue, published on the first of the month, was a real problem. We put the question to some of our friends and the suggestion came from several of our advertisers that an extra edition would "do the trick."

That was a splendid suggestion, as subsequent developments have proven, but how to do it was the real question. We took the matter up with the postal authorities and finally succeeded in getting permission to issue an extra edition on the plea that we are really serving the industry by doing so.

has met with the hearty approval of our is the extra edition will prove. They are with us splendidly, and almost without expense the plan. They realize that an issue, exclusively to the Cleveland events, and published a few days prior to the opening date, will cause great interest among ice cream manufacturers and it will result in a greater volume of business (Cleveland).

So this means a lot of extra work in this interests would be better served by combining events but we could not serve the industry. So look for a big Extra Edition of The Review on Oct. 15th. Subscribers will receive it at no cost.



As a world of wisdom in the puzzled observation of the little girl who said, "Grownups is funniest of the grownups think so, too. Children together and have foolish little quarrels, and make them and laugh at their childish serious-children quarrel and "make up." They get on with their playing together.

Business men engaged in the same industry in town, with interests wholly in common, won't take the time to get together and do anything—quarrel together. (They sometimes do that to the other's back.)

At one of the conventions last winter a gentleman associated advertising said, "I've been in this body for five years and I would like to do at least one thing in concert if nothing more could be talked around the block and tell folks to eat ice cream. Everybody said he was right. Yet, this plan is not settled yet!

Grownups "is funny," and grownups in the ice cream industry are just as funny as any others.



Winter weather is coming—in some sections has already arrived. Old Jack Frost is back on the job and whether we want him or not, he is to be with us several months.

There are many reasons to believe that the ice cream industry will work more energetically and more intelligently to boost winter consumption in the future than in the past. We have found out that it can be done, and it can be done should not be put off because of the weather required.

It is too early yet to tell just what the past "season" has been like in volume. The extended cool weather and the fall were keenly felt, it is sure, and sales for the next months probably were not as high as hoped for.

The particularly encouraging feature is the good work going on to uphold volume. People can be taught to eat ice cream in the winter. There are few who still foolishly believe that a cup of warm arms anyone up for cold weather. The temperature of food has nothing to do with the temperature of our bodies.

Every winter little boys and girls run out in the snow, scoop up some of it and make a little "snowball cocktail," flavored with kitchen extracts. Their parents help them eat it.

Some day some ice cream manufacturer with imagination and an understanding of timely appeals to human beings, is going to work up some tempting ads featuring ice cream in snow scenes and winter sports.

When we make ice cream appeal to the imagination, it also appeals to the appetite.



IN THIS issue we are telling the story of the struggles and triumphs of the men, who, year after year, have so generously given their efforts to the upbuilding of dairy prosperity through the National Dairy Show. Men who understand the constructive development promised by this agency will be especially interested. We believe, in reading of the dairy show's beginning and steady growth in the face of all kinds of obstacles. It is important dairy history. Its progress is significantly linked with dairy progress.

We feel that our readers will feel equally as indebted as we to the many folks who have co-operated with us in presenting dates and data in connection with dairy shows of the past, and also to those who have expressed their views upon what the shows of the future promise for the industry's development.



MANY a stormy wind has blown since the ice cream industry first began to take its stand among ranking commercial pursuits. Progress made thus far is most satisfying, and with so much of the early pioneering problems overcome, it should be easy for everybody to recognize the importance of working together for the common weal. When we stand together, stormy winds don't bother so much.

There never was a time when co-operation was more necessary. There never was a time when there was more to be gained by fair and square teamwork or more to be lost by the failure to so act.

Every man with the average human spark of ambition has every right to court success for his own individual enterprise. A full and complete return upon business invested should be expected. But the men who are to do their own business and this industry the most good are the ones with the cool, common courage to recognize that trade and trade practices must be kept safe for the rank and file, and at the same time to realize that so long as one man is to make greater investment of money, effort and facilities, he has every right to commensurate returns.

Slight as it is, the tendency to draw lines of classification in the industry must be discouraged. The only serious danger to the industry lies in those who would be persuaded that there is any danger.

Economically, the ice cream industry is sound. Its

scheme is well defined. Its place in human affairs is well fixed. Out of the travail of early stages it has emerged in a healthy, vigorous condition, with nothing but continued progress and prosperity to be expected if every man sticks to the guns.

The ice cream industry is no place for a quitter. It is no place for a whiner. Every man gets out of it exactly what he puts into it, and if one man forges steadily ahead, it is not the part of sterling American manhood to wish him evil for his success.

The little man and the big man all have important work to do. This work cannot be accomplished by pulling in different directions. It calls for earnest conscientious, co-operative effort. The so-called little man has no one working against him. The only real work that should be recognized is that in which everybody strives toward a greater outlet for every manufacturer of ice cream.

This is no time nor place for quibbling or quarreling. It is no time to call attention to the size of one man's business except in that it shows what all of us can do by building up the market.

Who is the little man in the industry? The only little man in anybody's industry is the man who will not recognize fair play to all.

A man may operate a plant no larger than a cracker box and still be big and broad enough in mind, heart and principle to do his dead level best every day and wish best o'luck to the gentlemen of fortune's favor. Such stock is the backbone of this industry and all the stormy winds will not prevail against it, my masters, from now till kingdom come. Amen.



MANY of us sing our songs and drink our toasts to fair lady without a thought of the full import of our actions. Chivalry? Indeed no. Just common sense. When we sing the glory of the queen of the American home today, we sing of a real queen, a business queen, a buying, bartering, bossing queen. She bosses not only the kiddies (and sometimes hubby) but also dollars.

Milady is a good buyer. She is the best business booster in the land. It should be remembered in pushing ice cream sales that we are not doing business with business men; we are dealing with women, who are more careful in the selection of goods than anybody else.

It is all right to show pictures of pretty girls in impressing the food merits of ice cream, but it must be kept in mind that a healthy, bouncing baby pictured in connection with ice cream is sure to carry appeal. pretty women don't care beans about other pretty women, but men and women of all kinds love their kiddies. Make them feel that ice cream adds to the health and happiness of little ones, and there will be greater interest. But, most important of all, be sure that it is good for little ones and everybody. Then all the people will buy and call you blessed. Otherwise, they will call you something else.

"THAT man just naturally attracts money. How often you hear that or a similar applied to men who succeed. All success. Every man who makes his mark seems to have time of it.

The only man who attracts money is the man who has something that people want. Emerson says: "A man but make better mousetraps than his neighbors, the world will make a pathway to his door."

While that is not all that is necessary in the way of highly competitive advertising campaigns, the product is the safest and most reliable way to lead people to the pathway leading to your door.



SOME ice cream manufacturers remind you of a hack driver who was forever seeing how close he could cut his hack toward a certain high bank and falling over. Let the manufacturer cut too close to the quality and its over the precipice for him.



A VERY time an ice cream manufacturer is paying his "respects" to a competitor, he is making the passage in the Book of Wisdom: "An man opens his mouth and shuts his eyes."



SOME ice cream manufacturers make excuse for a low price rate and an effort to "get by." Others make a quality product and make good.

BULLETIN OF EVENTS

World's Dairy Congress—Washington, D. C., Oct. 2-3; Philadelphia, Oct. 4; Syracuse, Oct. 5-10, 1923. H. E. Van Dine, President, 426 Star Bldg., Washington, D. C.

"PROSPERITY"
Follows The Dairy Cow

Everyone interested
in Better Dairying
is going to the
**NATIONAL
DAIRY EXPOSITION**
Syracuse, N.Y., Oct. 5-13



National Dairy Exposition—New York State Fair Grounds, Syracuse, N. Y., Oct. 5-13, 1923, W. E. Skinner, 910 So. 3rd Ave., Chicago, Secretary.

National Association of Ice Cream Manufacturers—Annual Convention, Cleveland, Ohio, week of October 22, 1923. Secretary, N. Loewenstein, 155 N. Clark St., Chicago, Ill.

Association of Ice Cream Supply Men—Second Annual Convention, Public Hall, Cleveland, Ohio, October 22-27, 1923. Secretary, Roberts Everett, 1328 Broadway, New York.

Association of Ice Cream Manufacturers of Pennsylvania—Annual Convention, Nov. 13 to 15, 1923, Alto Hotel, Alto, Pa.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, November 21, 22 and 23. Convention headquarters Hotel Tulsa. Secretary, J. B. Porter, Tulsa.

Texas Ice Cream Manufacturers' Association—Annual Convention, Galveston, November 26, 27 and 28. Secretary, White, Mistletoe Creameries, San Antonio.

Southern Association of Ice Cream Manufacturers—Eleventh Annual Convention, Little Rock, Ark., December 4, 5. Convention headquarters, Marion Hotel. Secretary, Clopton, Decatur, Ala.

Pacific Ice Cream Manufacturers' Association—Annual Convention, Vancouver, B. C., Dec. 3, 4 and 5. Secretary, Walker, Tacoma, Wash.

North Carolina Ice Cream Manufacturers' Association—Convention, Winston-Salem, January 15 and 16, 1924. Convention headquarters, Robert E. Lee Hotel. Secretary, E. Dixon, Fayetteville, N. C.

Kansas Association of Ice Cream Manufacturers—Annual Convention, Wichita, January 22, 23 and 24, 1924. Secretary, B. T. Perkins, Pittsburg.

Louisiana Association of Ice Cream Manufacturers—Convention, Baton Rouge, sometime in January, 1924. Secretary, N. F. Manning, Monroe.

Western Canada Ice Cream Manufacturers' Association—Convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.

*Electric
Weld*

Solderless Cans

80% *of Modern Plants Use*
"Electric Weld" Cans

In four short years, they have grown in popularity, until one season's production, if placed end to end, would reach nearly 90 miles.

Samples for next season are ready. They show added refinements in strength and appearance that you will approve.

If you come to Cleveland in October, visit our booths, numbers four and five. You will like the can, and be interested in a new money saving idea that will prolong the life of your cans.



JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.

Plans Shape Up for National Ice Cream Exposition

Supply Association Announces Details of What is Expected to be Greatest Show in Industry's History

THE National Convention-and-Exposition of the ice cream industry, duly scheduled for the week of October 22nd in Cleveland, apparently will open with a bang, according to the Association of Ice Cream Supplymen.

The opening of the doors of the Second National Exposition of The Association of Ice Cream Supply Men will place the ice cream industry among the foremost score of American industries in the size, scope and importance of annual commercial and educational shows, officials of that organization believe.

The opening session of the 23rd annual convention of the National Association of Ice Cream Manufacturers is expected to discover a larger attendance than has ever been present before at any convention session, anywhere, or of any organization, in the ice cream industry.

The show will be in the \$6,000,000 Cleveland Public Hall, where The Association of Ice Cream Supply Men's National Exposition was held last year. Sixty thousand square feet of floor area or an increase of one-third over last year's area will be filled with displays of machinery, supplies, equipment and special services which will cover the entire range of the modern ice cream plant's requirements, as to both producing and merchandising.

The show will open Monday noon, October 22, and will extend throughout Saturday, October 27. The show will close at 6 o'clock promptly each day and will open, after Monday, at 9 o'clock each morning. Adequate luncheon facilities will be provided to accommodate all visitors who do not care to return to their hotels before evening.

Admission to the exposition will be by registration only as has been customary in past years. Any person who can indicate a legitimate interest in the ice cream industry, commercial, manufacturing or educational, will be admitted for such length of time and under such provisions as the regulations of the exposition management will provide.

The first session of the 23rd annual convention of the National Association of Ice Cream Manufacturers

will be held Monday afternoon in the Auditorium, the Chamber of Commerce building, facing the Public Square, about a three minutes' walk from the Public Hall in which the exposition will be held. Further sessions, will occur at hours to be officially announced by the National Association of Ice Cream Manufacturers, on Tuesday, Wednesday and Thursday in the same auditorium. Such program announcements as has been made indicate that all the sessions will be particularly practical, the subjects treated being of a practical nature and of a general discussion.

The Association of Ice Cream Supply Men is in charge of the exposition. The National Association of Ice Cream Manufacturers, which is emphasizing the events of the week, is in no sense completing their inspection of the exposition. On Saturday, the two final days of the exposition, the subjects of the exposition will be arranged for the benefit, The Association of Ice Cream Supply Men, given assurance that the exposition will be a success and other events of special worth while the exposition will occur.

The National Association of Ice Cream Manufacturers will make its headquarters at the Cleveland Hotel, which is in the Chamber of Commerce Auditorium, in which the sessions will be held. The Cleveland Hotel faces the Public Square. The Cleveland Hotel is some five minutes' walk from the Public Hall, where the exposition will be held. The hotel is the headquarters of The Association of Ice Cream Supply Men. The Winton Hotel, which is unable to accommodate all the rooms at the Cleveland

Hotel, no one hotel in the city can accommodate all the ice cream manufacturers who will be present, may be accommodated at the Hollenden, Statler and Olmstead Hotels. The Winton Hotel also is prepared to take care of the overflow of ice cream manufacturers if, after its own men guests are accommodated, its facilities prove

SCHEDULE OF EVENTS

Convention-Exposition Week, Cleveland.

MONDAY MORNING—

- 9 A. M.—Registration of Delegates to National Association of Ice Cream Manufacturers' Convention, Auditorium, Chamber of Commerce.
- 12 Noon—Opening Second National Exposition, Public Hall.
- 2 P. M.—Opening Session, National Association of Ice Cream Manufacturers.
- 5:30 P. M.—Reception of The Association of Ice Cream Supply Men to ice cream manufacturers, Ballroom, Cleveland Hotel.

TUESDAY—

- 9 A. M.—Session, National Association of Ice Cream Manufacturers. Fashion Show, Women's City Club.
- 3:30 P. M.—Entertainment for wives and families of ice cream manufacturers by The Association of Ice Cream Supply Men.
- 7 P. M.—Annual Banquet, National Association of Ice Cream Manufacturers. Entertainment provided by The Association of Ice Cream Supply Men, Rainbow Room, Winton Hotel. Dancing afterward.

WEDNESDAY—

- 9 A. M.—Session, National Association of Ice Cream Manufacturers.
- 2:30 P. M.—Entertainment for wives and families of ice cream manufacturers by The Association of Ice Cream Supply Men.
- 8 P. M.—Theater party for ladies, Palace Theater.
- 8 P. M.—Annual Smoker, Association of Ice Cream Supply Men, with ice cream manufacturers as guests, Auditorium, Masonic Temple.

THURSDAY—

- 9 A. M. and 2 P. M.—Session, National Association of Ice Cream Manufacturers.
- Session National Association of Ice Cream Manufacturers.
- 3:30 P. M.—Entertainment for wives and families of ice cream manufacturers.
- 8 P. M.—Theater party for wives and families of ice cream manufacturers by The Association of Ice Cream Supply Men.
- 8 P. M.—Dance Diabla, for ladies and gentlemen, Masonic Temple.

FRIDAY—

- 9 A. M.—Exposition opens for day.
- 2:30 P. M.—Entertainment for wives and families of ice cream manufacturers by The Association of Ice Cream Supply Men.
- 6:30 P. M.—Annual Banquet, Salesmen's Club of The Association of Ice Cream Supply Men, followed by business meeting and entertainment.
- 8:30 P. M.—"Man-About-Town" night, Entertainment throughout the city for special parties of ice cream manufacturers and supply men.

SATURDAY—

- 9 A. M.—Exposition opens for day.
- 9:30 A. M.—Convention session, The Association of Ice Cream Supply Men, Public Hall.
- 12 Noon—Entertainment feature for ice cream manufacturers, wives and families, Public Hall.
- 6 P. M.—Exposition closes.

(Continued on page 25.)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ice Cream Representation at Syracuse

A Brief Treatise on Some of the Reasons Why Ice Cream Manufacturers
Are Going to the National Dairy Exposition
By FRED E. ERIKSEN

WITH the approach of the seventeenth annual National Dairy Exposition at Syracuse, N. Y., October 5 to 13 inclusive, it is gratifying to note the genuine interest already manifested by all branches of the dairy industry. This manifestation states clearly that the industry recognizes the importance of the basic idea back of the National Dairy Association's activities.

Contrary to the opinion of those, who fail fully to understand the intimate and vital relationship existing between the dairy industry as a whole and the ice cream industry, all indications point to a very representative attendance at the National Dairy Exposition. It is only natural.

Unminded leaders in the ice cream industry, men without insight and sound business judgment know only that permanent and assured success in their industry is directly and indirectly dependent upon the success of the dairy industry itself. These men are going to the National Dairy Exposition this year (as in the past,) for they believe this all-comprehensive exposition brings them in closer contact with, and affords more concrete visualization of the phases of the dairy industry which have an important bearing upon their own business.

An ice cream manufacturer obtains at the dairy exposition first hand information pertaining to the economical and efficient production of the chief ingredient of the product he manufactures and sells. Such information is exceedingly valuable to him in the management of his business and proves especially helpful in his relations with his farmer patrons.

* * *

To illustrate further, let me relate an experience I had several years ago. In one of the poorer dairy sections of the United States, I attended an ice cream manufacturers' convention. Preceding one of the afternoon sessions, a struggling but ambitious agent had driven me about the neighboring country among farmers from whom these ice cream manufacturers would presumably secure their raw material. I found twenty-eight country schools closed because the "low-salaried" teachers were not available. I saw wretched dairy farming conditions—scrubby, insanitary barns, no silos and inadequate facilities in every hand. There was a pitiable attempt at

the convention, as conventions go, was good. The marketing, plant management and merchandising aspects discussed at the convention were ably handled by the speakers. It was a "rousing" good convention. But when the agricultural agent modestly "spoke his message" that afternoon and pleaded on the behalf of these ice cream manufacturers becoming concerned about the farming conditions existing in the midst, his plea received no responsive recognition. The ice cream men at the convention appeared to be wholly unaware of the important fact that they must take a part in furthering the cause of the dairy industry in their own locality. They didn't have the dairy idea. Apparently, they failed to recognize these distressing farm conditions seriously affected the dairy industry. That there was anything they should do to alleviate these conditions did not occur to them.

Obviously enough, these same manufacturers were not going on neighboring and distant states as their

source of raw cream supply and complaining about it. Still, right at their very door lay a potential field, awaiting only the encouragement and guidance for development such as naturally follows when men are imbued with the dairy idea and purpose.

I use this rather homely illustration to emphasize the fact that no one branch of the dairy industry can afford to disregard or ignore the basic principles underlying the dairy industry. For any one branch to disassociate itself from the activities and efforts of the "mother" industry is fatal.

* * *

THE progress of the dairy industry is always reflected in every branch of the industry. All branches progress as the dairy industry progresses. No one branch is so entirely independent of the whole industry that it can hope to succeed alone. Nor can it shirk its responsibility in sharing with the other branches the onslaughts of the dairy industry's enemies. Poor farms; scrub cows, inadequate facilities, discontented dairy farmers, adverse dairy legislation, closed country schools, etc., do concern milk plant operators, ice cream manufacturers, creamery and cheese factory operators as well as farmers.

To best meet these onslaughts, to present a united front and to better understand and more quickly recognize its "subtle enemies," the dairy industry works as one great family, including all the branches and directing its activities impartially. The National Dairy Association is this family. Its annual exposition is a great inspiring visualization of the progress made. It is all-comprehensive.

* * *

YES, indeed! Ice cream manufacturers are coming to Syracuse to witness the exposition and to be a part of it. They appreciate its importance and the necessity of their presence. As a part of the dairy industry they, too, want to keep in close contact with the activities of the National Dairy Association, feel the pulse of the dairy industry, note its progress and lend their support in its struggles—always ready to join with the other branches to uphold and further strengthen the underlying principles of the dairy industry. This they can do best in co-operation with the entire dairy industry.

There is, of course, an added attraction this year in that sessions of the World's Dairy Congress will be held at the dairy exposition. Also, that delegates from thirty or more foreign countries will participate in the opening of the exposition on the morning of October 5. These sessions, the important meetings that will follow and the presence of the distinguished "dairy delegates" from across the sea will afford additional inspiration which leaders in the ice cream industry surely do not intend to miss.

From north, south, east and west, from Canada and other foreign countries come reports foretelling a record breaking attendance at the National Dairy Exposition. It will be a stupendous affair—a great gathering of all dairy interests; an event amazing in its comprehensiveness, covering every phase of the dairy industry and correlating all its activities for the general profit and benefit of everyone.

Yes, ice cream manufacturers are coming to Syracuse.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

The Newest Plant in the Northwest

The Ives Ice Cream Company Celebrates Its Forty-fifth Birthday
by Opening Handsome New Plant

THE new plant of the Ives Ice Cream Company at Second Avenue and University, S. E., Minneapolis, Minn., ranks as one of the finest and most completely equipped ice cream plants in America. When one considers the enormous strides that have been made in the last few years in this industry and the excellent plants that have sprung up almost over night in nearly every city, the distinction of possessing one of the finest is something to be proud of.

The new plant, which shortly will be opened for public inspection, has another unique distinction. It typifies the growth of a fine, substantial business commenced by the present owner, A. H. Ives, forty-five years ago in Minneapolis and carried on through all the passing years under the same management.

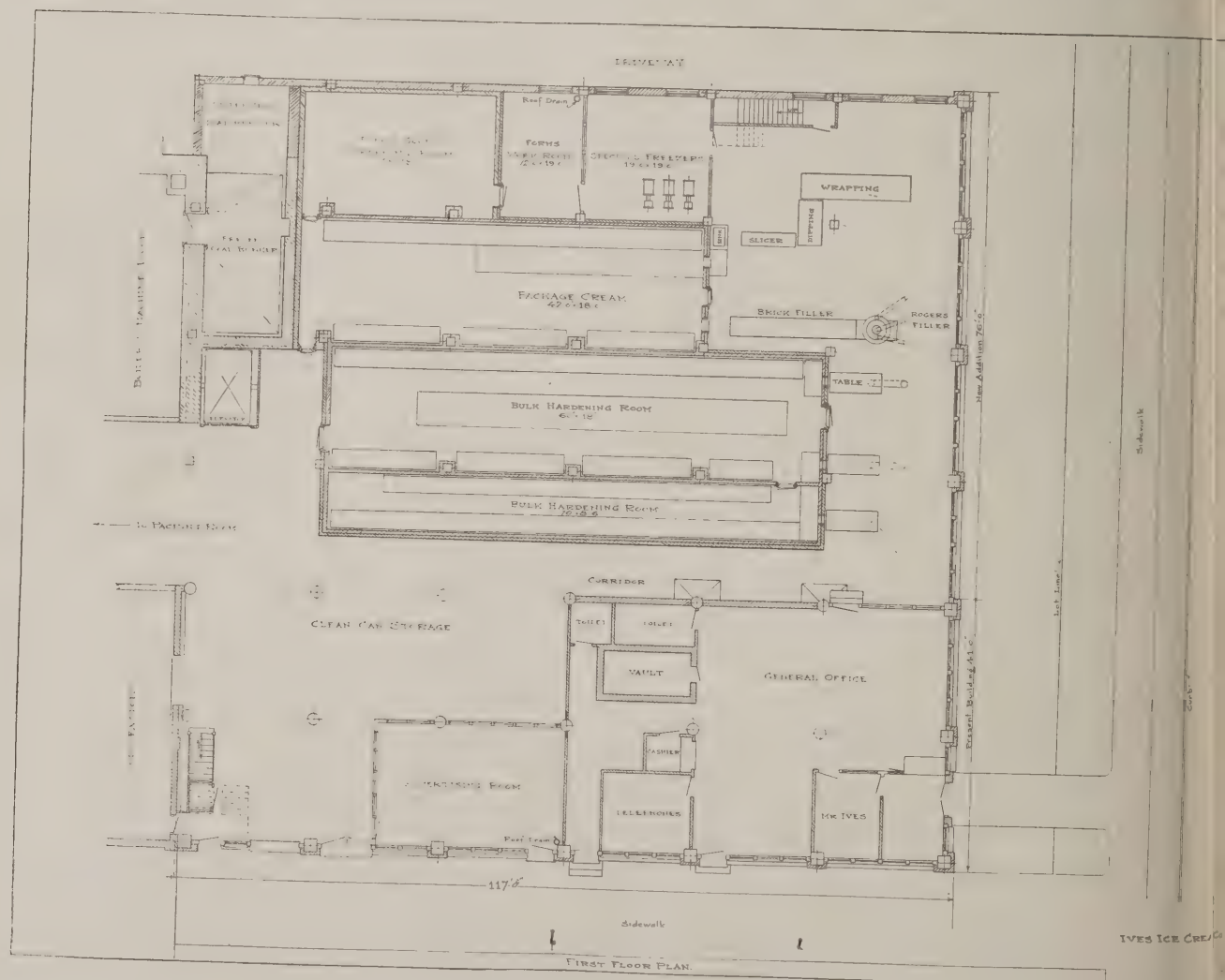
Forty-five years ago the business was commenced in one little storeroom at 219 Central Avenue, shown in the picture on the next page; today it occupies almost an entire city block. Two men and a boy did all the work there was to be done, while today, during the summer season, the Ives' payroll includes more than 150 people. One little forty-quart hand-power freezer

used to turn out all the ice cream that was needed frequently it was idle for lack of a market. The plant six eighty-quart and six forty-quart freezers running practically constantly at full speed. The capacity of the plant is a million and a half each year.

Today eighteen automobile trucks and eleven horse wagons are required to supply the hundreds of dealers who serve ice cream in every block of Minneapolis and the great shipping business which the company enjoys.

To grow from a one-horse plant into one of the great establishments of the country; to continuously increase a property from small beginnings to great proportions and to retain the friendship and confidence of thousands of dealers through all the passing years is a great accomplishment. And A. H. Ives, the man who originated with him, and the big family of employees proud of the accomplishment.

The first power plant was a horse power tank and later a one-horse winch was added, but it



First Floor Plan of Ives Ice Cream Co. New Plant.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

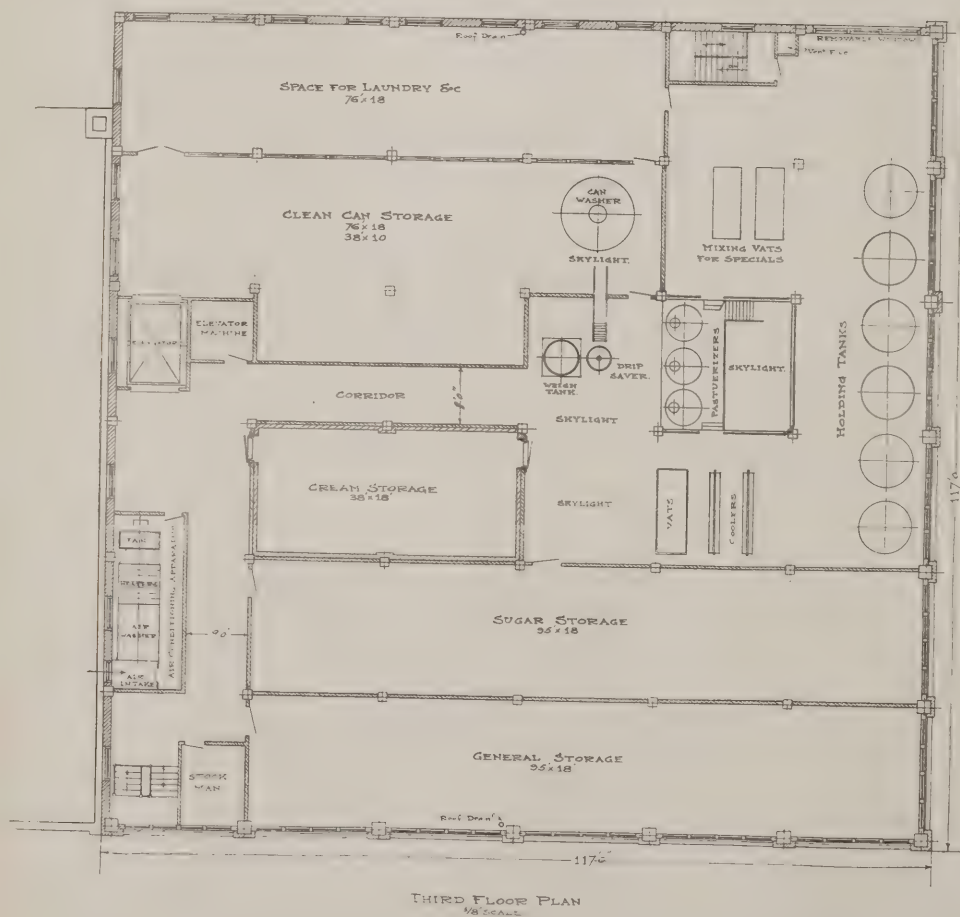
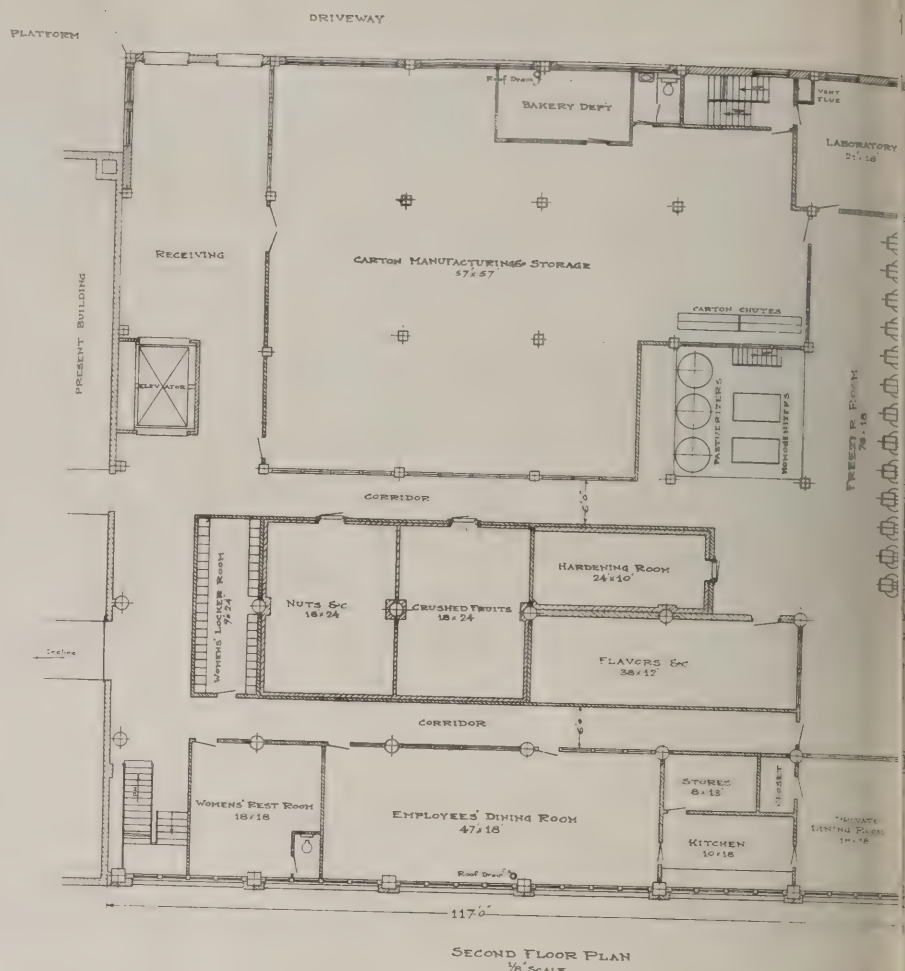
Engineer and Architect
for the
Dairy Industry

Perry Building PHILADELPHIA

these being very successful, a four horse-power steam engine was installed. One small horse drawn wagon delivered all the ice cream the company made and without much difficulty it covered the whole city of Minneapolis and its suburbs. Today Ives wagons are on every street and the huge trucks that carry the favorite dessert to hundreds of dealers are common city sights.

In 1883 the company was moved to 621 Nicollet Avenue, but after a year this location was considered too far out of town and another move to 244 Hennepin Avenue, then next to the post office, was made. When this location and plant became too small, another shift was made to 425 Jefferson Street and in the transit, a candy business that had been an adjunct to the ice cream business was dropped. About this time another freezer and another horse and wagon came into action and the company was then fully launched.

In 1898 property at 215 Second Avenue, S. E., was secured and what then seemed quite a pretentious building, 60 x 65 feet, was erected; although the first floor of this structure was sufficient to handle all the busi-



ness. From that start in the city, the business has grown the present plant, and a comparison of the present plant with such comparison were possible would reflect the wonderful growth of the ice cream business not only in Minneapolis but in all America.

The exterior of the new plant is of tapestry brick and it is so built back far enough from the street to accentuate the clean, industrial character of its architecture. The tiled walls are used in all the manufacturing and processing departments and the floors throughout are of Terazza marble. The woodwork everywhere is covered with white enamel and the scrupulous cleanliness of the entire plant will be both a joy and revelation to the careful housewife.

One unique feature of this plant, not often found in other ice cream plants, is a splendid cafeteria dining room for employees with a capacity for seating eighty people. Attractively furnished with white enameled tables and comfortable chairs, it invites the employees to a well-equipped kitchen adjacent to the dining room. The kitchen supplies excellent meals. On the same floor and immediately adjacent to the dining room is a

(Continued on page 81.)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying the Berger Specialized Service to which free reference can be made

- Crescent Creamery Co. - St. Paul, Minn
- Minnesota Milk Co. - St. Paul, Minn
- Kemps Ice Cream Co. - Minneapolis, Minn
- Ives Ice Cream Co. - Minneapolis, Minn
- Hayes Ice Cream Co. - Minneapolis, Minn
- Metropolitan Milk Co. - Minneapolis, Minn
- Flynn Dairy Co. - Des Moines, Iowa
- Waterloo Creamery Co. - Omaha, Neb.
- Skoug Candy Co. - Sioux Falls, S. D.

For Ice Cream Making plants covering Buildings, Machinery and Equipment.

Twenty-five years experience in designing and supervising equipment of manufacturing plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

401 PHOENIX BUILDING

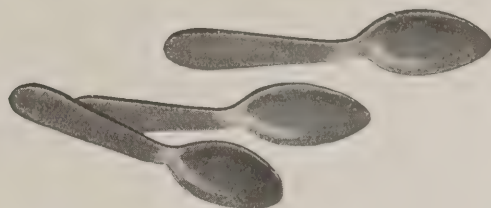
MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.
Registered Engineer and Architect in the State of Minnesota.



From a very humble beginning, in the building shown on the left above, Mr. Ives (right) has developed a business in manufacturing ice cream which requires the entire plant shown in the center. This plant is 117 by 117 feet in size. Other views are the dining room and restaurant for employees, 18 by 45 feet, with kitchen in rear; part of a bulk storage room, 18 by 70 feet, with storage space of 3550 square feet; girls rest room. Freezing room may be seen through windows on the left.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



VISIT OUR SPECIAL DISPLAY

CLEVELAND Oct. 22nd to 27th

Booths Nos. 25-26-27

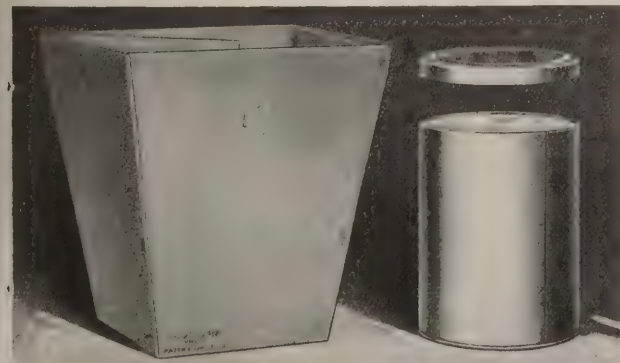
JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.

PLATES
SPOONS
SIGNS
SINGLE SERVICE
CANS and TUBS
ELECTRIC DISPLAYS

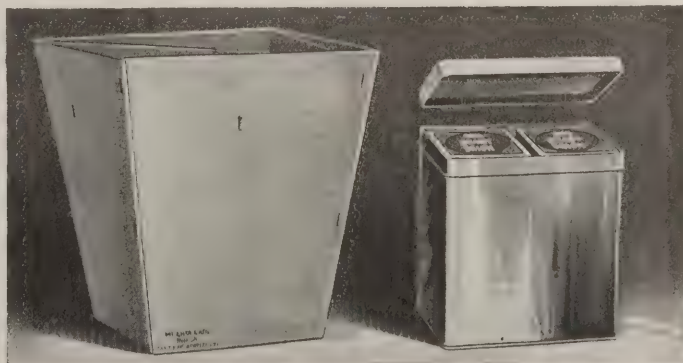
JOHN H. MULHOLLAND
HARRY H. MULHOLLAND
FRED. W. MULHOLLAND
HOWARD W. BLACK

SINGLE SERVICE DELIVERY



Paraffined Fibre Tub

Tin Can



Paraffined Fibre Tub

Tin Can

REMEMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

BLACK WALNUT ICE CREAM

AS YOUR 1923-1924
FALL and WINTER SPECIALTY



Summer fresh-fruit creams are out of season now but BLACK WALNUT ICE CREAM is just coming into its season of most hearty demand, because black walnuts are a winter delicacy.

In summer time people prefer light creams—but for fall and winter they want heavy bodied creams and BLACK WALNUT ICE CREAM ranks high in that class.

Value
of
This
Adver-
tising

That's the way one of our circulars starts off. A further quotation says:

"Now you must plan for a specialty to appeal to your trade until next summer."

Our belief is that "Ice Cream is eaten all the time when real good cream is to be had."

If you agree with us this circular will interest YOU. It tells how and why BLACK WALNUT ICE CREAM can be YOUR big specialty.

This
Adver-
tising
Costs
YOU
Nothing

The "advertising" referred to is any quantity of attractive mailing cards or leaflets, printed with your name so they go direct to the people of your city as from you, showing in colors how good YOUR Black Walnut Ice Cream is.

This advertising is bringing orders in to other ice cream manufacturers. It ought to be bringing orders in to you.

May we send you more information and a sample of the Velvet Black Walnut Flavor?



THE INTERNATIONAL COMPANY

"The Right Flavor for Every Ice Cream"

LOMBARD AND COMMERCE STREETS

BALTIMORE, MD.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

HE HAS HIS ROOM ALREADY.

C. J. Alfred, president of the California and Southwestern States Ice Cream Manufacturers' Association and of the Alfred Pure Ice Cream Company, Inc., Los Angeles, Cal., recently wrote to The Association of Ice Cream Supply Men, "I did not attend the convention last year but received so many glowing reports of the benefits received from ice cream manufacturers that when it was my privilege to vote for Cleveland I immediately engaged rooms for Mrs. Alfred and myself one day ahead of the convention date, as I do not propose to be hurried and will take plenty of time to see what the supply men have to offer."

NEW ICE CREAM LAW IN MICHIGAN.

Strict enforcement of the Michigan new state laws regulating the manufacture of ice cream and prohibiting the manufacture or sale of filled milk will be undertaken, it was announced recently by the dairying division of the state department of agriculture. The laws became effective Aug. 29. Rules and regulations have been prepared.

It is estimated that the ice cream law will compel more than 50 manufacturers to remodel their plants. The department will rule that ice cream cannot be manufactured in dark or poorly ventilated basements.

The filled milk bill which was enacted by the legislature at the request of farmer and dairying organizations, prohibits the manufacture or sale of any milk product containing cocoanut or other foreign oils or substitutes for butterfat.



HYDROX CORPORATION EARNINGS SHOW GAIN.

Earnings of the Hydrox Corporation, one of the country's largest manufacturers of ice cream, with headquarters in Chicago, were 20 per cent above the same month in 1922, according to an official statement. July earnings, based on information to date, will reflect an equally good increase.



PLANS SHAPE UP FOR NATIONAL ICE CREAM EXPOSITION.

(Continued from page 8)

All those intimately acquainted with the preparations being made for the convention-and-exposition and with the interest in the combined event that exists throughout the industry are convinced that 4,000 persons will register at the show or attend the convention, most of the 4,000 doing both.

The Association of Ice Cream Supply Men this year, it is to be noted, will hold a convention of its own organization in addition to the Second National Exposition. Its convention sessions will be held in the Public Hall, the exposition building, on Saturday, October 27.

Entertainment to equal or excel that enjoyed by the 3,100 persons in attendance at the 1922 convention-and-exposition is already arranged for, due to the efforts of The Association of Ice Cream Supply Men.



You'll make better ice cream if you get "The Ice Cream Review."

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

The New Era Ice Cream Brick Cutter

will be at the Cleveland Convention

October 22nd to 27th, Incl.

BOOTH No. 103

The most PRACTICAL, DURABLE, EFFICIENT ICE CREAM BRICK CUTTER on the Market.



Past the Experimental Stage

WE CAN REFER YOU TO A GREAT MANY SATISFIED USERS.

The NEW ERA enables you to furnish your trade with a uniformly cut brick of ice cream. Can be adjusted to cut slices of any size.

Our representatives are the leading Ice Cream Supply Houses.

HERE THEY ARE

Baltimore, Md.	Cherry-Bassett-Winner Co.
Philadelphia, Pa.	
Pittsburgh, Pa.	
Boston, Mass.	Wright-Ziegler Co.
Columbus, Ohio	
Detroit, Mich.	John W. Ladd Co.
Cincinnati, Ohio	
Cedar Rapids, Ia.	J. G. Cherry Co.
St. Paul, Minn.	
Chicago, Ill.	A. H. Barber-Goodhue Co.
St. Paul, Minn.	
San Francisco, Cal.	Geo. W. Prising Co.
Salt Lake City, Utah	Cannon Supply Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

Washington
Oct. 2 and 3

Philadelphia
October 4

Syracuse
Oct. 5 to 10

Stage is Set for Great Dairy Classic

Floodgates of International Dairydom Will Open Upon Syracuse October 5-13.

Dairy Show to be Grand Climax to World's Dairy Congress.



"GATES AJAR." The ticket-taker will be on the job.

THE eyes of the entire dairy industry are turned upon Syracuse and the National Dairy Show to be held there October 5 to 13.

Everything is in readiness for what is expected to be the greatest dairy classic in the history of the industry in this country. Men of all branches of the dairy industry will attend, in addition to men high in the nation's political and financial circles—governors, cabinet members, United States senators, and hosts of state officials. American science will be well represented.

The magnitude of the 1923 National Dairy Exposition is shown as the details of the Exposition have taken definite form. An attendance of between 200,000 and 300,000 is expected. Fifty thousand dollars will be awarded in cash prizes by many co-operative organizations. The show itself will cost approximately \$200,000, while the value of exhibits will be more than \$2,000,000. Many different dairy associations will make this the occasion of their annual conventions, including the International Association of Milk Dealers and the National Cheese Association.

In spite of the great attendance expected, William M. Rider, secretary of the Syracuse Dairy Show Committee, says ample accommodations are available. Hundreds of rooms already have been reserved by the Syracuse Chamber of Commerce.

The National Dairy Exposition will be the grand finale to the most stupendous undertaking ever attempted by the American Dairy Industry. Its success will mark the realization of the great dream of H. E. Van Norman, president of the World's Dairy Congress,

and other prominent men to assemble in this country the great dairy dairy leaders of all nations for the interchange of ambitious ideas for the promotion of dairying along the most scientific lines. The international aspect has served to heighten the color of interest felt in the occasion by dairy interests of America, and

there is every reason to believe that the floodgates of American dairydom will be opened upon Syracuse even before the official opening of the Exposition on October 5. The show will continue through October 13.

The World's Dairy Congress opens at Washington October 2, where dairy leaders of this and other countries will be in conference for two days, a program of the greatest importance to the future of dairying to be carried out.

It is announced from World's Dairy Congress headquarters that from two to thirty delegates from twenty different countries have accepted invitations to attend the Congress. At this meeting, the first international dairy gathering to be held in nine years, will be assembled delegates from South Africa, China, Japan, Argentine, Brazil, Uruguay, France, Switzerland, Sweden, Norway, Den-

mark, Italy, Canada, England and New Zealand.

All phases of dairying, including the educational, scientific, business and regulatory side as well as the importance of milk to health, will be discussed from an international standpoint at the meeting. "An after-way realization of the importance of dairy products in world trade, a new understanding of the vital influence of milk on child health and the vigor of nations, and the

(Continued on page 128)

Ice Cream Industry to Be Represented at World's Dairy Congress

Charles G. Morris, president of the National Association of Ice Cream Manufacturers, has appointed the members of the association's executive committee delegates to the World's Dairy Congress to represent the ice cream industry.

The personnel of the committee is: Edward B. Lewis, New York; William F. Luick, Milwaukee; F. N. Martin, Spokane; S. T. Bivling, Rochester; B. C. Sutton, Buffalo; W. M. B. Sine, Clarksburg, W. Va.; and the president and the secretary, N. Loewenstein, as ex-officio members.

The World's Dairy Congress promises to be one of the most stupendous affairs in the history of the American dairy industry, and may prove to be the greatest gathering of dairy interests ever held in any country, according to officials of the congress.

The dairy show is the feature appealing to the ice cream manufacturer. Interest in the National Dairy Exposition has been growing in the ice cream industry from year to year, and it is believed that the Syracuse show will find the industry well represented.

A program of especial interest to ice cream manufacturers has been prepared for the gathering at Syracuse.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The "Perfection" Imprint on Your
Ice Cream Cartons, Can Liners
and Butter Cartons

is your assurance that the Buying Public is going to get the correct impression of the
quality of goods that you have put in your package. **INSIST** on the best, it
COSTS NO MORE

Write for Booklet

CHICAGO CARTON COMPANY
4433 Ogden Ave., Chicago

NEW YORK, 90 W Broadway
CINCINNATI, Gwynne Bldg.
ST LOUIS Railway Exchange Bldg.

DALLAS, 601 Elm Street
DENVER, 1526 Blake Street
SALT LAKE CITY, 355 Pierpont Ave.

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

History of the National Dairy Show

Time and Place of Holding Each Show, together with Brief Notes Concerning its Development.

Letters From the Men Who Have Sacrificed Time and Money to Make a Vision Come True.

[BY THE EDITOR]

We take great pleasure in presenting herewith certain facts relative to the progress and development of the National Dairy Show which we trust our readers will enjoy. The time and place of holding each show, along with certain other data, will undoubtedly prompt many of our readers to preserve these pages for future reference. Anyone who has attempted to collect such information will appreciate the time and effort involved. Obviously, we have not been able to get all the interesting details of each show. We have collected enough, however, to indicate the result of each show and to record its steady development. Much of the information contained in this article we have been able to glean from our files and from memory, the writer having attended all the shows. Certain facts, however, and very vital to the accuracy of this write-up, came from the files of Hoard's Dairyman, Fort Atkinson, Wis. On the invitation of Editor Glover we spent several hours in his office going thru the files and collecting such data as was lacking. We are glad to acknowledge his kindness and co-operation. Considerable difference of opinion exists relative to the origin of the dairy show idea. We have never attached very much importance to that phase of the question. There is plenty of credit to go round and there are bigger problems to be considered. We are interested only in presenting facts in this article, not in controversies. Here are the facts as we understand them:

1906 The First National Dairy and Pure Food show was held in the Coliseum, Chicago, Feb. 15-25, 1906.

Mr. E. Sudendorf, known to his multitude of friends the country over as "Sudy," was secretary and general manager. J. A. Walker, vice-president and general manager of the Blue Valley Creamery Company, put up \$10,000 in cash to guarantee the financial success of the show. The show paid its way and Mr. Walker got his money back.

The annual convention of the National Creamery Buttermakers' Association was held at the same time and place and liberal premiums paid in the scoring contest. Minnesota buttermakers sent the largest number of entries and won the silk banner.

A. J. Glover was superintendent of the dairy cattle exhibit and wrote the rules governing entries and awards, most of which are still in effect. Eighty-five head of dairy cattle were entered and \$2,824.91 was paid out in premiums.

A total of \$18,677.55 worth of floor space was sold and gate receipts amounted to \$8,337.25.

These figures are interesting when compared with present receipts and disbursements.

The U. S. Dairy Division co-operated with the dairy show management right from the start, a co-operation which has continued and which has become more valuable each year as government appropriations have been made more liberal. A milk and cream contest

was held and was in charge of the division.

A Milk Maid Contest was a feature of the show and created considerable interest.

Much of the floor space was sold to concerns dealing in standard food articles, not necessarily allied with the dairy business. This undoubtedly insured the financial success of the show but detracted from the "dairy atmosphere" which has characterized succeeding shows.

* * *

1907 The Second National Dairy Show was held in Dexter Pavillion, Union Stockyards, Chicago, Oct. 10-19, 1907.

Prior to the holding of the show the National Dairy Show Association was incorporated under the state laws of Illinois, with an authorized capital stock of \$10,000, divided into shares of \$100 each. We recall buying one of those shares at the earnest solicitation of "Sudy," paying him on the installment plan.

The following circular letter sent out at that time, not only contains many facts of historical interest, but splendidly illustrates the unsettled policy of the men who were groping about for means and methods for accomplishing a big work.

It is certainly complimentary to the men who were back of this movement to compare their objects and aims, as expressed in their letter, with the present policy of the show. Surely they had a vision. The letter follows:

What does the National Dairy Exposition mean to the Dairy Industry?

YEAR after year that question is being answered more fully. As dairy shows come and go they take on a deeper significance. The National Dairy Exposition has been graduated from the point of being good-naturedly accepted as an event to be tolerated because of its social, good-fellowship features.

Sociability and good fellowship are important, but members of the industry are beginning to realize that where there is no vision neither people nor industry can survive. The dairy show enlarges vision.

Dairying is going forward under full speed because of fuller understanding of this industry's possibilities. Inspiration is the compelling urge. It is an inspiration that comes of a larger vision of things to be accomplished and the means of accomplishing them. It is an inspiration which lifts producers, operators and supplymen from the hum-drum, every-day tasks and animates them with an overwhelming feeling that the dawn of a day of real, worth-while triumphs for dairying is just at hand.

Men engaged in the dairy industry merely as a way to make a living, going through their daily work in a matter-of-fact sort of way, begin to get a real vision of the industry's magnitude and future possibilities for growth when they look at the National Dairy Exposition.

By taking a full view of the dairy scheme such as the dairy show affords we can get a clear picture of the complete dairy cycle. A man peers from his own windows and his eyes roam over an expanse of ground to where the horizon falls. To the man who stays not far from these windows a great part of his time, it seems that his eyes take in a broad sweep of things. Yet, comparatively speaking, he has seen no more than an ant crawling over the surface of an apple. The most of the great, wide, wonderful world stretches out beyond his vision, far over the rim where his vision stops.

In the dairy industry we see just our small part of the scheme. Just over the horizon the rest of the cycle stretches out beyond our ordinary vision. We can only see the other phases of the industry at the points where they touch our daily lives. The dairy show impresses us with how little is the progress we have made compared with what we can make.

It would be difficult to measure the full value of such a show. It brings the different branches of the industry together to get a full view of the industry. It gives the members of the different branches a better understanding of their importance in the work of building for a bigger industry.

It gives dairying a new meaning to the farmer. It gives him a new vision and a new faith. It makes more firm the industry's foundation. It takes us over the horizon of our every-day lives and unfolds the wonder and splendor of the great, wide fields that otherwise we would know so little about.

It gives to all of us a broader understanding of the part dairying plays in national prosperity and human satisfaction.

It inspires greater and more intelligent effort. The National Dairy Exposition is important not so much because it shows us what has BEEN done but because of the realization it creates of how much more there is we CAN do.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

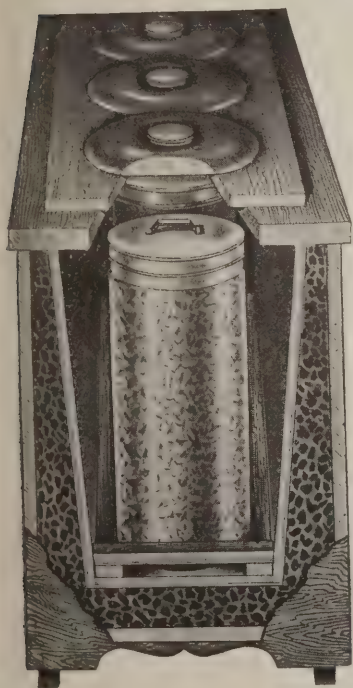
How Are Your Cabinets Lined?

SOME CABINET MANUFACTURERS CLAIM THAT A METAL LINING IS BEST, ON ACCOUNT OF THE FACT THAT IT CAN BE REPLACED EASILY, AND REPAIRED WHEN A LEAK DEVELOPS.

Nelson Cabinets

ARE LINED ENTIRELY OF WOOD AND ARE NOT AFFECTED BY BRINE. WHY NOT HAVE A PERMANENT LINING, ONE WHICH DOES NOT NEED TO BE REPLACED AND WILL NOT CORRODE IN A SHORT TIME?

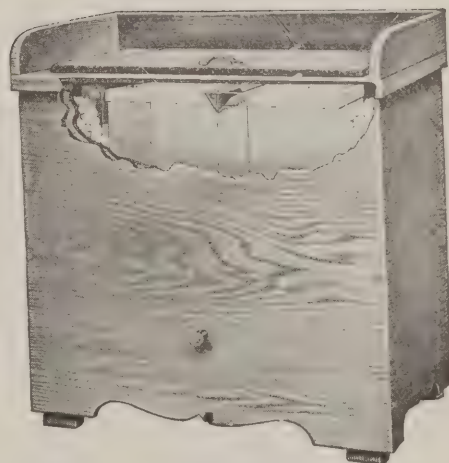
Thirty Years Experience in the Building of Cabinets has Taught us the Best Type and Quality of Materials Adapted to Their Construction.



Our trough cabinet with taper wood lining instead of metal. Substantial, efficient and like all our cabinets, attractive in appearance.

Notice: A New Drain Feature on Display at the Cleveland Show—

SEE US
Booth No. 80



42-Quart Brick with Ice Rail.
Patented Nov. 11, 1919, 1321120.
Sheet Cork Insulation.

C. NELSON MFG. CO.
2306 DIVISION STREET
ST. LOUIS, MO.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

Office of
NATIONAL DAIRY SHOW ASSOCIATION
(Incorporated)
154 Lake Street
Chicago, Ill., Jan. 31, 1907.

Dear Sir:

The National Dairy and Pure Food Show, which was held in Chicago last February, met with such hearty approval and was such a splendid object lesson to both producer and consumer and was so successful financially, as to suggest the practicability and wisdom of holding a somewhat similar exhibition, but of an international character, annually. That show was largely an experiment and was made possible only by the liberality and faith of one man, who became personally responsible for its financial obligations. Fortunately, the result justified his faith, for after all the liberal premiums and large expenses were paid, there remained a modest surplus, and it is stated that he is quite willing to finance further National or International Dairy Shows.

It has, however, been deemed a wiser plan, by the officers of that show and Ex-Gov. W. D. Hoard and the representatives of the different breed associations and others whom they have consulted, to eliminate the personal element from the management and responsibility of undertaking an exhibition of such magnitude, and in its stead organize a corporation with a limited capital of say \$10,000.00, divided into one hundred shares of \$100.00 each.

In order to interest a large number of dairymen, both in the United States and Canada in the development of a permanent International Dairy Show, it is proposed to offer the leading ones interested in the dairy industry of the two countries a financial interest in this organization. The shares are not offered with the object of simply raising money, but to enlist as many as possible, who are willing to give some time and support to such an enterprise.

There are obvious reasons why one man should not be depended upon to furnish capital when so many persons have an active interest. In the first place, the show is not apt to become a permanent institution, where one man is the only banker; second, those that are not wholly familiar with the object of such an institution are apt to feel that money is the chief motive and as a result will not give it their heartiest support. There are a number of people who see great opportunities for making money out of such an exhibition and are willing to buy all the shares, but such a condition we wish to avoid. We want men interested in the general welfare of dairying to financially support this organization, and this is why we offer to you an opportunity to buy one share. We feel that good dividends can be paid on the investment and large premiums offered on cattle, butter, cheese, milk and dairy exhibits. And furthermore, a good educational program can be carried on each day. While the object of this International Dairy Show is to better the dairy conditions of America and unite all the different interests for one common purpose, yet it must make some money if such an institution is to live and be developed into a strong and useful organization.

The International Fat Stock Show has been of great benefit to the live stock interests of the country. A dairy show organized on similar lines will be of equal benefit to the dairy interests. It is of the greatest possible importance to the producers and manufacturers of dairy products that the consuming public become better acquainted with the source of supply and improved methods of handling the material that so largely enter into their daily food; and be impressed with the fact that dairy products stand foremost in cleanliness of production and value as food products. We have, at the present time, counterfeits that are taking the place of honest cow products, because the consumers do not appreciate the difference between the genuine and the substitute.

Not only will an International Dairy Show be helpful in educating the consumer, but it will be the means of uniting more closely the dairy farmer, butter and cheesemaker; it will create a better understanding between them; it will bring together the manufacturers of dairy machinery, commission merchants, manufacturers of dairy products, breeders and dairymen, thus creating a better understanding of one another's needs and the absolute dependability of one on the other; it will help to create a keener desire for better live-stock, better methods and better products, and it will give splendid opportunity for discussing and acting upon dairy questions of international importance. It is impossible to give, in a letter of reasonable length, all the benefits that can be derived from an International Dairy Show, but in this brief outline enough, undoubtedly, has been said to give you an understanding of the object and purpose of an organization of this kind.

If you, after careful consideration, feel inclined to give

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

this association your financial support, as well as otherwise, it is desirable that you send in your subscription at once, for it is imperative that the organization be formed and its officers elected with the least possible delay.

Yours truly,

E. SUDENDORF, Secretary.

Five hundred and three head of dairy cattle were on exhibition at this show, compared with 85 head at the first show. This fact illustrates the response by the cattle breeders of the country and indicates a support which has never waned.

"Sudy" was general manager and A. J. Glover was superintendent. Floor space to the extent of \$17,036.87 was sold and gate receipts amounted to \$6,052.55. The show closed with a deficit of \$3,762.17.

A comparison of the total amounts of floor space sold for the first two shows illustrate the way the dairy machinery and supply firms took hold the second year. Practically as much floor space was sold as at the first show in spite of the fact that the food exhibits, which predominated at the first show, were omitted. This splendid response by the machinery and supply firms has been the feature of all succeeding shows, thus furnishing a large part of the "sinews of war" to make the growth and progress of the show possible.

In spite of the financial deficit the success of the second show convinced the men who were promoting it that the industry needed and would ultimately appreciate such an institution. They were further convinced that it was founded on the right basis and should be continued in the future as a purely dairy show and not linked up with any other interests.

It should be stated in this connection that, while the capital stock was sold to individuals who might reasonably have expected cash dividends, it was never the intention of the promoters to make the dairy show a money making institution. The purpose has always been to promote the dairy industry by educational means. The wisdom of such a course was in later years vindicated when a re-organization made the National Dairy Association a membership, non-dividend organization. This is the plan on which it is now operating, a life membership costing \$50.

* * *

1908 The Third National Dairy Show was held in the Coliseum, Chicago, December 2-10, 1908.

Just to give our readers an idea of the business organization of the show at that early date we publish below the names of the officers and directors elected at the annual meeting of the National Dairy Show Association held in the Briggs House, Chicago, on March 4th, 1908:

President—H. B. Gurler, De Kalb, Illinois.

Vice-President—H. E. Van Norman, State College, Pennsylvania.

Secretary—E. Sudendorf, Clinton, Illinois.

Treasurer—Granger Farwell, Chicago, Illinois.

Directors:

J. A. Walker, Chicago, Illinois.

W. B. Barney, Hampton, Iowa.

D. H. Jenkins, Indianapolis, Indiana.

John D. Nichols, Cleveland, Ohio.

W. E. James, Hinsdale, Illinois.

J. G. Hickock, Milwaukee, Wisconsin.

E. K. Slater, St. Paul, Minnesota.

Executive Committee:

J. A. Walker.

W. J. Gillette, Rosendale, Wisconsin.

Jos. Newman, Elgin, Illinois.

The executive committee elected A. J. Glover, Fort Atkinson, Wisconsin, manager of the show. Mr. Glover was superintendent of the dairy cattle department of

Character Cartons for Ice Cream



"A profitable buy" Stock-designed Character Cartons



Individual Slice Cartons

Many ice cream manufacturers are increasing their sales tremendously by the use of cartons containing one serving of ice cream. We believe you'll find it profitable to learn more about the sales possibilities and price of individual slice Character Cartons. Write us today?

PPRICE is only one-half of the yard stick of value. The other half is high quality. Good-looking stock-designed Character Cartons are a "yard-wide value."

Everything you could ask of a package you'll find embodied in Character Cartons—including durability, selling value, and superb finish at a price most reasonably low.

Character Cartons in stock designs are so skilfully imprinted with your name and brand that the carton appears as one made entirely for you. And to all intents and purposes it is your own carton—for the use of a certain design is restricted to one user in a territory. There is no overlapping.

The most convincing proof we can give you of the superiorities of Character Cartons is to send you samples of our work. Why not write for them? At a glance you'll appreciate the attention-compelling designs—the high quality stock—and the evidence of expert workmanship. The price will be pleasingly low whether you order 5,000 or 5,000,000 cartons. Sutherland Paper Co., Kalamazoo, Mich.



Sutherland Paper Co.

Kalamazoo, Mich.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

the first two shows and was particularly equipped to successfully manage the big exposition.

That his administration was eminently successful is indicated by the fact that many of the educational features initiated that year have been continued year after year.

Perhaps the most striking of these special features is the student's cattle judging contest which was started that year and which has enjoyed an increasing interest as the years go by.

Ed. H. Webster, chief of the U. S. dairy division at that time, extended unlimited co-operation, detailing B. H. Rawl, one of his subordinates, to take entire charge of the contest.

When Mr. Rawl later became chief of the division, succeeding Mr. Webster, he continued to take special interest in the student's judging contest at each show.

The Third Show marked a radical change in the cattle premium awards, over \$7,000 being appropriated for that purpose. At each succeeding show this amount was increased in order to attract America's finest herds to this big dairy classic. The directors of the show kept in mind at all times that the dairy cow is the foundation of the industry and that the show could never survive without the hearty support of the dairy cattle breeders.

* * *

1909 The Fourth National Dairy Show was held in the Auditorium in Milwaukee, on October 14-24, 1909.

This was the first show held outside of Chicago and was the first show, except the Dairy and Pure Food Show, to return a financial profit to the association. Professor H. E. Van Norman was secretary and general manager and Mr. J. D. Nichols of Cleveland, Ohio, was superintendent of the cattle exhibit.

Mr. Colon C. Lillie of Diamondale, Michigan, was president of the association that year and Mr. J. Gilbert Hickcox of Milwaukee, one of the directors, took a very active part, inasmuch as the show was being held in his "home town."

The new auditorium in Milwaukee was finished just in time to "house" the show and there were many obstacles to be overcome in making arrangements. A large exhibit of butter and cheese was attracted, but poor storage facilities in the auditorium made it difficult to properly handle the exhibits.

A cow demonstration herd in charge of Mr. Helmer Rabild of the U. S. Dairy Division, was a feature of the 1909 show. A model creamery and cheese factory was an added feature.

The success of the Milwaukee show led the business interests of the city to believe that they would get the next year's show. The directors decided that the best interests of the entire dairy industry would be served by going back to Chicago and this led to the formation of a new association in Wisconsin to hold a dairy show in Milwaukee. This was known as the International Dairy Show. But after holding shows in 1910-1911, the project was abandoned.

The writer is tempted to extend this story about the Milwaukee show considerably, but space will not permit. Intimate contact with all the details and troubles incident to putting on a big dairy show in a new town, and in a new building at a time when the dairy show was not appreciated as it is now, gave us an experience which we shall never forget.

* * *

1910 The Fifth National Dairy Show was held in the Coliseum in Chicago, Illinois, October 20-29, 1910.

Professor H. E. Van Norman was secretary and general manager, and the show was a splendid success in all departments except the treasury department.

The Chicago City Health Department co-operated with the management in putting on a baby feeding demonstration which attracted great interest. Dr. W. A. Evans was health commissioner of Chicago at the time and has always been a staunch supporter of the dairy industry.

Mrs. Ella Flagg Young, superintendent of the Chicago schools, assisted by students from different schools, put on a cooking demonstration emphasizing the value of dairy products in the culinary art.

The National Creamery Buttermakers Association again held its annual convention in connection with the show and large premiums were paid out in butter prizes.

One of the features which will long be remembered by the delegates to the National Creamery Buttermakers Convention was the banquet by the Chicago Butter and Egg Board. Thomas Gallagher, Edward McAdams, A. J. Strigel, Edward Rueb and W. J. Mitchell were in charge of this big function.

The International Milk Dealers Association held its convention at the show and Mr. B. D. White was secretary at that time.

A milking contest, open to men and women, and another contest open to boys and girls under sixteen years of age were two features that attracted much interest.

The show was a failure, financially. The sale of floor space was satisfactory, but the people of Chicago failed to appreciate the show and the receipts were very disappointing.

We shall always remember the directors' meeting which was held the last day of the show. The future looked black and that show would have been the last one had it not been for a few strong hearts. The man who made the first show possible again came forward and offered financial backing to assure the future. Folks outside of that particular directors' meeting never learned at the time that the National Dairy Show was so near "down and out."

* * *

1911 The Sixth National Dairy Show was held in Dexter Pavillion, Chicago Stock Yards, October 26-November 4, 1911.

Mr. A. O. Auten was general manager and over \$15,000 was paid out in cattle premiums.

The big feature of the 1911 show was the visit paid by President Taft, the administration thus giving its approval of the splendid work done by the U. S. Dairy Division at all the shows.

President Taft also gave a silver loving cup to the winner in the Students' Dairy Cattle Judging Contest. This cup was won by Mr. Russell Jensen of the South Dakota College.

The National Creamery Buttermakers' Association again held its annual convention in connection with the show and there were 653 entries of butter.

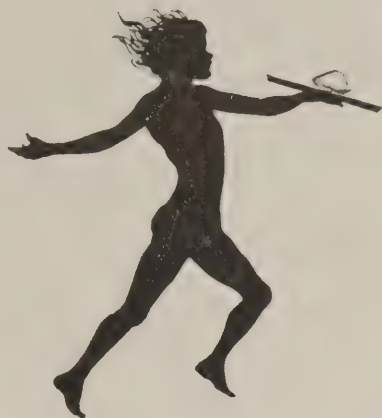
A special effort was made to attract a big exhibit of dairy butter and 104 entries came from all parts of the country. Milk and cream exhibits came from 16 different states and Canada.

The famous Jersey cow, Dolly Dimple, was on exhibit, and a cream cooling tank and cream house in actual operation was shown by a big creamery company.

Different days were set apart for the different breeds of cattle, a feature that has continued ever since.

An important stockholders' meeting preceeded the annual meeting in 1911 at which time the capital stock of the National Dairy Association was increased from

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



On to Cleveland — October 22-27

**Meet us at Booth 44 and try a free sample of
Ice Cream flavored with Ella Brand Flavors**



THE Convention will be largely attended. At Booth 44 you will taste ice cream flavored with the most distinctive of Ice Cream Compound Flavors

Ella Brand

—healthfully delicious and pure.

To increase your sales and decrease your manufacturing costs is a real achievement — one we are really proud of.

Come to Booth 44 and taste the difference, see the advantages in price and producing costs. In the meantime write us for our Booklet of Formulas and Advertising Campaign.

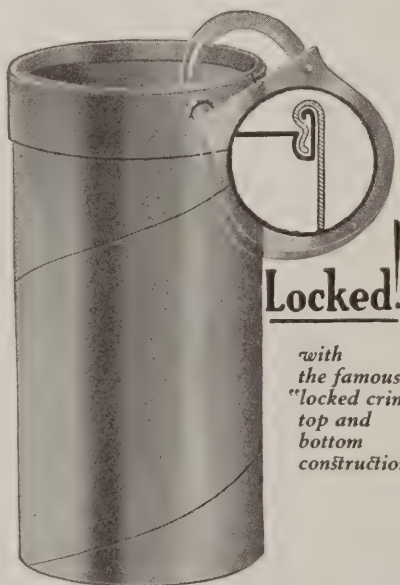
THE CITRUS PRODUCTS CO.

54 East Kinzie Street
Chicago

*For Ices, Ice Creams
and Sherbets*

ELLA BRAND
DRANGELLA
ELLA BRAND
LEMONELLA
ELLA BRAND
LIMELLA
ELLA BRAND
CHERRYELLA
ELLA BRAND
GRAPELLA

Packaging ice cream
at the plant
Usually
Results
In
Time and labor saved for
Your dealers.
People
Are
Partial to
Easy-to-handle containers
and
Re-act favorably to
PURITY PAPER CANS
Constant
Assiduity is
Necessary to
Secure the Satisfaction
of your customers.



*with
the famous
"locked crimp"
top and
bottom
construction.*

Samples Sent on Request!

**THE PURITY PAPER
VESSELS COMPANY**

BALTIMORE - MARYLAND

\$10,000 to \$25,000. This action was taken on January 16, 1911.

At the regular annual meeting of the stockholders held on March 1, 1911, the following directors were elected: J. D. Nichols, Cleveland, Ohio; H. E. Van Norman, State College, Pennsylvania; W. W. Marsh, Waterloo, Iowa; F. J. McNish, Chicago, Illinois; R. B. Swift, Libertyville, Illinois; J. B. Irwin, Minneapolis, Minnesota; Chas. L. Hill, Rosendale, Wisconsin; A. J. Glover, Ft. Atkinson, Wisconsin; Wm. Hill, Chicago, Illinois; W. B. Barney, Des Moines, Iowa; J. A. Walker, Chicago, Illinois and E. K. Slater, Chicago, Illinois.

At the directors' meeting, following the stockholders meeting, the following officers were elected: President, H. E. Van Norman; Vice-president, J. D. Nichols; Secretary, Wm. Hill; Treasurer, J. A. Walker.

1912 The Seventh National Dairy Show was held in Dexter Pavillion, Union Stockyards, Chicago, October 24-November 2, 1912.

The year 1912 might be termed the turning point in the fortunes of the National Dairy Show. Mr. W. E. Skinner was elected secretary and manager and he began his work under a fixed policy adopted by the board of directors that in the future the show would be an all year around proposition, the manager giving his entire time and effort to it.

The International Milk Dealers' Association held their annual meeting in connection with the show and Mr. Sam Dungan of Indianapolis, Indiana, was secretary and treasurer.

The National Poultry, Butter and Egg Association held its annual convention at Hotel Sherman, Chicago, on October 28, 29, 30, thus enabling delegates to take in the show as well as their trade convention.

A big milk bottling plant in actual operation was one of the big features of the 1912 show. A much larger exhibit of dairy machinery and of dairy cattle were pleasing to the dairy show management.

1913 The Eighth National Dairy Show was held in Dexter Pavillion, Union Stockyards, Chicago, October 23-November 1, 1913.

The big feature of the 1913 show was a round table discussion in which 28 dairy organizations were represented. This resulted in a new interest and a new determination on the part of the leaders to spread out and in the future make the dairy show still more nearly representative of the great dairy industry. It marked new records for interest in the special cattle days and judging contests of all kinds.

Special attention was given to the question of sanitation of equipment for the production and manufacture of dairy products. The Universities of Illinois and Iowa, through their Home Economics Departments, co-operated in this demonstration.

The National Creamery Buttermakers' Association again held its convention in connection with the show, but the attendance was so poor that a resolution was adopted to hold future meetings outside of the city of Chicago. J. J. Farrell was elected president and S. B. Shilling was elected secretary and treasurer of the association. Minnesota again won the silk banner.

The National Association of Ice Cream Manufacturers met at the dairy show and held their convention for the first time. Edward C. Sutton of Buffalo was president and Ross A. Woodhull of Chicago was secretary.

The National Dairy School Alumni was organized, with Thomas C. Halpin of Detroit, Michigan, as president and Martin H. Meyer, Madison, Wisconsin, as secretary and Alumni editor.

(Continued on page 36)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Keeping up Standards

THE GOLD STANDARD

With the mark, the ruble and the krone of Europe, contrast the American Dollar, and you will realize what it means to the world to have the Gold Standard maintained.

THE ICE CREAM STANDARD

Every ice-cream maker knows that VANILLA is the standard by which his product is judged. Don't let Bolshevik notions of cheapness lower your vanilla standard. Make your Vanilla Cream better, always a little better, and your entire product will feel the effect of your growing reputation.

THE VANILLA STANDARD

To make the people of your section say of you, "Yes, their ice cream is always the best," the one sure way is always to use

Michael's Mexican Vanilla Powder

Drop in at our Booth NO. 62, lower floor, at the Cleveland Convention next month, and let us show you how we keep up the standard of our Mexican Vanilla Powder, and boost the reputation of the ice-cream makers who use it.



HISTORY OF THE NATIONAL DAIRY SHOW.

(Continued from page 34)

The National Association of Creamery Owners and Managers was organized with Martin Seidel, Bay City, Michigan, president, Louis Neilsen, Galesburg, Illinois, vice-president and W. A. Schlosser, Plymouth, Indiana, as secretary.

The International Milk Dealers' Association held its annual convention at the show and held one of their most successful meetings.

The Students Judging Contest was in charge of Mr. Helmer Rabild of the U. S. Dairy Division, and the team of the University of Missouri won first prize.

The 1913 show attracted a better representation of the various branches of the industry than any of its predecessors.

* * *

1914 The Ninth National Dairy Show was held in Dexter Pavillion, Union Stockyards, Chicago, October 22-31, 1914. Mr. W. E. Skinner was secretary and general manager.

There was a better attendance of dairy farmers than ever before. State days were inaugurated and special excursions run from different sections of the country to Chicago.

The Agriculture Colleges of Pennsylvania, Ohio, Indiana, Illinois, Missouri, Wisconsin and Minnesota made exhibits. Visitors included delegates from Mexico, Canada, Jamaica, and British Columbia.

There were 699 head of dairy cattle on exhibit compared with 651 in 1913. 205 entries of butter made up the butter exhibit.

Ice cream making machinery was a special feature of the 1914 show.

Among the associations holding their annual conventions or important meetings at the show were the International Milk Dealers Association, The Association of Dairy and Milk Inspectors, National Association of Dairy Officials, The Congress of Marketing, directed by the Chief of Marketing of the U. S. Department of Agriculture, Official Dairy Instructors' Association, The American Dairy Farmers' Association, The National Association of Creamery Butter Manufacturers, The National Dairy Union, The National Association of Creamery Owners and Managers, The National Association of Ice Cream Manufacturers, The Milk Producers Association and the Cheesemakers' "round-up."

What happened at the close of the 1914 show might well be termed the "Tragedy of the National Dairy Show." Over \$2,000,000 worth of cattle were held in quarantine for over a month on account of the prevalence of the foot and mouth disease in the country. The experience that cattle raisers went through during that time will never be forgotten by those who had the experience.

* * *

1915 No National Dairy Show was held in 1915. The directors met in Chicago and decided that a recurrence of the foot and mouth disease made it unwise to hold a show.

* * *

1916 The Tenth National Dairy Show was held in Springfield, Massachusetts, on October 12-21, 1916.

This was the first invasion of the East by the National Dairy Show and all agree that it resulted in great good for the dairy industry of the New England states. The business men and statesmen of that section took hold of the proposition and co-operated with the dairy show management in a way never before enjoyed.

So much interest was aroused in the event that the

Eastern States Exposition was held the following year with abundant success.

More exhibit space was sold for the 1916 show six days prior to the opening of the show than was ever sold for any previous show. This illustrates the enthusiasm aroused.

A large exhibit of dairy cattle, consisting of 100 head, greeted visitors at the Springfield Show. The were wonderful displays of all kinds and the attendance exceeded all previous shows. The Treasury Department was jubilant over the general results.

Teams from 18 state colleges competed in the Student's Judging Contest and the team from the University of Nebraska, headed by Professor J. H. Frandsen won first place.

* * *

1917 The Eleventh National Dairy Show was held in Columbus, Ohio, October 18-27, 1917.

The success of the Springfield Show left the directors of the National Dairy Association to accept another invitation coming from east of Chicago.

The Columbus show would undoubtedly have been one of the most successful ever held had it not been for the inclement weather. It rained every day during the show and this along with low temperatures spoiled the attendance.

An idea of what the show might have been, from an attendance standpoint, may be gained from the fact that there were 70 more exhibits in place at the opening of the show than at any previous one. 26,000 more square feet of floor space was sold than ever before.

Columbus business men and publicity men did their part well and interest was aroused all over the state that undoubtedly would have resulted in a record attendance.

Exhibits by the U. S. Dairy Division and the Columbus Health Department are entitled to special mention.

The big horse show which was held in connection attracted over 300 entries and proved to be a pleasing innovation.

* * *

1918 The Twelfth National Dairy Show was held in Columbus, Ohio, October 10-19, 1918.

Columbus folks did so well in co-operating with the Dairy Show management at their first show that it was easy for them to get the return engagement.

They were due for another disappointment, however. The influenza epidemic prevalent all over the country kept people away from such gatherings and the attendance was very disappointing. War topics were uppermost in the minds of everybody and it was difficult to get down to business.

The record for exhibit space sold established at the previous show was exceeded at the 1918 show. More floor space was sold for exhibits than ever before. The exhibit of dairy cattle, however, was smaller, due to unsettled transportation conditions and the scarcity of labor.

History should record that Columbus made good both shows, but Fate was against her.

* * *

1919 The Thirteenth National Dairy Show was held in Dexter Pavillion, Union Stockyards, Chicago, October 6-12, 1919.

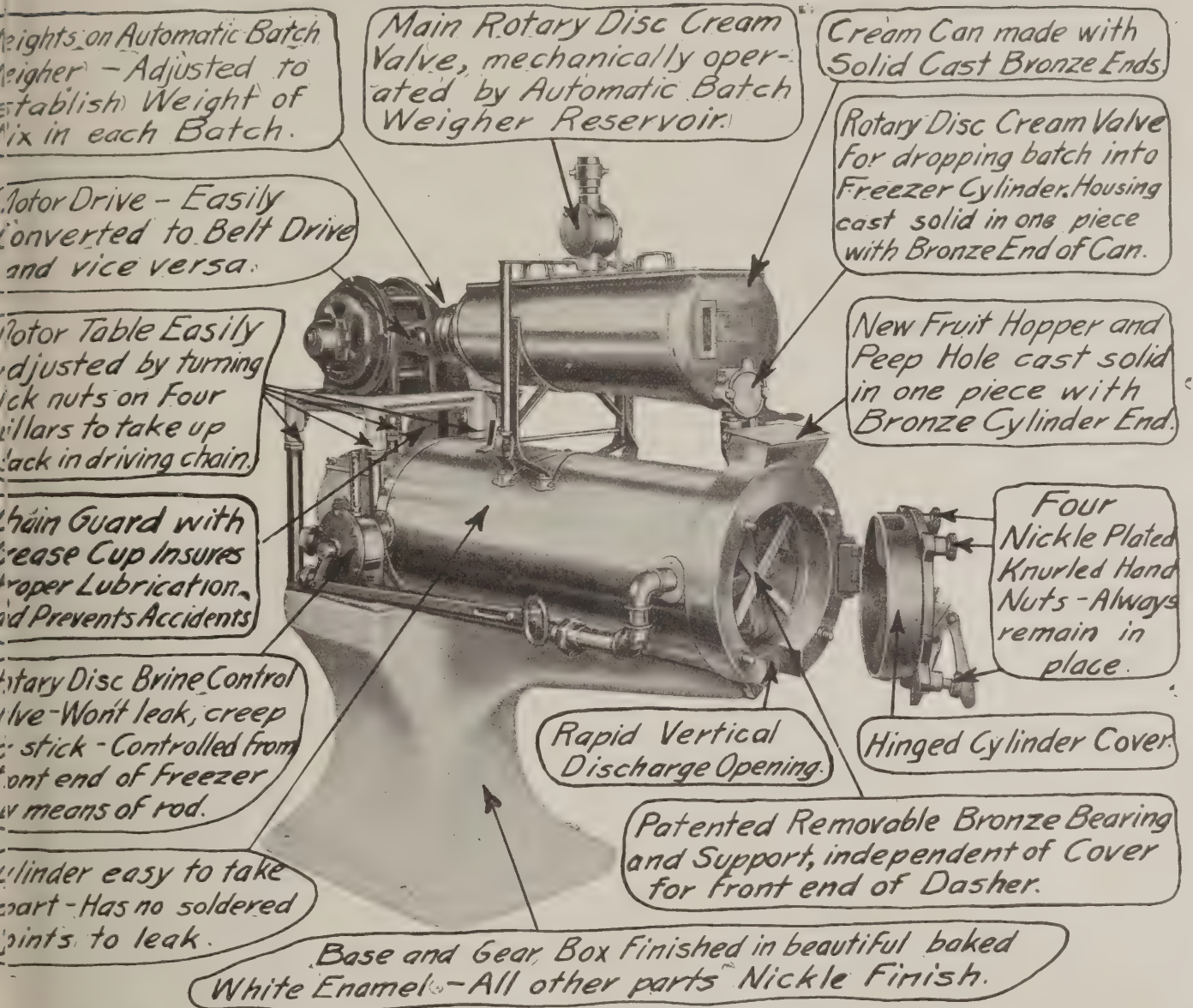
A big horse show held in connection with the dairy show was a big feature and attracted a splendid attendance of Chicago society folks at the evening performances.

Another big feature was the experimental creamery exhibit of Grove City, Pennsylvania, made by the U. S. Dairy Division. Demonstrations in infant's welfare work, weighing, measuring and scoring the babies was

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

U.S. Heavy Duty Freezers

The Very Latest in Ice Cream Freezer Construction



A Really Heavy Duty Freezer Throughout

U.S. Heavy Duty Freezers are made in the largest range and variety of sizes ever offered—40, 50, 60, 80, 100 and 160 quart capacities—U.S. Automatic Batch Weigher and Roller Bearings optional. Whipping Device most approved Double Dasher type—easily removed and replaced. Shafts and Gears (the latter are made of forged steel, tempered and ground) of finest materials—extra heavy construction—accurately machined

For Complete Information or Name and Address of Our Representative in Your Territory, Write

U. S. FREEZER & MACHINE CORPORATION
 11th St. and Driggs Ave. BROOKLYN, N. Y.

Representatives and Distributors in All Parts of the United States and Canada.
 May we not arrange to have one call on you?

No. 25-c

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

undertaken on a large scale by Chicago welfare workers co-operating with the dairy show management.

The National Association of Ice Cream Manufacturers met in annual convention during the show, and also the International Milk Dealers Association, along with various other national organizations.

112 entries of market milk and 9 exhibits of certified milk established a new record for that department. An exhibit of Southern cheese by the U. S. Dairy Division was another unusual entry.

Special cattle sales were of special interest for the cattle breeders and attracted buyers from all sections of the country.

* * *

1920 The Fourteenth National Dairy Show was held at Dexter Pavillion, Union Stockyards, Chicago, October 7-16, 1920.

For the first time in the history of the show the sale of floor space exceeded 100,000 square feet. This had long been a goal in the eyes of the dairy show management and indicates the gradual and splendid development of that feature of the National Dairy Show.

Argentina and Denmark made exhibits at the 1920 show and there were many foreign visitors.

682 cattle were on exhibit and in the Dairy Cattle Judging Contest entered into by the teams from the different state colleges, Kansas won first place.

The National Association of Ice Cream Manufacturers and the International Milk Dealers Association held their annual conventions at the show.

The 1920 National Dairy Show went down in history as a success in every way except that folks didn't come to see it.

* * *

1921 The Fifteenth National Dairy Show was held on the State Fair Grounds, midway between St. Paul and Minneapolis, October 8-15, 1921.

The business men of St. Paul and Minneapolis have always recognized the importance of the dairy business to the welfare of the Northwest. They invited the Dairy Show to come to Minnesota and the invitation was accepted, resulting in one of the best shows ever held.

The attendance was good, not only from the twin cities, but from all sections of the Northwest. A beautiful new dairy cattle building, 200x300 feet in size was utilized for the exhibits of dairy machinery and supplies. Visitors were impressed, probably as never before, with the magnitude and importance of the dairy industry.

Many dairy organizations held their annual conventions at the show, among which may be mentioned the National Association of Ice Cream Manufacturers, the International Milk Dealers Association and the National Creamery Buttermakers' Association. These conventions were all successful, being held either at the show grounds or in one of the twin cities.

"The Dairy Cow A Market for Feed," was the central theme around which the U. S. Dairy Division built up a wonderful exhibit which attracted unusual interest. In the Cattle Judging Contest the team from the Kansas University again won first place.

The Horse Show was repeated and attracted considerable interest but was overshadowed by the show in the "big tent."

* * *

1922 The Sixteenth National Dairy Show was held on the State Fair Grounds, midway between St. Paul and Minneapolis, October 7-14, 1922.

The success of the 1921 show made it easy for the business interests of the Northwest to induce the directors of the National Dairy Show to select the same loca-

tion for 1922. A pledge of 50,000 paid admissions, along with assurances of their continued co-operation, made their appeal strongest among several invitations coming from different parts of the country.

The 1922 show was a repetition of the one held the year before so far as general interest and successful displays were concerned. It was a wonderful show among the many special features may be mentioned "Healthland," put on under the general direction of the National Dairy Council.

Ever since the organization of the National Dairy Council its exhibit has been a feature of the National Dairy Shows, but in 1922 the council established a record which the men back of it will find hard to ever duplicate.

"Healthland" attracted unusual attention, occupying an entire building and attracting especial attention of child welfare workers the country over.

The 1922 show is so fresh in the minds of the thousands who visited it that further comment seems unnecessary for the purpose for which this story is written.

We are leaving the remainder of the story to be told by some of the men who have "borne the brunt of the battle and heat of the day."

We asked these men to write us a special story that we might use over their signatures. Here are the replies:

* * *

FROM THE FIRST PRESIDENT.

We are indeed pleased to be able to present the likeness of Mr. H. B. Gurler, together with a special message from him. Mr. Gurler was for many years a dairyman near De Kalb, Illinois. He was known and loved by everybody in the dairy business who knew him.

It was but natural that he was chosen as the first president by the men who were interested in promoting the National Dairy Show. Mr. Gurler moved to Macon, Mississippi, several years ago where he has continued to spread the gospel of dairying. We are sure his many friends will be glad to read his message as follows:

"Your request for a message from me was a kindly act indeed. When a person reaches his 84th year he is inevitably among the have beens, but not necessarily past enjoying watching the development of interests that he had a hand in the organization of. I feel proud of the fact that I was one of the organizers of the National Dairy Show. I have always taken pride in the fact that the first move made toward securing the passage of the national oleomargarine law was a resolution I secured the passage of by the Illinois State Board of Agriculture when I was president of the State Dairy Association. Another fact that I have an old man's pride about is that I was the first to pay for milk at a creamery by the Babcock test.

"I was the pioneer producer of certified milk for the

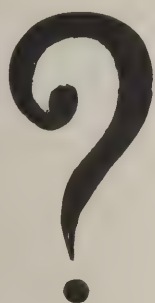


H. B. GURLER, Macon, Mississippi
First President of the National Dairy Association and One of its Organizers. 84 Years Young.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What would this saving mean to you?

Running Ice Cream Cabinets for two days on one filling of one-half the ice and salt now used daily....



Dry Zero Insulation

(Fully protected by U. S. and Foreign Patents.)

Is by far the highest duty of all the commercial insulants.

A cubic foot of "D-Z" weighs 1 lb.

It is one of the factors in the startling results obtained by

Dry Zero Cabinets

A Dry-Zero 2-hole-5 will harden cream on average charge of 25 lbs. of ice per 24 hours.

—Will keep cream in perfect condition two days on one icing of 50 lbs.

—Enable only every other day icing service to the small customer.

—Actually saves more than its cost every 12 months of service.

Dry Zero Cabinets are dry cabinets. They take brick or bulk without brick cans or skeletons.

The Dry Zero Insulation Company

San Francisco Office:
615 Balfour Building

Chicago Office:
654 Railway Exchange Building

Chicago market. I shipped milk from my Illinois farm to the Paris Exposition in 1900 and won a gold medal.

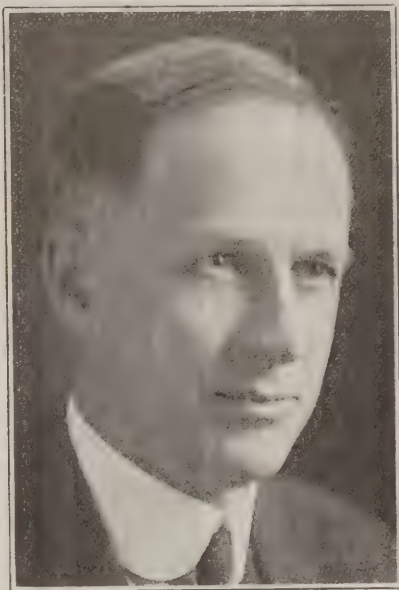
"I am certain that the dairy interest has the most solid foundation of any interest in the whole field of agriculture and I shall watch developments in it until my brain commences to slip cogs."

* * *

FROM THE PRESIDENT.

A message from the president of the National Dairy Association, who is also president of the World's Dairy Congress, is particularly appropriate in this story. Here it is:

"Is any other industry made up of so many independent units as the great American dairy industry?



H. E. VAN NORMAN,
Washington, D. C.

President of the National Dairy Association for many years. Also President of the World's Dairy Congress. Manager of the National Dairy Show in 1909-1910.

It draws its raw materials from four and a half million farms. These pass through thousands of creameries, cheese factories, condensing factories, ice cream factories and great city pasteurization plants, preparatory to consumption. To these farms and factories must be added the great number of distributing agencies wholly or partially devoted to the handling of dairy products. Think of the investment in factories devoted to the manufacture of tools, equipment and supplies necessary for the preparation of these products for market.

"Changing from the material to the human, think of the dairy

professors, extension leaders, county agents, rural high school teachers and traveling salesmen, each of whom as an individual is vitally interested in the industry and yet whose activity influences the life and success of a large circle. Again think of the state and municipal officers aggressively concerned with dairy products whose activities vitally affect the profits of the industry. Last, though not least, consider the dairy publications which serve the industry in their tireless effort to present that which promotes prosperity.

"Is it any wonder that this vast group of individuals, isolated as so many are, have lacked appreciation of the power of numbers? The National Dairy Show, organized eighteen years ago, has been actuated by the desire to serve this army of people who make their living out of the dairy cow, her products or the businesses wholly dependent on her. It exists to serve this army by an annual visual presentation of the year's progress, to serve by the mutual unconscious exchange of ideas occurring in the annual meetings during show weeks, occurring in the personal conversations which often mean tens and hundreds of dollars of benefit resulting from a new idea picked up and adapted to a new activity.

"Has any industry more rapidly grown in an appreciation of its own importance of the relation of its own

constituent parts one to another and in appreciation of the inter-dependence of its parts. All realize that general prosperity is inseparably involved in the prosperity of each part. This recognition has brought about the wish to exchange ideas with leaders from other countries culminating in The World's Dairy Congress.

"With all due respect to past claims, I believe it can be conservatively said that this year's National Dairy Show, accompanied as it will be by the World's Dairy Congress, will bring together a greater number of influential men and women from more states in the Union, from more countries in the world, than any of its predecessors. No community can afford to fail to have a representative, or several representatives, to soak up all that is within his power and bring it back to his community as a contribution to its progress.

The Exposition has been made possible by the faith and unpaid service of a group of men whose interest in the industry is larger and broader and more far-sighted than their own immediate business interest. It has been made possible by the financial contributions of those who buy its floor space and its tickets. It has been made possible by the leadership of its management.

"Gratifying as is its progress to date, its future is big with possibilities if we will but benefit by the past and fear not to break new paths which serve the industry in new and as yet untried fields."

* * *

FROM THE CHIEF.

When we started out to get opinion of leading men relative to the National Dairy Show we didn't hesitate to bother big men, although we know they might be busy. We approached the Big Chief at Washington and he sent us a special message which we are sure you will enjoy reading. Here it is:

"The dairy business is an enormous and intricate industry. There are hundreds of different

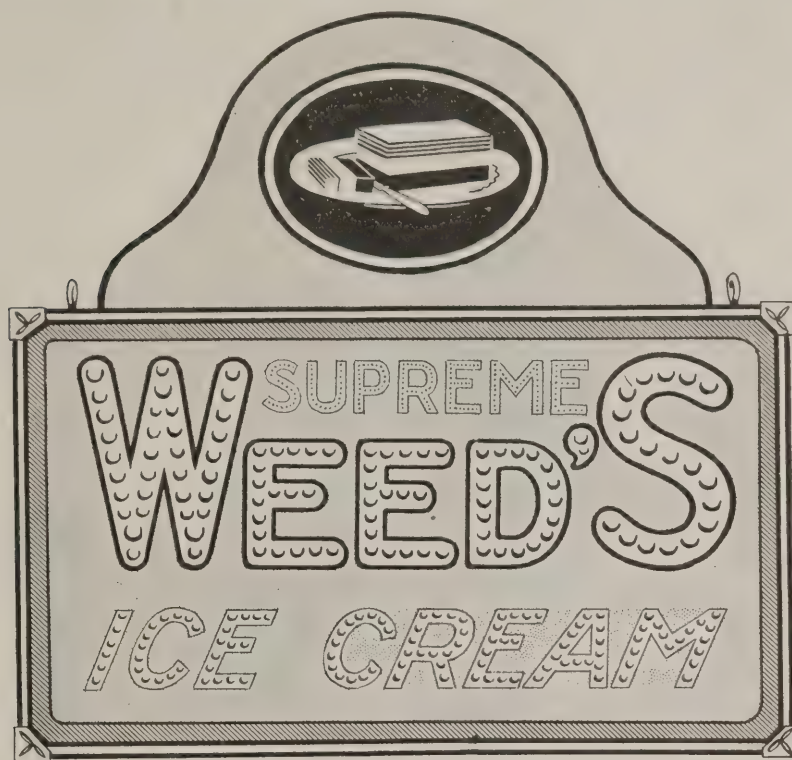
agencies, classes of people, and organizations that have an interest in the production, distribution and consumption of dairy products. Each of these agencies has a part in the development and promotion of the industry, and unless there can be some sort of clearing house somewhere in the industry where these various interests can assemble, measure the progress of the year, and determine future developments, we can not have the greatest progress.

"The National Dairy Show, it seems to me, is and has been such a clearing house of the industry. It is not always easy for the individual to measure the benefit he derives from attendance at the show. Nevertheless one can not know the progress of the industry; he can not know its tendencies; he can not know the new lines of machinery that are coming forward; he can not know the trend of the types of animals that leading judges and

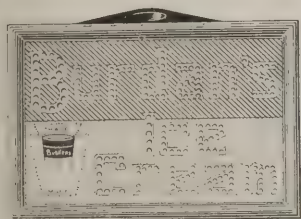


HON. C. W. LARSON,
Washington, D. C.
Chief of the Dairy Division, U. S. Department of Agriculture.
Director of the National Dairy Association.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Help Your Dealers Sell More Cream— These Signs will do it!



Indoor Signs for Counter and Window Display

Here's another popular Sign—our indoor intermittent flash display.

Fitted with automatic thermo flasher. No mechanical apparatus or motor required. No attention necessary.

Put these signs in your retailer's windows. It increases cream sales—flashes a buying message to people right at the very time when they are at the store and can drop in and buy.

Ask for full details and prices. Sketches gladly submitted upon receipt of your trademark.

SPEED up the sales of your cream. Co-operate with your dealers. Flash the name of your brand on every street.

People act on impulse. A reminder impels them to buy. Remind the passing public of your cream. Put a striking, brilliant sign over each dealer's door. Let people know your brand of cream is on sale everywhere in your town.

Convex Electric Signs will do the trick. They are different. Face is all metal. Nothing to break. Current consumption practically nothing.

Brilliant colorings make Electric Convex Signs stand out bold and compelling during the day. Hundreds of patented perforations make words glisten like diamonds at night.

Put life, action and selling methods behind your cream. Help retailers sell more. Place Electric Convex Signs with every dealer in your town.

Write for prices on quantity lots. Send your trademark to us and we'll submit a sketch free. Address

The McSavaney Co.
Springfield, Ohio

phitheater at the stock yards, and with increased space and facilities it continued to grow.

"There were some disadvantages in having it at the stock yards, more particularly the fact that it was hard to get to and it was difficult to get the attendance from the city, that was very much desired, so it was decided to hold the show at different places.

"I believe the show should have a permanent home. The industry certainly justifies the erection of a monument in especially the way of a building, arranged and equipped for the purpose intended, looking to convenience, comfort and economy. I believe that the commercial feature of the show should be eliminated as far as possible and the one object should be to stimulate the industry by making it more profitable to the producer and rendering better service to the consumer." selecting; he can not know the new discoveries and new lines of educational work, without some such contact as is offered through the National Dairy Show. To the individual who is interested in the promotion and development of the industry, the things which he can see and hear at the show constitute a notable opportunity. His attendance and co-operation have further a valuable helpful effect upon the industry in general. In helping to solve the problems that confront the dairy world, and in carrying home with him the lessons presented at the show, he has an effect upon the whole industry that is hard to measure. The dairy show is a great educational institution, valuable from every angle of the industry, and the more generally these annual meetings are attended and participated in by people through the country, the greater and more rapid will be the progress of the industry along proper lines.

"Sometimes one class of people in the industry are dissatisfied because they are unfamiliar with the problems and difficulties of some other class. The producer has a concern in the part the distributor plays in the whole scheme of supplying the consumer. Likewise the distributor is interested in the problems of the producer. No group is independent of all the others. Knowledge and co-operation on the part of all is the surest way of solving the problems confronting this great industry.

The future success of the National Dairy Show, it seems to me, will be measured by the success of the management and the dairy people generally in the development of a show that will promote the industry

along the lines of greatest efficiency in production, the highest degree of sanitation, the finest quality of products, and the most efficient and satisfactory development of agencies for placing these superior products in the hands of consumers. How to increase the knowledge and intelligent use of milk and its products, and how to develop systems of dairy production that will insure better living on the farms of this country are items that will have a place in the big program of this National Dairy Show, if it is to accomplish its greatest good."

FROM THE MAN WHO MADE THE FIRST SHOW POSSIBLE.

The man who backed the dairy show with his money during its early history didn't hesitate a bit when we asked him to dictate something for this special effort. J. A. Walker is too well known to our readers to need any lengthy introduction. What he says is of more interest. Here it is:

"I am pleased to give my endorsement and express my faith in the National Dairy Show.

"As one who has been identified with it from the beginning I can testify to my belief that as an institution it has served the dairy industry well. I believe the mere fact that it is in existence today proves its value. I know that it has gone through many struggles, some of which at times seemed almost insurmountable, and when an institution survives such struggles and develops to such proportions as the dairy show has today, is proof positive of its value as an institution.

"The greatest service that I have seen rendered by the dairy show has been its influence in bringing together the varied branches of the industry.

"When the national dairy show was organized there was scarcely any personal acquaintance between those interested in the different branches of the industry, while today there is not only manifest a most splendid social contact, but an earnest patriotic feeling for the welfare, one for the other, in all branches of the industry and this bringing together spirit is of enormous value to the industry as a whole.

"The industry has grown and today needs a closer bringing together if all the benefits possible are to accrue to the industry. The industry itself has grown so great and so important, and along with it in the same proportion has grown the National Dairy Show, until likely right now there is needed a round table get-together of the entire industry along the lines of the Plan and Scope idea.

"It is altogether likely that the time has arrived when possibly the dairy show would function somewhat



J. A. WALKER,
Chicago, Ill.

The man who put up the money and made the first National Dairy Show possible. He is Vice-President and Treasurer of the National Dairy Association.

Ask the user — about

ST. LOUIS GELATINE COMPANY'S



Pure - Hy - Grade
**GELATINES, GUMS
AND
ICE CREAM
POWDER**

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The STAY-ON

Send for New 1924 Price List

Thoroughbred
Quality and
Durance

The Best
Tub Cover
Material and
Experience can
Produce

Quality
is
Built
into
Stay-ons

Reduced Prices on
Stay-on Covers make
them the best buy on
the market.



Will
Never
Shrink!

Note the Many Superior
Features

They Never Shrink

1 Stay-on covers are treated before being cut which thoroughly shrinks the fabric so that all possible chance of shrinkage is eliminated. This is our own special process.

Covers are Furnished Complete

2 Strings are hard laid finish, and tipped at ends with metal tips. Copper rivets are inserted to give the cover strength, and extra patches placed where the wear is greatest. Covers are furnished with staples.

Attachments

3 Cover attaches to the tub with bronzed Dee and piece of rawhide, which will not rust as do the other attachments.

Experience

4 Stay-ons are made by experienced workmen in an up-to-date factory, and fully guaranteed by us.

Finish

5 This cover is not effected by weather conditions. It will be found always dry. Never can it freeze stiff in cold rooms nor will it soften and become oily in warm weather.

Large Cut

6 Stay-on covers are cut large to fit easily over the tub, and together with the bright finish on the goods makes an ideal top for your packer.

Emphatically!

The Highest Class Tub Cover Made
—and we can prove it

SAMPLES AND PRICES ON REQUEST

Canvas Products Corporation

FOND DU LAC

McWilliam & Main Street

WISCONSIN

JUDGE NOT LEST YE BE JUDGED—CUT NOT LEST SOMEONE ELSE CUTS, TOO.

differently from what it does now. We have seen through the influence of the National Dairy Show the organization of the Dairy Council at Waterloo, which each year is proving a most wonderful success and as a consequence of holding two shows in St. Paul we now hear the good news that a local show in that section will be maintained annually hereafter. It is probable that more of this kind of work should actually be encouraged and assisted.

"The consumption of dairy products through the great work of the National Dairy Council is increasing constantly and greatly and we are going to need to produce more of these products and we want the farmers to produce them at a profit. The only way to do this is to encourage the use of pure bred sires and the whole industry should be organized if for no other reason or purpose than to get behind the breed associations and aid them in the distribution of pure bred dairy stock.

"The future of the dairy industry certainly looks bright and by capitalizing the spirit of oneness which the National Dairy Show has developed and taking advantage thereby in a concerted way of all of the possibilities, we will have done not only a good thing for ourselves but a good thing for agricultural America."

* * *

FROM THE BOSS HIMSELF.

Of course, a story of this kind would not be complete without a letter from the man who has been guiding the ship during the longer part of its voyage. The good ship "Dairy Show" is riding the waves of success and much credit goes to Secretary and General Manager

W. E. Skinner. Here is his message:

"The National Dairy Exposition of 1923 will be of more infinite value to America's dairy industry than any that has been held before, that is, if deductions from events upon which this statement is based are reasonably sure.

"It would seem that the interest manifested in the show and its work this year is as strong from one section of our country as another. From the Atlantic to the Pacific coast states, from Texas to the Canadian line, and then all through Canada do we find a keen interest in the Exposition

not only from the educational forces of all sections, but from the laymen of all branches of the industry, showing that a healthy interest is surely crystalizing with regard to the place the dairy cow must occupy in our agricultural program, and the place her products must occupy in the life of the child, which means the building of a sound, vigorous, healthy nation.

"The fundamental soundness of the teachings of this Exposition are reaching the souls and consciences of all men in any way engaged in the industry and all are striving to put more constructive thought and effort back of their special part. The show responds to the

general feeling of a worthwhile work to do for humanity and everybody is willing. The attendance this year will be 90 per cent dairymen from all parts of America.

"The cattle exhibit will be larger than it ever has been—pure bred, grades and calves in the boys' and girls' department—a record products entry—a record machinery and supply exhibit—more foreign exhibits—larger conventions—more interest in the show and better presentation of exhibits than ever before.

"All that is now necessary is for everyone to get in shape and we will launch the industry this year into the foremost position in agriculture, and into the minds and hearts of the people in its relation to human life and the stabilizing of all agricultural pursuits, upon which rests the progress of all industry."

* * *

FROM THE MAN WHO "STAGED" THE FIRST TWO SHOWS.

The question of who first thought of holding a national dairy show is of little consequence, as we look at it. Other folks perhaps thought the world was round, and that other lands laid toward the west, but Columbus had enough nerve and faith to go find them.

Here is a letter from the man who "went and done it," and started the National Dairy Show on its career. We asked "Sudy" to write us a special message and here it is:

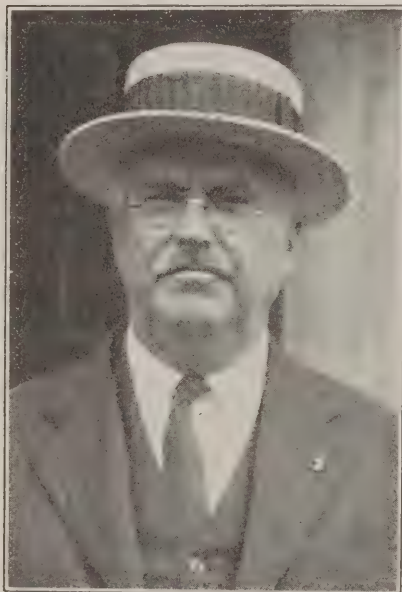
"Answering your invitation to write something about the National Dairy Show, I will try to comply. While superintendent of the dairy exhibits at the St. Louis Exposition in 1904, I made up my mind that the dairy industry needed a national show where cattle, as well as dairy machinery and dairy products could be exhibited all under one roof. We already had an annual exhibition of machinery and supplies at the National Creamery Buttermakers' Convention, but it lacked the dairy cow.

"Not at that time having the necessary capital for such an enterprise, I tried to interest the supply houses, who were all willing to help by making exhibits and giving their moral support but not financial support. At that time I spoke to J. A. Walker about my plans, which he thought were good and he interested Huston Wyeth, president of the Blue Valley Creamery Company, who advanced the necessary capital.

"An organization was effected with Mr. Wyeth as president, Mr. Walker as vice-president and myself as secretary and general manager. We rented the Coliseum in Chicago, and in February, 1906, the first show was pulled off with the building filled with exhibits and, I believe, 306 head of dairy cattle.

"The show was held under the auspices of the National Creamery Buttermakers' Association, and they held

(Continued on page 46)



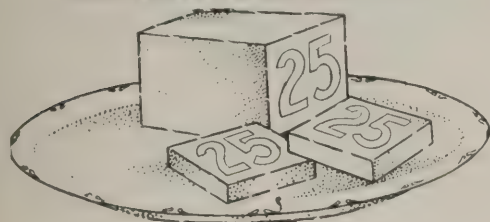
W. E. SKINNER,
Chicago, Ill.
Secretary and General Manager of
the National Dairy Show since 1912.



E. SUDENDORF,
Tampa, Fla.
Secretary and General Manager of
the first two National Dairy Shows.

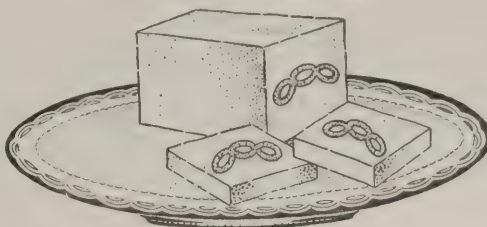
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FOR SCHOOL CLASS BANQUET



Birthday, Wedding or any Anniversary.

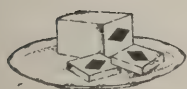
ODD FELLOWS EMBLEM.



Three Links. Price \$2.00 each.

The Cassell Center Mold Specialties

ARE UP TO THE MINUTE



Diamond.



Bell.



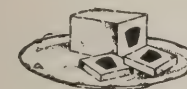
Slipper.



Heart.



Keystone No. 1.



Keystone No. 2



Maltese Cross.

Prices

Round Brick Mold, with either Letters "K" or "R" for Kiwanis and Rotary Clubs respectively, each, complete, \$3.20.

Small letters of Alphabet \$1.70 each, or set (26) letters \$40.00.

Numerals, single figure \$1.70 each, or set of ten, 1 to 0, \$16.00.

Any design shown in the smaller cuts \$1.35 each, or \$16.00 per dozen.

Special designs made to order from *your* sketch.

ORDER THROUGH YOUR JOBBER, OR

W. W. CASSELL

PATENTEE

VINCENNES, INDIANA

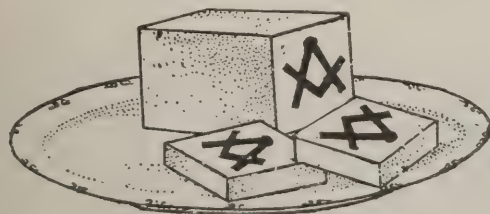
FOR LODGE BANQUETS.



K. P. for Knights of Pythias.

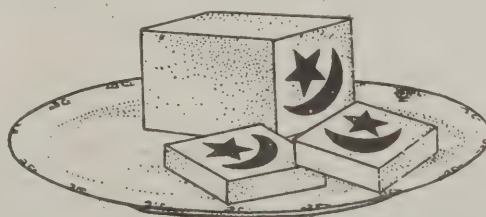
Price \$3.40 complete.

MASONIC EMBLEM



For Blue Lodge. Price 3.35 each.

SPECIAL EMBLEM



For Shriners, Masonic. Price \$2.70 each



Hatchet.



Crescent.



Shamrock.



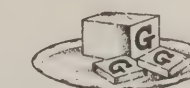
Egg.



Star.



Club.



Initial.



A View of the Main Exhibit Building.



There are many pretty lakes around Syracuse.



Main Entrance to National Dairy Exposition Grounds. Part of main building is visible on the left. All buildings are in circle and can be readily reached from this entrance.

HISTORY OF DAIRY SHOW.

(Continued from page 44)

their convention in connection with the Dairy Show. The show organization furnished a premium fund of \$5,000. After paying all expenses there was left a profit of \$2,700.

"The writer also managed the second show at the stock yards in 1907, which lost several thousand dollars due to several causes, among them the panic which came right at the time of the show, and the torn up condition of the street car tracks on the south side of Chicago and the elevated not yet running to the stock yards. Many other things happened that hurt us which I will not here enumerate.

"My connection with the Association stopped in 1910. I am glad to know that many strong beneficial organizations were launched as the result of the dairy show. The work has my hearty support and I hope they will continue to help the industry in the future as in the past."

(Continued on page 102)



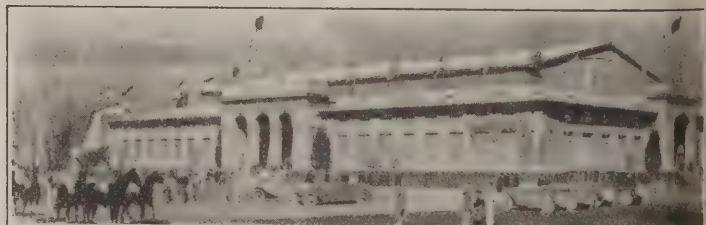
One of the pretty residential hotels of Syracuse.



Entrance to Main Exhibit Hall.



Side View of Portion of Main Exhibit Hall.



Here's a Good View of the Coliseum.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ZERO

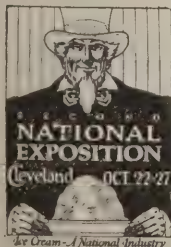
REFRIGERATOR BODIES



250 Gallon—Type A—mounted on a Two Ton Chassis.

BUILT and sold by old
reliable manufacturers
with years of experience.

*You are cordially invited to visit our
Booths 183-184-185 and 186*

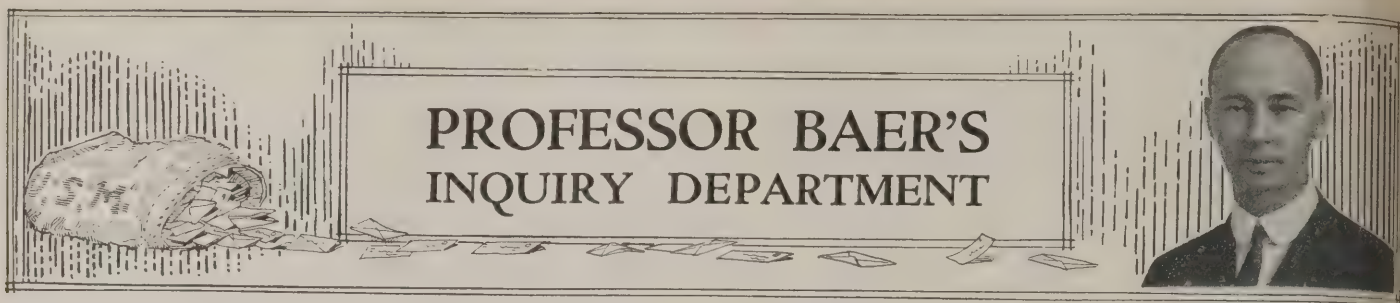


John J. Grothe Co., Inc.
Zero Building
WOBURN, MASS.

BRANCHES

Guelph, Ontario
New Orleans, La.
Cleveland, Ohio
St. Louis, Mo.
Sacramento, Cal.

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.



Answers to Inquiries

Dear Sir:—We are having a considerable number of complaints from various customers regarding the keeping quality of our product, and we are at a loss to determine the cause. Thinking you might be able to help us out, and that you would be kind enough to do so, we are giving you as much information as we can to aid you in determining the cause.

We send cream thirty and forty miles by truck besides doing a considerable express business. Our cream, upon leaving the plant, is good and hard and packed as well as we know how to pack it, but upon our truck's arriving at their destination, the cream has become soft and the retailer can not seem to bring it back to a hard condition. Our trucks leave the plant early in the morning and only consume about two and a half to three hours to make the trip. We use the extra high five-gallon tub, which, in our opinion, has enough room for plenty of ice.

Our mix contains 9 per cent fat, 11½ per cent S. N. F., 14 per cent sugar and a little less than .5 per cent gelatine. It is made up as follows:

Product	% Test	Lbs.	Fat	SNF	Sugar	Gel.	Total
Butter	83%	148.	122.8	122.8
S. Condensed	5%	190	.9	51.3	83.6	135.8
Milk Powder	1%	110.5	1.1	103.8	104.9
Sugar	105.4	105.4	105.4
Gelatine	4.2	4.2	4.2
Water	815.9
Total	84.5	1374.0	124.8	155.1	189.0	4.2	473.1

We have a Mojonnier tester and test each mix for fat and total solids and then standardize when necessary. We are using Atlantic Company's super X grade of gelatine, for which we pay 80 cents a pound. Our sweetened skim condensed milk we purchase from Libby, McNeil and Libby, and according to their analysis, it contains 44 per cent sugar and 27 per cent milk solids, or a total solid content of 71 per cent.

Reply: It appears from your letter that you only have difficulty with the cream you send out on trucks and by express. There is but just one thing wrong and that is that your cream is not properly packed for delivery. In other words, the proportion of ice and salt used in the packing with the cream is not correct. Otherwise it would not become soft in transit, especially during the short period of time it is in transit.

I suggest that the way to solve this difficulty would be to send a representative from your plant along with one of the trucks and actually determine whether or not the cream does become soft. Have him note whether a sufficient amount of ice and salt mixture is still in the packers when the cream is delivered to the retailer and then report back to the plant where the condition can be remedied very easily by using a larger amount of salt with the ice to assure the delivery of cream in a hard condition. I would also have this representative from the plant give the retailers proper instructions on how to pack cream in the fountain or cabinet. It is

very difficult for the retailer to reharden cream at the fountain after it has once become soft.

* * *

Dear Sir:—On account of the shortage of sweet cream, we are compelled to change our "ice cream mix," and use sweet butter instead of the cream. We would like a formula for 10 per cent fat mix, using whole milk, test 3.8, and 14 per cent sugar, condensed skim milk, 3 to 1, (we do not use the powder), sweet butter, etc., to make a 33 to 35 solids.

Reply: I am suggesting below in table one and table two, formulas for 10 per cent butterfat mixes made with sweet butter and milk and using skim condensed milk for serum solids.

Table 1.

100 pound mix, 10 per cent fat, 14 per cent sugar.			
Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	13.30
.5 lbs. gelatine47
16.0 lbs. condensed skim milk	4.32	4.32
9.4 lbs. sweet butter	7.89	7.89
60.1 lbs. 3.8% milk	2.28	5.15	7.33
100.0 lbs.	10.17	9.47	33.31

Table 2.

14.0 lbs. sugar	13.30
.5 lbs. gelatine47
20.0 lbs. skim cond.	5.40	5.40
9.6 lbs. 84% butter	8.06	8.06
55.9 lbs. 3.8% milk	2.2	4.79	6.91
100.0 lbs.	10.18	10.19	34.14

Either one of these formulas should give you very good results and I suggest you try both of them and then select the one you like best.

* * *

Reply to C. J.: I am glad to give you the correct analysis of your ice cream mix, which you will find below in Table One. You were personally, quite correct in your figures when you calculated your total solids to be 34.11 per cent, providing you want to consider your sugar and gelatine 100 per cent solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
337.0 lbs. 4.4% milk	14.82	28.98	43.80
54.0 lbs. 84% butter	45.36	45.36
30.0 lbs. skim powder 95%	28.50	28.50
84.0 lbs. sugar 95%	79.80
3.0 lbs. gelatine 95%	2.85
92.0 lbs. water
600.0 lbs.	60.18	57.48	200.31
Per cent	10.03	9.58	33.38
Per cent sugar	14.00
Per cent sugar solids	13.30
Per cent filler	0.50
Per cent filler solids	0.47

(Continued on page 50)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

**Stop—
Look—
Listen—**

DON'T FAIL TO VISIT BOOTH NO. 72
AND EXAMINE THE COMPLETE LINE
OF **ECONOMY CABINETS**. MAKE
OUR BOOTH **YOUR HEADQUARTERS**.

Economy Cabinets

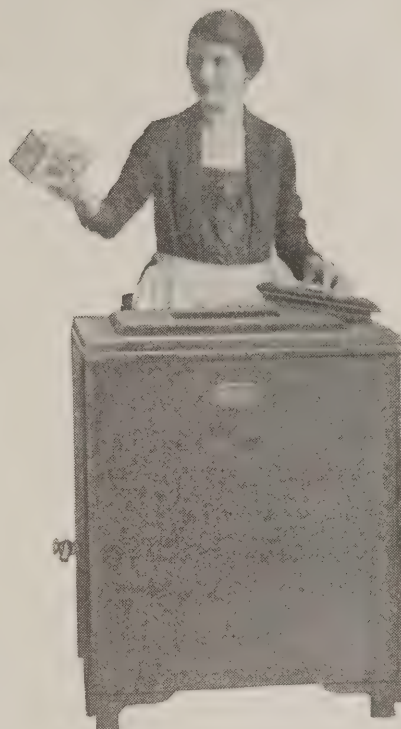
Dry Package Cabinet

Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



New Corkboard Cabinet

The manufacturers have come to realize that superior insulation means money saved on ice consumption. This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with 7/8" buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.



Tub Cabinets

This separate compartment cabinet is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinet are especially treated to prevent leakage.

ALL Cabinets finished in highly polished mahogany.

Homer Manufacturing Co.

HOMER CITY, PENNA.

Rice Durfee Company
331 Dwight St., Springfield, Mass.
New England Distributors



REPLIES TO INQUIRIES.

(Continued from page 48)

I am returning your De Raef report sheet with pencil notations and you can easily see where Mr. — made his error. In the first place the per cent of butterfat is 10.03 instead of 10.30. Then the per cent of fillers is one half of 1 per cent instead of 3 per cent.

* * *

Dear Sir:—Please help me on my mix. As I read your work in The Ice Cream Review, and am deeply interested to know standing of our goods, and do not know how to figure same. We are using the following: 3 quarts of 40 per cent cream; 6 quarts of 8 per cent condensed milk, unsweetened; 6 quarts of 3½ per cent milk; 6 quarts of 9 per cent evaporated milk; 4 ounces good gelatine and 7½ pounds sugar to 10 gallon mix, the above to produce 40 quarts when frozen.

Can you tell me the solids, and butterfat, and what you think of the balance of the mix?

Reply: You will find below in Table One an analysis of your ice cream mix showing the amount of butterfat, milk serum solids and total solids. You will notice that your ice cream appears to test 9.6 per cent while you have about 11½ per cent serum solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
3 qts. or 6.0 lbs 40% cream..	2.40	.321	2.721
6 qts. or 13.5 lbs. 8% cond....	1.08	2.430	3.510
6 qts. or 12.9 lbs. 3.5% milk..	.45	1.110	1.560
6 qts. or 13.2 lbs. 9% evap. .	1.19	2.370	3.560
4 oz. or .25 lbs. gelatine....237
7.5 lbs. sugar....	7.120
53.35 lbs mix	5.12	6.231	18.708
Per cent	9.6	11.68	35.6

Due to a very good balance between fat and serum solids you should have no trouble in making a satisfactory ice cream from your formula. Your overrun will be practically about 90 per cent.

* * *

Dear Sir:—I have a Cherry, model E, brine ice cream freezer. My freezer pulley turns at 237 R. P. M. The factory recommends between 220 and 245. My pump is supposed to pump 27 gallons per minute. The factory recommends 30 gallon per minute. It was pumping more and I had to cut it down as my freezer pipes wouldn't carry the capacity. I freeze at a temperature of about 5 degrees above zero. My mix is as follows, and I mix each batch separate by hand. Ingredients, 7.0 pounds sugar; .25 pounds gumperts textor gum; 2.0 pounds skim milk powder; 37.80 pounds 20 per cent cream; 8.5 pounds 4 per cent milk and one-half teaspoonful salt.

Now, I am getting very fine ice cream, but don't seem to get my proper swell. My swell averages around ten gallons of finished ice cream from the described mix. My mix measures six and one-fourth gallons. If I understand right, I should get between 90 and 100 per cent swell, or between 12 and 12½ gallons of finished ice cream. My freezer is a Cherry, 40 quart. If my mix is too much, how will I reduce it to make my solids and butterfat come out right? The law here requires 14 per cent butterfat.

Reply: You stated that you were not getting the proper overrun. I have analyzed your mix given below in Table One where you will find that the ingredients are pretty nicely balanced and I see no reason why you should not get the overrun.

It is possible that you are over loading the freezer, putting too much mix into it for a single batch, so there is not enough room to produce the swell. I suggest that

you try using not over 50 pounds and possibly not over 48 pounds to a batch. It does not appear that there is anything wrong with the speed of your freezer and I see nothing wrong with the pumping of the brine nor the temperature of the brine.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
7.0 lbs sugar	6.650
.25 lbs. gum237
2.0 lbs skim powder.....	1.90	1.90
37.8 lbs. 20% cream.....	7.56	3.42	11.32
8.5 lbs. 4% milk34
55.55	7.90	5.32	20.107
Per cent	14.2	9.6	36.5

I am also suggesting in Table Two a 10 per cent mix made up according to your description. You will notice this mix table two is made for 50 pounds or for one ten gallon batch.

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
7.0 lbs sugar	6.650
.25 lbs. gum237
2.0 lbs. skim powder	1.9	1.9	1.900
21.4 lbs. 20% cream	4.28
19.35 lbs. 4% milk77	3.18	8.230
50.0	5.05	5.08	17.017
Per cent	10.0	10.0	34.0

* * *

We are making our batches in 4500 pound sizes and are running 12 per cent fats and 35 per cent total solids, standardizing each mix before using, as we have the Mojonier testing laboratory. Our normal mix is as follows: 230 gallons, four per cent milk, 532 pounds sweet butter, 100 gallons skim milk, 77 pounds of powdered milk, 452 pounds sugar, 300 pounds sweetened condensed, 22 pounds gelatine, 16 pounds impruv mix, 3½ pounds of Gumperts terminal improver. Water to make up 4500 pounds.

This is heated up to 150 degrees and homogenized at a pressure of about 1500 pounds and cooled down to 35 to forty before freezing and held 24 hours. This makes us a very excellent piece of goods. It is hardened in a room running from zero to ten below.

We do not have any general trouble with this. We will have on an average of some three to five complaints from various sources during a week. So far it has been almost entirely on vanilla ice cream. A good many of the complaints coming from shipping customers. The cream is not overwhipped as we are running around ninety per cent on our overrun. Today we received a packer back from one of our refrigerator trucks. It had originally been four gallons and had dropped to three. There was plenty of gelatine in it, in fact, there was a little too much as it showed the gelatine very plainly. The cream had not got very soft, was still in good serving condition when I saw it and weighed it. The three gallons weighed twenty and one-half pounds, indicating that the four gallons had weighed five and one-eighth pounds per gallon, which is really good heavy ice cream. If you can give us an idea we will appreciate it.

Reply: I am absolutely sure that this condition is not now due to any ingredients in the mix. The fact that you only have this trouble occasionally and only on your shipping trade, either railroad shipments or truck shipments, leads me to believe that the trouble is caused by an occasional can of cream not drawn at the right stage from the freezer. It is also possible that occasionally your overrun might get a little too high, although you seem to think that by weighing the cans that this is not the cause of your trouble. Drawing the

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Edible Gelatin Manufacturers of America, Inc.

An Association composed of the following manufacturers of Edible Gelatin:—

CRYSTAL GELATINE CO., Boston, Mass.

ESSEX GELATINE CO., Boston, Mass.

KIND & KNOX GELATIN CO., Camden, N. J.

MILLIGAN & HIGGINS GELATINE CO., New York, N. Y.

SWIFT & COMPANY, Chicago, Ill.

UNITED CHEMICAL AND ORGANIC PRODUCTS CO., Chicago, Ill.

UNITED STATES GELATINE CO., Milwaukee, Wis.

J. O. WHITTEN CO., Winchester, Mass.

Extends a cordial invitation to ice cream manufacturers and their friends to visit the Association booth (No. 112) at the National Convention and Supply Men's Exhibit in Cleveland, Ohio, October 22 to 27.

The Edible Gelatin Manufacturers of America, Inc., desires to announce that the broad study of the food value and uses of edible gelatin conducted at Mellon Institute of Industrial Research, University of Pittsburgh, Pittsburgh, Pa., has assumed such importance that the work will be continued on a much more extensive scale of practical utility during the coming year.

The results of the completed investigations will be demonstrated at booth No. 112 in Cleveland. There will also

be available for interested parties complete information regarding the uses and properties of edible gelatin. Much of the information will be of industrial interest and use to the ice cream manufacturer.

The research Bureau of The Edible Gelatin Manufacturers of America, Inc., at Mellon Institute of Industrial Research is pleased to be of advisory assistance in solving problems and answering technical questions pertaining to the use of edible gelatin in the manufacture of ice cream. During the present year, it has had the opportunity of rendering direct aid to a number of leading ice cream manufacturers. It is hoped that the booth at Cleveland will result in the extension of this service.

FLAVOR

WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA EXTRACT

(ARTIFICIAL)

Flavors 10 Gallons

ICE CREAM

at a cost of

Less 4/ Than 10c Per Gallon

Do You Want To Improve on Your Present Flavoring?

Do You Want To Cut Down on Flavoring Costs? Then Try

B. B. B.

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

JUST WHAT YOU WANT
ISN'T IT?

Give B. B. B. a trial and learn why so many are using it exclusively

Blanke-Baer Extract & Preserving Co.

3224-34 South Kings Highway

ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.
St. Louis, Mo.

Ship at once....Gals.
B. B. B. Vanilla Extract.
We have been looking
for just such a Vanilla
Extract as here de-
scribed.

PRICES.

	Per Gallon
In Barrels	\$5.50
Half Barrels	5.75
10 Gallon Kegs.....	6.00
Single Gallons	6.50

Name

Address

Date

cream a little too soft from the freezer will make large air spaces in the cream and this sort of cream when hardened is apt to drop in the can.

In a number of similar cases in different parts of the country we have successfully eliminated this trouble by reducing the amount of sweetened condensed milk. You have done this, however, and you are not now, according to your formula, using an excessive amount of sweetened condensed. We found in another factory that the use of invert sugar syrup and corn syrup caused this trouble.

I suggest that you follow this up very closely, especially at the freezer, if necessary, marking some of the cans into which the ice cream is drawn rather soft and see if that will not locate this difficulty.

* * *

Dear Sir:—What acidity should ice cream have? What are the apparatus used, size of pipette, etc.

Reply: No ice cream factory should try to develop an acidity in the ice cream mix after the mix is once made, but should try to keep it just as sweet as possible. This can be accomplished by holding the mix at a low temperature.

The acidity of an ice cream mix will vary with the amount of milk solids the mix contains and especially milk serum solids. The average ice cream mix should contain some extra milk solids introduced into the milk in the form of skim milk powder or condensed milk.

I suggest that you order an acidity test apparatus from one of the creamery supply houses. They can furnish the test complete. This apparatus consists of a burette, for the alkali, the necessary pipettes, the alkali and the indicator as well as full directions for its use.

* * *

Dear Sir:—We are having some trouble with viscosity in our ice cream mix. It seems impossible to get the overrun which we want, i. e. about 90 per cent.

Our mix consists of 12 per cent fat, 37 per cent total solids of which 10 per cent is milk solids made up with whole milk and using skim powder, Merrill-Soule brand, to obtain our milk solids, not fat. We are using one-half of one per cent Delft gelatine and using butter to obtain our fat.

We cannot obtain the proper viscosity for the overrun desired, and would like your advice as to how to obtain this.

We are pasteurizing to 145 degrees, and holding 20 minutes; viscolizing at 1800 pounds pressure and cooling in vat with brine. We are using Washburn's improver, and holding forty-eight hours.

Reply: You stated that your mix contained 12 per cent butterfat and 10 per cent milk serum solids while it had a total solids content of 37 per cent. It seems hardly possible that with a mix of this kind you should not be able to get the overrun. It is possible that one-half of one per cent of your gelatine is not sufficient and you might try using about .7 per cent.

According to your information it also appears that you are using close to 16 per cent sugar, which is excessive. I suggest you reduce the sugar content to 14 per cent. This would give you a total solids of 35 per cent instead of 37 per cent. 35 per cent is plenty high.

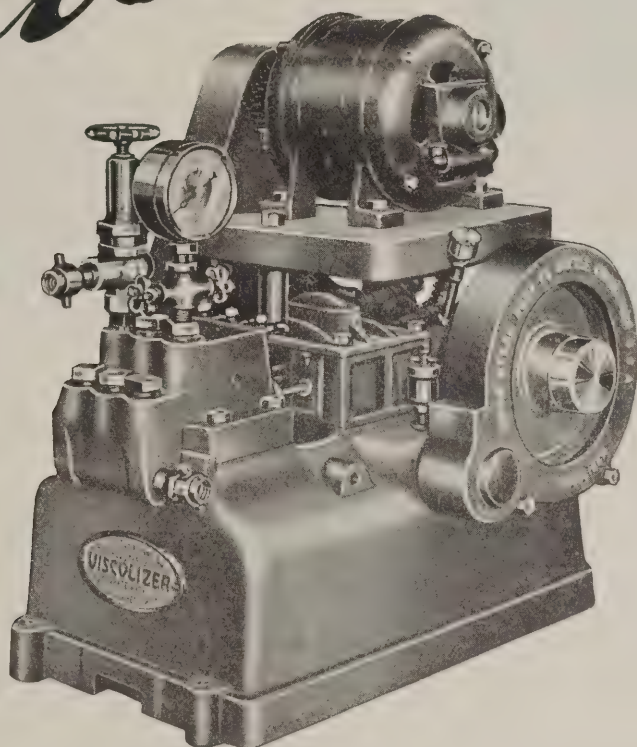
If you are holding your mix forty-eight hours, I suggest that you try a few batches without the improver and see what results you get.

In case this does not solve your difficulty, I suggest that you write to me giving me a complete list showing every ingredient used so that I can calculate it. It is possible that you have something which your present letter did not fully describe.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SEE IT AT THE DAIRY SHOW

The Junior Viscolizer



*Improves
Quality.
Saves Waste*

*Capacity
Fifty Gallons
Per Hour*

A NEW size Viscolizer designed especially to fill the needs of the smaller dairies and ice cream plants. Its comparatively low capacity and economical operation make it particularly adaptable to the small ice cream manufacturer or to the neighborhood creamery competing with large concerns on a quality basis. Though intended especially to provide Viscolizer service for even the smallest operator, the Junior size also lends itself to a multitude of special uses in a plant of any capacity.

Distribution Directed By

JOHN W. LADD CO.

Detroit, Mich.

Columbus

Cleveland

Cincinnati

and

CHERRY-BASSETT-WINNER CO.

Philadelphia, Pa.

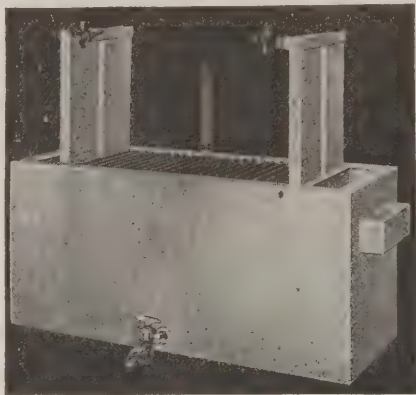
Baltimore

New York

Pittsburg

Reduce Bacteria Count

Buy one of these cells—



Put salt water in it.
Turn on current of electricity.
Product is Sodium Hypo-
chlorite.
Keeps down stale milk odors.
Reduces bacteria count.
Bacteria count is the index of
quality.
High quality increases busi-
ness.

Following is a City Bacteriologist's report
on a big ice cream plant using this Hypo-
chlorite freely:

	Bacteria per C. C.
Mix No. 3 Chocolate . . .	3,000
Mix No. 4 . . .	1,000
Vanilla Ice Cream . . .	2,000
Peach Ice Cream . . .	1,000
Strawberry Ice Cream . . .	2,000
Chocolate Ice Cream . . .	4,000
Harlequin Ice Cream . . .	2,000
"Milco" . . .	1,800

CAN YOU BEAT IT?

Write for bulletins.

The Electro Chemical Company

Dayton, Ohio - - U. S. A.



MICHIGAN ALLIED DAIRY ASS'N

Dairy Booster Officers.
Pres., C. J. YUNKER
1112 Radcliffe Drive,
Toledo, Ohio.
Secy., C. J. W. SMITH
c/o Creamery Package
Mfg. Co., Detroit.

NOTES OF THE TRADE.

By C. J. Yunker.

R. D. Graham, manufacturer of ice cream at Lima, O., is seriously sick in a hospital at Philadelphia.

* * *

Geo. McDonald of R. L. Graham, Lima, O., was killed in an auto accident. He was manager of R. L. Graham's ice cream plant and was a young man liked by all.

* * *

Cloyd Hopkins is a member of the firm of Defiance Ice Cream Company, Defiance, O.

* * *

Bradner Dairy Company, Bradner, O., will install a new boiler, 50 horse-power engine and a five-ton ice cream tank. They also will handle dressed poultry and eggs.

* * *

All ice cream manufacturers should put in their time at their meetings and the exhibits, where they will see all improvements for their business and be able to meet the salesmen who will be there to show their wares and help to make you enjoy your trip while in Cleveland.

* * *

C. J. W. Smith, 561 Continental Ave., Detroit, Mich., secretary of the Michigan Dairy Boosters, is laid up with sickness. His son, who also is sick, is very bad off. Let's hope both of them get well quick.

* * *

The writer, representing the Zipp Manufacturing Company, Cleveland, O., has been off the territory for about six weeks on account of not feeling very well but is again on his trip. Business is good.

* * *

The Wells Creamery Company, Delphos, O., has installed a new tank.

* * *

Seneca Dairy, Fostoria, O., has been discontinued. It was sold out piece by piece. This plant never paid for some reason or other. It was tried out by several different managers.

* * *

F. L. Fisher of Zipp Manufacturing Company, Cleveland, O., was elected secretary of the National Association of Manufacturers of Fruit and Flavoring Syrups. Mr. Fisher is secretary of the firm he represents and also the son-in-law of Mr. John Zipp, of the Zipp Manufacturing Company. Frank is a hustler and has a host of friends and is very well liked by all.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Only a Few More Left



In all our years as publishers to the dairy industries we have no record of selling more copies of any one book in so short a time as that of

ICE CREAM MIX

50c

POST PAID
anywhere

The demand for this very useful and handy book on the ice cream mix and formulas has been away beyond our expectations and only a very limited number of copies remain.

FIRST COME FIRST SERVED—USE THE
COUPON AND ORDER YOUR COPY RIGHT NOW

The Olsen Publishing Co.
FIFTH AND CHERRY STREETS
MILWAUKEE, WIS.

Enclosed find 50 cents for which send me postpaid a copy
of ICE CREAM MIX.

Name ..

Street No.

City State.....

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Pioneering the Ice Cream Industry of Iowa

By F. K. UNDERWOOD*

ON FEBRUARY 15, 1892, I bought a half interest in the Asher & Green restaurant, located at 215 High Ave. West, Oskaloosa, Ia., and it became known as the Asher & Underwood restaurant. We gave but little attention to the serving of meals and gave more time to the manufacture of ice cream and candies. The ice cream business developed more rapidly for a time than



F. K. UNDERWOOD.

the candy business and in a short time we were shipping ice cream to many of the nearby towns. We were crushing ice with a very rude cast-iron mallet and freezing our cream in a six-gallon hand freezer. This equipment was such that it required two to three boys or men working one-half the night and all day during the warm months to put out 50 to 60 gallons of ice cream a day.

Before the first summer was over we conceived the idea of putting in a small upright steam boiler with engine attached.

employed a carpenter to make, and bolt to our old wheel on the six-gallon freezer, a wood covering to carry a belt. We put an advertisement in the local newspaper, "Asher & Underwood freezing cream by steam."

The people flocked to our place in considerable numbers to see how it was possible to freeze ice cream by steam.

Our new plan did not aid us greatly in getting more cream in a given time, as we had the notion the cream must be run in the freezer at least an hour and well frozen before removing from the freezer in order to be first class cream, and as a result we had a product over-run and frequently a coarse-grained cream.

If we happened to get a smooth batch, it was an accident. However, the small engine saved us considerable labor and gave us time to study out better methods of handling our cream before freezing as well as taking care of it after freezing.

The second year we put in a 10-gallon C. & B. right freezer and a power ice crusher. As for our product in those days the difference was not considerable from the present, using gelatine as a binder as many manufacturers do now. We gave little or no heed to the butterfat contained in a batch and in fact we had no means of knowledge of testing for butterfat.

At that time sweet cream was cheap and plentiful in this section and I believe if we could have tested this cream it would have run 7 or 8 per cent butterfat which I believe was ample for those days. In fact we feel that a standard of more than 7 or 8 per cent butterfat is detrimental to the public now inasmuch as it compels them to consume during the hot months a great quantity of butterfat that the human system does not need and which should be put in storage for the winter months when butter, as we all know, advances to a price beyond the pocketbook of many.

We have a modern equipped plant today but have not increased the ice cream business as we have the candy business due to the fact that there is a limit to the distance you can ship cream, and being in a small town it did not take long with modern machinery to reach a point where we could supply the demand.

Competition in Iowa has been so keen the past few years that I doubt that but few have made any considerable profit in the manufacturing of ice cream. It has made it very profitable to the retail dealer, however, who seems to have learned that he is entitled to a profit.

As to the future of the ice cream industry no one knows, but it would appear that consumption of ice cream will continue to increase to some extent more than the increase in population, due to advertising and improved facilities for handling same. I feel the wholesale manufacturer has a hard road to travel the next few years and attribute this to the over-zealous manufacturer of ice cream machinery who induces the retailers to put in equipment for manufacturing their own cream. As a result the wholesale manufacturer loses business and the retailer manufactures a poor quality cream in many cases and fails to make any money overhead expenses being too great.

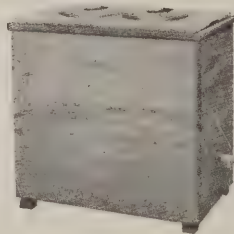
The most successful retailer as a rule is not a manufacturer and the same might be said about the most successful manufacturer in the land. We do not know him retailing his product.

* President of The Underwood Co., Oskaloosa, Ia., and one of the oldest ice cream manufacturers in the state. Written especially for The Ice Cream Review.

STOUT

Schroeder Perfection Cabinets

—the one Dealer
Help that builds
Sales and Good
Will all year
'round.



"Insulation is the thing"

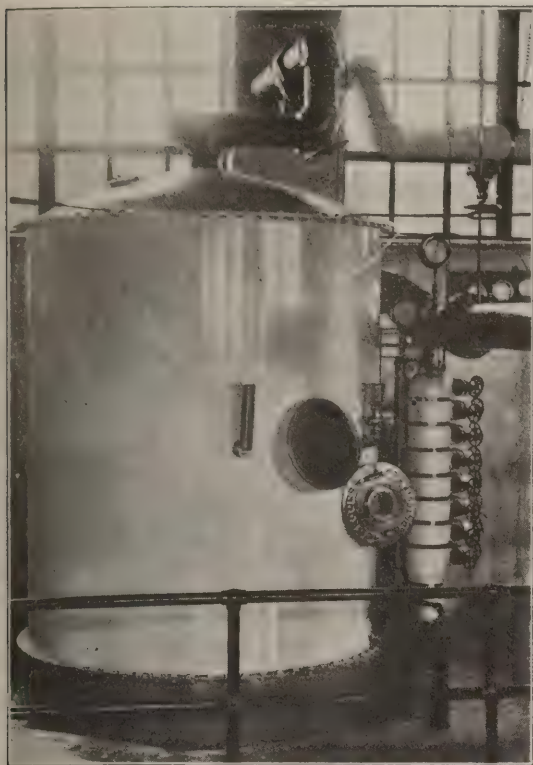
JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

... MILWAUKEE, WIS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



6' Vacuum Pan at Wellington, Ohio, plant of
Telling-Belle Vernon Company,
Cleveland, Ohio

Rogers Vacuum Pans

FOR

CONDENSED MILK
ICE CREAM MIX
MILK POWDER

Safe—

NO MILK ENTRAINS

Simple—

DO NOT REQUIRE CON-
STANT WATCHING

Economical—

LOW PRESSURE STEAM
(3 to 5 lbs. pressure—live or exhaust)

Fast—

IMPROVED CIRCULATING
PRODUCES INCREASED
EVAPORATING CAPACITY

We Design and Build

SPRAY MILK POWDER PLANTS

THESE PLANTS ARE PRODUCING SOLUBLE

Whole or Skimmed Milk Powder with
Minimum Manufacturing Expense

Full Details at Our Booth

National Dairy Show—Syracuse
Exposition—Ice Cream Supply Men—Cleveland

C. E. ROGERS

8731 Witt Street

DETROIT, MICH.

The Cost of Broken Ice and Grades of Ice to Use.

By WILBERT SAILER*

WE will take up first the matter of broken ice costs. These costs, it will be appreciated, will vary for each plant, depending on its size, location, method of operation, etc.; but I am going to give you a summary of the results—the average values—which we have obtained after making a study of the broken ice reports from about 40 of the good-size plants throughout the country, not for the purpose of arriving at some standard cost which should apply to your plant, but more for the purpose of outlining a method of figuring on which you can base an investigation of your own particular conditions.

We will endeavor to arrive at a fair cost for broken ice, delivered at the packing floor or in the trucks, salted, ready for use. In order to do this we will work it up in five parts:

1. Cost of the ice itself.
2. Cost of breaking the ice.
3. Cost of handling and conveying the ice.
4. Loss of ice due to wastage, meltage, etc.
5. Cost of salting.

Of the five factors, the first, the cost of making or buying the ice, will probably admit of greater variation than any other, because the ice cost will depend on whether the ice is made or purchased, in what quantities it is used, nearness to a natural supply, and many other factors which are obvious to you. But in order to reach some sort of an average figure for the ice cream plant making its own ice we will use as a basis \$2.00 to \$3.00

*In address before Nineteenth Annual Meeting of the National Association of Ice Cream Manufacturers, October 7th, 1919, Chicago, Ill.

per ton, which is usually accepted as a fair manufacturing cost for ice. Where ice is purchased the cost will probably range from \$5.00 to \$7.00 per ton, depending on the quantity purchased and the proximity to supply.

Now, as to the actual cost of breaking the ice: Based on an average cost for power of, say, 5 cents a HP hour and on the breakers working, say 4 to 5 hours a day, study of the data secured shows that the power cost ranged from 1 cent a ton up to 12 cents, 15 cents or even 20 cents a ton. In the great majority of the plants, however, the cost ranged from 1 to 5 cents per ton, indicating an average cost of about 3 cents or 4 cents per ton, which checks very closely with results which we secured from experimental tests on machines. When the higher costs were encountered it is probable that incorrect data was given, or else other equipment was included in the power consumed by the breakers.

Or, again, the high cost for breaking may have been due to inefficient installation or operation, some features of which we will endeavor to point out:

(A) Excessive friction loss in the breaker bearing and in the driving shaft bearings. It is amazing to see the number of plants in which the proper care and oiling of the breaker bearings is absolutely neglected. In other cases a shot of oil every once in a while is deemed to be sufficient. In many plants it takes more power to overcome the friction in misaligned driving shafts and neglected bearings than it does to actually break the ice.

Bearings Should Be Oiled.

Every bearing, even those in isolated places, should be oiled at least twice a week and given frequent inspections so that worn-out bearings can be replaced. Many ice breakers are installed down in pits or in other inaccessible places; in these cases arrange to run a pipe from the bearings to some convenient point where the oil can be applied. The best solution of the problem is to establish some sort of routine in your plant whereby it is the duty of one or more specified men at certain specific times to make rounds of the bearings and insure their being given attention. A half a day a week of one man spent on giving intelligent and careful attention to all the bearings in the plant is a good investment. Where a forced system of oiling is installed in the engine room or throughout the plant, do not neglect to provide a connection for the breaker equipment. Ordinarily, grease cups are not to be recommended for use on breaker equipment, because the machines are usually installed in cold, damp locations.

(B) Belt slippage also often accounts for considerable loss in power. The presence of moisture and snow and jars makes difficult the work of a breaker driving belt. You can help it along by observing the following points:

Use a belt of generous size.

Keep the diameters of the pulleys as large as possible, so that ample tractive surface for the belt is secured. A large pulley on the breaker gives the benefit of increased leverage as well.

Where short driving centers are encountered small pulleys must be used do not use a thick belt, use a thin belt, so that it may more readily cling to the pulley surface if necessary. Use a wider belt to compensate for the lightness.

If leather belting does not stand up under moisture, use a rubber or balata belt, which should

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - WISCONSIN

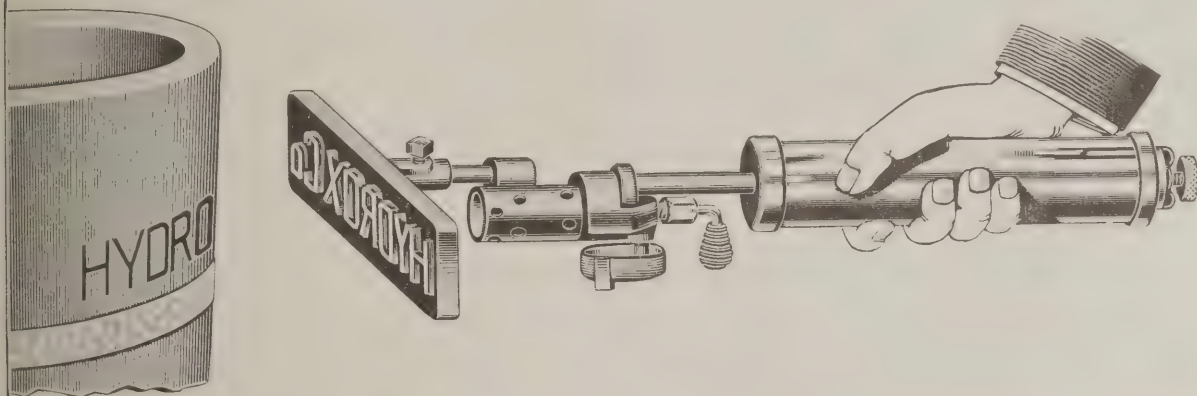
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Now that the Ice Cream Rush is Over

you ice cream manufacturers will have a little time to devote to the care of your equipment. This includes the repairing, painting, branding, numbering, etc., of your tub and cabinet equipment.

We know that our Everhot Branding Tool is the best suited for your work and, given the opportunity, we will prove this to you.

We will make up a brand for you and forward the branding equipment, with the understanding that if you are satisfied you will pass invoice for payment, otherwise you will return the equipment to us, without one cent of cost to yourself.



This offer does not include the making up of trade mark brands or special design brands, but merely straight lettering brands of the type shown on the illustration. You can readily see that we realize the merit of our products, otherwise we could not make such an offer, as every brand that goes out will be a special job and an expense to us.

Everhot Manufacturing Co., MAYWOOD ILLINOIS

Clip the coupon and mail direct to us, or to our authorized representatives:

Cherry-Bassett-Winner Co.,
Philadelphia, Pennsylvania

Cherry-Bassett-Winner Co.,
Pittsburgh, Pennsylvania

Cherry-Bassett-Winner Co.,
Baltimore, Maryland

J. G. Cherry Company,
Cedar Rapids, Iowa

The Hurley Company,
Denver, Colorado

H. A. Shellenberger,
Salt Lake City, Utah

NAME

ADDRESS

City STATE

I am interested in:

☐ BRAND reading:

☐ NUMBERING SYSTEM, with numbers from

No. 1 to No.

It is understood that if I decide to order an Everhot equipment from you, it will be subject to final acceptance after inspection and trial.

run rather slack because of the change in length which takes place with weather conditions. The best arrangement is to run the belt loose, with a weighted or spring loaded idler to take up the slack and to give the greater bearing arc on the pulley face.

Install a waterproof cover for the belt drive if excessive water or moisture is present.

Intelligent use of belt dressing will also often cut down slippage loss, as will also the use of special pulleys with cork inserts, etc.

Keep on hand, right at the breaker, a spare belt, cut to size and joined, ready to slip onto the pulleys in case the regular belt loosens up or goes bad.

Where space is limited it is becoming common practice to drive the breakers with gears directly connected to the motor. The secret of success in this work is to make the gears extra size; figure out the theoretical gear face you should use, and then double it as a precaution against breakage under this severe service. Chain and sprocket drive is also adaptable where short centers are found.

(C) The service in driving a breaker is so severe that there is a strong temptation to play quite safe when selecting the motor to drive it; and while this in general is good policy, care should be taken not to overdo it. We have seen a number of installations where a 12½ or 15 HP motor is installed on a machine that would be amply well taken care of by a 7½ HP motor. The big motor running at very light load naturally does not operate at its best efficiency.

If you have trouble from moisture in your breaker motor, try burning a couple of electric lights under the armature and around the windings; the heat will tend to keep these parts fairly dry.

The upkeep cost of a breaker can be much or very little, depending on the manner in which the breaker is fed and the attention given to the machine. Throwing the cakes into the hopper from a distance of 8 or 10 feet, or the feeding of cakes in such a manner that they strike the side frame of the machine, naturally increases wear and tear. Just as the breaker should be regularly oiled, it should be gone over from time to time and the bearings taken up where needed and all loosened nuts drawn tight.

Give your machines a coat of good waterproof paint occasionally instead of allowing them to rust and corrode.

Your repair cost will also be kept at the minimum if an oversize breaker is used; it is more economical in every way to have a breaker a little bit larger for your work than to have it too small. The difference in power

cost is negligible; it allows you to handle the ice cakes without too much labor for cutting them up; it is easier to feed, because of the larger receiving hopper, and it gives you a reserve capacity for your peak loads. It is also good practice to install breakers in duplicate, to guard against tie-ups from break-downs, etc.

Figure up your cost for power chargeable to your breaking equipment. If it runs over 4 cents a ton look into some of the points briefly outlined above, and you can expect to effect a material saving.

Cost of Handling.

Taking up the third point, that of cost of handling it can be figured that in the average plant two men ought to be on the job feeding the breakers during the busy hours, and for this service a charge of 5 cents a ton would probably be involved. If automatic conveyors do the work, the cost ought to be cut down to 2 or 3 cents a ton.

In the more up-to-date plants the ice handling charge is being kept down to the minimum by proper design taking advantage as much as possible of the force of gravity. Usually the ice is made on one of the upper floors, passed to the storage room, suspended beneath the floor of which is located the breaker equipment. The ice cakes are fed into the breakers from the storage room, being slid into the breaker hoppers without lifting, and from the breaker the broken ice is passed by gravity into the wagons, or distributed across the shipping platform by means of screw conveyors.

The fourth factor which affects the final cost of the broken ice is the wastage of ice which takes place, due to the loss through slush, meltage and scattered pieces. The loss through fine ice production in the breakers will run as high as 10 or even 20 per cent, depending on the quality of the ice and the efficiency of the breaker, which points we will cover more fully in a few minutes. The loss through meltage, waste and scattered pieces will bring this figure for loss well up to 25 per cent, which is unproductive, and should enter into the cost of the broken ice actually used. Carelessness and thoughtlessness on the part of the platform helpers and drivers can run this loss up to astonishing figures. This can only be counteracted by proper supervision; if you posted a sign in your loading room stating that each shovel of crushed ice represented, say, 5 cents in cash, might have a good moral effect on the force.

The fifth item is that of salting cost. It is most difficult to arrive at any practice which might be considered as standard in this respect, but observation shows that the proportion used in the average plant will vary from 1 part of salt to 6 to 10 parts of ice, the heavier salting being the rule where long-distance

Ask the user — about

ST. LOUIS GELATINE COMPANY'S

Pure - Hy - Grade
GELATINES, GUMS
AND
ICE CREAM
POWDER

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri



Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE C-B-W CALENDAR

EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER

A Personal Invitation



When you get to Cleveland next month, there will be awaiting you the largest and most complete exhibition of equipment for the Ice Cream Industry that has yet been staged. I can assure you that no previous event will equal it.

On the first floor, right at the entrance of the Public Hall, where this Exposition will be held, you will find the Cherry-Bassett-Winner exhibit. I want to personally invite you to visit our space and examine our equipment. We have tried to make it worth a visit.

More than that, make the space your headquarters. Every Bestov man will be glad to act as your host. Come in and join the friendly group!

I hope, too, that you will allow us to help you complete arrangements for your trip, should the need arise between now and October 22nd.

Look for the illuminated Bestov trade mark and when you have found it, please come in!

Cordially yours,

CHERRY-BASSETT-WINNER COMPANY.

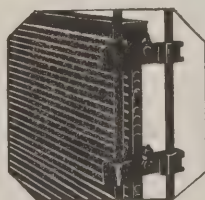
Wm Thomas
Mgr. of Ice Cream Division



Cherry Vats



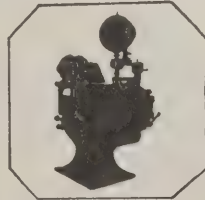
Pfautler Tanks



Bestov Coolers



Viscolizers



Cherry Freezers

Cherry-Bassett-Winner Company

1918 Market St, Philadelphia
33 So. Charles St., Baltimore
1139 Penn. Ave., Pittsburgh
10 E. 16th St., N. Y. City

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

shipments are made. The cost of salt will run around \$10.00 or \$15.00 a ton at the plant. Taking, then, an average cost of, say, \$12.00 a ton, and a generous salt and ice ratio of 1 to 6, we find the cost for salt per ton of ice to be about \$2.00.

Summing up all these items of cost we have:

Ice making, say	\$2.50 per ton
Ice breaking (power)04 per ton
Ice handling05 per ton
Ice wastage at 25%66 per ton
Salt at \$12.00 ton and 6:1	2.00 per ton

Total cost for broken ice at wagons... \$5.25 per ton or an average cost of .26 cents per pound ($\frac{1}{4}$ cent.)

Carrying the analysis one step further, we find from the information submitted by the 40-some plants mentioned above that the quantity of ice produced per gallon of ice cream (normal rated capacity) runs from 12 to 30 pounds of ice per gallon of ice cream, or an average of 20 pounds of ice per gallon. Figuring the ice cost, broken and salted, as about one-fourth cent per pound, we arrive at a total icing cost of five cents per gallon, which checks very closely with the figure given us by a number of ice cream makers.

Now, coming to the grade of broken ice to be used, the consensus of all opinion received is that ice pieces ranging from $1\frac{1}{2}$ to 2 inches in size are the best suited for packing purposes. It is therefore desirable to secure the ice broken as near as possible to this size, or any other size which the individual plant may find best suited for its work, and we will outline below some of the factors which affect this control:

1. Comb regulation. Most of the commercial ice crushers are fitted with interchangeable combs for

regulating the broken ice size, the object of the comb being to retain the ice pieces until they have been reduced to the proper size, this size depending on the number of teeth or projections on the comb. For general ice cream plant work what is generally known as the fine comb gives the best results. Many operators lose sight of the adjustment obtainable by changing combs, and put up with an inferior and wasteful grade of ice, whereas the simple expedient of changing the comb would result in greatly improved conditions. Always keep one or two extra or spare combs on hand for replacement. If several of the teeth or projections on the comb are broken off, take it out and put in new ones; the slight cost of the comb will be more than repaid in better and more uniform ice control.

2. Adjustment by moving front plate. Further adjustment can also be made in some ice breakers by moving the front plate (the plate to which the comb is attached) closer to or further away from the revolving drum and picks. If the front plate is moved further away from the drum, it allows greater space for the broken pieces to fall through and tends to make the ice grade coarser. Moving the front plate closer to the drum will have the opposite effect.

3. Speed of the breaker. The speed at which the breaker turns has quite an effect on the grade of ice turned out. For ice cream plant work we have found that a speed of 100 to 115 r.p.m. gives the most uniform and satisfactory grade of ice. Increasing the speed above this point will cause more snow ice, because of the slushing effect which the fast-turning drum and picks have on the ice. Running the machine between 80 and 95 r. p. m. is recommended where coarser and more uniform grades are desired. We have seen several breakers running at speeds of 175 and 200 r. p. m.—dangerous as well as inefficient practice.

4. The quality of the ice also has a bearing on the grade of broken ice secured. Ice which is quickly frozen has a tendency to fall apart into a large portion of snow when struck by the picks; and with this grade of ice it is difficult to secure good regulation and prevent excessive waste. On the other hand, clear, firmly frozen ice such as natural ice, breaks clean and sharp and produces less snow ice than the other. In one plant where difficulty was being experienced in securing good broken ice regulation because of the use of soft white ice conditions were improved by allowing the ice cakes to stand for an hour or so in the outer room, instead of feeding them into the crushers direct from the storage room.

5. More uniform grades of broken ice can be obtained by feeding full-size cakes or half-size cakes that can be obtained by throwing the ice into the crushers in small pieces.

6. The points of the picks, the breaking tool of the machine, should obviously be kept in good sharp condition, making possible a clean, sharp cut and, incidentally, saving power. Picks made of steel forgings can be dressed up on a grindstone, with a file, or they can be repointed by your blacksmith. Do not sacrifice the capacity of the breaker by running it without the full complement of picks. Keep a few spare picks on hand all the time for replacement.

7. Where long conveyors, elevators or intricate chutes are used there is often apt to be a little breakage to the ice in passing through them. If this is the case it can be compensated for by adjusting the breaker to turn out a bit coarser grade of ice.

It is a good idea to experiment a little with the relative values of different grades of ice, to see which one is best suited for your particular plant, bearing in mind that almost any desired grade can be obtained by giving

In Your Laboratory or Testing Room



Insist on having NAFIS GLASSWARE. If your jobbers cannot supply you do not accept substitutes but write for our catalog and names of our distributors in your territory.



LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glass Apparatus
for Testing Milk and Its Products

17-23 North Desplaines St. Chicago, Ill.

ASK THE MEN WHO USE IT

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Fig Walnut for Ice Cream

Delicious
Nutritious



Everybody
Eats It.

Everybody
Likes It.

A delightful combination of

**Choicest Smyrna
Figs and**

**Finest Imported
Walnut Halves**

No Husks :: No Shells

WRITE FOR PARTICULARS

Crown Fruit & Extract Co. Inc.

418-420 West Broadway - - New York, N. Y.

DO NOT FAIL TO VISIT OUR BOOTHS
AT THE EXHIBITION OF THE ASSOCIA-
TION OF ICE CREAM SUPPLY MEN—OCT.
22nd to OCT. 27th, at CLEVELAND, OHIO.

attention to the following. Having proper comb in the machine, adjusting the front plate, operating machine at the proper speed, keeping track of the quality of your ice cakes and the manner in which they are frozen, the manner in which the ice cakes are fed, the condition of the picks in the machine, and also the breakage which may occur in your conveying system.



BOOK REVIEW.

Reprinted From the Journal of Dairy Science
Vol. VI, No. 3, May, 1923.

The Technical Control of Dairy Products by Timothy Mojonnier and Hugh Charles Troy is a real attempt to assemble an extensive treatise on the testing, analyzing and standardizing of dairy products and the manufacture of ice cream, condensed and evaporated milks. Beginning with a description of the dairy plant laboratory and its equipment a detailed technical discussion of the average composition of milk and the nature of milk constituents is presented in the form of an introduction into the field of dairy manufacturing.

In subsequent six chapters are given precise directions and pointed precautions in regards to sampling and testing various dairy products for butterfat and total solids. A brief history of the various tests for butterfat is related and emphasis is made regarding the Mojonnier butterfat test or the modified Rose-Gottlieb method as employed in connection with the Mojonnier tester.

Several methods of standardizing milk, cream and condensed milks for butterfat and solids not fat plus detailed calculations for condensed milks are illustrated

by formulas of typical problems and by the aid of extensive tables.

A special chapter is devoted to the composition and standardization of ice cream mixes and is supplemented by a set of problems and painstaking compiled tables to facilitate computations involved in the standardization of the ice cream batch.

Under Chapter XV entitled "The Overrun in Ice Cream" various factors influencing the same through the different processes employed in ice cream manufacturing are discussed in the light of facts learned in different experiments on ice cream making.

A very instructive chapter on dairy bacteriology with explanations of "starters" and their uses in dairy products offers material which has never before been brought in such compact and practical shape. A chapter on dairy chemistry covering the most practical chemical analyses of constituents employed in dairy manufacturing is very comprehensive and can be highly recommended as a reliable reference to students in dairying.

Detailed description of the vacuum pan and a simple and clear presentation of the manifold problems involved in the processes of condensing milk and methods of sterilizing evaporated milk is a prominent feature of this treatise.

Essentials pertaining to milk inspection and scoring of various dairy products followed by definitions and standards for dairy and related products are conspicuously displayed.

The last Chapter XXII gives diagrammatic illustrations of flow sheets of various phases of dairy manufacturing; indicates temperatures for holding, processing, and storing dairy products; it also gives a discussion relating the properties of metals and alloys and their effects on milk.

There are useful tables in the appendix and at the end of each chapter a bibliography of references is given to indicate the source of information on the various problems discussed in each chapter of the book. The systematic arrangement of the tables and illustrations in connection with a clear expression of rather technical matter makes it easily comprehended by the nontechnical reader as well as the dairy expert. This book provides valuable information to the dairy technologist, the ice cream maker, the manufacturer of condensed and evaporated milks as well as to the creamery man and student in dairy manufacturing. It may be considered a worth while attempt to furnish the dairy manufacturer with a reference book somewhat similar in nature to Henry's "Feeds and Feeding" used by the stockman, the production man.

BENJAMIN MASUROVSKY,
Lincoln, Neb.



One department store in Rochester, N. Y., which does a big soda and ice cream business, made a big play for increased sales by appealing to the shoppers. Bottles of soft drinks and jars of soda fountain fruits were neatly grouped on a tier of glass shelves. This display was backed by these two appeals:

"A Haven of Rest for Tired Shoppers."

"Visit our soda fountain first—makes shopping a real pleasure."

There is no appeal that goes home stronger than the shopping appeal if the dealer is located in the downtown section.—Colonial Mixer.



Send news items and personal notices to the "Review" and see how well they look in print.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Get the Facts of This Offer

We will ship a gallon of Cremilla to you—let you test it thoroughly in your cream—and, if you are not completely satisfied, cancel all charges upon receipt of the unused portion.

One-third ounce of Cremilla flavors perfectly ten gallons of cream. One and a quarter to one and a half pints flavors 500 gallons.

Cremilla is *better* than Vanilla. It is smoother, creamier, richer in flavor and more economical. Cremilla does not freeze out!

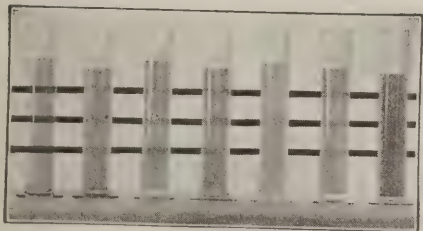
National Fruit Flavor Co.
NEW ORLEANS, U. S. A.

CREMILLA

A FLAVOR ALL ITS OWN

A Glance Tells the Story

Put some Atlantic super-clarified Gelatine in a glass tube—hold it up to the light. Then you will know why it is called *super-clarified*. There is a transparent evenness to it, seldom equalled. It is of high viscosity, and, although this super-clarified gelatine is produced at slightly higher manufacturing cost, it is sold for less than other ordinary gelatines of corresponding grades.



The test tube at the left contains Atlantic Super-Clarified Gelatine. Note its clarity—its high viscosity.

**"Purest and Best—
It Stands the Test"**

**Send for a Barrel
FREE!**

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

**Meet us at the Cleveland
Show at booths 37 and 38**

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches:

Chicago: Suite 510, 118 N. La Salle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE

MEMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

Robb Tells of Ice Cream Industry's Development in Pacific Coast Northwest

W. V. S. Robb, president of the Pacific Northwest Ice Cream Manufacturers' Association, and head of Hollywood, Inc., Seattle, is one ice cream manufacturer who goes in wholeheartedly for civic and commercial club activities. He recently was the principal speaker at a luncheon of the Auburn Commercial Club and took the occasion to tell the members of that organization something about the progress of the wholesale ice cream industry, particularly on the Pacific Coast.

Dairying Is Important.

"Since the manufacture of ice cream is closely allied to the dairy industry, I want first to call your attention to the importance of the latter," began Mr. Robb. "The total value of this country's dairy output during the past year has reached a staggering sum—a sum that exceeds the combined value of half a dozen of the country's most important industries.

Value of Washington's Dairy Products \$29,000,000.

"In Washington alone the value of our dairy products for 1922 was \$29,000,000. And as you all know, the greater part of this, probably two-thirds, was produced in the western part of the state. Dairying is probably the state's most important single industry.

"It is probably due to the fact that ice cream is coming to be known as a real, valuable article of food rather than a luxury, that the consumption of this food has increased from 80,000,000 gallons yearly to over 200,000,000 yearly within the past three years. Formerly ice cream was considered a delicacy and its

healthful qualities were unknown. All kinds of concoctions were produced under the name of ice cream, and there was no such thing as a fixed standard of quality.

"An important phase of the industry, and one in which it fills an important niche, is the fact that ice cream manufacturing takes up the slack in dairy production. The flush of milk production is of course in the summer time, and by using such a large amount during this period the ice cream manufacturer helps in an important degree to keep milk prices up. It is an important but almost unbelievable fact that more milk is used throughout the United States for manufacture of ice cream than the combined total used in making condensed and evaporated milk.

Made in Smaller Forms.

"The trend in the industry at present, I believe, is toward the manufacture of ice cream locally in the smaller cities and communities. Auburn is an example. Formerly virtually all of the ice cream consumed here was shipped in, and now with establishing here of a modern factory, such as you have, the shipping-in is eliminated to a large extent. I want to say that the Auburn Ice Cream Co. plant and organization is a very creditable one, one that this city may well be proud of. It is an industry yet in its infancy, but it has made remarkable strides and promises a continued growth."

Mr. Robb concluded his remarks by telling of the function of the Pacific Northwest Ice Cream Manufacturers' Association and how it plays an important part in maintaining a high standard of production.



IMPORTANT CLARIFICATION OF FAIR PRACTICES CODE.

Preface of The Association of Ice Cream Supply Men's Honor Document Revised.

The board of directors of The Association of Ice Cream Supply Men has informed members of the association of a revision of the prefatory statement to the Fair Practices Code of the Association.

The Code, adopted by unanimous vote at a general meeting of the Association in 1920, has heretofore been prefaced by the following statement:

The Fair Practices Code of The Association of Ice Cream Supply Men.

The Code of the Association declared the following practices by its member firms unfair, and proof of their commission grounds for expulsion and for full publicity.

After due consideration and constitutional action, the Board of Directors of the Association has revised that statement to read as follows:

"The Fair Practices Code of The Association of Ice Cream Supply Men.

Adopted at Atlantic City, September 20, 1920.

"The Code of the Association declares the following practices by its member firms unfair and proof of their commission grounds for expulsion and full publicity. (Constitution of the Association, Article X.)

"The Fair Practices Code shall apply to members whether they are manufacturers, dealers, distributors, agents, or otherwise engaged in any other business or occupation, so long as they are members of the Association.

"The Fair Practices Code shall be construed liberally with the intent of prohibiting any and all unfair practices and the construction and interpretation of each and every clause of the said Code as interpreted by the Board of Directors shall be binding upon the members and shall be conclusive in all proceedings under Article X of the Constitution."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

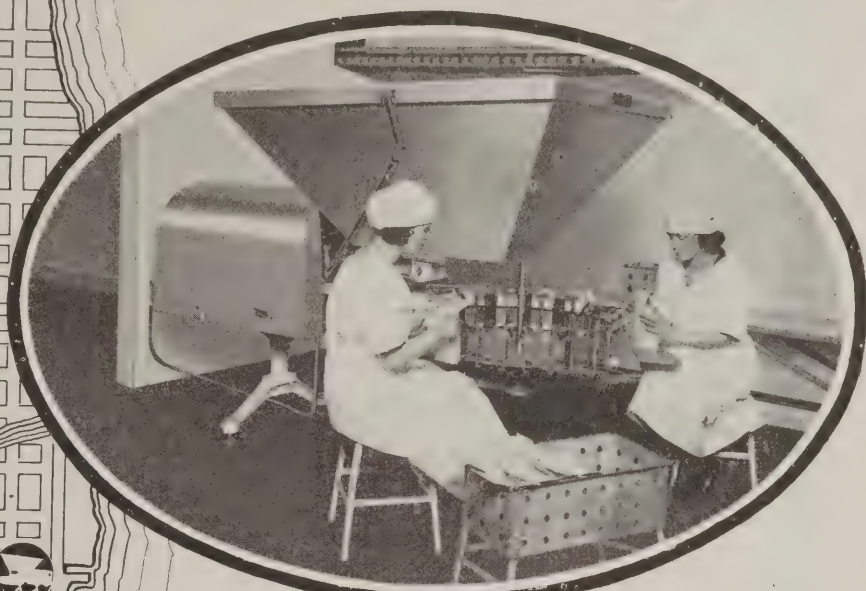
Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

Why 19

are in use in One City



Model A Ice Cream Packaging Machine in the plant of the Carroll Co., Chicago.

SOME REASONS WHY—

There are 19 Mojonnier Ice Cream Packaging Machines in Chicago alone:

THE MOJONNIER Ice Cream Packaging Machine—

1. Fills exact measured quantity.
2. Keeps Cream untouched by human hands.
3. Insures "fine bulk texture" in "brick ice cream."
4. Fills practically any type of package.
5. Hermetically seals into the finished package the fine flavors used.
6. Reduces "shrinkage" to a minimum.
7. Minimizes loss of ice cream in freezer and hardening rooms.
8. Improves the package.
9. Meets with unqualified endorsement of Dr. John Dill Robertson, for many years Chicago Health Commissioner.

What Chicago manufacturers have done en masse, other ice cream manufacturers from the Atlantic to the Pacific are doing. The Mojonnier method is now becoming the standard method for packaging ice cream of quality. 16-page booklet, "Packaged Ice Cream" sent on request.

Mojonnier Bros. Co.

MILK ENGINEERS

739 W. Jackson Boul.

Chicago

Sales Branches—New York—Columbus, O.—St. Louis, Mo.—San Francisco, Calif.
Manufacturers of the well-known Mojonnier Milk Testers, Vacuum Pans and Ice Cream Overrun Testers

Chicago Users

Carroll Co.1
Certified Ice Cream Co.1
Columbia Ice & Ice
Cream Co.1
Cunningham, John T.1
Goodman-American Ice
Cream Co.1
Healy Ice Cream Co.1
Hydrox Co.1
Jersey Ice Cream Co.1
Lawrence Ice Cream
Co.3
Rainbow Ice Cream Co.1
Russetos & Co.1
Shedd Co., W. J.1
Standard Ice Cream Co.1
Max Tauber Sons Ab-
sopure Ice Cream Co.1
Thompson Ice Cream
Co.1
Traill & Cooling Ice
Cream Co.1
Victory Ice & Ice
Cream Co.1

19

200 in use throughout
the country.

We exhibit at the
National Dairy Exposition
Syracuse, N. Y.
Oct. 5-13

Nat'l Ice Cream Exposition
Cleveland
Oct. 22-27

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

The Feminine Slant

By FANNIE KILBOURNE*

(Concluded from September issue)

WHEN Susan reached the red-brick building at 8:30 the next morning, something had gone wrong with one of the motor trucks, and the president of the Maple Leaf Co., whistling, in his shirt-sleeves, was experimenting with it himself. He waved a monkey wrench at Susan and raised a jovial face, streaked across one cheek with oil and grime.

Willard's very smile twisted at her heart; she could have run across the truck-room and put her arms about him in a vain, shielding, womanly way. Instead she said only:

"Just as soon as you have a moment to spare may I speak to you? It is something rather important."

The truck's engine began to throb evenly, and wiping his hands on a piece of waste, Willard followed Susan into the office.

All the gayety had left the man's face long before she had finished. He nodded once or twice.

"So that's their game. That's why they have been keeping so quiet. They've simply been waiting to see whether we were going to be worth while to crush. I suppose it's a sort of compliment that they consider us worth it." He laughed grimly.

"They consider us worth it," said Susan. "Mr. Ledder practically admitted that but for this price-cutting, nothing could stop us."

"I'm a fool," said Willard, "not to have foreseen this. Even Uncle Miles didn't though—that's a minor consolation, and I've checked up every point as it came along with him."

He sat staring at the edge of Susan's desk in silence. Finally he rose, washed off the grime, and donned his coat.

"If anyone needs me," he told the stenographer, "I'll be back by noon. I'm going to see how much more money I can raise."

At the door he met Dan Mahoney, just coming in.

"Dan," he said, "will you go through the plant this morning with a fine-tooth comb and see where any possible cuts in expense can be made, any doubling, anything that we could possibly do for a while on a pinch?"

"Sure," said the surprised Dan.

So Willard went out after capital, and Dan into the freezer-room to check up on production. Production and capital at work, advertising waiting. As Susan sat

down at her darkwood desk, it seemed suddenly as though she were linked with the whole feminine slant on life—waiting for her.

While she waited, she glanced idly over the proofs that lay on her desk, full-page advertisements that were to appear in day after tomorrow's newspapers. There was the one she and Willard had laughed over so proudly only yesterday morning:

"Your silver bridge-prize will bear the 'sterling' mark, of course.

"The Maple Leaf frozen in each slice of your ice cream means the same thing."

Then there was the page in The Daily Gazette, the newspaper which reached the shop people, the mill workers. This had to advertise bulk ice cream, and showed the quaintly dashing counter sign which had been given to every druggist or confectioner serving Maple Leaf. Under it appeared the words:

A Sweetheart Test

If you see this little sign when he takes you in for a soda or a sundae, he is the kind of man who always buys a girl the best.

These proofs had looked so interesting, so promising to her and Willard only yesterday! Dan Mahoney came back from the freezer-room just then and sat down to his desk, a worried frown on his good-natured Irish face. A bit of Ledder's conversation came back to Susan.

"Here we are," she thought bitterly, "Production and Advertising, the little brothers in Business. Business is capital. Mr. Willard is out now after capital; and he won't get it—not enough. Ledder knew last night that he couldn't, or he wouldn't have told me what Wiley's were going to do."

Willard came in at noon looking drawn and worried. He and Mahoney had a long talk in which there was much shaking of heads. Willard dictated two letters to the stenographer.

"I may be late this afternoon," he told her, "but I'll be in to sign them. Just leave them on my desk."

And just as Susan came in from luncheon, he was off again.

* * *

At 5 o'clock promptly the bookkeeper and stenographer cleared their desks and left. Donaldson blew in for a breezy moment, then out again to catch the lake car. Dan had an appointment with his wife, and, after waiting uneasily for 10 minutes, scribbled a note which he left on Willard's desk, and took a hurried departure. One of the trucks was still out; Susan was alone in the red-brick building. She knew with an uncanny feminine instinct that Willard would come back beaten. And she did not wish him to come back alone to a deserted building.

And then, suddenly, coming as amazingly as a miracle she saw a way out.

She sat staring at the faded hyacinth, her lips parted, her arms crinkling to the very fingertips with excitement. For a brief instant she forgot Willard entirely in the thrill of it.

The idea was so simple that she wondered she had not thought of it before, wondered that Willard had not thought of it, or Ledder himself. Willard, of course, might not approve. But she would be ready in case he did. With a nervous glance at her desk clock, she tele

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring
HOLLOWEEN OR THANKSGIVING

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulps and Marrons

SCHALL & CO.

81 Barclay St.

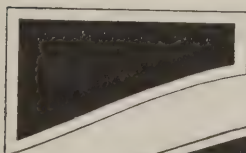
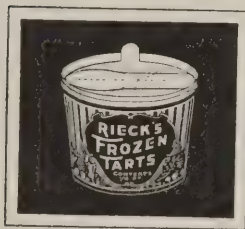
16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

* Reprinted from The Milwaukee Journal.

Increase Your Ice Cream Sales During the Winter Months



Millions of these Packaged Sundae Kups were used last winter, by many of the largest ice cream makers, for marketing Packaged Sundaes. It was the means of increasing their winter sales—made an unprofitable season a paying season. No better time than now to plan for your own winter activities. Get the added profit awaiting all who make and market Packaged Sundaes. Use this, the most practical and neat appearing of all packages. It actually sells its contents.

Strongly made of snow-white spruce-wood-fiber. No objectionable wax. Large unobstructed opening means easy filling and removal of contents. Self-sealing lid. Nest when empty—taking little storage space. The Mono-Paper-Spoon is part of the package.

KLEEN KUP

Send for samples, interesting prices and other important information regarding the "Packaged Sundae Idea" that eliminates the problem of selling your winter output.

MONO SERVICE CO.
NEWARK, N. J.



MEMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

phoned The Journal. Carlyle, fortunately, was still there.

"Is there still time," she asked eagerly, "to add a line to our big advertisement?"

There was a little pause while Carlyle called the composing room. Then:

"Plenty," he assured her, "if you can get it in first thing in the morning. I suppose you want the same type?"

"Just the same," Susan assured him. "And if we want to run it, I'll have it ready before 8:30 tomorrow."

Then she called the other two newspaper offices. She had just hung up the receiver after having received the third's assurance when Willard came in. One glance at his face was enough to tell her the truth.

"Well, I'm licked," he said grimly. "I can get a few thousand—not enough to be a drop in the bucket for a long fight. There's no use going to Uncle Miles—that was our agreement; I wasn't to ask for an extra penny; and he's a man who sticks by agreements to the letter."

He picked up the notes Mahoney had left on his desk, studied them for a few moments.

"We can meet the first cut," he said, "and that's all."

He sat down at his desk, staring dully before him. He glanced up sharply as Susan spoke.

"I've thought of something," she said. "If there isn't any other way out, it might be worth trying."

"What is it?"

"It's just this: don't let's try to meet Wiley's price war at all. Don't let's cut Maple Leaf even once. All the response we've had so far has been to just one type of advertising—the quality angle. If that advertising has been done well enough, if the women have been

really convinced that Maple Leaf is the best ice cream made, the kind of women who wouldn't buy it aren't going to be stopped by a difference of 20 cents a gallon wholesale."

"But the dealers—" Willard began dubiously.

"The dealers will carry any ice cream there is a big enough demand for. We can't beat Wiley's game, anyhow, playing it the same way—let's try playing it just the opposite. We are lucky enough to know ahead what they're going to do. This first cut takes place the very day Maple Leaf comes out—let's make a challenge of it. See, this is what I mean."

She passed across the three advertisements. Across the bottom of the first she had written in large bold letters a proud, almost insolent defiance:

"More Expensive than Ordinary Cream? Naturally."

For several instants Willard blinked in surprise at the haughty challenge.

"There's nothing," Susan said eagerly, "nothing that makes a woman so sure she's getting quality as to have to pay for it."

Willard nodded.

"It makes cheaper creams seem ordinary," Susan went on breathlessly. "It will make Maple Leaf seem exclusive—exclusive, and yet not so very much more expensive. Oh, that combination gets a woman every time—to be exclusive at a price she can afford."

"I'd put it differently in the different advertisements, of course. Under the 'Sweetheart Test,' I'd say 'A man who always buys a girl the best—and doesn't care what it costs.' But in one way or another we'll play up the price everywhere—make it a talking point instead of something to be hidden and explained away. Oh, don't you believe it might work?" Susan Alice's eyes were starry with eagerness; she leaned across her desk toward Willard. "Don't let's try to sneak under Wiley's; let's stand right up to the guns. Let Wiley cut!"

Willard stood up, his own eyes afire too.

"Susan Alice," he said with a solemnity which made the profanity both a prayer and a promise. "I'll gamble Maple Leaf on the feminine slant. Let Wiley cut!"

* * *

As a matter of fact, the Wiley Ice Cream Co. limited its fight to one cut. During the month this was in force the new competitor lost two orders to five it gained. After the 30 days Wiley's went back to its original price, a tangible, definite retreat. Maple Leaf promptly raised its price. They had begun using the slogan "The More Expensive Cream."

"And we've got to live up to our boast," Willard

"Simplicity"

is a most essential requirement in a successful refrigerating system for Dairy Manufacturing plants.

Here is simplicity—

York Refrigerating Equipment



is in a class by itself for simplicity.

Let us show you why.
Write

WESTERLIN & CAMPBELL CO.

CHICAGO, ILLINOIS

J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Building Milwaukee, Wisconsin

Know Your Industry

READ . . .

The Dairy World

A Journal for the Dairy Industry

The subscription price is only one dollar per year. Sample copy mailed anywhere on request. Send for it NOW—FREE.

The Dairy World

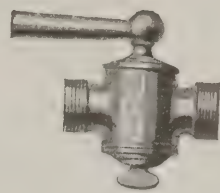
608 S. Dearborn Street

Chicago, Ill., U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



From Ramming Sand into Mould to Final Inspection



Every effort of this organization is directed toward making a quality of Sanitary Fittings that will meet the most exacting demands of the Dairy Industry—and your demands in particular. Fittings made in the two factories of the Specialty Brass Company are rightly sloganized as—



“Fittings to Fit Your Needs”

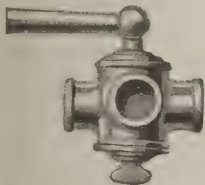
Dependable Dealers

throughout the United States, Canada and the European Countries, have found that Specialty Brass Company's Sanitary Fittings give perfect satisfaction to the plant operator and are really the **“Fittings to Fit Your Needs.”**



Standardized Fittings

Made in accordance with the recommendations of the Standardization Committee of the International Milk Dealers' Association will be shown at the Dairy Exposition for the first time. As usual we have taken an active part in this forward movement, which has resulted in Standardized Fittings that are interchangeable, irrespective of who manufactures them.



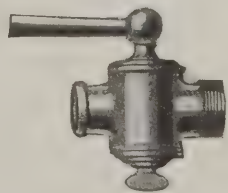
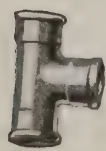
Certainly!!

we will be represented at the National Dairy Exposition, to be held in Syracuse, N. Y., October 5-13. Our exhibit of **“Fittings to Fit Your Needs”** will be in spaces 49-50. Everyone connected with the Dairy Industry will be welcome to make our spaces their headquarters.



Specialty Brass Company
Kenosha, Wis. Albion, N. Y.

*Brass Founders and Machinists
to the Dairy Industry*



told Susan, "even if it does burden us with outrageous profits."

It was at a luncheon of the Advertising Club in July, after a Fourth whose sheer volume of business had all but swamped the new company, that Susan saw Ledder again.

"Well, I see you people have put it across after all," he said genially.

Susan smiled her friendliest smile.

"After all," she said, "there's room in a city this size for both of us, isn't there?"

"It looks," said the great Frederick Ledder, "as though from now on there might have to be."

And as they were finishing their dessert:

"Well, if you should ever change your mind about staying with Willard," Ledder observed, "come and see me. The Wiley offer holds good."

"Thank you, but there isn't a chance. I've already agreed to a permanent connection with—the Maple Leaf," said Susan Alice—both of her.



THE BOOK OF ICE CREAM.

A new edition of "The Book of Ice Cream," by Prof. Walter W. Fisk, of Cornell University, is announced.

The principles of ice cream making and handling are discussed for the benefit of the manufacturer of ice cream and the student of the subject.

The opening chapters treat of the materials used, such as the various forms of milk, the stabilizers and fillers, and the flavoring materials. Succeeding chapters deal with the classification of ice creams (with recipes), the equipment and refrigeration, the actual making of ice cream, the bacteriology of ice cream, and the marketing of the product.

For this new edition Mr. Fisk has added a section on standardizing the ice cream mix which gives a full description of two simple and accurate methods of standardization, and adds greatly to the practical value of the book.

Copies will be furnished promptly, postage prepaid, upon receipt of order. Send \$3.50 to The Olsen Publishing Company, Fifth & Cherry Streets, Milwaukee, Wis.



Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

PACIFIC MANUFACTURERS PREPARING FOR LIVELY CONVENTION.

A trade association should have such a membership that it can be representative of the industry with problems affecting the general advance of that industry.

Ever since the organization of the Pacific Ice Cream Manufacturers' Association we have striven to bring all of the men connected with our industry together on the common ground of the association, both for the benefit of the individual operator and the ice cream industry over the territory covered by us.

A trade association should be prepared to consider all problems affecting the general advance of its industry or branch of commerce, and that is what "your association" proposes to do at the Eighth Annual Convention to be held in Vancouver, B. C., December 3rd, 4th and 5th, 1923.

We want every member to attend; further, we want them to induce their competitors to attend with them. If they are not members after this meeting, they will at least be better competitors in the future, when they have listened to the program arranged for their instruction and enjoyed the entertainment to be provided for them.

It is not too late to write the secretary regarding any subject you would care to have discussed. We know some of the members have problems confronting them that could be made easier when they get the other fellow's viewpoint. Send them in at once. The convention is for you, and the committee want to serve you. Kindly give us your co-operation in making this occasion the most interesting and instructive we have ever attempted.

BRING THE LADIES WITH YOU. We are sure "friend wife" will enjoy the trip to Vancouver. The ladies' committee will look after the comfort of the visitors. There are many interesting points to visit, and those who are interested in the program will be welcomed at each session.

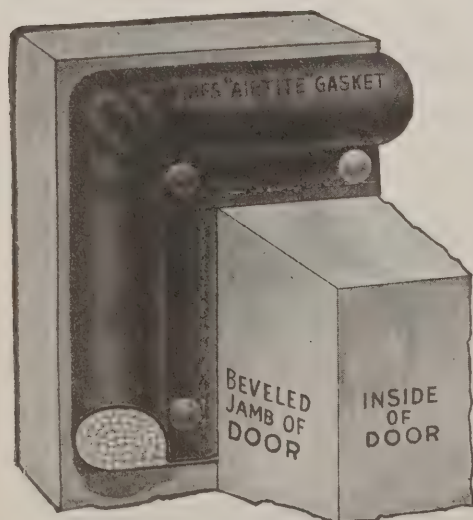
Your plant operators will obtain a lot of valuable information at the session, and may be able to have some of the troublesome questions settled by asking the other fellow about it.

Make your reservations early to insure the accommodations you wish. The Hotel Vancouver will be headquarters for the convention, and we will supply reservation cards for your convenience.

PLAN TO BE AT VANCOUVER, DECEMBER 3rd, 4th and 5th. YOU'LL ENJOY IT.

We will meet you there.

Attest: **W. V. S. ROBB, President.**
BERT H. WALKER, Secretary.

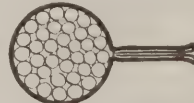


\$STOP COLD-AIR LEAK\$

WIRFS WATERPROOF "AIRTITE" CUSHION GASKET

FOR REFRIGERATORS AND COLD STORAGE DOORS, AIRTIGHT SECTIONAL COOLING ROOMS, REFRIGERATOR-JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES REQUIRING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-CONTAINMENT.

MADE IN 4 SIZES;
(ANY LENGTH)



No. 1 LARGE



No. 2 MEDIUM



No. 3 SMALL



No. 4 SPECIAL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]

REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED CASING.

GET SAMPLES AND PRICES. STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 SO. 17TH ST., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE NEWEST PLANT IN THE NORTHWEST.

(Continued from page 12)

ing is a great, big rest room for women employees, furnished with lounges and easy rocking chairs so that after lunch rest and harmless recreation can be indulged.

A chemical laboratory, furnished with every modern device for constantly and continuously analyzing every article of every ingredient that goes into Ives delicious ice cream, is part of the equipment of the plant and under the management of Dr. Richard Swart, a graduate of the University of Minnesota and it attracts ice cream men from other cities as well as scientific students from the local university.

The cream supply is procured from a creamery and condensing plant owned by the Ives Company at Helena, Minn., as well as the entire output of a sizeable plant at Cologne, Minn. Every day, cooled to a low temperature, this cream comes to the Minneapolis plant and is immediately raised to the third floor. Three 1,000-gallon pasteurizers, all lined with glass, process the cream and after passing through a huge viscolizer it is pumped into storage tanks and held until needed. There are six of these great storage tanks in the Ives plant. Every one is lined with glass, thereby insuring the very highest degree of sanitation and purity and in these tanks it is possible to store and keep at uniform temperature more than 10,000 gallons of cream at one time.

The freezers are automatically controlled by process controllers; these controllers eliminate all "guess work" during the freezing process and due to these, Ives can guarantee a uniform grade of cream.

After the cream is frozen it falls into nicked copper hoppers and from there through six-inch silvered pipes to the floor below where it is packed in cans and stored in hardening rooms until ready for delivery.

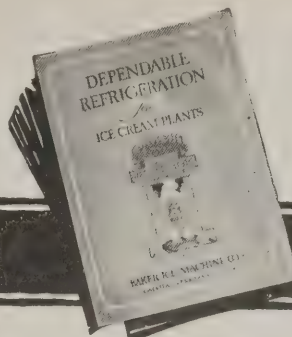
Another unusual feature of the Ives plant is the capacity and efficiency of these hardening and storage rooms. There are four of them altogether with a combined capacity of 3,500 square feet and in addition there are two storage rooms each 18 x 24 feet for the old storage of fruits and nuts.

Brick ice cream, which has come into unusual popularity in recent years, is given a department all its own. Three freezers are assigned to brick making and the brick boxes are filled by machinery so that from beginning to end the delicate product is not touched by hand. Incidentally the cartons that carry the brick ice cream are assembled and put together in the plant and even the simple job of tying up a brick of ice cream is done by machinery.

One distinctive departure in the new plant is the money ice cream department. Eventually it will be one of the show places of the plant because of the completeness and novelty of the equipment. Finished in white throughout and furnished with modern baking and freezing devices, the expert in charge will be able to produce ice cream confections for any occasion ranging from the simple moulds of flowers, fruit, emblems, etc., to the most elaborate set pieces to grace the precocious dinner. This department is entirely new with the new people and its installation will undoubtedly fill a want long felt in Minneapolis.

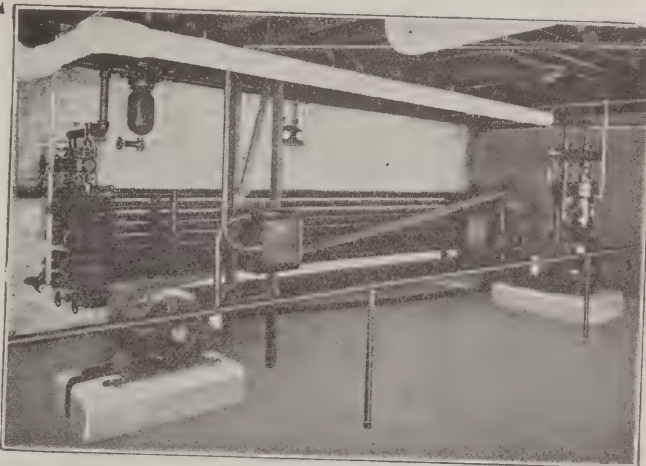
Naturally, ice plays an important part in the production of ice cream and in this department the Ives plant is fortified for years of future growth. The present capacity of the ice plant is 120 tons of ice every twenty-four hours and, if necessary, this capacity can be increased.

(Continued on next page)

**SENT FREE****IF YOU WILL FILL OUT THE COUPON****Refrigeration Facts**

To any ice cream manufacturer we will gladly send this booklet. It contains some useful information that you will want to keep, besides showing how the Baker Ice Machine is especially adapted to meet every refrigerating problem of the ice cream manufacturer.

The Baker is a slow speed type, which is a positive guarantee of economical operation. Any man knows that if he races a horse at top speed all the time the horse soon wears out—so it is with an ice machine. Some of the first machines built 17 years ago are still in daily service.

**Baker Plants are Cheaper Now Than Before the War**

Any manufacturer who does not use mechanical refrigeration absolutely loses money every day in cost of operation.

With the new low prices of the Baker Plants there is no need for any company suffering such loss, especially when a Baker will cut manufacturing costs from 50% to 75% over ice and salt.

We will gladly estimate the cost of installing a Baker in your plant without obligation to you.

Baker Ice Machine Company Inc.
Omaha, Neb.

Baker Ice Machine Co., Inc.,
Omaha, Nebr.

Gentlemen: Please send us your free bulletin No. 65D.

Name

Street

City..... State.....

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

Ten carloads of salt for packing tubs can be stored in the salt bins and the packing is all done by automatic machines eliminating unnecessary labor and enabling prompt movement.

For the following further description of the Ives plant touching on the mechanical features, we are indebted to Chas. A. Berger, refrigerating engineer and architect, who designed the Ives plant and equipment.

The floor plans illustrated in this article were necessarily influenced by the adjacent old plant which contains the packing floor, loading platforms for both country and city deliveries, each separate, with the shipping clerk's office between them, the large loading sheds for packed trucks, loaded the night before for early morning start, the ice storage and general storage on second floor of these buildings. Nor do these plans show the ice manufacturing plant building, the pump house fifty feet high, three stories, for deep well pumps, water softener and water tank, the transformer building for electric power, required because two 150 H. P. and two 75 H. P. motors driving the refrigerating machines, operate on 4,000 and 2,300 volt current. The whole plant covers one block long and one-half block wide, and a description of the old plant machinery is a story in itself, but explains why some essential features are not shown in plans.

The new addition here illustrated, containing the ice cream manufacturing department is 117 x 117 feet—three stories. The adoption of the so-called spout or hopper system, the fact that the driveway and platforms for receiving raw materials are on the second floor levels on west side and the old plant to the rear as above described, determined the general layout.

The cream, milk, sugar, etc., are unloaded at receiv-

ing room on second floor level, elevated to third floor placed in storage ready for operations.

In this plant most of the pasteurizing and mixing is done at night, because the cream arrives in the late afternoon, and is run direct from trucks to the weigh tanks in mixing room on third floor, direct to the pasteurizer tanks, where all ingredients are put in, then direct to viscolizer, located on second floor, by gravity, viscolizer lifting this mix to the surface cooler on third floor. A sanitary pump there lifts it to the holding tanks, located on the third floor.

At the weigh tank the empty cream cans are run over a drip saver and gravity conveyor to the can washer shown in can storage room on third floor. The clean cans are here stored and taken down the elevator and trucked to stations, as required.

Note on the third floor plan the proximity of cream and sugar storage to the pasteurizing tanks, tops of which are level with floor, from the standpoint of labor saving.

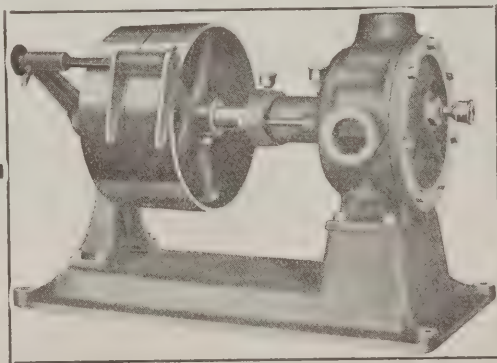
From the holding tanks the mix has a gravity flow to the freezers, on the second floor below, from the freezers into the hoppers and spouts to the filler room on first floor.

Special attention was given to the freezers and their equipment, with the already proved result, shown by charts, that seven to eight batches per hour are obtained with no greater amount of power and refrigeration than were required with the same battery of freezers in the old plant. The Willman control machines were installed, as shown on the view of the freezer room, and the results obtained, combined with the ample volume and low temperature brine, was a revelation to the writer and demonstrated that the freezing equipment of most plants throughout the country are working at about fifty per cent efficiency. The inventor of these control machines has built a real milestone on the progressive highway of the ice cream industry. The power control of the freezers are handled by push buttons attached to them, with magnetic switches placed in the adjoining carton storage, thus displacing the usual and objectional location of switches in the freezer room.

Descending to the filler room on first floor. The bulk cream from the three hoppers and spouts, served by the six 80-quart freezers above, are run to one filler valve where the cans are filled, shoved onto the power conveyor, and slid through the small doors into the hardening rooms. The package filling machine is served by three separate spouts and hoppers from three 40-quart freezers, located in freezer room above. For filling slabs or tins, still necessary for making special orders of bricks and for slices, the packaging machine is pushed aside and a table of proper height is placed under the spouts.

The view of the filler room shows the arrangement of the package machine, the chutes for the cartons and covers to each end of the machine, where they belong to provide continuity of operation without interference. This view also shows the other machinery for cutting dipping and wrapping slices and bars.

Any reference to the hardening rooms is unnecessary, except that it will be noted that vestibules were omitted. The usual wet and ice covered doors in vestibules, door interference, space required and extra time consumed, do not justify their use in some plants, and do not offset the refrigeration they are supposed to save. The rooms in this plant are well insulated with sheet cork and equipped, according to the most efficient practice, with direct expansion pipe coils and can sliding arrangement.



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

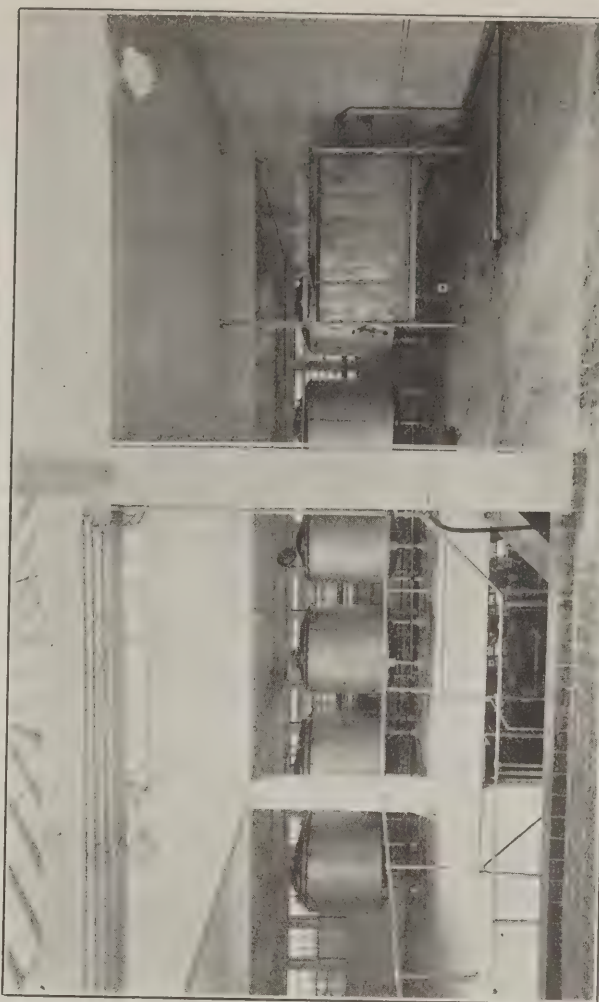
VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



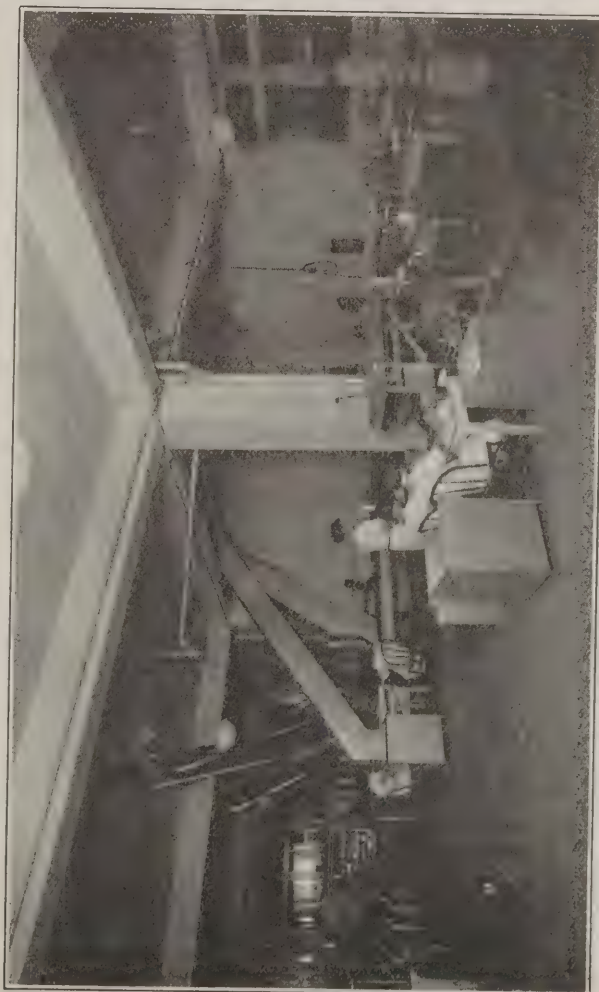
Complete Chemical and Bacteriological Laboratory.



Mixing room on third floor, showing storage tanks and cooler, also skylight and light well to second floor.



Freezing Room. Pasteurizers on the left and 800 gallon Viscolizer.



First floor packaging room. Eskimo Pie machine in foreground, capacity 300 dozen per hour. Automatic Brick machine, capacity 900 quarts per hour. Bulk filling spouts in rear.

Trade Notes on Coming Dairy Exposition

Advance Tips from your Friends the Exhibitors as to Some of the Things to be Seen at Syracuse

Although the ammonia type of freezer is comparatively a recent development it has rapidly grown in popularity, according to officials of the Creamery Package Manufacturing Co., who say a large number of them have been installed in various parts of the country. They will be exhibited in booths 166 and 167 at the Exposition.

The first few machines put out, officials say, were crude as compared with the perfected ammonia freezer of today. However, the faults of the early types were soon eliminated and the present model of Progress ammonia freezer which has been on the market for about two years, has given universal satisfaction when properly operated, it is claimed. Contrary to the belief of some, according to this company, it is not difficult to operate the Progress ammonia freezer.

In fact, a statement from the company reads: "There is one battery of them being operated by a boy of twelve years old. Of course a few simple instructions must be followed to secure the best results, but it is easier to learn to efficiently operate this freezer than it is an automobile. Once the machine is set in the morning it will turn out batch after batch at the rate of from 6 to 10 per hour with no attention all day long.

"It is not pretended that the ammonia freezer will displace the brine freezer—in fact, each freezer has its place and will doubtless continue to have, but the concern which does not have a surplus capacity of brine and yet wants to add more freezers, will find the Progress ammonia freezer one that is ordinarily suited to its needs. It is also an ideal proposition for the concern who wants to start up with one or two freezers, for no brine, brine lines, brine pumps, nor brine boxes are necessary."

Another advantage claimed for the ammonia freezer is that it eliminates the waiting for the brine to get cold in the morning, before freezing can start. Freezing can begin just as soon as the factory is opened and will continue to freeze on regular schedule all day long, it is declared.

* * *

Stout Manufacturing Company.

The Stout Manufacturing Co., of Milwaukee will exhibit a new brick cabinet at the Dairy Show. This new Self-serving brick cabinet is characterized by the Stout Company as a radical advance in point of convenience in handling brick ice cream of several kinds in the one cabinet—"an innovation whose necessity has been constantly stressed by both ice cream manufacturers and dealers." The cover of this cabinet need never be opened except for filling, officials say. Bricks are removed mechanically from the bottom.

This new cabinet will be up to the usual standard of insulation and general construction claimed for Stout-Schroeder perfection cabinets, while the mechanical features will be simple to operate, "and afford a convenience in dispensing the various flavored bricks that will make this self-serving cabinet instantly popular."

This new cabinet, together with its regular line of high grade bulk or brick cabinets and cedar tubs will make the Stout exhibit, well worth making special note to visit, officials believe. It will be found in the State Institution, Building alongside that of the Milwaukee Dairy Supply Manufacturing Company.

* * *

C. E. Rogers.

This firm has not notified The Ice Cream Review concerning its exhibit at Syracuse, but it has reserved space and will have representatives present to welcome visitors.

* * *

Emery Thompson Machine and Supply Co.

We have not been advised as to this firm's exhibit, but they have made reservations for space, and visitors are sure to find theirs an interesting booth.

* * *

Torsion Balance.

This firm's ice cream overrun scale will be exhibited at Syracuse.

* * *

The Vilter Manufacturing Company will exhibit ice making and refrigerating machinery at Syracuse.

Sealright Co., Inc.

This company will occupy booths Nos. 65, 66, 67 and 68 at Syracuse. In addition to its products for milk dealers, will have Sealright containers for ice cream, Sealright filling machines and other Sealright products. The booths will be in charge of Dr. Wilbur L. Wright, president of Sealright Co., Inc., and E. W. Skinner, vice-president and general manager, will be on hand, as also sales representatives from various sections of the company.

* * *

McCormick Co.

Officials advise that they will exhibit at Syracuse a number of dairy and ice cream plants through the medium of photographs, as well as display "such other technical data as will interest men contemplating building such plants will attend the dairy show. William D. McCormick and K. Anderson will represent the company in booth No. 69.

* * *

John W. Ladd Company Exhibit at National Dairy Exposition

This firm will exhibit viscolizers in capacities from 8 gallons per hour down to 50 gallons per hour. The Junior (50-gal.) machine is being exhibited for the first time. In addition to stock machines, the company will exhibit a 30 gallon capacity viscolizer with sections cut out, thereby showing the operation of every working part.

There also will be exhibited Rogers' automatic ice cream brick makers for packaging ice cream direct from freezer in one, two or three flavors. Standard, motor drive, and Junior, hand-operated, machines will be on exhibit.

The company will be represented by John W. Ladd, H. Harwood, C. F. Smith and W. G. Mason, and the following salesmen will be present: A. Drysdale, R. J. Ellwanger, D. G. Kercher, H. A. Drennan, G. W. Rohrbeck, C. A. Groves, M. Conaton, Jr., E. C. Hanna, B. C. Stroud, R. R. Cunda, N. J. Kestner, C. B. Hood, R. G. Gay, H. S. Mesloh, H. Sherman, J. A. Hamilton, R. Anthony, L. T. Moore, W. Petty, R. Strachan.

* * *

Solar-Sturges Co.

This company promises an attractive exhibit. Visitors are assured of a cordial welcome.

* * *

The "400" Products representatives will be among the present. They expect to see many of their friends.

* * *

This company will exhibit its new 100-gallon vertical pasteurizer, connected with milk pump and cooler; triangular packer for Sealright containers; New York State Board of Health two-compartment weigh cans with covers and starter; small special tinware; O. & B. electric-welded ice cream can; various sizes of cheese hoops and New York pattern sanitizing vat. Officials also expect to show some patterns of the O. & B. brine freezer.

* * *

James Leffel & Co.

This company's exhibit will be located in space 171, in the main machinery building. The exhibit will consist of a 20 h. p. A. S. M. E. code, internal fired, return tubular Leffel Scotch marine type of boilers on skids.

* * *

Rice & Adams Corporation.

At the Rice & Adams Corporation exhibit the following representatives will be in attendance:

Charles S. Adams, Orlando Adams, Willis C. Stephens, E. R. Alling, John W. Charlton, Walter B. Prescott, Geo. McFadyen, F. B. Cyr, L. F. Hatch, L. T. Calhoun, Frank W. F. R. Maw, Carl Ulrich, J. H. Constantine, and Wendell Radley.

An extra large space has been engaged in order to give the visitors adequate accommodation to make the exhibit the headquarters; and at the same time, officials say, to show an enlarged line of: Milk bottle cases, fillers, cappers, washers and sterilizers, together with milk can washers, sterilizers and driers. The new strip bottom crates and rotary filler and capper will also be featured.

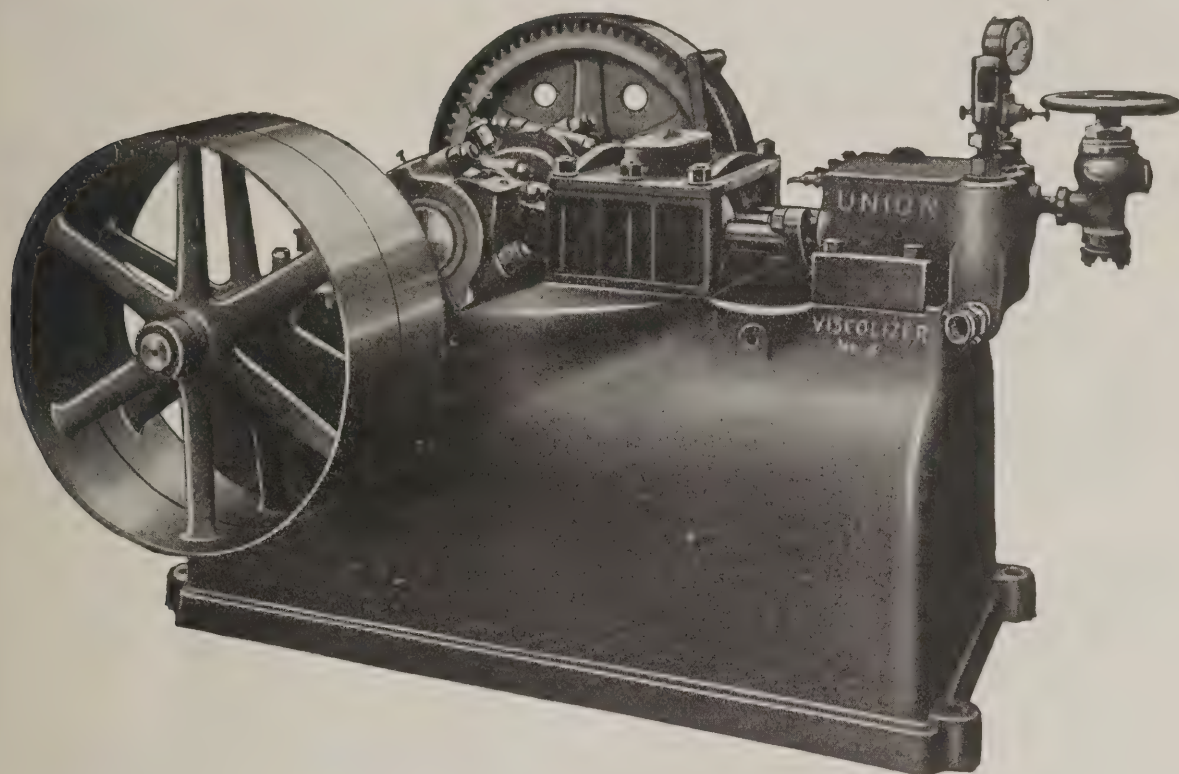
(Continued on page 11)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



BARBER

Everything for the Dairy Industry



You Get a Smoother, Richer Feeling Cream with The Viscolizer

The butter fat in the cream is finely divided by the action of the Viscolizer and united firmly with the filler, the sugar and the gelatine. These ingredients remain united in the freezer, resulting in smooth, rich-feeling cream.

A fine quality cream may be developed from sweet butter and skim-milk, or skim-milk powder. The Viscolizer unites the solid ingredients so that the butter fat will not separate while standing in the can or bottle.

The Viscolizer is furnished for either motor or belt drive—in five sizes, to meet the needs of any plant, large or small, capacities 100 gallons to 800 gallons per hour.

The Viscolizer is widely used also to improve table cream, for making ripened cream, for breaking up the fat in evaporated milk so it will not separate, for emulsifying oils, vegetable mixtures, salad dressings, fruit liquids, etc., and for various uses in the drug and food industries.

Write for complete information and prices

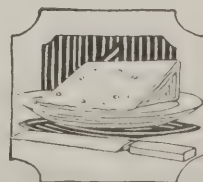


A.H. Barber-Goodhue Company

(Formerly A.H. Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



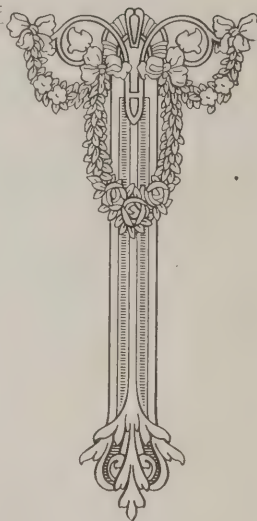
PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

PROGRAM National Association of Ice Cream Manufacturers

Twenty-Third Annual Convention

CLEVELAND, OHIO

October 22, 23, 24 and 25, 1923



All sessions of the convention will be held in the ball-room of the Cleveland Hotel.

Ice Cream Manufacturers' headquarters at Cleveland Hotel. Association of Ice Cream Supply Men's headquarters at Winton Hotel.

October 22, 1923—9:00 A. M.

Registration (Chamber of Commerce.)

10:00 A. M.

Meeting of Executive Committee and Board of Directors.

2:00 P. M.

Address of Welcome

To be assigned

Response F. N. Martin, Hazelwood Co., Spokane, Wash.

Report of the Secretary.

Report of the Treasurer.

President's Address, C. G. Morris, New Haven, Conn.

"Edible Gelatine" (Illustrated by lantern slides)

Dr. T. B. Downey, Fellow in Gelatine,
Mellon Institute, Pittsburgh, Pa.

General Discussion

"Some Troubles of the Smaller Manufacturers"

To be assigned to two speakers.

General Discussion

October 23, 1923—9:00 A. M.

"The Motor Delivery Problem"

A symposium, to be taken part in by a number of leading manufacturers from different parts of the country where trucking is extensively done.

General Discussion

"Benefits of Membership in a Trade Association"

L. W. Roszell, President, Illinois Ass'n.
of Ice Cream Mfrs., Peoria, Ill.

2:00 P. M.

Visit to Exposition of the

Association of Ice Cream Supply Men at Public Hall

6:30 P. M.

Annual Dinner Rainbow Room—Hotel Winton

Entertainment by courtesy of the

Association of Ice Cream Supply Men

October 24, 1923—9:00 A. M.

"A Service Charge for Icing Cabinets"

A. P. Schneider, Peters & Jacoby Co.,
Allentown, Pa.

F. E. Wheeler, Producers' Dairy Co.,
Brockton, Mass.

V. F. Hovey, President, New York Ass'n.
of Ice Cream Mfrs., Schenectady, N. Y.

H. H. Littlefield, General Necessities
Corporation, Detroit, Mich.

General Discussion

"Spread in Cost Between Brick and Bulk Ice Cream"

N. J. Dessert, Detroit Creamery Co.,
Detroit, Michigan.

General Discussion

2:00 P. M.

Visit to Exposition, of the Association of
Association of Ice Cream Supply Men at Public Hall

October 25, 1923—9:00 A. M.

Executive Session for members only.

Admission by card.

Presentation of invitations for meeting place of 1924 Convention.

The Chairmen of the following committees will render the reports:

Cost Accounting

Standards

Express

National Dairy Products

Standardization of Equipment

U. S. Chamber of Commerce

Vigilance

World's Dairy Congress

Auditing

Nominations

Resolutions

1:00 P. M.

Meeting 1924 Board of Directors

Election of officers

Details of the entertainment to be provided for the visiting ice cream manufacturers and their ladies have not yet been completed, but this will be on an extensive scale and highly enjoyable. A good time is promised.

Here's the Solution to a Profitable



5¢
**ESKIMO
PIE**

Anderson Eskimo Pie Machine

1 Operator

80

**DOZEN
Per Hour
Daily
Average**

This machine automatically cuts, dips, wraps and sends the finished packages within easy reach for the one operator to place in cartons for delivery.

Requires only a small motor to operate. Chocolate heated by electricity. Floor space of machine is 4½ foot square.

The cost is within reach of any average plant. Write for price and detailed circular.

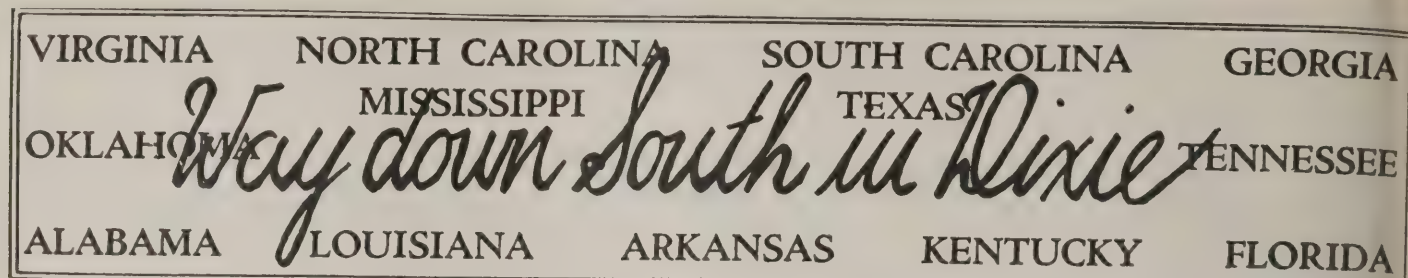
Anderson Bros. Mfg. Company

1923 Kishwaukee Street

ROCKFORD, ILL.

ON DISPLAY AT CLEVELAND CONVENTION—SPACE No. 89

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



Boosting Winter Consumption Occupies Thoughts of Southern Ice Cream Manufacturers

Early Interest Indicates "All-Southern" Attendance at Little Rock

BOOSTING winter consumption is a matter uppermost in the minds of the Southern ice cream manufacturers. It will come in for much discussion at different Southern conventions, it seems evident. Scarcely had the first frost bite made its appearance on the pumpkin when supplymen traveling the Southern states began reporting to us that manufacturers in their territory were talking winter sales stronger than ever.

There seems to be no doubt that this matter will be earnestly engaged. Our friends in the South have done some splendid work in the advancement of the ice cream industry in recent years. They are just now at a point where they can get in some very effective work.



MUCH disappointment has been felt below the Ohio river over the winter status of ice cream, but it must be considered that the manufacture of ice cream as an industry is very young in that territory, and also co-operative effort is still in its infancy. The Southern Association of Ice Cream Manufacturers is entering upon its eleventh year as an organization, but it was not until last year that the association had gained sufficient support to do any serious work toward developing the Southern industry's opportunities.



NOW it is much different. The New Orleans convention seems to have marked the turning point. It was fitting that it should have done so.

It was at New Orleans that the association was organized. Results of the convention held there last year, eleven years after the organization meeting, were most satisfying—particularly gratifying to all hopeful for the upbuilding of the South's ice cream industry through co-operative effort.



BUT even now the Southern association has not the support to which it is entitled. It is gradually coming to it, but every man identified with the trade in Dixie should leave nothing undone toward boosting

its membership. Virtually every state in the Southeast is represented, but there are yet too many Southeastern manufacturers who "don't find time" to take in the conventions.

Two years ago, at the convention in Atlanta, disappointment was felt over the lack of interest by manufacturers in the Southwest. Accordingly, the decision was reached to visit "the boys over the river." It was then agreed to meet at New Orleans. And now the convention again is to be held west of the Mississippi.

This should result in attracting many new members from Oklahoma, Texas and Arkansas, although the latter state has been supporting the association nobly in the past.



YES; there's a reason to expect something good to come of the present urge toward increasing winter consumption in the South.

The spirit of Southern ice cream manufacturers is well summed up in an excerpt from a letter from that splendid gentleman and able business man, J. D. Kinnett, head of the Kinnett-Odom Company, Macon, Ga., and president of the Georgia Ice Cream Manufacturers' Association. Mr. Kinnett told us that he was getting ready to go to Cleveland to "find out who is selling more ice cream per capita than we—and how."



SECRETARY J. W. CLOPTON, in addition to his other stupendous efforts in preparations for the convention in the South, now is waging an intensive membership campaign. He is scouring the highways and byways from Virginia to Texas. There is no doubt that this will be extremely productive. It is no court secret that "J. W." is a very efficient and capable secretary, one of the very best in the entire industry. In the first place he is an excellent business man, his business at Decatur, Ala., being most ably and efficiently directed. Added to this native ability are such intense loyalty to his section, love for his industry and good will for his fellow manufacturers that make his work speak high to men who understand merit.

That's a point that must come in for earnest discussion at Southern conventions this year—how it is done. There are many different ideas upon the subject. They must be brought out and applied.



IATS off to the boys down in Old Kentucky. Truly the sun shines bright for manufacturers in the "Blue Grass" state since the success of efforts to launch organization of ice cream manufacturers. Neil Mortenson, mogul of the Dixie Flyers, and John Kloecker, director in the Southern association, started the ball rolling. It ended in a series of meetings which brought out a good, sturdy, smoothly running organization. The Kentuckians have celebrated their success by sending eighteen applications for membership to the Southern association.

This achievement reveals the secret of Brother Kloecker's strong fight to win the 1923 convention for his home town, Lexington. He was even then working toward a Kentucky association.

This now brings up interesting speculation as to where the 1924 Southern convention will be held. Birmingham is reported to be bidding for it. Birmingham has already been host to the convention and acquitted itself nobly.

But Lexington may have something else to say. John Kloecker now has reinforcements—eighteen new voting members.



SOUTHERNERS are getting ready for the national exposition. Special trains will run from different Southern points. There is much interest felt in the exposition in the South. Rumor has it that the Southerners are hoping for honors from the National Association of Ice Cream Manufacturers. There never has been a Southern official in the National Association. One reason is, the association's membership is so small in the South. Men in Dixie who most strongly support the association argue that is only the more reason why there should be a Southerner among the national officials—to stimulate interest in their section.

There certainly is excellent official material in the South—M. J. Costa, W. W. Campbell, C. A. Kent, George White, A. E. Dixon, J. D. D. Kinnett, Fred Scanlin and Wm. Sidebottom. That's only a few; there are others.

But official honors or not, the Southerners are headed north strong. They will help make the convention exposition a great success.



SOME ice cream manufacturers intensely interested in the two great national events for the dairy industry are wondering how they can attend both. One gentleman writes us that he just cannot make up his mind. There is an interval of ten days between the dairy show and the National Ice Cream Exposition. He wants to know what he can do with the extra week

that would be on his hands should he go to the dairy show and wait for the ice cream exposition.

Of course, it would be nicer for the delegates if it were arranged so they could leave the dairy show and go straight to Cleveland to pick up the string again, but this would never do for the manufacturers exhibiting at both shows, some of whom have very heavy machinery to handle, which takes time.

The man who lives too far away from Syracuse to return home and check up on his business before going to Cleveland would do well to have someone in his organization make one of the trips while he makes the other. Both events are extremely educational, and the main thing is to have your organization get the benefits of both.



ARKANSANS are getting "all het up" over the coming convention. They have a right to be. They wanted the honor, and now they mean to make good. About the most disappointing thing in the world, next to being dressed up and no where to go, is to be all prepared for company and then have the company call off the call, so to speak.

That's what happened two years ago. Arkansas was getting ready to entertain association delegates at Little Rock. The city had been selected and just when everything seemed to be all set, along came the Southern regional exposition of The Association of Ice Cream Suppliers in Atlanta, and the ice cream manufacturers were attracted to the Gate City. And in Arkansas things were off again, Finnigan. But things are on again now and Arkansans are proud and happy, like the good sports they are.

And the folks who think the visit to Little Rock will not be as nice as the one at New Orleans, just don't know anything about how they can entertain company in that hospitable town. They are genial souls, are the friends of Bill Terry, E. A. Watson and G. A. Meyer, and this will be amply demonstrated in December.

The trip to Hot Springs, alone, will be a wonderful affair. Hot Springs is a beauty spot of international renown. People from far parts pay good money—big money—to visit that place.

When it is considered that ice cream manufacturers of the South have the opportunity to attend a mighty good convention and at the same time spend a day in fun and frolic at Hot Springs—all on one ticket without extra cost—the Southern convention looks like a very good investment. Gentlemen of Dixie, that's some of the best mileage you will ever buy.



FIVE Dixie associations have set their convention dates. The Southern meets at Little Rock December 4, 5 and 6, and the Arkansas association will meet at Tulsa November 21, 22 and 23, the Texas association at Galveston, November 26, 27 and 28, and the North Carolina association waiting until after the holidays to hold its pow-wow at Winston-Salem January 15 and 16.

Hot Springs Excursion to Feature Southern Convention

Dixie Manufacturers Will Visit Arkansas' World Famous Beauty Spot

INDICATIONS that the Little Rock expedition will be one of the most interesting and entertaining ever taken by delegates to a Southern ice cream convention are well in evidence with the advance shaping up of convention plans.

In last month's issue The Ice Cream Review told, exclusively, of Secretary Clopton's plan for convention "stunts," and now it seems sure that these features will go over fine.

But Southern association officials are not content with just a little fun in their undertaking, and early last month The Review was advised that arrangements have been made for the delegates to spend one day of the convention at Hot Springs, the famous resort.

All the business of the convention, according to present plans, will be transacted on December 4 and 5,

with the Hot Springs trip coming as the grand finale on December 6.

The beauty of the Hot Springs trip is, it can be taken without extra cost, arrangements having been made for delegates to buy excursion tickets direct to Hot Springs, with stop-over privileges at Little Rock at the same price that a ticket to Little Rock would cost.

Arrangements have been made by Secretary J. V. Clopton for a special Pullman over the Missouri-Pacific Railroad from Little Rock to Hot Springs. Delegates to the convention coming by way of St. Louis and Memphis have been asked to travel over the Missouri-Pacific Railroad.

The schedule has been arranged so delegates can leave Little Rock the morning of December 6 and return from Hot Springs that night.

* * * * *

Officials Drive to Make Little Rock Convention Great "All-Southern" Gathering

IN this issue of The Ice Cream Review, Secretary Clopton calls upon the Dixie Flyers to assist him in one of the most ambitious membership campaign ever undertaken by the Southern Association.

It is sure that Neil Mortensen's faithful band will enthusiastically respond to that call, and there is little doubt that the convention at Little Rock will be marked by the most representative gathering of Southern ice cream men. It has been felt for some time that not enough of the South represented in the Southern Association of Ice Cream Manufacturers.

Mr. Clopton now is going after the stray manufacturers with a vengeance, scouring the thirteen Southern states in this undertaking. He is waging his membership campaign through the mail and wants the Dixie Flyers to see that the importance of association membership is impressed wherever they go.

The membership slogan is, "A convention delegate from every Southern state—and lots of 'em."

So be it.

* * * * *

Southern Ice Cream Exposition to be Held

ANNOUNCEMENT that the Dixie Flyers will repeat its exhibition features of last year will be received with much gratification by all who attended the New Orleans convention.

The Hotel Marion, it is announced, is well equipped to handle a very elaborate exposition, and officials of the Dixie Flyers now are making preparations accordingly.

E. A. Watson, president of the Arkansas Ice Cream Manufacturers' Association, and head of Watson & Son, Little Rock, is in charge of the exposition space. Firms interested in displaying their goods before the Southern ice cream manufacturers should get in touch with Mr. Watson.

* * * * *

Convention Program Not Complete

ALTHOUGH officials of the Southern Association of Ice Cream Manufacturers have not completed the program for the 1922 convention, it was announced to The Ice Cream Review in September that two speakers had been assigned places on the program.

Prof. A. C. Baer, Stillwater, Okla., will address the convention, as also Earl W. Hodges, head of the Public Utilities Commission, Little Rock, and formerly secretary of state for Arkansas.

Mr. Hodges has been active in the advancement of the dairy and ice cream forces of his state, and is expected to deal with things affecting the industry in the state. He is widely famed as an excellent speaker.

Prof. Baer is widely known to members of the ice cream industry for his answers to problems of ice cream manufacturers through the columns of The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Dixie Flyers Called to Service in Membership Campaign by Southern Association Officials



OFFICERS

M. J. COSTA, PRES.
ATHENS, GA.

W. J. BARRITT, VICE-PRES.
TAMPA, FLA.

J. W. CLOPTON, SEC.-TREAS.
DECATUR, ALA.

FRED SCANLIN,
ATLANTA, GA.
REPRESENTATIVE TO
NATIONAL ASSOCIATION

Southern Association

OF

Ice Cream Manufacturers

SECRETARY'S OFFICE

DECATUR, ALA.

DIRECTORS

J. D. KINNETT,
MACON, GA.
W. E. DRAKE,
NASHVILLE, TENN.
N. D. BROOKSHIRE,
MERIDIAN, MISS.
R. W. BARNES,
SELMA, ALA.
CHAS. HOOBERRY,
PINE BLUFF, ARK.
GEO. L. H. WHITE,
RALEIGH, N. C.
EDWARD HAHN,
CHARLESTON, S. C.
BEN C. BROWN,
NEW ORLEANS, LA.
JOHN KLOECKER,
LEXINGTON, KY.
A. E. STILING,
DAYTONA, FLA.

September 17th, 1923.

To the Members of the Dixie Flyers:

According to all reports, you are now finishing up one of the best seasons you have had for a long time. The ice cream manufacturers throughout the South have enjoyed a good business this year, and you, of course, have gotten your share of their supply business.

Convention time is almost here again, and I am now asking that you put forth a special effort to line up those manufacturers who are not members of the Association. They will make you better customers next season if they place their membership with the Southern Association.

In checking my membership list I find a number of manufacturers who for some reason have never placed their membership with the Association. You can render us a special service by getting these fellows lined up. We want every manufacturer in the following states as members of the Southern: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Oklahoma and Texas. All arrangements are now under way for the biggest convention in Little Rock, Ark., on December 4-5-6th we have ever had. The last day will be spent on a pleasure trip to Hot Springs, where special entertainment will be provided.

Exhibit space has been arranged for in the Marion Hotel, and you may secure same by getting in touch with Mr. E.A. Watson, Little Rock, Ark.

Remember, we are depending on you to send in at least two applications before convention time. You need not bother to get the money - just send in the name and address, stating that they wish to take membership.

Yours for results,

J. W. Clifton
Secretary.

ELEVENTH ANNUAL CONVENTION, LITTLE ROCK, ARK.

December 4, 5, 6, 1923

Eat Ice Cream Every Day--It's A Health Food.

Be sure you attend the Southern Convention, December 4, 5 and 6.

Little Rock "The City of Roses"

LITTLE Rock ice cream manufacturers are receiving the wholehearted co-operation of other ice cream manufacturers of the state in their efforts to make the Southern convention an outstanding success, and everybody in the state is looking forward to showing visiting ice cream men a delightful surprise, for one of the most interesting cities in the South is to be host to the Southern Association of Ice Cream Manufacturers on December 4-5-6 next, when the delegates assemble in annual convention at Little Rock, Arkansas.

Little Rock, known socially as the "City of Roses," and in business circles as "Prosperity City" is the metropolis, in every sense of the word, of Arkansas, "The Wonder State." Way back in the old days when the divine right of kings was taken seriously and prohibition was a heathen superstition, Little Rock was "Petite Roche," a pleasant and profitable rendezvous for the early Spanish-French voyageurs and traders, who dashed up the Arkansas River in birch-bark canoes and boot-legged imported cognac for buffalo skins and White River pearls. A canoe-full of the same merchandise will go a long way in Little Rock today, indicating the steadiness of the market at that favored point.

Excellently located in the center of a great and prosperous territory, unexcelled in agricultural, industrial and mineral resources, Little Rock is a trade center which is growing very rapidly. Arkansas is just beginning to touch the edge of her industrial development but already Little Rock is of distinct importance in this field. Great mills and factories border the city on the north and east, employing thousands of workmen and turning cotton, timber and other Arkansas products into hundreds of commercial articles. With the completion of the six great hydro-electric power dams now building on the rivers of the state, ap-

proximately a half-million horse-power of the cheapest and most efficient industrial energy known will be at the service of Arkansas manufacturers.

The keynote of Little Rock's business life today, however, is not manufacture but trade—the wholesaling, jobbing and brokerage trade. Through skillful development of its natural advantages and excellent railroad connections, Little Rock is the chief purchasing and sales agent for Arkansas. It is the pivotal point for two million people—to which the manufactures of the North and East are gathered for distribution over the state and through which most of the trades are made which pass on to the outside world the varied products of Arkansas.

Conventions are no new thing to Little Rock, ninety state, district and national gatherings having been held in the convenient and hospitable "City of Roses" this year, which is about the average. Little Rock has an established reputation as a warmly hospitable Southern city with a strong co-operative community spirit and a loyal home-town feeling which prompts its citizens to show visitors the best the city has to offer.

Steadily growing with its parent territory, the great Mississippi Valley, Little Rock has steadily increased until today, we find it a city of 100,000, lying on both shores of the broad Arkansas River, which it spans with five arching bridges. From the scenic point of view, the city is admirably situated, offering the pleasant contrasts of the flat, fertile "bottom-lands" watered by placid bayouts and shaded by giant trees, which lie to the east and south to the rugged, tumbling foot-hills of the Ozarks, which lie to the west and north of the city.

Visiting ice cream manufacturers will find headquarters at the Marion Hotel, an excellent metropolitan hostelry of five hundred rooms, famous as a convention headquarters.

* * * * *

Arkansas Manufacturers to Meet December 3

THE Arkansas Ice Cream Manufacturers' Association will hold its annual convention December 3, one day before the Southern association gets in action. The Arkansas convention, of course, will be held at Hotel Marion, Little Rock, and Secretary G. A. Meyer of Stuttgart calls upon his membership not to

lose this opportunity of taking in both their state convention and the Southern convention at the same time.

The Arkansas convention will be in the form of one business meeting. It will be called to order at 1 o'clock the afternoon of December 3. Members have been asked to make reservations through the president, E. A. Watson, Watson & Aven, Little Rock.

* * * * *

Oklahoma Association Names Convention Headquarters

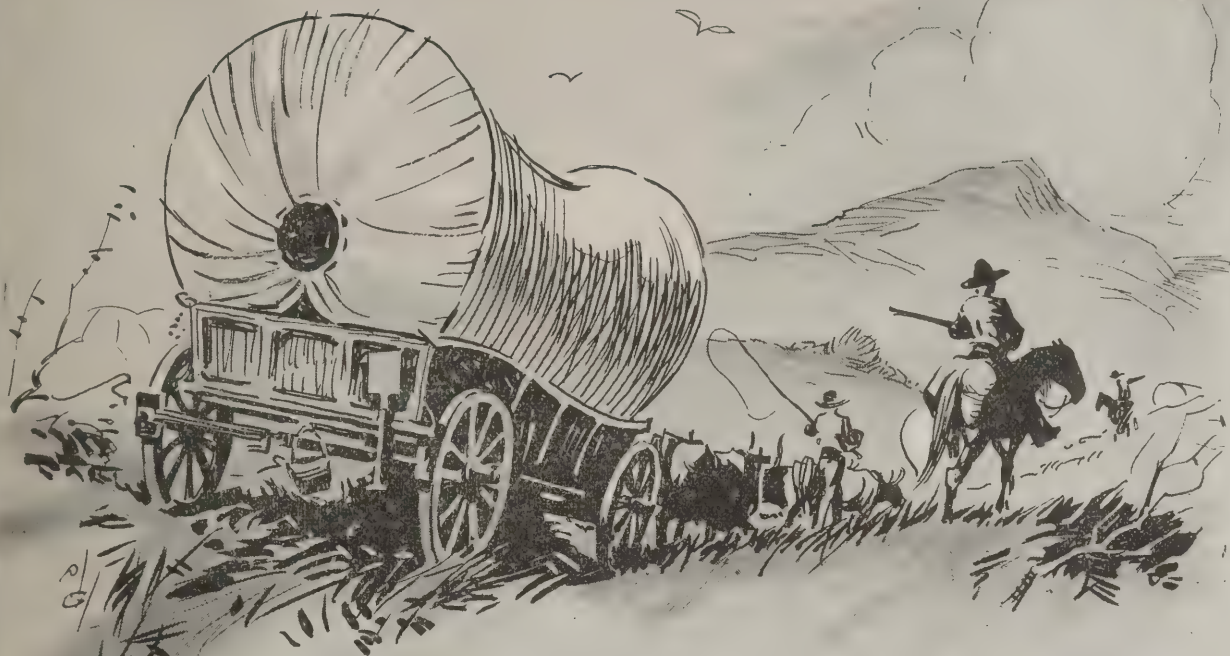
IT WAS announced in the preceding issue of The Ice Cream Review that the Oklahoma Association of Ice Cream Manufacturers had decided to meet at Tulsa November 21, 22 and 23. Officials recently notified The Ice Cream Review that Hotel Tulsa has been designated convention headquarters.

Secretary J. B. Porter, who will be host to the convention delegates, advises The Ice Cream Review that the season still was running about normal, and convention preparations accordingly had not been fully shaped

up. He is confident that Oklahoma will have its usual, lively, well attended convention.

Due to the fact that Claude H. Deroche, president of the Oklahoma Wolfhounds, has severed his connection with the ice cream industry, the part that the Wolfhounds are to play in the convention had not been fully worked out when Secretary Otis B. Wittee, Oklahoma City, wrote us a few days ago. Mr. Wittee, who is connected with the N. A. Kennedy Supply Co., is rapidly getting things shaped up, however, and he is confident that the Wolfhounds will be found "right on the job" when the time comes.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



PIONEERS

STURDY and fearless; by their intrepid determination in the face of many hardships, the pioneers in their covered wagons opened up a new empire in the West. Today a fair and prosperous country—modern cities—progress and development are monuments to their foresight and resolute purpose.

We, too, have been pioneers in our field of endeavor. For Gumpert's Ice Cream Improver was the first step forward in producing creamier, richer ice cream with a more delicious flavor. Ice Cream is now made with a full yield, a velvety smoothness, a finer taste when Gumpert's Ice Cream Improver is used. For this modern method overcomes the faults heretofore associated with the time-for-ripening process.

Over 2,000 of the most progressive and prosperous manufacturers in the industry use Gumpert's not only because it is profitable to do so, but also because it insures better ice cream.

Gumpert's *Ice Cream Improver*

Made by S. GUMPERT & CO., Bush Terminal, Brooklyn, N. Y.

Kentucky Organization Formed

ICE cream manufacturers of Kentucky have recently joined in with dairy interests in that state in a series of meetings, looking to the formation of a state dairy association. Success was formally signalized at a meeting at Lexington on December 4, when the Kentucky Manufacturers of Dairy Products was organized. It is composed of three divisions — ice cream manufacturers, creamerymen and milk dealers.



JOHN KLOECKER.

John Kloecker, director in the Southern Association of Ice Cream Manufacturers, was elected president of the ice cream men's division, with E. A. Voleamp, head of the Consumers' Ice & Creamery Co., Paducah, as president of the main organization.

Mr. Bell of Louisville, not previously connected with the ice cream industry, was elected secretary of the main organization.

This meeting followed one held at Louisville the previous month, when the Louisville manufacturers perfected a sort of get-

together-noon-day luncheon club, composed of local ice cream manufacturers.

As this issue of The Ice Cream Review was about to go to press, officials were making ready for another meeting, when further organization matters will be worked out.

The meeting last month was well attended. C. Mortensen, president of the Dixie Flyers, was on hand to pledge the support of his organization.



GEORGIANS PLAN TO ATTEND NATIONAL EXPOSITION IN A BODY.

The Georgia Ice Cream Manufacturers' Association is getting ready for its final quarterly meeting of the year as this issue of The Ice Cream Review is about to go to press. Sam Marshall of the Marshall Ice Cream Co., Albany, Ga., and secretary of the association, will be host to the members.

Plans will be formed for the association to attend the Cleveland Exposition in a body. Albany was selected for the fall meeting when the association met at Tybee Island, Ga., in the summer. At the Albany meeting the association will decide the time and place for its regular annual convention, which usually is held some time in January. Atlanta and Macon have been the most popular cities for the annual convention thus far, but officials think it likely that another city will be chosen this year. J. D. Kinnett, head of the Kinnett-Odom Co., Macon, is president of the association.

The Georgia association is one of the liveliest state bodies in the industry, and for the good work that has been done much credit must go to President Kinnett, past President M. J. Costa of Athens; Fred Scanling of Atlanta, and John Sancken of Augusta. They are gentlemen of high standing in national and Southern organization circles, being on hand for nearly every Southern convention and national exposition.



TEXANS DISCUSS CONVENTION PLANS

As this issue of The Ice Cream Review is about to go to press, the board of directors of the Texas Ice Cream Manufacturers Association is getting in readiness for a meeting at Galveston to map out a convention program. The call for the meeting was issued early last month, and at that time officials gave assurance that everything possible will be done to make the coming convention one of the most interesting and entertaining on record.

In addition to the officers of the ice cream manufacturers' association, the directors' meeting is being attended by J. B. Huff of the Prall-Huff Co., Fort Worth, Tex., and president of the Texas Longhorns. Mr. Huff will see how things shape up and proceed to enlist the services of the Longhorns in convention preparations to the best advantage.

The meeting was scheduled for Hotel Galvez, where the 1923 convention will be held November 26, 27 and 28.

Texas officials are highly optimistic over the outlook for a snappy convention, and they believe it will be one of the most largely attended of any they have held in recent years.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

Cleveland, the stage; Ice Cream Industry, the actors.

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
Room 555 New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ROGERS BRICK MAKERS

are now equipped with the new

AUTOMATIC VALVE



The Greatest Single Improvement in the History of
the Automatic Ice Cream Brick Maker

*STANDARD MODEL Brick Makers are Now
Equipped With This AUTOMATIC VALVE*

The New JUNIOR MODEL—Hand Operated, Portable Machine—Equipped
With This New Automatic Valve Will Be Ready for Delivery JUNE 1st

*Write for Prices and Savings That Can Be Made
By Using the ROGERS BRICK MAKER*

JOHN W. LADD CO.

DETROIT

COLUMBUS

CLEVELAND

CINCINNATI

The Value of Trade Marks to the Ice Cream Manufacturer

By M. S. MEEM*

RIGHT now when there is so much to be said about advertising, and methods of doing business generally, and our magazines are filled with fine suggestions from our readers, what shall we say about our TRADE MARKS? This is a subject we are all interested in, because we may be manufacturing and producing in enormous quantities, but if we cannot sell our goods, what is the use of manufacturing them? The public prefers to buy goods that have a familiar ring. Where would the "Annt Jemima" pan cake flour be today, if it were not for the old colored "mammy" whose face is familiar to all of us? It is the advertised goods that get the lion's share of the business, while the unbranded and unadvertised goods remain on the merchant's shelves; an eloquent memorial to a financial failure.

Let us call your attention to the advantages of and necessity of carefully selecting, and carefully protecting our trade marks.

It is remarkably easy to pick out a trade mark, sometimes a very catchy and attractive one, have some labels made and begin to use it on our goods. But, unless Wisdom and Prudence, the hand-maidens of Prosperity, have been displayed, we have very probably though unintentionally, appropriated some one else's trade mark, and may not find it out until many dollars and much valuable time have been spent in the exploitation of another man's property, and if we are very lucky we will escape the payment of large damages to the rightful owner of the mark.

* A member of the Legal Department of the National Trade Mark Company, Washington, D. C., writing especially for The Ice Cream Review.

We may manufacture a large amount of merchandise but unless we have a "selling" name, or trade mark, it is more difficult to bridge the distance between manufacturer and the purchaser.

In selecting a trade mark we should choose one that is appropriate to our goods. For instance, we would not choose "Mountain Maid" for citrous fruits, rather "Sunkist." By the same process of reasoning we would choose "Clover Leaf" or "Meadow Brook" for butter. Look what such marks as "Sun Maid" for dried raisins and "Velvet" for ice cream have done for their owners.

Now, having selected the mark, before doing anything else, submit it to trade mark lawyers, to those who specialize in trade marks and their protection. They will tell you whether the mark is objectionable in any way, and will carefully examine the trade mark records of the United States Patent Office, where nearly a hundred and seventy-five thousand trade marks have been registered, to see if the proposed mark has been anticipated by anyone else for similar goods, and advise you just what to do in case it has not been. In this country priority of use gives ownership to a trade mark, but "use" means application of the mark to a specific good sold or for sale in trade.

If you were buying a piece of land upon which erect your home would you not have the best lawyer you could find carefully examine into the title to the land? How much more important, even, is it that you should examine into the ownership of the trade mark you have selected? Your trade mark is the foundation rock upon which you expect to build your future business, and it should be as firmly laid as the foundation of the most important building in the country. Your trade mark is the selling medium provided for your product, and like any other true salesman it must be honest, pleasing, and attractive in appearance. Honest, in that it advertises a meritorious article; pleasing in that it is easy to pronounce and easy to remember, and attractive to the eye, because after all the picture represents to the eye is long and lasting, and by it, frequently good will is made or lost.

Registration in the Patent Office is one of the best avenues of publicity of a trade mark. Your registered trade mark is reviewed by every careful person who is seeking to adopt and register a trade mark, and the official examiner in charge before he allows any application in the same class of goods. Your filing in the Patent Office is prima facie evidence of ownership of your mark. That means if you are involved in controversy with a later applicant, the burden of proof is upon the latter to prove his claim first.

Furthermore, after you have selected a trade mark and intend to apply for registration, you may mark your labels you are having made with the legend "Registered U. S. Patent Office," or an abbreviation thereof, before filing your application, which is permitted by the Patent Office for convenience sake to the applicant, and which also serves to notify the public that you are seeking every means to protect your rights, and thus prevent subsequent adopters from imitating your mark.

If you are a corporation, and your mark is a prominent feature of your corporate name, you may have your corporate name as a whole recorded, following a ruling, and thus prevent a newcomer in the field from registering your mark for any class of goods.

If it happens that you have already adopted a

(Continued on page 148)

A Time—Trouble and Tub Saver !



Tag-Bak

Not only a rugged handle and plate to hold a tub identification tag—but part of an absolutely practical system that tells you where every tub is and helps you check each tub back and give proper credit.

No disputes with dealers. No trouble to operate Tag-Baks. No excess of tubs for your shipping requirements.

Tag-Baks cost little but save a heap of trouble and expense. Prices on request.

Tag-Bak

183 Ogden Ave.

Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

EXPOSITION EXTRA

1923 ..
Success
Plus!

Come to CLEVELAND, O. again OCTOBER 22-27 Page 1

NATIONAL ASSOCIATION OFFICERS ASSURE CONVENTION SUPREME; PRESIDENT, SECRETARY AND DIRECTORS ADDRESS THE INDUSTRY; SESSIONS WILL BE OPENED TO ALL ICE CREAM MANUFACTURERS AS BANNER NUMBERS ASSEMBLE FOR GREATEST OF ALL PROGRAMS

This issue of the EXPOSITION EXTRA is dedicated to the National Association of Ice Cream Manufacturers and the complete success of its 23rd Annual Convention to be held in Cleveland, October 22nd-25th, inclusive, and in conjunction with which is to be held, October 22d-27th, inclusive, the Second National Exposition of The Association of Ice Cream Supply Men. We believe that every ice cream manufacturer, whether a member or not of the National Association, should read, for the inherent interest in them, the messages from President Morris, Secretary Lowenstein and the directors and members of the National Association contained in this EXPOSITION EXTRA.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN.

NATIONAL ASSOCIATION SECRETARY SUMS UP ORGANIZATION WORK

—
Presents Practical Convention
Program—Lists Association's Activities

By N. LOEWENSTEIN—
Chicago, Ill.—The 23rd Annual Convention of the National Association of Ice Cream Manufacturers to be held at Cleveland, Ohio, October 22nd to 25th, in connection with the Exposition of The Association of Ice Cream Supply Men, will be without doubt the most important convention that this Association has ever held.

The Program
The program is now in the stage of preparation, and the subjects to be discussed will be of the most up-to-the-minute ones, of the greatest importance to ice cream manufacturers, large and small. Every able speaker will make addresses and will be glad to answer all questions put to him in connection with their subjects. No doubt the many questions and answers put will solve some knotty problems confronting our members.

(Continued on Page 2, Col. 2)

CONVENTION FACTS IN BRIEF REVIEW FOR ICE CREAM MEN

Special Rates, Convenient Quarters, Record Making Discussions

The convention of the National Association of Ice Cream Manufacturers to be held in 1923 is its 23rd successive annual meeting.

It will be its largest meeting in numbers present and in the comprehensiveness with which they represent the industry.

Meeting Place

Its sessions will be in the auditorium of the Chamber of Commerce Building of Cleveland, fronting the famous Cleveland Public Square.

This Chamber of Commerce building is diagonally across one side of the Public Square, a distance roughly of two short city blocks from the Cleveland Hotel, the official headquarters for the Convention-Exposition week of the National Association.

Open to All

The sessions will be open not merely to members of the Association, but to all ice cream manufacturers.

(Continued on Page 4, Col. 4)

"One of The Pleasant Things About Conventions Is That They So Interlace Business, Social Contacts and Pleasure"
Says President Morris

IN HUMOROUS, PRACTICAL VEIN LOOKS FORWARD TO OCTOBER

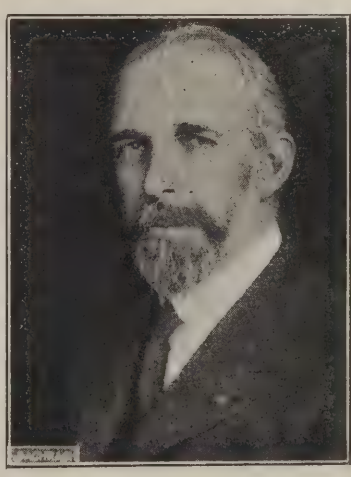
Some Reflections on Supplies, and Names and Salesmanship Included, Too!

By CHARLES G. MORRIS

New Haven, Conn.—I like to do what is expected of me—though living up to other folks' expectations is often an impossible job—and I reserve, always, the right to do the unexpected. Without the unexpected, life would settle down into a mere humdrum matter of mathematical calculations concerning our fellow-men without any of the fun of wondering what they will do next.

A Snare? Well—

So, as The Association of Ice Cream Supply Men is getting out an EXPOSITION EXTRA



CHARLES G. MORRIS,
President, National Association of
Ice Cream Manufacturers

in which it is "expected" the officers of the National Association will appear by photo and written article, I'll be among the first to put my feet into their snare.

He Likes the Snarers

I like the Supply Men's Association. Some people turn up their noses at the fellows who have something to sell to them and act as if that fact was enough to make them disagreeable. Now I have had a life insurance agent sit in my office and try to sell me something after I had turned him down with courtesy and he wasted what seemed like hours of my time in general conversation—to say nothing of the strain of suppressed energy in my vain attempts to think of something that would move him. I confess that I rather liked his first attempt to sell me insurance. That was his business right. But when he mistook himself for a social caller, he was cutting my business right.

Some Selling Whens

But—to leave such a disagreeable subject—one of the best things of all about the Supply Men's Association is that its members seem to know when an ice cream manufacturer is busy and when he is not.

(Continued on Page 3, Col. 1)

Exposition Extra

Published for the promotion of the Second NATIONAL EXPOSITION for the ice cream industry to be held in Cleveland, Ohio., October 22nd to 27th, inclusive, 1923, by THE ASSOCIATION OF ICE CREAM SUPPLY MEN, 1328 Broadway, New York, N. Y., an organization of supply houses located from coast to coast, the salesmen of which houses enter every county in the United States and Canada, and all of which member houses and their sales representatives are bound by a Fair Practices Code to deal honestly with buyers. They are known by

THE SEAL



OF SAFETY

TERMS: Have your name correct on the mailing list.

A BUSINESS DUTY

In dedicating an issue of the EXPOSITION EXTRA to the National Association of Ice Cream Manufacturers, The Association of Ice Cream Supply Men does so in the belief that every ice cream manufacturer in the country, great or small, owes it, first, to himself to participate in the benefits of the national organization of his industry and, second, owes it to that organization to support it with his energy and ideas.

Three years ago the President of The Association of Ice Cream Supply Men, in a statement to the industry, said that: "The ice cream manufacturer who does not join the National Association is—in my opinion—as negligent as if he failed to take out fire insurance policies on his plant."

Emphatic as this statement is, the experience of members of The Association of Ice Cream Supply Men through their own organization of the value of national associated effort confirms them in the belief thus expressed by their President that ice cream manufacturers are overlooking an invaluable opportunity to strengthen their own businesses and to advance their own industry as a whole, if they fail to avail themselves of the benefits of their own National Association.

SECRETARY OF NATIONAL ASSOCIATION LISTS ORGANIZATION'S WORK FOR INDUSTRY

Many Benefits Attracting Ice Cream Manufacturers to Membership in National Body of Their Business

(Continued from Page 1, Col. 1)

The convention will be open to all ice cream manufacturers, whether members of the Association or not, with the exception of the closed meetings, which are for members only.

Association's Advantages

If you are not a member we wish to impress upon you why

OPEN TO ALL

It is noteworthy that sessions of the National Association's convention in Cleveland are to be open not solely to members of the Association.

Any ice cream manufacturer or any executive of an ice cream plant who is interested in discovering better methods and gaining wider knowledge of the business, will be welcome to all except the final business session of the convention.

It is probably impossible to attempt to evaluate the results of a convention of this sort and of a policy of this sort to the industry as a whole. The national convention would be utterly impossible without the National Association. The National Association, however, does not limit the advantages of its convention merely to those men and companies whose support makes its existence possible.

It offers the opportunity to keep abreast with affairs in the industry to all ice cream manufacturers.

CONVENTION AND SHOW

Not the least, of course, of the opportunities which the Cleveland week will afford to ice cream manufacturers from all over the country is that of inspecting the Second National Exposition. Although this issue of the EXPOSITION EXTRA is devoted to the National Association's convention, insofar as the Second National Exposition is co-ordinated with the convention, it is proper to direct attention to the show's outstanding feature—that it will be the largest and most comprehensive ever held for the industry.

it is to your best interest to join the National Association and why you cannot afford, from a dollars and cents standpoint, to be without such membership.

Every live, progressive ice cream manufacturer will identify himself with this organization after he has given careful consideration to the following few of the many important reasons why he should do so:

Unity in Effort

Because it unifies and represents in a national way the constantly expanding ice cream industry.



N. LOEWENSTEIN,
Secretary, National Association of
Ice Cream Manufacturers

Because it bands together for mutual protection and advantage a large percentage of the manufacturers of ice cream in this country.

Because it keeps in constant touch with all important legislation—state and national—and takes prompt action in connection therewith where such action is required.

Express Rates

Because in the matter of express rates and service, the National Association is constantly on the alert to correct conditions inimical to the industry.

Because it furnishes to its members authentic information on all matters of importance to them.

Because it does for its members many of the things they would have to do for themselves, at their own expense, if

they would continue to and it does them at a cost and more effectively could be done by any individual concern. An outstanding example of this is the action afforded the industry during the war, when, as a result of the work of members of the Association, ice cream was classified as an essential commodity in the distribution of

Government Aid

Because all branches of Government are willing to operate cheerfully with associations, particularly those which represent, as in the case of the National Association, a large percentage of the industry. The instance of this Association's cooperation with the Department of Agriculture has been for some time and is now conducting research work on ice cream and is making important strides in its efforts.

The Association has about a dozen standing committees working on problems of the greatest interest, of which you will need to know the details. Members are kept informed on all these matters.

Healthy Growth

Because the fact that it serves its members efficiently is demonstrated by the growth of the National Association which has been in existence—no other organization will long survive unless it contributes materially to the welfare of its members. The growth of the National Association of Ice Cream Manufacturers is increasing day by day.

The Association of Ice Cream Supply Men has kindly volunteered to hand you a complimentary blank with this special convention issue of EXPOSITION EXTRA, which is dedicated to the National Association.

As the fiscal year of the association commences October 1st, dues paid now will be credited for 1924.

A form for making membership application to National Association of Ice Cream Manufacturers mailed with this EXPOSITION EXTRA.

Membership increase benefits the National Association and the industry as a whole.

PRESIDENT MORRIS WRITES OF CLEVELAND AND THE PHILOSOPHY OF A CONVENTION

Way of a Manufacturer With His Superintendent Comes In For Smiling Attention

(Continued from Page 1, Col. 4)

They sell you what you want when you are busy and they sell you what you don't want when you have lots of time to be persuaded about buying it.

The Exposition

At their Exposition—sounds like it is!—where you will get together to show just why everything that one of them sells is better for your purposes than any other one of them sells, has the charm of so complete that you almost unconsciously buy there machinery and equipment supplies that do make your business more profitable each than it has ever been before.

and the Convention

One of the pleasant things about conventions is that they interlace business, social contacts and pleasure that no one can feel grieved if their pleasure gets interrupted by business or their business gets interrupted by pleasure. That is where the pleasure is anticipated and becomes part of the expected. A nice set of contracts, is it not? But it is the reason why I like conventions.

Some Buying Whens

Of course you don't intend to do anything this year. You must attend the convention and play with the other ice cream men, and then those buying supply men will be just the one thing—or the other three—that you have not had a notion in the back of your head that you would do some day.

And Whys

Well, of course, next year you will discover that it has been for you not only enough for itself but also enough for your whole trip to the convention and the exposition. Of course you will grudge

the expense beforehand. Maybe you'll have some qualms of conscience just after you get home. But by the middle of the next summer you will be puffing out your chest before the superintendent and the foreman in your factory and saying,

A Mighty Moment

"I knew that was a good buy at the convention and you see how good my judgment was."

Of course you won't use just those words, but you'll see to it that the superintendent and the foreman get the idea. And really—if you will only confess it—you are just a little bit afraid of the criticisms that the superintendent and the foreman are apt to make of your purchases and you know it is good for them—as well as pleasant, distinctly pleasant, for you—to be able to take on that "I told you so" air.

Names and Faces

Yes, I like to go to conventions of ice cream manufacturers, though I do forget all the names of all the people I thought last year that I couldn't forget. That pains me—I hope it doesn't pain them as much as it does me!—and every year I plan and study so that I'll do better, because I'm beginning to learn from an experience of some fifteen years that I usually if not always do worse.

But what's the use of worrying? I'm going to that convention to enjoy myself and to learn as much as I can about the things my business needs.

"When We Meet in October"

That is reason enough for everybody who reads this article to forgive me if I don't name him as promptly as I intend to smile at him when we meet in October at the 23rd Annual Convention of the National Association of Ice Cream Manufacturers.

LUXURIOUS NEW HOTEL WILL QUARTER DELEGATES TO CLEVELAND CONVENTION

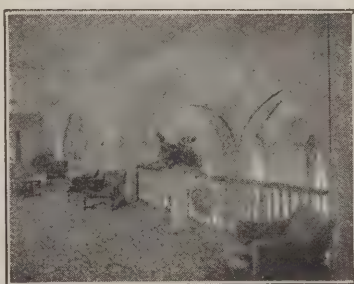
Comfort Unexcelled In Most Famous of Country's Hotels Will Be Ice Cream Men's

Members of the National Association of Ice Cream Manufacturers and other ice cream men throughout the country who will attend the Association's 23rd annual convention here in October will find themselves quartered in one of the country's most comfortable and modern hotels.

The Cleveland Hotel, official headquarters of the National Association of Ice Cream Manufacturers, is the equal in appointments, conveniences and general atmosphere of refinement and comfort, of the greatest metropolitan hotels of the country.

Regular Rates

Ice cream men's stay at the Cleveland Hotel will not, however, mean an extravagant outlay. Regular commercial rates will prevail.



A view of the tasteful mezzanine lounge in the Cleveland, where ladies may visit or rest, while orchestral music sounds from the main floor below

The Cleveland is this city's newest large modern hotel. It is situated on the Public Square in the heart of Cleveland.



The Cleveland Hotel

To Convention

It faces diagonally the Chamber of Commerce Building, in the auditorium of which will be held the sessions of the convention on Monday, Tues-

day, Wednesday and Thursday, October 22nd to 25th inclusive. It is a three or four minutes walk only—in the same direction as the Chamber of Commerce Building—from the hotel to the magnificent, six million dollar Cleveland Public Hall, both mammoth floors of



One of its several dining rooms is the Cleveland's famous basement grill room, where cuisine and service equal those of the most famous hotels in the country and an atmosphere of masculine ease prevails

which will be occupied by the Second National Exposition throughout the entire week of October 22nd-27th inclusive.

Other Conveniences

Some of the entertainment which, under the sponsorship of The Association of Ice Cream Supply Men will feature the week, with ice cream manufacturers and their families as guests, will center in the Cleveland Hotel.

From the hotel to the famous stores of Cleveland is barely more than a step. From the hotel to the many theatres is no further.

The management of the Cleveland reports that a small percentage only of its rooms remains unreserved for the convention-exposition week, several hundred ice cream manufacturers having already arranged for accommodations for themselves and, in some cases also, for their families and for groups of their executives, superintendents and stockholders.

Directors and Members of Nat'l. Association and Officers of Other Important Associations Laud Greatest Convention's Aims and Benefits

**W. F. Luick, Mrs. Vander Bie Babcock, J. W. Clopton,
Tell of Service to Individuals and
to Industry**

New York, N. Y.—Not only the President and Secretary of the National Association of Ice Cream Manufacturers convey messages concerning the annual convention in Cleveland to the ice cream manufacturers of the country through this EXPOSITION EXTRA, but numerous directors and members of the National Association also.

Ice cream manufacturers, in fact, throughout the whole country have endorsed, for many weeks, in unmistakable terms, the forthcoming Cleveland event.

A Message From W. F. Luick

William F. Luick, a director and member of the Executive Committee of the National Association—Mr. Luick is head of the Luick Ice Cream Co., Milwaukee, Wis.,—wishes to add his to the other voices that are foretelling the importance of the Cleveland event.

"The coming convention of ice cream manufacturers and also exposition of The Association of Ice Cream Supply Men," according to Mr. Luick, "should be of greatest interest to every manufacturer in the United States. Progress in this great industry of ours seems to be galloping forward year after year with ever increasing speed, and the manufacturer who wants to lead or hold his place must keep himself well informed on every step for betterment of product, increased efficiency in production, or economy in operation and delivery.

Value of Interchange

"The National Association through its interchange of ideas and the wonderful generous manner with which its members seem to delight in giving fellow members the fruits of their own conception which constitutes really the whole of the progress that has been made, has done more than any other one single thing to bring about the splendid advancement which is of benefit not alone to the manufacturer but to a very much greater extent to the consumer, as it has been the means of delivery to the consumer

throughout the United States of a continuously better product of what we now know to be a real food product of exceptional food value, and the increased consumption of which without any question has benefited the entire nation and particularly the children who really have required this additional consumption of milk product.

"There is just one place that this progress can be reviewed in an extremely short time and



W. F. LUICK, of Milwaukee, a director and member of the Executive Committee of the National Association of Ice Cream Manufacturers

in an extremely comprehensive manner and that is the meeting of the National Association of Ice Cream Manufacturers."

Mrs. Babcock Speaks

Mrs. A. H. Vander Bie Babcock, head of the J. C. Vander Bie Company Inc., St. Paul, Minn., a director-at-large of the National Association, is on record as follows—addressed to The Association of Ice Cream Supply Men recently:

"I have always enjoyed attending the national convention, but the enjoyment was mostly

due to the contact and association with other members, although I cannot deny the fact that I have absorbed much valuable information to be used in my business through the efforts of your Association in so intelligently displaying to ice cream manufacturers the necessities of the industry.

"I certainly had several reasons to congratulate you on the success your efforts brought you at the Cleveland Exposition last year and I can assure you of my intention to be with you again this year in body and spirit."

Southern Official, Too

J. W. Clopton of Decatur, Ala., Secretary of the Southern Association of Ice Cream Manufacturers, many members of which are likewise enthusiastic and active members of the National Association, recently told The Association of Ice Cream Supply Men:

"I do not hesitate to say that in my opinion the joint meeting of the National Association of Ice Cream Manufacturers and the National Exposition of The Association of Ice Cream Supply Men affords the ice cream manufacturer an opportunity to keep pace with the advanced methods of manufacture and to keep in touch with the modern machinery used in our business, to a greater extent than anything else that I can think of.

Attendance From South

"I believe that every manufacturer of ice cream should so arrange his affairs so that he can attend these meetings. I have already made my plans to attend the Cleveland meeting, and I hope it will not be necessary for me to miss a single meeting in the future. I find that I learn a great deal from my association with the manufacturers from all parts of the country.

"I feel sure that this year's convention will be the best ever

had, and I hope that the same, especially from the South, may be far better than has been heretofore. I expect to issue a trade letter very soon to the manufacturers through the ten Southern states, asking them to arrange to attend the conventions.

"If I can be of assistance to you, do not hesitate to call on me."

FACTS ABOUT THE TO READ AT GLA

Convention Data Condensed Manufacturers

(Continued from Page 1, C)

manufacturers and executives of ice cream plants.

The things most significant in the handling of ice cream businesses will be the things discussed at the convention.

Facts, figures, expert opinion, the ideas and suggestions of many minds will play upon and about the matters that concern the ice cream manufacturer in the daily conduct of his business.

Reduced Rates

Fare and one-half rate on all railroads have been granted. Ask the ticket agents, when you buy your ticket, for a collection certificate which will entitle you to return from Cleveland to your starting point at half fare.

Ice cream manufacturers fail to obtain accommodation at the Hotel Cleveland and four other modern, downtown hotels at their convenience. Hollenden, Statler, Olmsted and Winton.

Entertainment

Each day ice cream manufacturers and their families, whether members of the National Association or not, as long as they are registered, attending the convention and visiting the Second National Exposition, will be guests of The Association of Ice Cream Supply Men at various entertainments.

Ice cream manufacturers practically every state in the Union enjoyed the social enjoyment of last year's great Convention Exposition held in Cleveland.



Just A Moment Please —

THERE may or may not be Money in it.

You are thinking of purchasing a building that was constructed for some other purpose and remodeling it into a Dairy and Ice Cream Plant.

This may be profitable and again it may not.

Mistakes of this kind are costly.

If it is adapted to such reconstruction and you can get it at a low price — fine.

If it is not adaptable, then no price is low.

What is it worth to you? That is the whole question.

Better talk it over with McCormick Architects and Engineers. They can quickly tell you whether it is better business to remodel the old or build an entirely new plant.

THE MCCORMICK COMPANY, INC.

**DAIRY AND ICE CREAM PLANT
ARCHITECTS AND ENGINEERS**

**PITTSBURGH, PA.
121-127 S. Negley Ave.**

**NEW YORK
41 Park Row**

The
COLISEUM
where part of the
SHOW
will be held



This is one
of the
New Buildings
erected for
Exhibits

Early Days of the Dairy Show

(Continued from page 46)

FROM THE MANAGER OF THE THIRD NATIONAL DAIRY SHOW.

A dairy show story without a message from A. J. Glover would fall far short of completeness. Mr. Glover was superintendent of the dairy cattle exhibit at the first two shows and was general manager of the third. He wrote the rules and regulations for the cattle exhibit most of which are still in effect.



A. J. GLOVER,
Fort Atkinson, Wis.
General Manager of the Third National Dairy Show. Held in Chicago in 1908. Editor of Hoard's Dairyman.

During the entire history of the show Mr. Glover has been associate editor and now editor of Hoard's Dairyman. He has been in position to render yeoman service in the movement and the files of his paper bear testimony of his loyalty to it. Mr. Glover says:

"The men who worked, often against great odds, to popularize the idea of a great dairy annual 'buildded better than they knew.' To have been one of the active

ones, especially during the early stages of the show's development is a satisfaction, and to continue to co-operate is a privilege.

"This great annual exposition of the dairy industry not only gives us all greater confidence in it, but it also dignifies the industry in the eyes of all the people. We are in a bigger, better business because of the National Dairy Show.

"It will continue to grow and advertise and dignify the dairy business. It will grow as the dairy industry expands and serves humanity. Inspired by an unselfish purpose and supported by big men in a big industry it will continue one of the big factors in developing American agriculture."

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities,
buying or selling equipment

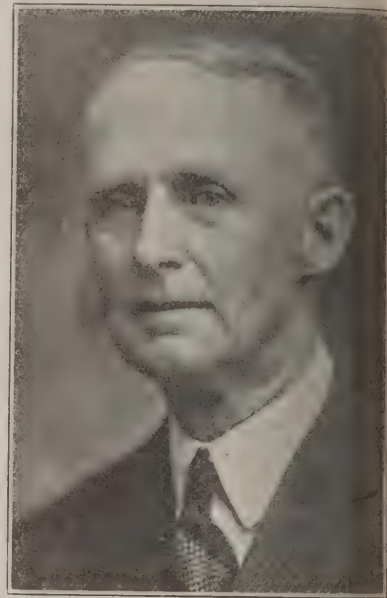
Rate 2c a word per insertion,
15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A VETERAN IN THE SERVICE.

When we attended our first director's meeting in Chicago, away back in 1907, W. B. Barney was there. He was a prominent Holstein breeder in Iowa and was a member of the board of directors of the association for many years. He was later dairy and food commissioner of the state of Iowa and is now Dairy Products Specialist in the Extension Service for the Holstein-Friesian Association of America. Mr. Barney responded to our request as follows:



W. B. BARNEY,
Chicago, Ill.

A Director for many years and always a booster for the National Dairy Show.

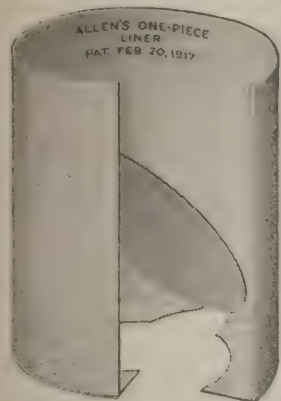
"I got my first notion of a dairy show when the Fat Stock Show was a yearly event at the old Lake Front Building in the early '80's. Smith & Powell, Syracuse, New York, and T. B. Wales, Iowa City, were exhibitors of Holstein-Friesians at this show. Dairy cattle were sort of a side line at the show. Aside from the above mentioned herds there were a few Jerseys exhibited, and some so-called milking Shorthorns. show. Aside from the above mentioned herds there were a few Jerseys exhibited, and some so-called milking Shorthorns.

"Later on no premiums were offered for dairy cattle at this show, and still later a committee, representing the dairy cattle associations, met with representatives of the International Livestock Exposition for the purpose of getting them to make classes for the dairy breeds. I represented the Holstein-Friesian association at this meeting. I was never very much in favor of such a combination and nothing came out of the conference.

"I felt that the time had come when the dairy industry was big enough and of sufficient importance to step out by itself and organize its own show.

"A few years later a number of us got together and perfected such an organization, and then our troubles started. I will not take you back or try to give you a history of all that happened in the first few years. Perhaps we were a little in advance of the times, but someone always has to make the first move.

"As I look back over the early years of the existence of this show I cannot but feel that James A. Walker, Ed. Sudendorf and A. J. Glover were among the men



Think This Over!

"People taste with their eyes
about as much as they do
with their tongues."

There is much truth in that statement, and it comes from a practical ice cream man who knows human nature. His success proves that.

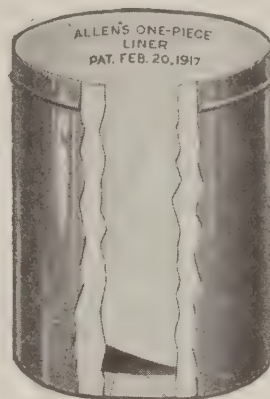
Allen Sanitary One Piece Can Liners

add that touch of sanitation that magnifies the goodness of your product. Certainly the Can Liner makes the first impression more inviting. It at once reflects on the care you take to deliver a thoroughly sanitary food product. Besides—the Allen Can Liners lengthen the life of your cans. They are practical in every way and an economy.

Write today to your nearest jobber for samples and prices, or to

THE ALLEN CANDY COMPANY

PONTIAC, *Manufacturers* ILLINOIS



EXTRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turpidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME" Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

CUSTARDS

COLORS

REMEMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

who are entitled to a lot of credit for keeping the show intact until the industry developed to a point where it would support such an exposition.

"I am sure the development was much more rapid after the show was organized than before. As I see it, one of the great advantages in the way of development of the industry came by reason of a better acquaintance and closer affiliation of the men interested in the different dairy breeds of cattle.

"If the show has accomplished no other purpose it has easily been worth while on this account. I think I can speak advisedly as I well remember that before the show most breeders felt we had no common interest.

"It is my opinion that the show has, and is, doing a great work. If I were to criticise its management I should feel that it would be up to me to tell how to handle it better. If I were inclined to do this I would not attempt to do so in this short article.

"I have always felt that the show should have a permanent home in Chicago. I am very sure that expositions like the Dairy Cattle Congress, Waterloo, Iowa, and the Eastern States Exposition, Springfield, Mass., are going to be more numerous. In no way will they be detrimental to the one great show centrally located as it some time will be in a permanent home in Chicago.

"The development of this great industry in the last five or ten years has been so rapid as to insure the show a permanent and secure place as an important factor in the future growth of the dairy industry."

* * *

SHORT BUT TO THE POINT.

Probably no man is better known to the milk business on this continent than John LeFeber of Milwaukee.

He has been a leader for many years, not only in directing the affairs of the National Dairy Show but in different official positions in the International Association of Milk Dealers.

At home he is president of the Gridley Dairy Company, a big business institution that has grown from a small beginning under his direction.

Naturally he is a busy man. This alone might be a valid reason for the brief message which he sent us. But there is another reason, as his friends well know. He is a man of few words when forced in the limelight. Modesty is one of his virtues. When we asked him for an expression relative to the National Dairy Show he said a lot in these few words: "I regard the National Dairy Show as an American institution of world-wide importance, and believe that its management is in the hands of men who fully realize the responsibility their selection, as officers, implies."

* * *

FROM EX-GOV. FRANK O. LOWDEN.

Folks who have been so fortunate as to visit Sinnissippi Farm, just south of Oregon, Illinois, on the bank of Rock River, know that Hon. Frank Lowden, who was governor of his state a very few years ago, was a dairy governor. He couldn't be otherwise because of his interest in dairying. He not only operates a big dairy farm but owns several nearby farms which he has stocked up with his favorite breed. He writes:

"I have attended many of the National Dairy Shows and have never attended one without learning much of value to me as a dairy farmer and breeder. Its educational features alone are worth a visit from almost any distance. Aside from this, it is one place and the one time when all the various dairy interests come into contact with one another. This is for the benefit of all.



HON. FRANK O. LOWDEN,
Oregon, Ill.

A Director of the National Dairy Association. War Time Governor of Illinois and a National Figure in Politics.

This it is which enables one to realize that in the aggregate the dairy industry, taking into account the value

Fill All Small Cartons With the LINCOLN Filler

Your plant equipment should include this new small package filling machine. Specially designed for rapidly filling ICICLE and all similarly small packages without special attachments.

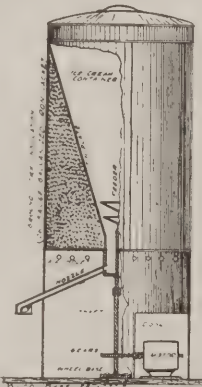
Occupies minimum space, yet fills 50 cartons a minute. Simple in design. Nothing to get out of order. Comes to you complete, equipped with motor and cut-off, all ready to install. Guaranteed to fill all small cartons rapidly and satisfactorily. Write for complete illustrations, description and attractive price.

and if you haven't seen ICICLE

send for FREE SAMPLES. The biggest-selling 5c ice cream dainty. Special "push-up bottom" feature. Increases bulk and brick trade. Draws added customers. Boosts your profits. Filled with Lincoln or Mojonier filling machines. Send TO-DAY for Free Samples.

ICICLE SALES CO.

Lincoln, Neb.



A Delicious
Ice Cream Dainty

Send for
FREE Sample Cartons

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Save Your Energy — Save Your Cans

Specifications and Prices of Walt's O. K. Can and Tub Trucks
Price List Effective July 1, 1923

Mod.	Diameter	WHEEL		Tire	Axle	Bearing	Frame	Weight	Price
		Face							
A	6-in.	1 in.		Iron	3/4 in.	Roller	3/4 in. tubing	21 lbs.	\$15.00
B	7-in.	1 in.		Rubber	3/4 in.	Roller	3/4 in. tubing	22 lbs.	18.00
C	9-in.	1 3/8 in.		Iron	3/4 in.	Roller	3/4 in. tubing	28 lbs.	16.00
D	12-in.	3/4 in.		Rubber	3/4 in.	Plain	3/4 & 1/2 in. tub.	20 lbs.	11.00
							10-gal. can only. Farm & Dairy use.		
E	12-in.	1 in.		Rubber	3/4 in.	Roller	3/4 in. tubing	28 lbs.	21.00

All Orders F. O. B. Pendleton, Ore., and Foreign same plus custom service and duty.

Single orders by express. Discount to dairy supply and machinery houses on application.



Works fine in crowded places handling two stacked ten-gallon cans upright and three and five-gallon ice cream tubs.

Manufactured by

WALT'S WELDING WORKS
Box 757
PENDLETON, OREGON

"Atlas" Century Color
will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.

BBLs. per Gal.	KEGS per Gal.	6 GALS. per Gal.	1 Gal.
\$2.00	\$2.50	\$2.75	\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by
H. KOHNSTAMM & CO., Inc.
NEW YORK
83-93 Park Place
Established 1851
CHICAGO
11-13 E. Illinois St.

of the annual output, its important relation to health, its bearing upon the general welfare of the people, is really the leading industry in the United States. All indications point to the show at Syracuse, N. Y., as the greatest national dairy show in the history of the association. I hope that the attendance may be commensurate with the importance and value of the show itself."

FROM ONE WHO HAS ALWAYS BEEN THERE.

A dairy show without Hugh G. Van Pelt wouldn't be a dairy show. He is not only a regular attendant and worker at the "National," but he is the fellow who put the Dairy Cattle Congress on the map at Waterloo, Iowa. We are not going to try to tell you anything



HUGH G. VAN PELT,
Waterloo, Ia.

A Director of the National Dairy Association. Nationally famed Cattle Judge; President of the Waterloo Jersey Farm, Waterloo, Ia.

more about him. In the first place most folks know him or know of him, while in the second place if we were to attempt to tell about all his activities in dairying we wouldn't have room in this issue for anything else. Here is what "Van" wrote us:

"Having attended every National Dairy Show since the first one; having been vitally interested in its growth; having watched its development and having noted its favorable impression upon the dairy industry through the knowledge it has imparted to those who have been in attendance. I am impressed with the

fact that it is one of the greatest factors for good in behalf of those interested in dairying who will make use of it.

"In no way can one spend from one day to ten days so valuably in securing helpful knowledge pertaining to all phases of dairying as one can by spending such time industriously and thoughtfully at the National Dairy Show. This is an indisputable fact well recognized by all leaders in the dairy industry who realize

the importance of keeping up-to-date in order to succeed in their chosen work.

"The fact is that the National Dairy Show is the greatest annual visualization of all factors which go to make up the dairy industry, which is now and always will be the leading and the uniformly prosperous branch of agriculture.

"The tremendous growth the National Dairy Show has made in seventeen years illustrates its need and importance."

* * *

FROM AN EXHIBITOR AND A DIRECTOR.

The machinery and supply interests have always furnish the funds without which the National Dairy Show could never have lived. Through liberal purchase of space they have made the show possible. Walter L. Cherry, long a director of the National Dairy Association, has always supported the show liberally and consistently. Here is his message:



WALTER L. CHERRY,
Cedar Rapids, Iowa.

Director National Dairy Association
and President J. G. Cherry Company.

"As you know, I have been very closely in touch with the National Dairy Association and the National Dairy Show from the date of the first show. I certainly have had excellent opportunities to study the development of the show and to note its influence on the trade generally.

"I believe that the National Dairy Show is the greatest existing means for stimulating the production end of the dairy industry in all its branches. It seems to me that this was made evident by the effect

made by the National Dairy Show in the east, and particularly New England following the dairy show held at Springfield, Mass. I think it is evident to any close observer that the holding of the National Dairy Show for the last two years at St. Paul and Minneapolis has greatly stimulated the development of dairying throughout all of the Northwest. There isn't any question about

Write for the new

Ice Cream Powder Preparations

HELP Richness

Improve Ice Creams
and Ices at reduced
costs.

Supplied only in 100 lb.
containers.

Smoothness

Viscosity

Ageing

Overrun

SOLE DISTRIBUTORS

CHITTENDEN TURNER & CO., Importers

BOSTON, Long Wharf MASS.

Ice Cream Molds

For Large and Individual

FANCY SHAPES

Will Increase Your Summer Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



TUB COVERS!

At Greatly Reduced Prices

We recently made a large purchase of surplus U. S. Army Canvas, both Plain and Waterproofed, in 18 and 20 Ounce, which makes a wonderful strong, substantial tub cover.

AS LONG AS THIS MATERIAL LASTS OUR PRICE IS

In Lots of Less than 500.....42c each

In Lots of More than 500.....40c each

Freight Prepaid on Orders of 200 or more.

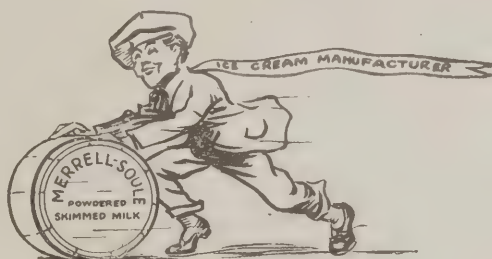
On Orders placed now we will make Terms:

5% Discount for Cash within 10 days of Invoice Date, or we will give you January 1st, 1924, dating.

Purchase Now for Next Season

SEND FOR SAMPLE

SCOTT MANUFACTURING CO.
1501-3-5 Howard Street OMAHA, NEBRASKA



You can scare 'em away, too!

THE fellow in the picture has the right idea. When it comes to October's uncertain ice cream demand, nothing but a supply of Merrell-Soule Powdered Skimmed Milk can assure you your full profit.

Liquid milk is always a temperamental White Elephant, but you feel the strain more during the present days when it is so difficult to schedule ahead.

When you use Merrell-Soule Powdered Skimmed Milk you have complete control. This powdered

milk can be ordered the same as you order sugar and your supply keeps fresh for months without ice or handling.

Think of having a uniform grade of milk on hand—ready for any sudden ice cream demand—and yet keeping this milk in powdered form so there is no loss when a sudden lull slackens orders.

Best of all—you can guarantee the quality of your product when you use this absolutely uniform grade of milk.

MERRELL-SOULE Powdered Skimmed Milk
MERRELL-SOULE COMPANY, Syracuse, N. Y.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

this, and the influence of these two shows is going to be felt throughout the Northwest for many years to come.

"I am confident that this year's show at Syracuse is going to have the same stimulating effect on dairying generally throughout the East and Southeast.

"The dairy industry is recognized as one of very great importance and we seem to have no difficulty in securing the fullest possible co-operation on the part of the press and all civic organizations wherever the show is held.

"As time goes on the show will doubtless be held in other sections of the country, which even now are waiting for this opportunity, and the ultimate effect in the way of stimulating the dairy industry is going to be of untold value.

"I wish the importance of this show could be fully realized by everyone whose business is in any way connected with the great dairy industry. Through publications like yours I think this interest can be built up and I trust that you will use your best efforts in this direction."

* * *

FROM DIRECTOR HOLLOWELL.

We asked J. D. Hollowell, a director, this question, "How can the show serve the industry best in the future?" and he replied as follows:

"You ask 'How can the show serve the industry best in the future?' I think it should be asked 'How can the dairy industry, which means the National Dairy



J. D. HOLLOWELL,
Chicago, Ill.

A Director of the National Dairy Show and always a Booster for it.

his other farm activities as a constant source of cash revenue?

Exposition, best serve all the people in the future?" For that is what it must do — serve all and not only the chosen few who are now engaged in the dairy enterprise, if it is to prosper.

"(1st) How can it best serve all the people that they may know more about dairying and the health giving properties of milk as a chief diet?

"(2nd) How can it bring this message closer to the grain, cotton, fruit and vegetable growing farmer that he may realize what the diversification of his crops

adding dairying to

"(3rd) How can it best function to bring the directly interested to see what is being accomplished in better breeding, better milking, improved and satisfactory methods of handling the products with improved machinery?

"The answer, to my mind, is to carry the message to all sections of this great country of ours by continuing, as we have in the past with splendid results, take the National Dairy Exposition—meaning the dairy industry—to them that all may see for themselves. seems to require about two shows, one following the other, in the same section of the country to obtain the best results. That has been fully demonstrated during the last two years when the exposition was held on the Minnesota State Fair Grounds.

"Syracuse or some place East should have the show another year. Then move to the Southwest, Kansas City or St. Louis, for two years. By that time one of the more Southeastern cities will be ready to house the exposition, either Louisville, Ky., or Cincinnati, O. The South is taking up dairying very rapidly and all that is needed is the National Dairy Exposition for two years to finish the job.

"In other words, my idea as to 'How best to serve the nation in dairy products' is to rotate in the holding of our annual exposition."

* * *

FROM PAST MANAGER AUTEN.

Visitors to the early dairy shows will recall the one where "Jacoba Irene," the great Jersey champion cow was exhibited in a box stall in the big arena in the



A. O. AUTEN, Chicago, Illinois.
1911 Manager of the National Dairy Show at the Coliseum, Chicago.
State Agent, Hartford Live Stock Insurance Company.

Coliseum. The owner of that wonderful cow was Mr. A. O. Auten of Jerseyville, Illinois, and for many years a member of the Illinois Board of Agriculture.

Mr. Auten was manager of the dairy show in 1911 and we know something of the trials and tribulations that he went through because we were right with him about 18 hours a day for several weeks.

We learned to love the man and to appreciate his sterling worth. Mr. Auten has been in live stock insurance work in Chicago for several years and doesn't look a day older than when he was actively con-

nected with the dairy show.

When we asked him for an expression relative to the dairy show he hopped right on the train and came to see us. In the course of our visit we asked him about that letter and he replied, "Now, Ed., you don't want a letter from me. You know I have always done all I could for the dairy show, but nothing I can say will interest your readers. Just tell them, if you wish, that I believe in the dairy show with all my heart and soul, and want to do everything I can in the future to help boost it.

We concluded right there that, in spite of the fact

MAILING FOLDERS
MAGAZINES AND
HOUSE ORGANS
BUSINESS CARDS
CONVENTION
PROCEEDINGS
LETTERHEADS
CATALOGUES
STATEMENTS
BILL HEADS
ENVELOPES
CIRCULARS

LET US DO YOUR
PRINTING

High grade work at reasonable prices. Send us a sample of what you want and we will quote you prices.

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
We warn the trade against worthless imitations having similar sounding names claiming to be "the same as *Vanoleum.*"



Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.



Labor and Space Economizers for Hardening Rooms

Where bulk ice cream is filled direct from freezer into cylindrical containers, much handling can be saved and hardening room space economized, by placing the containers in.....

O-B Triangular Packers

Loaded Packers can be used for shipping direct from hardening room without repacking.

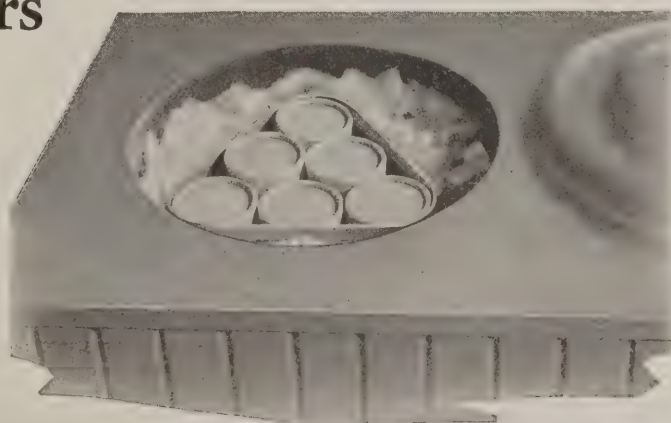
Let us tell you how others are using these packers with profit.

Write for Circular and Prices

OAKES & BURGER CO.

ESTABLISHED 1873

Cattaraugus, New York



that we didn't get a letter, we should not let the opportunity pass to give him the recognition, in connection with this story, that his services merit. Mr. Auten's many friends will join us in wishing him many more years of happy service in the industry he loves so well.

* * *

FROM THE INTERNATIONAL PRESIDENT.

The annual convention of the International Association of Milk Dealers is always held in connection with the dairy show. E. M. Bailey is president and is also a director of the National Dairy Association. We quote



E. M. BAILEY,
Pittsburgh, Pa.
A Director of the National Dairy Association and President of the International Association of Milk Dealers.

from his letter as follows:

"The biggest thing the National Dairy Show does is to make the dairy industry itself and the public in general realize that we are engaged in a business that can take a front seat when compared with any other industry in the world, either in the importance of its product or from a dollar and cents viewpoint.

"If every person engaged in the industry could be made to see and feel that he is a part in the greatest business in the world, the morale of the industry would increase by leaps and bounds and this is what we

need. I do not underrate the educational value of the show, but once we can make the people of the industry proud of their calling, the desire for education, better methods and better equipment will follow as a natural result."

FROM THE MAN WHO HAS CHARGE OF THE MILK AND CREAM EXHIBIT.

If anyone other than Ernest Kelly has ever had charge of the milk and cream exhibit at National Dairy Shows we have overlooked the fact. He never makes much noise, but he always manages to run his department successfully and harmoniously. He has during



ERNEST KELLEY,
Washington, D. C.
Mr. Kelley looks after the milk and cream exhibits at the show. Always pleasant and always on the job.

all these years been in charge of market investigations with the U. S. Department of Agriculture. When we asked him to give us his views relative to the show he wrote "The National Dairy Show has always seemed to me to be a wonderful combination of ideals and practicality. Ever exhibit, from the strictly educational booths to the display of cattle and machinery, present the very best that has been accomplished in the dairy industry. It does not require much imagination to look at such a display and see the wonderful possibilities which the future

holds for the industry. Not only does the show stimulate our pride in our industry by showing us the magnitude but also by showing us the wonderful accomplishments in quality, not alone in cattle but in the product as well. Such an insight cannot fail to be an inspiration to anyone connected with the industry; besides, it shows to other fellow what we are doing and the accomplishments we have made. In the words of George Bernard Shaw—

"I am ashamed neither of my work nor of the way it is done. I like explaining its merits to the huge majority who do not know good work from bad. It does them good and it does me good."

(Continued on page 12)

Have
You a
Copy ?

Price
\$3.50

Sent post paid anywhere
on receipt of remittance

The Book of Ice Cream

A New Revised and Enlarged Edition

By W. W. FISK

The new edition of this standard Book on ice cream making is just recently off the press. It is right up-to-date and a good practical Book for every one interested in the ice cream industry.

THE OLSEN PUBLISHING CO.

Fifth and Cherry Sts.

Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



TO Buttermakers, Cheesemakers, Ice Cream Manufacturers, Buttermilk Bottlers, Milk Distributors, and all interested in milk and milk products.

Chr. Hansen's Laboratory, Inc. extends a cordial invitation to visit its booth in the State Institutional Building at the National Dairy Exposition, New York State Fair Grounds, Syracuse, N. Y.

October 5-13, 1923

You will find this booth interesting.

HANSEN'S Dairy Preparations

were awarded

The Only Grand Prix
(Highest Award)

at the World's Exhibition, Rio de Janeiro, 1922-1923. This award was won for Rennet Extract, Lactic Ferment, Anatto Butter and Cheese Color, etc. All told, Hansen's Dairy Preparations have received

Over 150 First-class Prizes

CHR. HANSEN'S LABORATORY, Inc.

Little Falls, New York

Western Branch
Milwaukee, Wis.

Canadian Factory
Toronto, Can.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

What Delft Has Done for Users of Gelatine

Do you remember the uncertain and unsatisfactory condition of the gelatine industry before Delft entered the field?

Compare it with present conditions, when every shipment of Delft Gelatine is accompanied by a scientific analysis of its contents; when every shipment is guaranteed free from harmful and liquefying bacteria when delivered; its color and clarity and strength **absolutely uniform.**

The example of Delft has been followed by others, resulting in the raising of standards throughout the trade. But the ideals which gave Delft its leadership will continue to keep it *the World's Best Food Gelatine.*

*At the Cleveland Convention
make your headquarters at Booth No. 41*



Harold A. Sinclair

FROM A PHILADELPHIA MILK DEALER.

Among the big men in the milk industry of the country is Mr. F. A. Wills, of the Supplee-Wills-Jones Milk Company of Philadelphia. Mr. Wills is a director of the National Dairy Association and the message



F. A. WILLS.
Philadelphia, Pennsylvania.
Director National Dairy Association.

which he sends to our readers is characteristic of the man. When we asked him for an expression relative to the National Dairy Show he replied as follows:

"The aims and purposes of the National Dairy Show are to further the dairy industry as a whole in all of its ramifications.

My conception of its possibilities, as well as that we are to build to the nth degree in our association, all that good science, all that good practice, and above all, an integrity that is unquestioned in our members, they in turn to pass this on

to those they live with, to those they do business with, so that when we are through with our life work the world will be the better for our having lived."

FROM THE AMERICAN ASSOCIATION OF CREAMERY BUTTER MANUFACTURERS.

The big meeting of the American Association of Creamery Butter Manufacturers has always been held in connection with the dairy show. The annual banquet has been a big feature and Secretary McKay has cooperated with the show management in every way possible. A letter from Dr. McKay reads:

"The National Dairy Show of this year will be of unusual importance

to everybody at all interested in the dairy business. In the biblical times it was the practice of the religious people to go to Jerusalem to tarry and get power. In late years it has become more and more a practice of the up-to-date creamerymen and dairymen to go to the national show to see the latest improvements that have been made along dairy lines and thereby gain a new inspiration. The manufacturer can go to the show and see the latest up-to-date improved dairy machinery that will save labor and make the work more efficient.

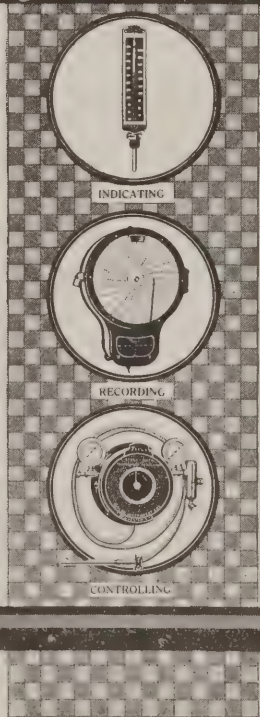


DR. GEO. L. MCKAY, Chicago, Ill.
Secretary American Association of Creamery Butter Manufacturers and a Dairy Show Booster During Its Entire History.

The breeders of dairy cattle can go there and see the best cattle of the different breeds that is found on the continent and thus get an inspiration to improve their dairy herds. What is true of the butter manufacturer is true of the ice cream manufacturer and the cheese manufacturer as well as the milk producer.

The dairy shows since the beginning have been of great benefit to the dairy industry, and this year the show should be particularly interesting due to the fact that the International Congress is to be held at the same time. In taking the show back to Syracuse, N. Y. this year, we are taking it back to the state where dairying first gained eminence in this country. The changing of the show from place to place is a good thing as it takes the best cattle in the country within reach of a great many people who are not financially able to travel from one end of the continent to the other.

Tycos temperature instruments



Tycos for Quantity and Quality

You would not guess the weight of your raw material. Profits depend on knowing the exact quantity. If you guess the temperature of any process you are chancing losses of quality, which also means a loss of profit. Get it right—use Tycos Temperature Instruments.

Write for literature

Taylor Instrument Companies
ROCHESTER N.Y.

859 There's a Tycos and Taylor temperature instrument for every purpose

Ice Cream and Dairy Plants

K. W. Schantz, Inc.

Architects and Engineers
BUFFALO - NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Booths 64 & 71

NATIONAL EXPOSITION — CLEVELAND

*where Gelatine Buyers may become acquainted
with that necessary requisite for Good Ice Cream*

Crystal Edible Gelatine

BUILT
STRONGER
LASTS
LONGER

The New G-W Ice Can

The Can with Rivetless Seams!

A can that cannot leak! Made with a single sheet body, electrically-welded into one inseparable piece, soldered inside and out — NOT A SINGLE RIVET USED.

Body and bottom held in an unrelenting double-lock consisting of five interlocked thicknesses of metal, pressed down

under 25 tons pressure, electrically-welded at the corners, soldered inside and out — NOT A SINGLE RIVET USED.

Investigate this remarkable can now. Write our nearest office, advising the dimensions of the can you use, and complete information and prices will be sent to you at once.

MAIN OFFICE & WORKS: HUDSON, N. Y.

Ice Can Plant: Oakmont, Pa.

New York: 50 Church Street

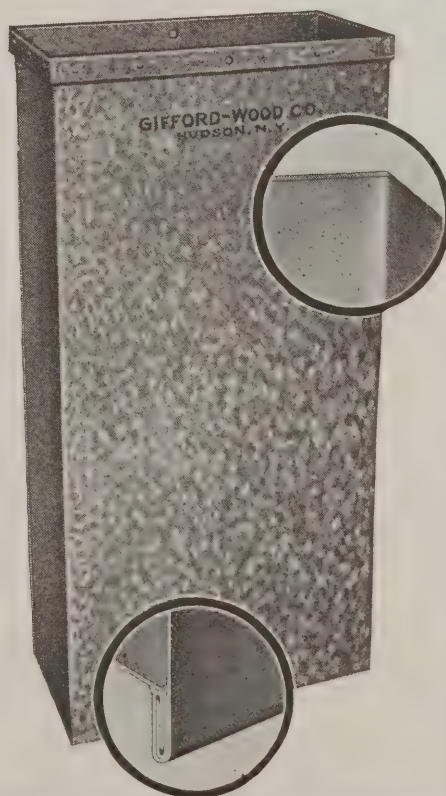
Pittsburgh: Peoples Bank Bldg.

Chicago: 565 W. Washington St.

Boston: 24 Milk Street

Gifford - Wood Co.
BUILT STRONGER LASTS LONGER

ICE HANDLING MACHINERY AND TOOLS



other. In talking with the secretary of the Highland Show in Scotland, he stated that the great benefit of the Highland Show was that it was moved from place to place and sometimes to places that were really not financially able to pay the expenses of the show. But due to their financial condition they were able to do this. Such shows as the Highland Show and the English Royal has been the means of building up fine stock in the Kingdom of Great Britain, to such an extent that other countries look to that country for the best in live stock along all lines.

Therefore, everybody at all interested in dairying should boost the dairy show. Let us have a show at Syracuse this year that will surprise the delegates from foreign countries. As the United States is the greatest dairy country in the world, we certainly should have the greatest display of dairy products and dairy cattle and dairy machinery, which I anticipate we will have at the great show at Syracuse."

* * *

A VOICE FROM IOWA.

The National Dairy Show has always enjoyed the hearty support of the educational men. Their co-operation has had not a little to do in developing the educational appeal of the show. It is proper that these men



PROF. H. H. KILDEE,
Ames, Ill.

A Director of the National Dairy Association. Head of the Animal Husbandry Department, Iowa College of Agriculture. A noted Dairy Cattle Judge.

should have a representative on the board of directors. We asked Prof. Kildee, of Ames, to give us his impressions of the National Dairy Show and he replied as follows:

"In regard to my impressions of the National Dairy Show, will state that in my opinion, the National Dairy Show is the Mecca of all persons interested in the various phases of dairying. Not only is it the annual meeting place of men from all parts of the country who are interested in this particular industry, but it is a forum where opinions are expressed, ideas exchanged and many benefited. To the

dairy cattle exhibitor, the National Dairy Show is a court of final appeals. It is the bringing together of the champions from the different state fairs. The exhibits put on by the machinery men, the dairy products manufacturers, etc., constitute a 'pageant of progress' of the dairy industry."

BIG BUSINESS.

A man came in and asked if he could see the boss. They told him he would have to wait, that the boss was in conference.

"Very important," added the attendant.

"I know that," said the stranger. "I heard the cork pop."—Louisville Courier-Journal.

THE NATIONAL DAIRY SHOW AN ESTABLISHED INSTITUTION.

No organization among the many who have held their conventions at the Dairy Show has more loyal support than has the International Association of Milk Dealers. R. E. Little is secretary of this splendid organization and the following message from him is of special interest:

"As unto the bow the cord is,
So unto the man the woman—



R. E. LITTLE,
Chicago, Ill.

Secretary of the International Association of Milk Dealers, who has always supported the National Dairy Show "Heart and Soul."

"These two things, the National Dairy Exhibition and the great dairy industry who come to witness it, are or should be just as inseparable and just as interdependent and necessary to each other for economic progress in the dairy industry as the illustration at the head of this article."

"The National Dairy Show is an educational as well as an institution of entertainment. It is a telescope through which the milk dealer, the ice cream manufacturer, the butter maker and in fact all factors of the dairy industry for whom the show has been staged can get a long

distance view of the progress that is being made in the industry, and thus a liberal education, enabling them to prepare themselves in advance for such shows which in the course of human events must take place.

"The milk dealer, as a result of the great transition during the past two or three decades from a peddler of a somewhat lightly used article of food, has risen in rank, through a natural process of evolution, due to health, sanitation and the close co-operation with health organizations and a consequent demand of the consuming public for a highly and intensively specialized service, as one of the business leaders in the industries of the nation.

"The requirements of the service which he renders as a processor of his product make necessary an investment of capital with relative obligations to all industrial factors equally with the fabricator of any manufactured product. This means he must educate himself in all the material incidents of his business from producer to the consumer. It means that he must keep abreast of the times in order to accomplish the utmost efficiency and to exercise the greatest economy that enable him to meet the competition of his fellow.

"Production, fabrication, processing, selling and the numerous steps from the time the milk flows from the cow until it is placed on the consumer's door-step is in a constant state of change. New ideas, new inventions, new methods of doing business from every conceivable standpoint are ever and always in evidence.

"The advertising columns of his trade press, of course, keep him in a measure informed of these changes but the actual operation and the extent to which they can be or should be applied to his own problems can only be accurately and comprehensively demonstrated

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



**Let us Send
Them Back
This
Way**



Old cans with their capacity robbing dents and milk contaminating rust spots are made like new at our plant. we

RETIN and REBUILD MILK and ICE CREAM CANS

that's why they come back looking so good. And the extra heavy coat of tin we give them doubles their life.

Send us a lot for trial.

THOMPSON-BREMER & CO.
1750 Carroll Avenue CHICAGO, ILL.

We distribute the

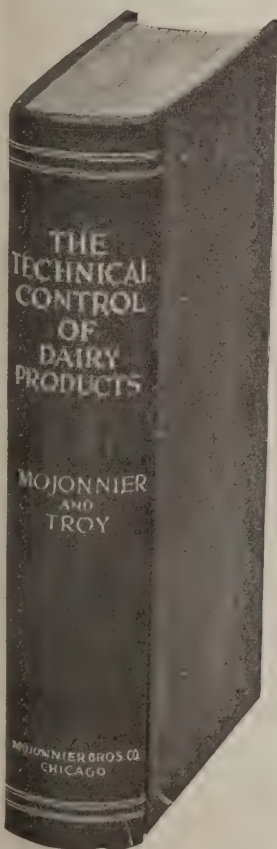
JOHN WOOD

*Electric
Weld*

Ice Cream Cans

Because a better ice cream can cannot be found for the money. Thrifty ice cream manufacturers recognize this fact. Their reorders prove it.

Let us supply you.



— An Encyclopedia on Dairy Products Manufacturing

Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

You Need This Book

It would take four magazine

pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

GET YOUR COPY NOW

and benefit from the information gained during the next rush season. Sent postpaid anywhere on receipt of \$10.25.

The Olsen Publishing Company
5th and Cherry Sts. Milwaukee, Wis.

EMBER—YOU ARE JUST AS MUCH A MEMBER OF THE ASSOCIATION NOW AS YOU WERE LAST WINTER.

either by actual test in his plant or by other visual demonstration. The former is impracticable in the majority of instances and the latter can best be obtained at a minimum time and expense through one way only and that is at a central point of exhibition and demonstration. To this extent the National Dairy Show comes forward and renders for the dealer a distinct and necessary service that he can obtain in no other way.

"The milk dealer, therefore, should feel that the National Dairy Show is a part of his own investment and that he himself should feel distinctly a proprietary interest in that institution. I have heard it remarked at different times, and I have no reason to doubt it, that the ideas and information gained at different times by the dealers at the National Dairy Exhibition have repaid them in actual dollars and cents many times over for the time and money expended in attendance at the show.

"This same feeling has also been expressed repeatedly and unqualifiedly with respect to our annual conventions. If this is true of each of these institutions, then the relation and interdependency between these several organizations must be conceded. The fact that they are held in the same city and at the same time enables the dealers, with one expenditure of time and money, to attend the sessions of both institutions which are admittedly in his financial interest.

"This argument is from a hard, cold dollars and cents viewpoint and has not taken into consideration the great opportunity for fellowship and communion one with the other in his same field and upon the problems of his own business.

"E. M. Bailey, president of our association, in his closing comments before the last annual convention, made these very pertinent remarks: 'Are any of the

old members sorry you ever attended any convention? Has anybody ever had a kick coming for attending convention of ours?' His inquiries were met with a large chorus of 'no's.'

"I am willing, and I think the other officers of the association as well, to frankly confess the fact that members had an opportunity to attend the Dairy Show and learn the latest things in their business, went a long way in dictating the sentiment that was expressed in that unanimous response.

"The gathering of the 'Clan' this year at Washington, Philadelphia and Syracuse will unquestionably surpass any demonstration of its kind that has ever been attempted. Every milk dealer in the United States and Canada, not forgetting our worthy members in London, England, owe it to themselves and to the business which they represent to make every possible effort to attend these sessions this fall.

"The fact that there has been selected unusual favorable quarters for holding the Dairy Show this year lends itself exceptionally to the biggest and best exhibition that has ever been staged for the benefit of the man who sells fresh milk in bottles.

"Let us, therefore, each and every one, put our shoulder to the wheel and give this worthy institution our support in every way possible. The least we can do is to see to it that each of us has a representative attendance at Syracuse the week of October 8, bearing in mind that it is your show and without you there would be no need of this annual demonstration of dairy education."

* * *

FROM THE INTERNATIONAL ASSOCIATION OF DAIRY AND MILK INSPECTORS.

The officers and members of the International Association of Dairy and Milk Inspectors are all boosting for the National Dairy Show. We asked Secretary Weld to write us a letter and he replied as follows:

"I have been actively connected with several of the National Dairy Shows and have been a visitor at every show excepting two.

"The changes and developments in the dairy industry during the lifetime of the National Dairy Show are indeed wonderful, and these changes and developments have been directly and accurately reflected in the show itself. It has become a great national exposition of the dairy industry, and it is bound to grow and increase in usefulness. The dairy industry to a permanent agriculture is now better understood, and the direct relation of the dairy industry to human welfare is now better appreciated because of the National Dairy Show."



IVAN C. WELD,
Washington, D. C.
Secretary - Treasurer, International
Association of Dairy and Milk
Inspectors.

(Continued on page 113)

A Cordial Invitation

We shall be pleased to have you talk over your Gelatin problems with us in **booth 65**, Cleveland, Ohio, Oct. 22 to 27.

Swift & Company

U. S. A.

Makers of

Swift's Edible Gelatins



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



THANKSGIVING, already very close, marks the end of the harvest for the farmer—but only the beginning for the ice cream manufacturer who tickles public palates with fruit custard ice cream made from

Reyam Fruit Custard

Is complete without additions or mixing. A half-gallon makes a forty-quart freeze, golden cream in color and deliciously irresistible in taste. Use it to make your work lighter and your sales heavier.

Tutti Frutti Mixture

is just another way of saying "success for mixed fruit ice creams and ices." It is good to the last drop, always uniform and a bear for building business. Order it now. Like all Reyam products it's guaranteed.

Whole and Broken Maraschino Cherries

Pick and choice of the new crop; packed in all size containers and offered at most attractive prices.

Crushed Orange Pineapple

a delicious fruit combination for ice creams and ices.

Chopped Walnuts in Maple

For maple walnut ice cream; has record for 60% sales increase.

Crushed Peach and Crushed Apricot

Solid pack—cold process—for making fresh fruit creams.

The

CINCINNATI EXTRACT WORKS

422-424 W. FOURTH ST., CINCINNATI, O.

Write for prices on our complete line of Glace and Crystalized fruits, Citron and Peels. We can supply them in any quantity.



PRICE

The price of a product should be thought of only in terms of ultimate economy. Our gelatine may be lower or higher than some others, but we know that because of its purity and uniformity it cannot be surpassed for true economy.

The length of time we have served some of our best customers is evidence of the fact that our gelatines are not only economical over a long period, but that they are giving satisfaction in every way.

Milligan & Higgins Gelatine Co.

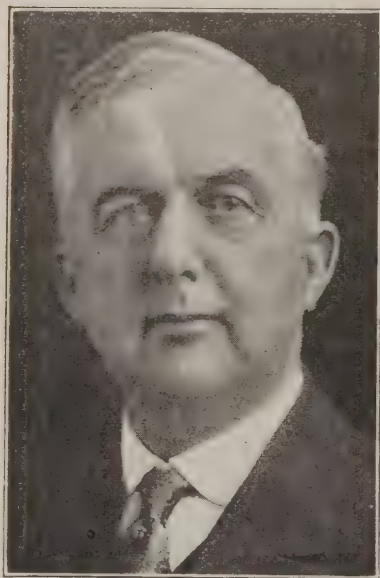
222-224 Front Street

New York City



We asked Mr. W. W. Marple of Chicago, to give his opinion of the National Dairy Show, not because he is an official or a member of the board of directors, but because—well, because he is always found among the leaders in a movement of this kind and has earned the title of "Official Toastmaster" at banquets held in connection with the show during all these years. He numbers his friends in the dairy business by thousands. Here is what he wrote us:

"I have seen the National Dairy Show grow from a small beginning at the Coliseum, where it was held under the direction of E. Sudendorf, until it has become what its name implies, a national proposition of very great importance.



W. W. MARPLE,
Chicago, Ill.

"Official Toastmaster," if there is such a position for National Dairy Show Banquets. Director Industrial Relations, Beatrice Creamery Co., and Secretary Illinois Creamerymen's Association.

phitheater at the stock yards, and with increased space and facilities it continued to grow.

"There were some disadvantages in having it at the stockyards, more particularly the fact that it was hard to get to and was difficult to get the attendance from the city, that was very much desired, so it was decided to hold the show at different places.

"I believe the show should have a permanent home. The industry certainly justifies the erection of a monument in especially the way of a building, arranged and equipped for the purpose intended, looking to convenience, comfort and economy. I believe that the commercial feature of the show should be eliminated as far as possible and the one object should be to stimulate the industry by making it more profitable to the producer and rendering better service to the consumer."

MAILING FOLDERS
MAGAZINES AND
HOUSE ORGANS
BUSINESS CARDS
CONVENTION
PROCEEDINGS
LETTER HEADS
CATALOGUES
STATEMENTS
BILL HEADS
ENVELOPES
CIRCULARS

LET US DO YOUR PRINTING

High grade work at reasonable prices. Send us a sample of what you want and we will quote you prices.

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee

FROM DIRECTOR CHAS. L. HILL.

When folks who have been intimately acquainted with National Dairy Show affairs and Chas. L. Hill during the past 17 years think of him they associate him with Guernsey cattle. He is a Guernsey man through and through, and has always boosted for the show just as hard as he boosts his favorite breed. Mr. Hill has been a director for many years. Here is his message:



CHAS. L. HILL,
Rosendale, Wis.

Director National Dairy Association. He has made many trips to the Channel Islands, making many importations of Guernsey cattle.

"It has been my privilege to spend the better part of a week at every National Dairy Show. The growth since the first one, held in Chicago in 1906, is marvelous, but only reflects the growth of the industry in the same time.

"In the machinery exhibit nearly every machine shown now has been invented since the first show.

"My personal interest has been in the cattle exhibit at the show, and the work done by the show in the improvement in the type dairy cattle has been little short of marvelous.

"The animals that won grand champion at the first two or three shows in all the breeds, with one possible exception, would now be unplaced if shown.

"In the cattle industry the National is now indeed recognized as the 'court of last resort,' and everyone covets a ribbon won at that show.

"I think the interchange of ideas among manufacturers of and dealers in machinery at the show has been a great incentive to improvement in this line.

"The one regrettable thing in connection with the show is that we have not secured the interest of the ordinary dairyman to the extent that he considers his show—one that he can feel he cannot stay away from. This is the next step and we are gradually gaining in this respect. I expect that this year's show at Syracuse, N. Y., will show a larger attendance of farmers than any previous show except the one at Springfield and more real dairymen than ever at that show.

"Everyone who is interested in the dairy business and the show wish to testify to the far sightedness and loyalty of the machinery exhibitors who have practically furnished the financial support for this show.

"With the World's Dairy Congress to be held in connection with the show this year, not one of your readers who can possibly go can afford to be absent when the roll is called at Syracuse.

"All who can should attend the opening sessions of the Congress at Washington, and follow on to Philadelphia and Syracuse. All aboard!"

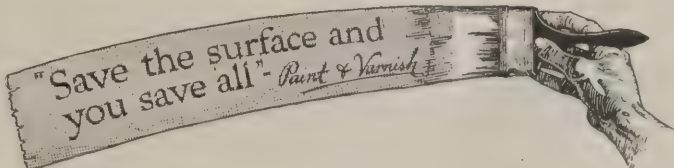
FROM THE MAN WHO WAS SUPERINTENDENT OF DAIRY PRODUCTS FOR SEVERAL YEARS.

During the years when the show was struggling hardest Mr. Chas. Gilkerson, Marengo, Illinois, was in charge of the butter and cheese exhibit. Mr. Gilke-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Visit us at Cleveland in space No. 125. Arrange to inspect our plant while at the Exposition.



Clean Up and Paint Up

These two slogans of the paint trade are particularly applicable to the Ice Cream Industry. Use



selecting bright, attention compelling colors for tubs and cans. Paint your personality on each container, that each one may arrest the attention of the passerby and unconsciously impress him with the quality of your product and the cleanliness of your plant.

There's a DERYCOTE for interior walls and ceilings, as well as one for trucks, wagons and delivery equipment. There are DERYCOTE varnishes and stains for cabinets, and DERYCOTE stencil pastes for tubs.

All are made to meet the peculiar requirements of Ice Cream Manufacturers.

Send for color card. New and lower prices are now in effect.

THE NATIONAL PAINT & VARNISH CO.
CLEVELAND, OHIO, U. S. A.



Gethness Company,

Western Branch
DENVER, COLORADO
2910 Huron Street



Pittsburgh Office
511 First Avenue
PITTSBURGH, PA.



659 HOBBIIE ST., CHICAGO

Operating 75,000 Square Feet for Quality and Service

COSCO BRAND FRUITS

ICE CREAM CRUSHED FRUITS
(BULK)

SOLID PACK FRUITS IN NO. 10
TINS

C. P. CRUSHED FRUITS IN BULK
PKGS.

COLD PACK STRAWBERRIES

EXTRACTS

FLAVORING EXTRACTS, ARTIFICIAL

TRUE EXTRACTS

ORANGEADE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)

CONCORD GRAPE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)
VANILLA COMPOUNDS
VANILLA EXTRACTS, PURE
MARVEL PURE VANILLA BEAN
EXTRACT

VANILONG
WALNUT FLAVOR
MAPLE COSCO CONCENTRATED
PINEAPPLE JUICE
QUINTOLS
EMULSIONS

COLORS

LIQUID CERTIFIED COLORS
CERTIFIED DRY COLORS

CARAMEL SUGAR COLORING
BUTTER COLOR ANILINE

NEW YORK ICE CREAM COLOR

TRUE FRUIT PASTES
CERTIFIED PASTE COLORS
MARSHMALLOW TOPPING
COCOA
BUTTERSCOTCH SUNDAE
CARAMEL SUNDAE

GELATINE
CITRIC ACID
GUM, PURE INDIA, POWDERED
ICE CREAM POWDER
SOLUBLE SKIM MILK POWDER
SPRAY

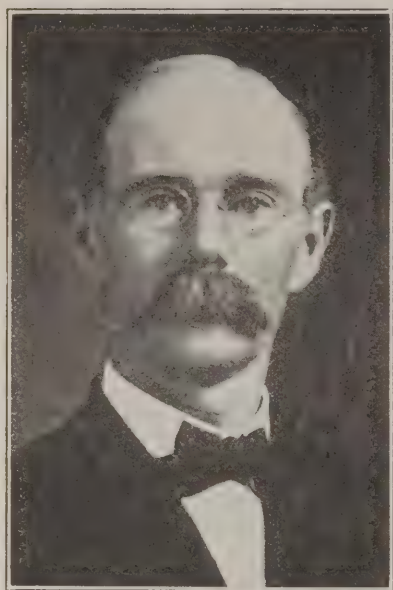
KREMOLIN R. ICE CREAM
RIPENER AND BINDER
VANILLA BEANS
VANILLIN
COUMARIN
GLYCERINE
TARTARIC ACID

SODA FOUNTAIN FRUITS AND PRIVATE LABEL MARSHMALLOW TOPPING FOR JOBBING PURPOSES

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

son was a successful Illinois dairyman and active in the various state dairy associations. He is now postmaster in his home town and gets the first chance to read the postal cards. A letter from him is as follows:

"I consider my work as a dairyman and all my future career started when Professor W. J. Frazier, A. J. Glover and Carl E. Lee started me in the real way in dairying by connecting me up with the University of Illinois and selecting my dairy by efficiency methods and not by guess.



CHAS. GILKERSON,
Marengo, Illinois.
Superintendent of Dairy Products,
National Dairy Show 1912-1918.

"In 1911 when A. O. Auten was manager of the National Dairy Show, I was selected as Superintendent of Dairy Products. We had a fair amount of exhibits in all classes and from a diversity of states, but we were new at the business as well as our exhibitors, especially our dairy butter exhibitors. So

much interest was shown that year that the next year we went at the business of preparing exhibits with new zeal and energy.

"The interest in the milk exhibits gradually grew until they taxed the time of the judges.

"The cheese exhibits fluctuated considerably but in later years the quality was much better. I always felt that the cheese exhibits never were in exact proportion to the importance to the family diet, as cheese should enter into our food program more than it does.

"The creamery butter exhibitors have been trained for years to pack and exhibit butter, but it would surprise most folks to see the condition of the butter received from the manufacturers of dairy products as well as the lack of methods used in packing the product. It was gradually improved, however, due to suggestions and personal letters by the superintendent of dairy products.

"Up to the time of taking charge of this department, there had never been any record of exhibits, ex-

hibitors or premiums awarded. Under my supervision a form of tabulation was inaugurated which gave complete record of each article and all necessary details connected therewith and this form is still being used. I understand.

"One difficulty experienced was that of keeping refrigerator for butter, milk and cheese at the proper temperature when the exhibits all had to be kept in the same refrigerator and each entitled to a different temperature.

"My association with the dairy interests in various branches—as a dairyman, as a director of the Illinois State Dairymen's Association, as superintendent of dairy products of the Illinois State Fair and at the National Dairy Show has been of a very pleasant nature. I consider the dairymen and those of allied interests a superior class of people, having more of the "milk of human kindness" in their makeup than the ordinary human being.

"Had I not been appointed postmaster at Marengo, Ill., in 1918, which necessarily terminated my connection with the National Dairy Show, I would have liked to have continued my work along that line. I always considered that I was getting as much, at least, as I was giving.

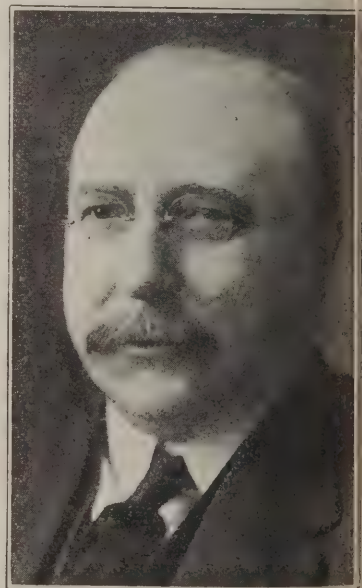
Along with all who have had anything to do with the dairy show during the years of its development, I am delighted with the progress it is making and hope to see it still further established as the great clearing house for the dairy industry."

* * *

A MESSAGE FROM THE PRESIDENT OF THE NATIONAL DAIRY COUNCIL.

We caught M. D. Munn, president of the National Dairy Council and a director of the National Dairy Association, just as he was packing his grip for that trip to Europe. He was in a hurry, but kindly consented to dictate the following, and, as usual, its good:

"As you know, I have been on this board of directors and executive committee for some little time. When I was first elected to the board I found a stock corporation under the title of the "National Dairy Show Association." The fact was that it was a capital stock corporation and, as its name implied, was a money-making organization. I felt that this in a way hampered the opportunities the association had for constructive display work, and strongly advocated changing it from a stock corporation to a purely membership organization without profit. This was finally brought about, changing the character of the organization from that of a capital stock organization to one of a purely membership organization.



M. D. MUNN,
Director National Dairy Association
and President of the National Dairy
Council. The exhibit of the Dairy
Council has been a big feature of
recent shows.

...LET US DO YOUR... PRINTING

HIGH grade work
at reasonable
prices. Send us a
sample of what you
want and we will
quote you prices.

MAGAZINES AND HOUSE ORGANS
CONVENTION PROCEEDINGS
MAILING FOLDERS—CATALOGUES
CIRCULARS—LETTERHEADS
BUSINESS CARDS—BILL HEADS
STATEMENTS—ENVELOPES

THE OLSEN PUBLISHING CO., 5th & Cherry Sts., Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

(Continued on page 122)

When You Want a "SANITARY" Milk Pump

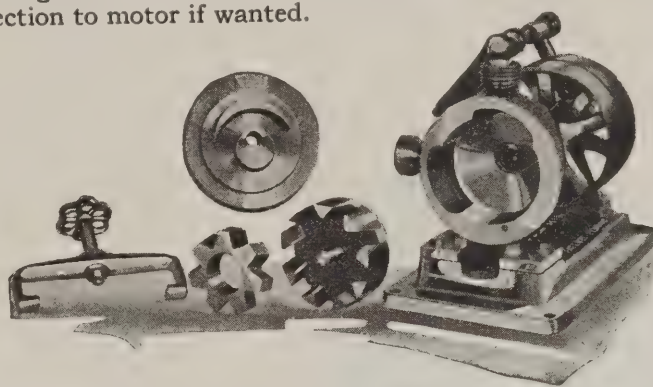
you will find Sanitation to the highest degree coupled with mechanical efficiency and simplicity in

The Perfection Rotary Sanitary Pump

Made of acid-proof bronze—all highly polished to eliminate rough spots and sand holes that collect milk and cause contamination. Shaft is of rust-proof monel metal. Nickel plated exterior. All easily cleaned and assembled.

Perfection Rotary "Industrial" Pumps are made for all purposes. Will pump anything from gasoline to molasses. Furnished with direct drive connection to motor if wanted.

*Write for circular
giving complete mechanical details.*



A Perfection Sanitary Pump with variable speed pulley.

PERFECTION MANUFACTURING CO.

2188 E. Hennepin Avenue

MINNEAPOLIS

MINNESOTA

Eastern Office—435 So. Clinton Street, Syracuse, N. Y.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

"It has always been my idea and vision of the National Dairy Show that it should be a place where once a year there would be gathered a display of the various branches of the industry in such a way and of such a character that not only those engaged in the industry would have the opportunity of seeing the progress and development of the industry itself, but where the public generally would learn some of the details, volume and importance of the industry from the ocular display. I have always felt that this would result in great good, not only to the dairy industry itself, but to agriculture generally."

* * *

"PROSPERITY FOLLOWS THE DAIRY COW."

The big machinery interests have always backed the show with money and effort. Mr. E. W. Chandler, president of the Creamery Package Mfg. Co., and a director responded to our request as follows:

"In my opinion, the National Dairy Exposition graphically proves the truth of our slogan 'Prosperity Follows the Dairy Cow.' Only a prosperous industry could promote and support a show of such magnitude and such variety as ours. Everyone in the industry must thrill with pride when he observes the hundreds of beautiful dairy cattle, the great United States Department of Agriculture exhibit, the splendid promotional work of the National Dairy Council and the two miles of marvelous machines which are almost human in their accomplishments."



E. W. CHANDLER, Chicago, Ill.

A Director of the National Dairy Association and President of the Creamery Package Manufacturing Company.

it exists today but it is a rainbow of promise for the future. We all know that the dairy industry is only in its infancy but the annual exposition helps us to realize what a really glorious future we have ahead of us.

"On all sides at the show we see evidence that while all of us are in business to make money, the real lure of it lies in the fact that while we are making a living, we at the same time are doing an in-estimable service to mankind. For the more care we take in producing pure and delicious dairy products the more we will induce people to increase their use. It is indisputable that increased use of dairy products means better health and longevity.

"A visit to the National Dairy Exposition not only gives us a birdseye view of the greatness of the dairy industry and teaches us a world of new things about the industry, but it inspires all visitors to square their shoulders, take another hitch in their belts and determine that from then on their job is going to get the best that is in them."

(Continued on page 124)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DAIRY CONDITIONS IN COSTA RICA.

Costa Rica is one of the countries of the far South where dairying is of growing importance, according to letter just received from that country from an official interested in the plans for the World's Dairy Congress. The congress will hold its opening sessions at Washington, D. C., on October 2 and 3, adjourn to Philadelphia, Pa., for October 4 and continue at Syracuse, N. Y., from October 5 to 10. This letter, which was addressed to President H. E. Van Norman of the congress association reads in part:

"The dairy industry of Costa Rica is of considerable importance locally and a great deal of attention has been given for many years to the importation of pure bred stock for the improvement of dairy cattle. There are quite a few farms where high grade milk, butter and cheese are produced for local consumption. These are in certain well defined districts.

"During the summer season, the question of pastureage becomes a difficult one, although on a few of the farms silos are used. When feed becomes scarce in the summer, the price of butter rises to approximately 8 cents per pound, milk costs approximately eight cents per bottle of slightly less than a quart and cheese is sold at about seventy cents per pound. Shortly after the rains begin, grass becomes abundant in the pasture and the price of butter drops to about fifty-five cents per pound and that of milk to about six cents per bottle. The price of cheese also decreases.

"Labor is cheap compared with that doing the same class of work in the United States, but is less efficient. Thoroughbred and high grade Holsteins, Jerseys, Guernseys, and Shorthorns are to be found on all the farms producing milk, butter and cheese and the improvement of all the live stock goes on continually. The various departments of health supervise the milk sold in the cities and large towns and exact a fixed minimum cream content. Adulterations of any nature are punished by the milk being thrown away on the spot, fine and at times imprisonment."

CALIFORNIA COUNCIL'S SECRETARY PRAISED.

The rapid progress being made by the California Dairy Council is a splendid example of the opposite condition. Meritorious as the work is, and assured of as much public sympathy as it commands, it is unlikely that its present notable success should have been achieved without a manager of the caliber of Sam H. Greene.

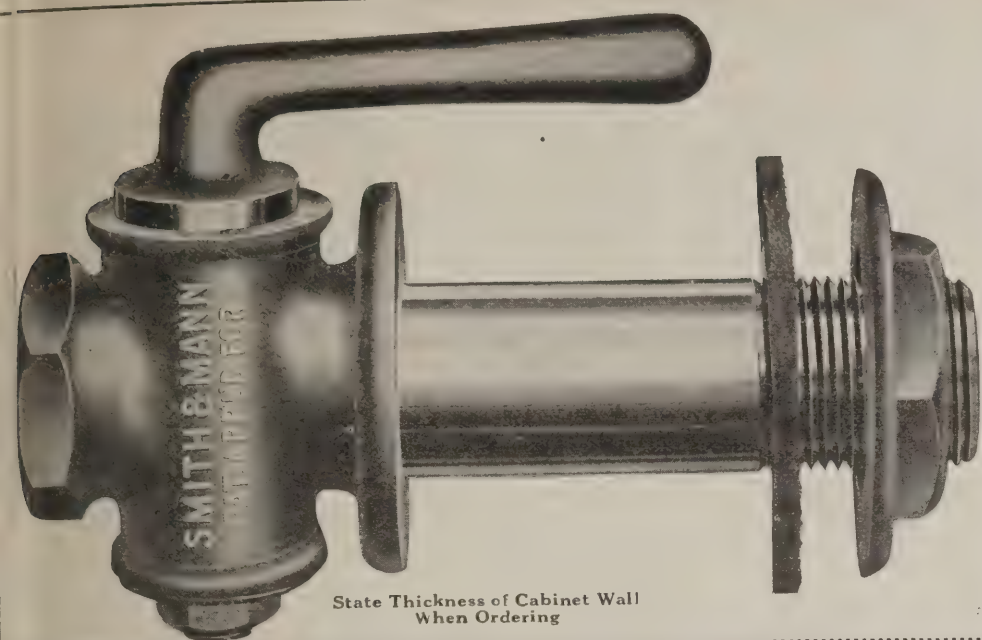
"Quality always pays, and this is just as true of men as of products."—Northwest Daily Produce News

WILL A. SCHWINDELER MADE VICE-PRESIDENT OF CARPENTER ICE CREAM CO.

Appointment of Will A. Schwindeler as vice-president of the Carpenter Ice Cream Co., St. Louis, was announced to The Ice Cream Review last month. Mr. Schwindeler recently disposed of the Schwindeler Ice Cream, Quincy, Ill. He was one of the best known ice cream in the state of Illinois, having operated the Schwindeler Ice Cream Co. at Quincy for nine years. He served a term as president of the Illinois Association of Ice Cream Manufacturers, and also is a director of the national association. He is a man of large and varied experience in the ice cream industry.

Mr. Schwindeler has acquired large holdings in the Carpenter Ice Cream Co., and the announcement says that he will assume duties of vice-president at an early date.

It is announced that save for this, Mr. Schwindeler's connection, the organization will remain as it is.



State Thickness of Cabinet Wall
When Ordering

**"Where
Pride and
Ultimate
Economy are a
Consideration
Smith & Mann
Cabinet Drains
Predominate"**

The non-corrosive metal used in Smith & Mann drains gives them a life that will outlast your business. Their one-piece construction makes them leakproof—a desirable feature ice cream dealers appreciate. Their larger capacity hastens brine drainage—a time saver for the busy dealer.

Send in a trial order. You'll find satisfaction in making Smith & Mann drains your standard cabinet equipment.

SMITH & MANN, 914-18 West York St. Philadelphia, Pa.

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time

Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
NEW YORK CITY

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

History of Dairy Show

(Continued from page 122)

FROM THE HEAD OF THE PABST INTERESTS.

The Pabst interests in the state of Wisconsin are varied, but dairying probably lies closer to Fred Pabst's heart than any of the others. His big beautiful dairy farm and cheese factory near Oconomowoc is more than a show place. It is a practical demonstration of modern dairy practice. A request to Mr. Pabst brought the following reply:



FRED PABST,
Oconomowoc, Wis.

A Director of the National Dairy Association for many years and head of the big Pabst Corporation.

"Enthusiasm in business is fully as important as capital. Without either, success is quite impossible. We are all apt to get into a rut and be content with the daily routine work. It takes something to shake us up and create a better spirit and new energy to put us into the frame of mind necessary to keep up with the times.

"This applies particularly to conditions on the farm. There are still too many farmers who are satisfied to drudge along with methods that our grandfathers used. New methods for nearly all operations have been devised and it behooves every farmer to at least give them a 'once over' and consider whether he can profitably adopt the most important improvements.

"This applies particularly to conditions on the farm. There are still too many farmers who are satisfied to drudge along

"This is an age of specialization, and many a farmer can increase his output by manufacturing an up-to-date article, whether it be high grade milk, superior butter or other dairy products. There is no better place on earth where information, such as the dairyman needs can be obtained, than at the National Dairy Show.

"Your work in behalf of this exposition is praiseworthy and should redound to the benefit of agriculture in general."

CALIFORNIA SPECIAL TO WORLD'S DAIRY MEET ASSURED.

San Francisco, September 22.—Definite announcement was made today that the World's Dairy Congress Special Train will leave Oakland Pier, Oakland, Cal. September 26, bound for Washington, D. C.

This train will carry the Pacific coast delegation to the World's Dairy Congress and the National Dairy Exposition. The World's Dairy Congress will open at Washington, October 2, run for two days there; then will move to Philadelphia, and then move to Syracuse, N. Y., to join with the National Dairy Exposition.

The Southern California delegation will leave Los Angeles on the evening of September 25 and come to San Francisco, where that party will be consolidated with delegates from the Pacific Northwest and from the northern portion of California.

Sam H. Greene, secretary-manager of California Dairy Council and vice-president of the World's Dairy Congress, will be in charge of the Pacific Coast delegation special. He states that if there are any others who contemplate making the trip, it will be necessary for them to get in touch with him immediately.

The party will include not only dairymen, dairy manufacturers, professors from the agricultural colleges and their wives, but also a number of municipal health officers and welfare workers who are interested in the health phases of the World's Dairy Congress deliberations.

Life Members of the National Dairy Association, of Record March 1, 1923

Adohr Stock Farms, Certified	Bell, John A., Jr.	Chapin, R. W.	De Laval Separator Co., The
Aitken, D. D.	Benham, F. G.	Chaplin, A. S.	Dempsey, Tom
Amend, J. E.	Bessire & Co., Inc.	Chapman, G. A.	DePuy, Henry F.
Ames, John S.	Biesecker, Chas. N.	Cherry, Howard H.	Dering, J. K.
Andrews, Dale E.	Bird, A. F.	Cherry, W. L.	Dering, J. K., Jr.
Andrews, John	Blaine, Mrs. Eleanor Gooding	Chester Dairy Supply Co.	DesLauriers Metal Products Co.
Armstrong Cork & Insulation Co.	Blatchford Calf Meal Co.	Chicago Cold Storage Warehouse Company	Dessert, Nelson J.
Arnold, A. H., & Bros.	Bliss, Walter P.	Chicago Dairy Produce.	Deubler, E. S.
Ashton, Dr. Thomas G.	Boeckmann, Dr. Egil	Christholm, Hugh J.	Deutsch, Jay B.
Atlantic Bottle Co.	Bohart, W. O.	Clark, F. Ambrose	Dickinson Co., The Albert
Automat Molding & Folding Co.	Bonnell, Hugh W.	Cobb Company, The R. E.	Dickinson, H. E.
Ayer, F. W.	Bowditch, Ingersoll, Trustee	Cochrane, John	Dietrich, E. G.
Ayres, H. W.	Bower, A. E.	Collis Products Co.	Dixon, W. S.
Babcock, Mrs. A. H. Vander Bie	Boyle, Francis H.	Commons, C. C.	Dodge, J. E.
Babson, Fred K.	Bradley, Peter B.	Cook, Frank T.	Doering, C., & Son, Inc.
Babson, G.	Brawner, Henry N., Jr.	Cook, W. W.	Donnelley, Reuben H.
Babson, Henry B.	Brewerton, W. A.	Coolidge, James H., Jr.	Drummond, W. A., & Co.
Bailey, E. M.	Bridgeman-Russell Co.	Cooper, T. S.	Duluth Creamery & Produce Company
Bailey, L. P.	Brown, Frank M.	Cornell, Ed.	Dungan, Samuel O.
Baird Bros.	Brown, M. L.	Countiss, Frederick D.	Eldredge, C. J.
Baker, E. H.	Brownell, Geo. H.	Crabbe, Sam F.	Eldredge, E. C.
Baker, Elbert H.	Bruner Dairy Co.	Cramer, S. S.	Elliott, H. L.
Baldwin, Frank C.	Buffalo Foundry & Machine Co.	Crane Co. of Minnesota.	Elwell, Edwin S.
Bannister, F. J.	Bull, Frank K.	Creamery & Milk Plant Monthly	Emerson Drug Company
Barber, A. H., Creamery Supply Company	Bull, Stephen	Creamery Package Mfg. Co.	Empire Cream Separator Co.
Barber, H. L.	Burchard, Paul C.	Crescent Creamery Co.	Erf, Oscar
Barliss, Arthur T.	Burdette, C. M.	Cunningham, John T.	Erickson, John
Barnes, A. V.	Butler, Edmond	Cunningham, M. D.	Ewing, C. Oscar
Barney, C. H.	Butterworth, Wm.	Dairy Machinery Co.	Fabyan, Mrs. Nelle
Barney, W. B.	Byrne, J. V.	Dairy Record, The	Fahlman, Duncan J.
Barron, C. W.	Cameron, E. B.	Dairy Supply Co., The	Faitoute, M. W.
Bassett, C. S.	Campbell, G. M.	Darger, H. C.	Farm, Stock & Home Co.
Beatrice Creamery Co., Supply Department	Cannon, H. Brown	Darling, E. A.	Farrell, J. J.
Beaverland Corp., The	Carman Supply Co., Inc.	Davis, W. C.	Farrington, F. H.
Beer, Paul	Carnation Stock Farm	Dean, R. E.	Favill, Dr. John
	Carver, S. A. W.	Defiance Pressed Steel Co., The	Ferguson, W. H.
	Chandler, E. W.		

(Continued on page 126)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ESKIMO PIES

If you are making 5 cent Pies you need a
Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" is a High Grade Chocolate Coating
made especially for this purpose.

Manufactured By

Ready to Use—Nothing to Add

Fortune Products Company, 416-422 S. Desplaines Street
CHICAGO

*Send for
this Free
Book Now*

A catalogue of useful information for those contemplating installation of Mechanical Refrigeration or enlargements of present refrigerating equipment.

CP Refrigerating Machines

in either Vertical or Horizontal types are now used by more than 5000 users.

In addition to complete descriptions of these machines, catalogue gives list of cold storage temperatures, shows six methods of Piping Refrigerating boxes, and other data for the prospective purchaser.

The Creamery Package Mfg. Company
61-67 W. Kinzie Street **CHICAGO**



Life Members of the National Dairy Association of Record March 1, 1923

(Continued from page 124)

Field, Fred F.	Kaplan, Samuel M.	Murphy, A. W.	Steel, Carl A.
Fischer, Dr. H. P.	Kelly, Frank W.	Nafis, Louis F., Inc.	Stoddard, Ralph
Fisher, D. W.	Kemps, W. H.	Natoma Farm	Storer, William
Fisher, James Logan	Kennedy Dairy Co.	Neale, John C.	Stout, Henry L.
Ford Company, the J. B.	Kennedy, N. A.	Nelson, C. A.	Strandt, Gust E.
Fox, P. D.	Kennedy, Will J.	Neumeister, Ed. W.	Sturhahn, C. F.
Freylinghuysen, P. H. B.	Kerckhoff, Dan	Newton, L. W.	Supplee, C. Henderson
French, G. Watson	Ketcham, C. E., Co.	Nichols, John D.	Supplee-Wills-Jones Milk So
Fuller, Oliver C.	Kildee, H. H.	Noack, H. M.	Sutton, E. C.
Gardner, E. L.	King Ventilating Co.	North American Creamery	Tagliabue, C. J. Mfg. Co.
Gardner M. H.	Knight, Robert L.	Company	Taylor Instrument Compani
General Laboratories	Knobbe, John W.	Norton, M. J.	Taylor, Roland L.
General Motors Truck Co.	Kraft, J. L. & Bros. Co.	Norum, B. M.	Tenney, D. D.
George, Edwin S.	Krebs, Henry J.	Oglebay, E. W.	Thatcher Mfg. Co.
Giffey, J. B.	Kruse, Simon	Olsen, H. P.	Thomas, Isaac R.
Gill, E. T.	Ladd, John W.	Ortiz, L. E.	Tichenor, M. H.
Gillette, Elton, S.	Lamb Glass Co., The	Owatonna Creamery Co.	Tilden Produce Co.
Glover, A. J.	Larrowe Milling Co., The	Pabst, Fred	Toledo Bottle Cap Co.
Goodwin, Mortimer	Lathrop, Harry D.	Pabst, Gustave	Tompkins, N. C.
Goss, L. A.	Lee, Wilson H.	Patterson, Clyde, O.	Torison Balance Co.
Gossard, H. W.	Le Feber, John	Paulson, W. H.	Towle, Martin A.
Graesszel, A. H.	Le Feber, Lester	Payne, L. H.	Trapp, Robert
Gray, C. E.	Lehmann, Edw. J.	Peck, Dr. David B.	Travis Glass Co.
Gray, Wm. E.	Lehmann, Ernst E.	Penney, J. C.	Tri-Clover Machine Co.
Gray, Wm. E., Jr.	Lehmann, O. W.	Pennsylvania Milk Products	Tryon, A. H.
Greene, Samuel H.	Lewis, E. B.	Company	Tucker, C. J.
Griscom, Wm. B.	Lewis, Harry W.	Penrose, Spencer	Tufts, Leonard
Gurlier, H. B.	Lindbach, C. R.	Peoples Sanitary Dairy	Tuttle, Howard B.
Guthrie, G. T.	Loeb Farms	Perfection Mfg. Co.	Twin Cities Milk Producers
Haartz, John C.	Lombard, J. W. P.	Pfaudler Co., The	Association
Hackney, J. M.	Louden, A. C.	Phillips, M. T.	Uhlmann-Kinsey Co., Inc.
Haeger, R. E.	Louden, R. Bruce	Pittsburgh, District Dairy	Union Dairy Co.
Hammond, John Henry	Louden, Roy	Council	Union Steam Pump Co.
Hanford, A. S.	Louden, Wm.	Prescott, Maurice S.	Urner-Barry Co.
Hansen's Chris., Laboratory,	Lowden, Frank O.	Price, Frank T.	Van Antwerpen, M.
Inc.	Lundberg, F. G.	Prising, Geo. W.	Van Hagen, Geo.
Hargrove & Arnold	McCormick Co., The, Inc.	Proctor, Wm. Ross	Van Hagen, Geo. E.
Hart, H. Stillson	McCormick, Medill	Quaker Creamery Co.	Van Kuren, S. J.
Harwood, F. H.	McKay Bros.	Quarton, W. B.	Van Norman, H. E.
Haskell, Harry G.	Mack, Elmer	Raymann, Paul O.	Van Pelt, Mrs. Estella
Hastings, Eugene M.	Mackay, Clarence H.	Reynolds, E. S.	Van Pelt, Hugh G.
Haswell, A. E.	Macnish, F. J.	Reynolds, James A.	Villaume Box & Lumber Co.
Hawthorne Farm Co.	Manitowoc Plating Works	Rice & Adams Corporation	The
Hayes, J. W. & Son.	Manning Mfg. Co.	Riverview Dairy Co., Inc.	Villere, Geo. A.
Hays, Clyde T.	Mansfield, Fred C., Co.	Roberts, I. W.	Wagner, Ira J.
Heisler, G. W.	Mansfield, Geo. D.	Roberts, Percival, Jr.	Walker, J. A.
Heller, A. H., Jr.	Markham & Puffer	Robertson, J. B.	Walkley, L. V.
Heller, L. U.	Marsh, W. W.	Ross, W. A.	Wanzer, Will
Hendee, Geo. M.	Martin, F. N.	Rueping, F. J.	Ward Motor Vehicle Co.
Henderson, Dr. A. M.	Mathews, Frederick C. Co.	Rundall, John C.	Watson, C. W.
Henning, Mrs. S. T.	Matot, D. A.	Ruse, B. M.	Watson, Jas. G.
Herrick, Leander F.	Maxwell, E. B.	Sagendorph, Arthur H.	Webb, J. Griswold
Hickcox, J. Gilbert	Meister, Albert	St. Lawrence Dairy Co.	Webber, C. C.
Higginson, A. Henry	Menasha Printing & Carton Co.	St. Paul Milk Co.	Weber, O. J., Co.
Hill, Charles L.	Meredith Jersey Farm	Samels Bros. Co.	Weeks, Maud E.
Hill, Horace L., Jr.	Merritt, W. G.	Sanitary Farms Dairies, Inc.	Wegener, Gabe S.
Hoard, Frank W.	Merryman, Louis McL.	Schaefer, F. W.	Wellinghoff, E. F.
Hoeltje, Walter C.	Meyer, E. R.	Schroeder, E. C.	Wentworth, W. A.
Holdom, G. D.	Meyer, George J.	Schunck, J. W.	Whelden, Lucius C.
Hollowell, John D.	Meyer, George N.	Scott, Bertram D.	Whiting, Chan L.
Hood, C. B.	Meyer, Martin H.	Scoville, Herbert	Whiting, Chas. F.
Hood, H. P., & Sons	Miller & Holmes	Scoville, Robert	Whisnant, Dr. A. M.
Hope, J. L.	Milton Dairy Company	Sealright Co., Inc.	Wildberg Box Co., The
Hotchkiss, Frank A.	Milwaukee Air Power Pump	Seybold, Edward	Wilkenson, A. E.
Hughes Ice Cream Co.	Milwaukee Dairy Supply Mfg.	Sharples Separator Co.	Willets, Howard
Hull Brothers	Company	Sharples Separator Co.	Wills, Frank A.
Hunt-Helm-Ferris & Co.	Minnesota Milk Company	Shepard, Donald C.	Willson, H. L.
Hunter, William	Misner, P. B.	Sheridan, B. F.	Winner, H. T.
Hunziker, O. F.	Mistletoe Creameries	Sherwin, John	Woolman, Bdw. W.
Hurley, Wm. M.	Mix, Ira J.	Shoemaker, E. R.	Woolman, Henry N.
Hurwitz, Frank	Mojonnier Bros. Co.	Shoemaker, S. M.	Work, A. M.
Hydrox Company	Monroe & Crisell	Sievert, Louis	Woronoake Heights
Imperial Ice Cream Co.	Montgomery, C. L.	Simpson, J. E.	Wyeth, Huston
Irwin, J. B.	Moore, Dr. W. D. N.	Sitz, Paul	Wyeth, W. M.
Ives, A. H.	Morris, Chas. G.	Skidd, Chas. Mfg. Co.	Yates, Harry
James, W. D.	Morton, Joy	Skinner, W. E.	York Manufacturing Co.
Jenkins, Chas. F.	Moscrip, W. S.	Slater, Edw. K.	York Milk Machinery Co.
Jensen, W. F.	Munn, M. D.	Solar-Sturges Mfg. Co.	Zenith Box & Lumber Co.
Jersey Bulletin, The		Spann, W. R.	Ziesing, August
Jewell Ice Cream & Milk Co.		Specialty Brass Co.	
Johnson, Don B.		Spooner, A. F.	

KANSAS MANUFACTURERS TO MEET IN JANUARY

The 1923 convention of the Kansas Association of Ice Cream Manufacturers will be held January 22, 23 and 24, 1924, at Wichita, Kansas.

This was decided at a meeting of the executive committee on September 10 at the Throop Hotel, Topeka. President W. H. Chappell, Manhattan, Kans., announces to The Ice Cream Review that plans soon will go forward toward making this one of the most successful conventions in the association's history. It has been decided, he said, to make the coming convention a three days' session instead of two, as heretofore.

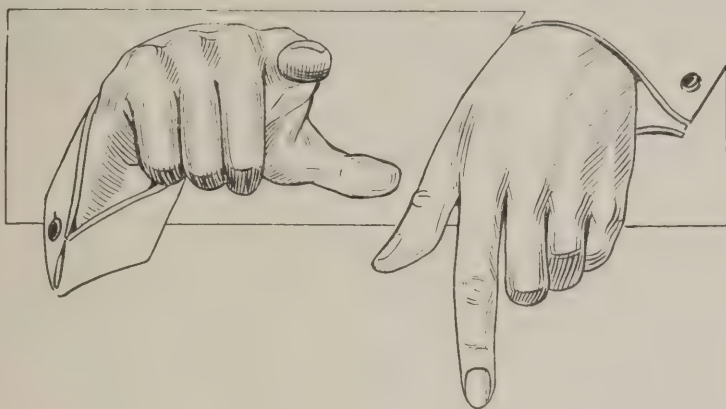
Work on the program will begin soon, and it is promised that it will be one of a constructive and instructive nature.

IOWA PLANT EXPANDS

Between fifteen and twenty thousand dollars has been spent for larger quarters and new equipment has been installed by Constantine Bros., Pella, according to recent announcement. The new equipment includes one five-ton York ice machine, one Chey Perfection brine freezer which will average fifty gallons an hour, one, one-hundred gallon Perfection ice cream batch mixer for pasteurizing and cooling, one viscolizer. In addition to this modern machinery, the company has installed a cold storage plant and a hardening room. The Company has been located at Pella for two years, and since installing this new machinery a few weeks ago, they now are serving towns within a radius of fifty miles.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

You can have the smooth freezing quality, speed and economy of Emery Thompson designs in your choice of vertical or horizontal freezers.

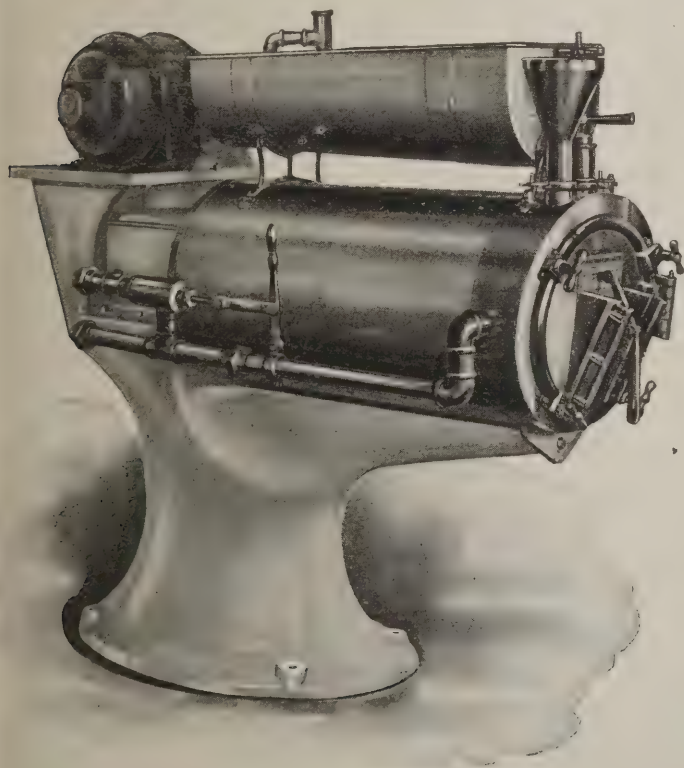


Write to Emery Thompson for copy of the new catalog. It will confirm favorable opinions established at the exposition or secured by conversing with fellow members of the industry.

After All, You Want Results on YOUR Floor!

Well, they will all look fine on the Exposition floor. But, after all, what you want is results on *your* floor. It is out on the floors of the best factories that Emery Thompson Brine Ice Cream Freezers *make the finest display!*

But you really don't know an ice cream freezer until you *see* it pouring out the frozen cream. Why is it so many of the profit-making factories operate Emery



Thompson Freezing equipment? If we were new in the field you might be doubtful as to whether these superior results could be sustained but—as one of the oldest designers of ice cream freezing equipment—we enjoy the prestige that comes from continued good results.

You will get good results for many years on *your own* floor with Emery Thompson Brine Freezers.

Emery Thompson Machine & Supply Co.

271-275 Rider Avenue
NEW YORK CITY

Stage All Set for Dairy Classic

(Continued from page 26)

availability of a large volume of unpublished scientific information," says President Van Norman, "Make this the opportune time for Universal exchange of the most recent knowledge at our Dairy Congress."

Many of the most important foreign as well as American scientists will be at the meeting to reveal and discuss the new developments of the dairy industry.

Although the great national dairy classic is confined to the East this year, the Middle West and the Pacific Coast will be visited by foreign delegates. An itinerary is being worked out for two special dairy excursions—one to the Middle Western states and another to the Pacific Coast.

The trips are being arranged to give foreign dairymen the chance to see at close range the magnitude and diversification of the American dairy industry. Officials of the Dairy Congress have been working with local committees in Wisconsin, Minnesota and Iowa in arranging automobile tours to typical dairy farms, city milk plants, creameries and dairy equipment factories.

The Dairy Congress will adjourn to Philadelphia on October 4, and a highly interesting program will be carried out in that city, including a study of the work done there to increase milk consumption, after which the National Dairy Exposition at Cleveland opens.

A pathetic sentiment attaches to the opening of the National Dairy Exposition. Arrangements had been made for the president of the United States personally to open the "show." President Harding had assured dairy officials that he would certainly be on hand for the opening if nothing prevented him. He could not

foresee the detaining hand of death at that time.

The new president, no doubt, has his time too much taken up by conditions arising from President Harding's untimely death to attend the dairy show, but the program will be fittingly opened and will be of great interest to all branches of dairying, we are assured by Manager W. E. Skinner.

Among public officials to speak are Governor Alben E. Smith of New York, Governor W. H. McMaster of South Dakota, Governor A. R. Nestos of North Dakota, Governor Pinchot of Pennsylvania, Governor Silzer of New Jersey, former Governor Frank O. Lowden of Illinois, former Secretary of the Treasury, Carter M. Glass and many others.

Dairy officials in closest touch with the coming pageant at Syracuse are convinced that the show this year will be the greatest event of its kind ever held. After the appointment last month of county committees to handle local matters in different dairying states in connection with the show, preparations rapidly began to take definite shape.

Every product in use in the dairy industry, including the newest and most modern appliances, will be on exhibition. Every great dairy supply house in the country will be represented. The show undoubtedly will be the most complete.

Meetings and conferences of dairy groups of various kinds will be held. It has been agreed by the various organizations to reserve the time between 10 a. m. and 1 p. m. for the World's Dairy Congress, 1 p. m. to 5 p. m. for the Dairy Show, and the business meetings of the several associations to be held in the evenings.

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

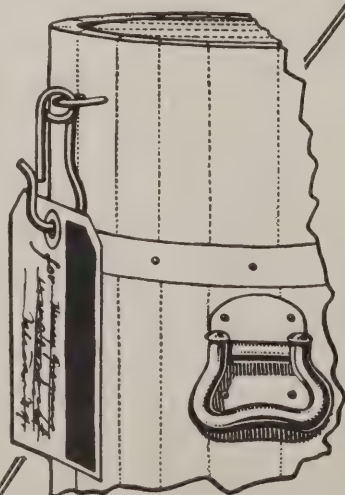
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



AN EFFECTIVE WINDOW DISPLAY OF ICE CREAM.

There are some classes of merchandise to which the usual rules of merchandise display do not apply—ice cream, for instance, or other perishable foods. The manufacturer who wishes to work out a window display idea for such a product must take his thoughts out of the conventional groove.

A very effective display for ice cream has been developed by H. P. Hood & Sons, ice cream manufacturer of Boston. Since the merchandise itself cannot be shown they designed some huge lithographed dishes of ice cream showing it in its natural colors, and combined them with hand-painted figures for a background. The complete display consists of the great centerpiece showing a giant dish of strawberry ice cream, a number of small cut-outs showing the same, two quaint hand-painted boy and girl figures and some hand-painted signs with appropriate wording. The hand-painted figures added unusual character to the display.

It was very attractive and impressive. A number of sets were kept traveling among the dealers. Nearly every dealer approached used the display. Check-ups of dealers' sales before and after showed increases in sales up to 40 per cent while the display was in.—Cherry Circle.

Progressive ice cream manufacturers are looking forward to the National Ice Cream Show at Cleveland, October 22-27. You owe it to your industry to attend. The annual convention of the National Association of Ice Cream Manufacturers will be held at the same time.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Jamison Doors

Our Catalog No. 10 gives a detailed description of Jamison Products. It will answer every question in your mind. Simply write to "Desk 5" please.

Give Assurance of Efficiency Where Efficiency is Needed Most!

These doors, bearing the "Seal of Satisfaction," strong, tough, durable, made to withstand the hard everyday usage of heavy service—place the responsibility for their efficiency upon their **HARDWARE**. For it is the superiority and difference in **HARDWARE** that makes the **REAL DIFFERENCE** in doors.

The patented features of Jamison Hardware are the "Strong Points" of Jamison Doors.

THE ADJUSTABLE SPRING HINGES are massive. Their springs can be adjusted from time to time, whenever necessary, by a simple screw adjustment that draws the door tight against the seals of contact to make it as leak-proof as when new.

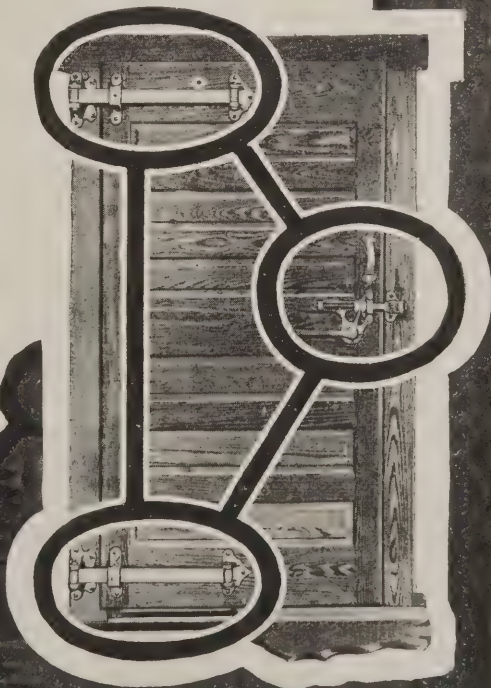
THE SELF-TIGHTENING FASTENERS are heavy, strong, durable—and yet easy to operate. They prevent the door from opening unintentionally. Banged shut, they make the door "stay put." The harder the slam, the tighter it stays. Regardless of how hard the door is slammed shut, there is no rebound or opening through compression.

It is difficult to tell of these important "Strong Points" in limited space. Yet, they give **REAL DOOR EFFICIENCY**, keeping down to a minimum, change in temperature due to leakage through heat transmission. And therein lies your profits.

When considering enlarging your storage space, it will pay you to give strong consideration to the selection of your doors. Learn all you can about them. Visit your neighbors' plants. They are invariably equipped with Jamison Doors.

JAMISON
Cold Storage
Door Co.

HAGERSTOWN, MD.
U. S. A.



Sales Promotion

... A DEPARTMENT Intended to Assist the Manufacturer in Bolstering Up the Weaker Links in the Chain of Distribution

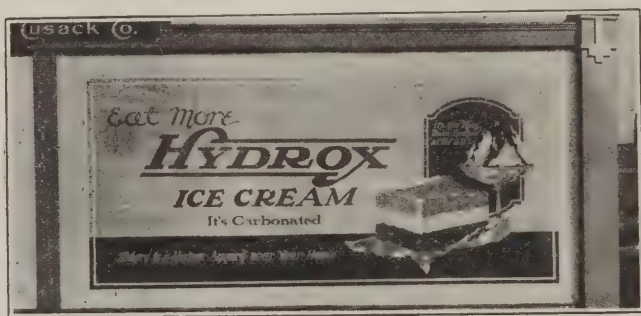
Effective Bill Board Advertising

By W. B. STODDARD

THE automobile has revolutionized more than one industry, and it has brought into prominence a form of advertising to which scant attention has hitherto been paid. This is bill board publicity, which in the past five years, has changed so greatly that its original sponsors would scarcely recognize it.

In former years when pedestrians were numerous, and old Dobbin jogged serenely along, a billboard was simply a printed sheet in color and people stopped to read it, impressed by the glaring colors and the rudely painted pictures. Now, with the autos and electric

Long before the reading could be distinguished, the motorists or electric car riders could see the head and shoulders of Young America, with wide open mouth about to take a heaping spoonful of delicious cream. Before him was a mass of the frozen sweet, in which big red cherry gleamed enticingly. The lettering was



trains wrizzing by, the entire message must be taken in at a glance, and the sign that bore a lot of lettering would be absolutely wasted.

A slogan—a few brief words—the name and address of the firm—that is the limit of a sign's usefulness. But if these few words are well chosen—like a well lighted window with a single item displayed—they leave a far more distinct and definite impression than a multiplicity of high sounding phrases.

The ice cream manufacturers are well to the front when it comes to featuring delectable dishes, and the appetizing qualities of their cream. A drive through Michigan recently disclosed a number of attractive boards lining the boulevards or standing forth as brilliant splotches on the country landscape. There was not a gross or glaring one amongst them, and each and every one had that "come hither" touch which makes for effective publicity.

On the outskirts of Grand Rapids the Hoekstra Ice Cream Co. had a sign showing a city by moonlight. High over the roofs of the houses, mounted on a giant ice cream cone, was a little lad, upon whom the moon looked down in glee. The picture was captioned "Give your taste a joy ride," and in big letters was "Hoekstras Ice Cream—Demand it for its quality."

The picture and the wording could be taken in at a glance—and a definite impression was made.

The small boy and his sister demanded to be taken to the stores where "the ice cream with a cherry" was served, after seeing the mouth-watering sign of the Piper Ice Cream Co., Kalamazoo.



short and to the point, "An Everyday Essential—Piper's Ice Cream."

Youth, sparkling, effervescent youth, was the theme of the bill board of the Detroit Creamery, featuring their Velvet brand of ice cream.

This sign was in the downtown district, on the side of one of the stores, where it was seen by thousands of clerks and stenographers—who were almost unconsciously impressed with the merits of this particular brand of cream. It showed "sweet sixteen" in a poke bonnet, eating a dish of ice cream, while from the opposite side "seventeen" in sporty cap, drinking ice cream soda through a straw, oggled the fair miss. The brilliant lettering announced "Detroit Creamery—Velvet Brand Ice Cream—The Choice of a Million."



OHIO FURNISHES MOST OF THE PRESIDENTS TOO.

Figures from "The Ice Cream Review," a charming periodical crammed with the most interesting little odd and ends of ice cream, shows that Ohio ate 11,074,000 gallons last year. In this table the population is given as 5,759,394. From this one can see at a glance that this is a per capita consumption of 1.92277 gallons.

And can it be possible that there is any connection between the fact that Columbus has the champion girl beauty of America and the champion boy marble player of the country and the fact that Columbus is in the first division of the ice cream league?—Ohio State Journal.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Sure of BIGGER WINTER GALLONAGE

This is a real Eskimo Pie year. Ice cream manufacturers have stopped experiment, and are banking on the proven demand for Eskimo Pie. That's why one manufacturer sends an order for a million wrappers for a quarter. Another asked for half a million—clear down the line to hundred thousand orders.

There are no ifs or ands about it. The ice cream manufacturers of the country are concentrating on one name, one size and one plan for bigger winter gallonage. The public knows and likes the one and only Eskimo. It is easier to sell than compete against it.

1923-24 Selling Plan Now Ready

It gives a proven plan—full of brass tack facts—no theories. It gives actual cost of production—cost of Eskimo Pie machine, cost of wrapping, cost of operating. It shows actual successful methods used by manufacturers,

large and small, which increased winter gallonage and made profits right from the start.

With this complete plan you can start the season with a rush and mark the winter on the credit side of the ledger. Think it over but don't forget to put it over. Now is the time. ACT!

Fill out, cut out and send coupon to-day.

ESKIMO PIE CORPORATION, Chicago, Illinois.
Gentlemen: Without obligation send me full particulars of your 1923-24 selling plan for bigger ice cream profits.

Name
Address
City

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

TEN SCHEMES FOR PROMOTING SALES.

By A. A. Correy, Vice-pres., Globe Ice Cream Co.

First—We furnish a very elaborate sidewalk sign, made with a steel frame and a baked enamel advertising plate, which reads—"Globe Ice Cream served here exclusively." This has a tendency to draw people walking along the sidewalk into the dealer's store.

Second—We are placing on the top of each and every soda fountain an oil painting showing various California scenes painted in oil, and, incidentally a road is shown in each scene, and on each road is a billboard, true to life, again advertising Globe Ice Cream as a pure food. In addition, we carry newspaper ads., calling attention to the fact that ice cream is a food and not a luxury.

Third—We issue a little monthly reminder to our dealers, calling their attention to the fact of how an ice cream soda or a sundae should be served, and why the soda fountain should be kept clean and sanitary.

Fourth—We also work with our dealers and devise window trims. We occasionally put over a newspaper story, referring to the food value of ice cream as a wonderful winter and summer food.

Fifth—We put out slogans, which are pasted in the dealer's windows. These slogans are changed each month, and read as follows:

"Globe is a word that makes ice cream preferred in the mouths of the masses, because it surpasses."

"Globe ice cream buyers get all their desires."

"Every time Globe is tried, somebody says, 'I am satisfied.'"

Sixth—We continually take classes of school children through our plant, and give them a lecture

while showing them through our justification.

Seventh—Always laying particular stress on the idea that pure ice cream is a pure food.

Eighth—Various cooking classes talk on the food value of ice cream, and we oftentimes furnish samples for them to serve at these cooking classes.

Ninth—We are working electrical effects throughout the inside of our plant at night. These electrical effects make it possible for us to show the entire interior of our plant to the public, as they walk along the sidewalk or drive by in their automobiles. This is proving a riot and is the talk of all Los Angeles.

Tenth—We are equipping our plant on the outside with spectacular electric displays.



The above display, manufactured by Wolf & Lavenson Philadelphia, is used in the windows and over the fountain of stores selling the goods of the Crane Ice Cream Co., Philadelphia. Scores of different kinds of posters and window trims are manufactured by Wolf & Lavenson.

SALES COMMOTION.

Ice Cream—A Definition.

"Ice cream is a product I handle because I have to, some folks do want it, so I suppose I must have it on hand."—A Dealer.

* * *

Manufacturers of ice cream pass by their best chance to increase sales by permitting "A Dealer" to hold such a sentiment.

By some means and by all means prevail upon "A Dealer" to SELL your product.

Substitute for his indifference positive enthusiasm. He is ignorant—make him wise.

* * *

There are ways in which dealers may be encouraged to sell two gallons where but one is sold now. The average dealer hands out your ice cream when it's called for instead of interesting himself in its sale.

* * *

Make two gallons grow where but one grew before.—From Indiana Manufacturers of Dairy Products Bulletin.

✽

FOUNTAINS ON RIGHT SIDE OF STORE ARE BUSIEST.

An experiment by an Eastern merchant would indicate that the right hand side of a store is much more valuable than the left. He put it to the test. The telephone company was induced to put two slot phones in his place.

He put them in the back of the store, one on the left and the other on the right of the aisle. At the end of the month the one on the right had taken in four times the most money. Virtually the same result was noted at the end of the second month, and the merchant was quite impressed that the right side of his store was much more valuable than the left.

But he tried other tests. Goods that had been selling well on the right hand side were transferred to the left. Immediately sales began to fall off. Goods on the left hand side of the store were transferred to the right and immediately their sales began to pick up materially.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

National Dairy Show's Appeal to Ice Cream Industry

By H. E. VAN NORMAN*

O the American ice cream industry:

Few if any industries in America have more rapidly developed from that of a small unit with two or three individuals employed, small investments in machinery, housing, and equipment, into an industry which number gigantic business organizations, organizations with hundreds of employees and even millions of capital invested in a single corporate organization—owning scores of establishments from which to secure raw material and with numerous establishments engaged in the manufacture and distribution of its products.

This industry involves a diversity of activities, from production, through various stages of manufacture, including condensing, drying and refrigerated storage of reserve stocks, the great mechanical problems involved in refrigeration, the manufacturing problem of applying a cabinet, delivery wagons and trucks, and nothing of the infinite variety of scientific problems requiring bacteriology, chemistry and physics for solution, and finally the intricate problems of

each which every business of size requires the successful solution of.

The "Spirit of Progress" in American industry is synonymous with "organization" and "association." It is through the much discussed association that American leaders in every branch of business and science come together to discuss the newest developments of particular interests, to tell each other what they are doing, how it ought to be done, and then every one goes home and does as he pleases. But the net result is that in no country in the world, do new ideas find the way of day and pass into active use and service so easily as they do in America, due to the ease with which we receive new ideas, to our willingness to discard them and the promptness with which we put into effect those which seem worthy.

It is that the East may meet West and North and South, that the newest may be quickly available to all, that the National Dairy Show serves its largest purpose.

Salesmen may tell manufacturers of Portland, Maine, Atlanta Georgia; San Diego, California or Portland, Oregon, of wonderful new developments in his particular "line of goods" but it is not until the manufacturers from these respective cities have met and discussed with each other the merits and faults of their respective equipments that each is ready to make the

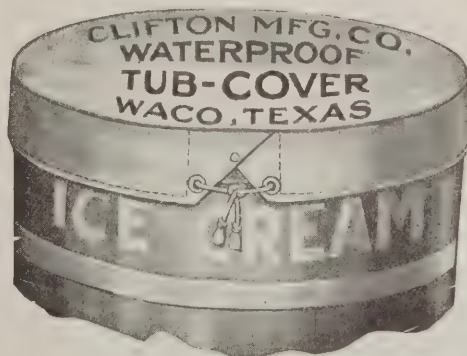
resident World's Dairy Congress Association.

new and often very large expenditure that is involved in the modern ice cream plant.

The ice cream industry is inescapably interested in all of the problems of supply and demand of milk, butter and cheese because they affect the price of the products required by the ice cream manufacturer. Those forces which increase appreciation of milk products contribute to the market for ice cream.

The National Dairy Show is the annual portrayal of the years progress in everything pertaining to dairy products, manufacture, the equipment essential for milk handling, discoveries, and even more than these, the cultivation of that national acquaintance which means industry wide progress. No man can reach his largest success without the contacts and observations growing out of attendance at this greatest exposition of the activities based on the dairy cow and her product.

In behalf of the management of the National Dairy Show, I earnestly invite every ice cream manufacturing establishment in this country to have at least one, or preferably more, of its own representatives present at the dairy show, to meet, to see, to take home with him that which will be of dollars and cents value in the business which he represents. If in addition to attendance at the dairy show he can find time to participate in the sessions of the World's Dairy Congress which will open in Washington, October 2 and 3, continue at Philadelphia, October 4 and at Syracuse, October 5 to 10, we shall welcome him and he may touch elbows with leaders from many lands.



Made of Olive Drab Waterproof and Mildewproof Duck, which will outlast five ordinary Tub Covers, without this special treatment.

One Customer says, "We have found from past experience that your cover fits better than any other we have purchased in the past."

Prices quoted on application.

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

Branch Offices and Warehouses are:

Los Angeles, Calif.	747 Warehouse
San Francisco, Calif.	339 Larkin Street
Kansas City, Mo.	202 Bryant Bldg.
Denver, Colo.	1526 16th Street

They cut the long costs out of short hauls—

WRITE FOR BOOKLET THAT TELLS HOW

C-T Commercial Truck Co.
PHILADELPHIA

ELECTRIC TRUCKS

1/2, 3/4, 1, 2, 3 1/2 and 5-TON CAPACITIES

OSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

Trade Notes

The Cherry-Bassett-Winner Company has transferred J. H. Ashmead from New York to Washington, D. C., it was announced last month. J. S. Taylor recently joined the Pittsburgh division of the company. H. L. Rhinehart has assumed duties of manager of the Philadelphia division.

The Lily Sundae is a novelty originated by the Sanicup Sales Co., St. Paul, Minn., which firm makes strong claims of offering a new outlet for ice cream. The Lily sundae, we are told, fills the desire for a combination of ice cream and fruits and can be carried away from the place of purchase to be eaten. The Lily sundae is a ready-made sundae, a complete product of the ice cream plant rather than the dealer's establishment. It is made in what is described as a water-proof, sanitary cup. Into this cup is poured ice cream until two-thirds full. On top of the cream is placed a layer of chopped cherries, preserved strawberries, grated pineapple, or any other fruit or combination of fruits desired. It retails for 10 cents.

The Walker Vehicle Company, manufacturers of Walker electric trucks with general offices and factory in Chicago, have opened a branch office and service station at 314 St. Joseph Street, New Orleans, Louisiana. Thomas H. Shields, formerly a dealer for Walker Vehicle Company, has been appointed manager.

The increasing importance of the Southern part of the United States relative to transportation needs in cities is given as the reason for opening this branch as well as the establishment previously of a branch office at Atlanta. Among recent installations of Walker Electric Trucks in the South is that 25 Walkers recently put in the service of The American Railway Express Company in San Antonio, Texas.



RE-TINNING ICE CREAM & MILK CANS

By Our Special Sanitary
Process Makes

OLD, WORN OUT
CANS LIKE NEW

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street

CLEVELAND, O.

The Cincinnati-Extract Works has been working overtime putting out cold process fruits, including orange Pineapple flavors, etc., according to officials of that firm. They say reports indicate business activity for the fall and winter months. The present season, they say, has been one of the most active in the ice cream business they have experienced. Officials say theirs was the first firm to pack cold process fruits for the ice cream trade. They attribute the growth of the ice cream trade to improved methods adopted by manufacturers as well as the adoption of high quality products for the manufacture of ice cream.

"A smashing advertising campaign to tell the American people the story of Heathization" has been launched by the Heathized Products Co., 400 N. Michigan Boulevard, Chicago. Thirty-four leading national publications are being used in this campaign, these publications including such well-known magazines as Munsey, Colliers, McClure's, Harper's Bazar, Vogue, Metropolitan, Vanity Fair, Drug Topics and The Nation's Health. The story of Heathized ice cream is being told in millions of homes through these publications, say officials of the Heathized Products Co.

The opportunity to furnish things new and novel in the way of ice cream bricks and dishes is afforded by W. W. Cassell, Vincennes, Ind., according to descriptive literature, telling of his ice cream brick fancy center molds. These molds, four different kinds of molds are offered—stock, alphabet, numerals and emblem designs. The stock molds include such varied things as crosses, crescents, shamrocks, Easter eggs, Christmas trees, hearts, wedding slippers, wedding or Xmas bells, making it possible to supply ice cream with appropriate characters in all seasons. The emblems include the various designs of the Masonic and Odd Fellows orders.

W. Pace Woods, president of the Icicle Sales Co., reports a very active sale of their five-cent ice cream dainty. Distribution has been effected in virtually every state in the Union with the greatest sales in the Eastern and Western Coast states, and in the South, Mr. Woods says. In many of the largest cities the sales average 1,000 dozen packages a day.

Icicle differs from the ordinary ice cream dainty, the president declares, adding that it is made in the form of a small cylinder, the bottom being movable and pushed upward as the ice cream is eaten from the top.

The ice cream manufacturer buys the cartons only and fills them with his regular run of ice cream. The name of his company or the brand name of his ice cream is displayed prominently on the package.

Icicle delights the youngsters because of the originality of the package and because of the generous amount of ice cream it contains, according to Mr. Woods, and he says parents like it for its convenience and sanitation.

"The prospects look good for a heavy sale of Icicle well up in the fall months," he declares.



YOUNG AMERICA.

The old man was trundling through Washington Park looking for the Zoo.

"Young feller," he said to the little shaver, "I want to go to the Zoo."

"Well," said the little shaver, and he scratched his head just above the right ear, "you can go just this once but don't you ever ask again."

"It's right over there behind them trees."

You don't believe that story? Neither do I. A traveling man told it.

MAILING FOLDERS
MAGAZINES AND
HOUSE ORGANS
BUSINESS CARDS
CONVENTION
PROCEEDINGS
LETTER HEADS
CATALOGUES
STATEMENTS
BILL HEADS
ENVELOPES
CIRCULARS

LET US DO YOUR PRINTING

High grade work at reasonable
prices. Send us a sample of
what you want and we will
quote you prices.

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WASHINGTON

MAINE

News From Far and Near

CALIFORNIA

FLORIDA

San Francisco, Cal.—The Vogue Ice Cream Company has begun delivering ice cream to the wholesale trade of San Francisco. This company operates as a strictly independent company. The company at present is operating a creamery in the San Joaquin Valley. The manufacturing department is under the management of two men who have been graduated from dairy colleges.

Decorah, Ia.—The Sugar Bowl Ice Cream factory in Decorah has done a record business this year, having manufactured more ice cream than any year since the firm has been established. Messrs. Graham & Shema took the business over in 1917. In one month this summer they made more than half as much cream, as they did during the entire first year they were in business. Ninety per cent of the firm's business is shipping, which is done by auto truck express. The firm now ships Sugar Bowl Ice Cream about forty different towns.

Lafayette, La.—An ice cream factory was opened recently on Lincoln Avenue by Larry Martin of Crowley.

Iola, Kan.—Enlargement of the plant of the Iola Creamery Company and its equipment for the manufacture of ice cream for domestic consumption are included in plans for betterment of the company's holdings here. E. Randall, manager of the Iola creamery left September 1, for Lincoln and Denver, where he goes to confer with refrigeration experts regarding machinery and installation. Manager Randall expects to return October 1, at which time actual improvement will begin.

Roxbury, Mass.—Fire started on third story of building 51 Elmwood St., occupied by the Boston Ice Cream Company and owned by H. P. Hood & Sons. The loss was about \$1000.

Mount Vernon, Mo.—Officials of the Carnation Milk Products Co. advise that they are not building an ice cream plant here, as previously reported, but are erecting another dairy at this point.

St. Louis, Mo.—Three armed bandits looted the safe of St. Louis Ice Cream and Soda Company's offices at 517 1/2 Jefferson Avenue of \$2,200 in currency, recently. The bandits compelled Lester Jablanow to open the safe.

Grand Island, Nebr.—The Aurora Butter and Ice Cream Company and the Grand Island Creamery Company have consolidated and will be known as the Nebraska Creamery Company.

Both companies started in business about three years ago. Officers of the company will be located at Grand Island, but plants will be operated at both Aurora and Grand Island. Officers of the new company are: H. B. Stevenson, president; B. H. Robeson, vice-president; R. H. Cunningham, secretary and H. N. Otto, treasurer.

Millville, N. J.—Due to ill health, William R. Pogue is discontinuing his connection with the ice cream industry.

Cincinnati, N. Y.—Fire, which is thought to have started from a hot box at the top of the elevator shaft, completely destroyed the Reid Ice Cream Company plant, together with seven other buildings, recently. The loss to the Reid Company is approximately \$100,000 and the entire loss to the city about \$150,000.

The Reid Ice Cream Company main building was 60x240 feet, two stories high and the milk powder building was 60 feet, three stories. Both are a total loss, with their contents, including expensive machinery and over 2,000 empty milk cans. A new plant is being rushed to completion.

Syracuse, N. Y.—The Cloverland Ice Cream Company has increased its capital stock from \$50,000 to \$100,000 and plans are being laid to enlarge the plant. Architects are preparing plans for the proposed new ice cream manufacturing plant of the White Ice Cream Company of Minot, N. D., which it is estimated will cost approximately \$40,000 when completed.

Dickinson, N. D.—Dickinson Ice Cream & Butter Co., has incorporated with capital stock of \$35,000. Incorporators are N. C. Jensen and H. F. Davis.

Victoria, Tex.—L. A. Fritz is offering his confectionery and ice cream factory for sale exclusive of the buildings. He is retiring from the business.

Berlin, Wis.—A deal was consummated whereby the Berlin Ice Cream Company sold their equipment and goodwill to the Ripon Ice Cream and Beverage Company. The Berlin plant will continue to operate as heretofore, except that the ice cream end of the business will be done at Ripon and the latter concern.

Will Your Maple Flavor

Score Forty?
Percent?

TRY

Elpam



G. W. Wardrop Company, Inc.

BOSTON

450 Broadway

MASS.

The "RICHMOND"

CEDAR
PACKING
TUBS



NEW STANDARD PKG TUB (VA. CEDAR)

Quality and Workmanship Count. In the "RICHMOND" Tubs—we have both. Made of Selected Virginia White Cedar. Heavy Galvanized iron hoops—thick staves and stout bottoms. Prices gladly given on all sizes. Historical Catalog upon request.

RICHMOND CEDAR WORKS

RICHMOND, VA.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

"**Sx**"
**Quality Beyond
 Question**

ESSEX GELATINE COMPANY
 MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street	CHICAGO 94 Board of Trade	ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Ave.	SAN FRANCISCO Second and Brannan Streets	



**No
 Skimping
 Here**

Ample size and
 plenty of "lap"
 is provided in all

**"Special Seal"
 Tub Covers**

A double sewing with
 tough thread assures
 lasting seams.

15 oz. Cover, 45c each
 18½ inch

18 oz. Cover, 55c each
 18½ inch

Samples and Prices of different
 sizes on request.

St. Louis Awning & Tent Co.

TUB COVER DEPT.

800 No. Second St.

St. Louis, Mo.

President,
C. MORTENSEN,
 Standard Milk Ma-
 chinery Co.,
 Louisville, Ky.



Address all
 communications to
P. N. MILLER, Jr.,
 Secretary,
 2913 11th Avenue,
 Birmingham, Ala.

**"PETE" MILLER SAYS CONVENTION WILL BE A
 WINNER.**

The coming Southern convention will be a winner, in the opinion of P. N. Miller, Jr., secretary of the Dixie Flyers, who visited the plant of The Ice Cream Review last month.

Mr. Miller said the stage is rapidly being set for one of the liveliest conventions ever held in the South.

"They mean business," he said, "for I've looked over the territory considerably of late, and I find all the ice cream manufacturers pretty well worked up over the coming convention. Southern association officials are promising a splendid, constructive program.

"One thing about the convention is not so many people really understand Little Rock. A few are under the impression that it is not the sort of town to enjoy oneself in. There never was a greater mistake. Little Rock is a live, progressive city, and the manufacturers of Arkansas certainly are planning in earnest to show folks a good time. The Dixie Flyers will kick in with their entertainment program as usual."

Folks who know what the Dixie Flyers generally do at Southern conventions can appreciate what it means for them to "kick in." The Flyers don't go halfway in a job of that kind.

Mr. Miller was in Chicago to visit his charming daughter, young Mrs. J. G. Evers when he found time to drive over here for a visit.



CAROLINA SPECIAL TO CONVENTION

Plans for North Carolina ice cream manufacturers to attend the National Exposition at Cleveland this month in a body are being shaped up, it is announced by A. E. Dixon, secretary of the Carolina association.

The Norfolk and Western, the short line between North Carolina points and Cleveland, will operate a special car from Winston-Salem to Cleveland for the accommodation of members of the association. The car will leave Winston-Salem at 12 noon, arrive at Columbus the following morning at 6:45, and reach Cleveland at 11:15 A.M. The secretary has asked all manufacturers desiring to go, to communicate with him at Fayetteville, N. C., in order that the necessary equipment may be provided in advance.

"The National Association of Ice Cream Manufacturers and The Association of Ice Cream Supply Men are making great preparations for this event," says the secretary in a bulletin to members. "It will be a meeting of instruction combined with pleasure. You will learn more in four days than sitting in your office in five years."



PRAISES WHEAT'S ICE CREAM COMPANY.

In a letter to E. C. Sutton of the Wheat's Ice Cream Company, Buffalo, Dr. A. P. Sy, chemist, paid a glowing tribute to the conducting of the plant along sanitary lines. The inspection was made without warning. "I have never seen a better plant," the official wrote.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Trade Marks Department

Conducted by National Trade Mark Co.,
Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists. As an additional service feature to its readers, The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

No. 178,437. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Franklin Ice Cream Company, Kansas City, Mo. Filed April 2, 1923.

PETER RABBIT

Particular description of goods.—Ice Cream
Claims use since March 28, 1923.

* * *

No. 162,932. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) William H. Johnson, New York, N. Y., assignor to The Tin Decorating Company of Baltimore, Baltimore, Md., a Corporation of New Jersey. Filed April 26, 1922.

Froz • Ann

Particular description of goods.—Peanut Butter, Butter, Cakes, Spices, Coffee, Tea, Chocolate; Vegetables, Fresh, Canned, Preserved, and Canned; Fruits, Fresh, Citrous, and Canned; Dried, Preserved, and Canned; Fish, Fresh, Canned, Smoked, Pickled, and Canned; Sugar, Powdered, Cube, Granulated; Canned Soups; Flour, Wheat, Rye, and Corn; Oatmeal; Cake, Bread, Macaroni, Spaghetti, Chewing Gum, Candies, Nuts, Unshelled, Shelled, Salted, Roasted, Candied; Ice Cream; Milk, Fresh, Treated, Desiccated, Condensed; Flavoring Extracts for Flavoring Food Products, Jams, Jellies, Marmalades, Honey, Pop-corn, and Vegetable Oils.

Claims use since April 21, 1922.

* * *

No. 177,054. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Spokane Bakery Co., Spokane, Wash. Filed March 6, 1923.

Butter Cup

Particular description of goods.—Ice Cream.
Claims use since August 10, 1907.

* * *

No. 158,352. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) John E. Zangmaster, Columbus, Ohio. Filed Jan. 23, 1922.

FROZIT

Particular description of goods.—Coated ice cream product—Namely, Chocolate Coated Ice Cream Rolls.
Claims use since Dec. 15, 1921.

(Continued on next page)



The Texas Barrel Company

is still manufacturing the best Ice Cream Tub on the market. Our increased sales assure us of that fact.

We were the pioneer makers of the TALL TUB and all other makes are imitations. While we are improving this TUB all the time, our imitators are content to stand still and hang on.

Before ordering Ice Cream Cabinets see the new-style Cabinet we are manufacturing. Will keep cream in frozen state for 48 hours with one icing. It has many advantages over the old box Cabinets. Equipped with casters and handles

and easily moved from one position to another. Does away with leakage and water wastage.

*We handle a full line of ice cream cans in all sizes
Can make immediate delivery.*

Write for prices

Prices are right

Texas Barrel Company
HOUSTON Box 665 TEXAS

Cold Storage Construction

Ice Cream Manufacturers:

WHAT MORE CAN YOU REALLY REQUEST than to have a specialist take care of your Cold Storage Construction work, so important for the manufacturing of a quality Ice Cream.

Consult us before contracting for your new

HARDENING OR COLD STORAGE ROOMS or for the improvement of old ones where we can help you solve your refrigeration problems.

Our Matchless Pure Corkboard Insulation for all installations is ready for immediate delivery.

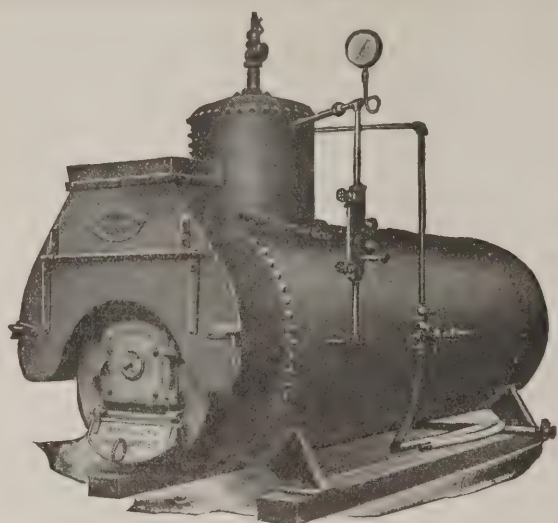
WICANDER & COMPANY

(INCORPORATED)

50 Broad Street

New York City

Manufacturers of Cork Products for more than 60 Years



Before buying a boiler do not fail to investigate the superior merits of the famous

Leffel Scotch Marine Boilers

built by this company for over 40 years in a variety of sizes from 6 H. P. to 100 H. P., and to meet all requirements of the different State Boiler Laws. This boiler is confidently offered as meeting in fullest measure and most satisfactory manner every requirement of the trade, as amply proven by the large number of pleased customers using them for many years.

Complete catalog with information of interest and value on request.

Be sure and see our Exhibit at National Dairy Show at Syracuse in Space 171.

The James Leffel & Company

Box 328.

SPRINGFIELD, OHIO

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba

Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK

CHICAGO

LOS ANGELES

Ser. No. 172,912. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Lowell A. Sutermeister, Dayton, Oh. Filed Dec. 4, 1922.

Particular description of goods.—Ice-Cream Portl

Jungle Joys

Either with or without an Edible Support.
Claims use since about Oct. 24, 1922.

* * *

Ser. No. 177,783. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Hydrox Corporation, Wilmington, D. Filed March 21, 1923.

HYDROX

Particular description of goods.—Ice Cream.
Claims use since 1908.

* * *

Ser. No. 172,758. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Fausto A. Muscente, doing business Snow Cake Mfg. Co., Providence, R. I. Filed Dec. 1922

SNOW CAKE

Particular description of goods.—Edible Ice-Cream Containers.

Claims use since May, 1922.

Ser. No. 157,377. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Marchiony Brothers, Inc., New York, N. Filed Dec. 31, 1921.

SPUMONI

No claim is made to the word "Spumoni" apart from the mark shown on the drawing.

Particular description of goods.—Ice Cream, Flavor Ice, Ice Cream Bricks, Ice Cream Cones, and Ice Cream Sandwiches.

Claims use since June, 1920.

* * *

Ser. No. 178,853. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) The Liquid Carbonic Company, Chicago Ill. Filed April 9, 1923.

Trade-mark consists of the word "Iceoid."

ICEOID

Particular description of goods.—Compound of Vegetable Gums and Sugars Designed for Use as an Ingredient for Water Ices and Sherbets to Cause the Ingredients to Combine Well and to Improve the Body of the Product.

Claims use since March 1, 1923.



BLACK HEADED SOUTH.

J. Black is more at home in the South Atlantic territory than up in his original part of the country, and when he got in touch with us at Chicago, on the sharp end of a Northern tour, he was in a hurry to get back to Dixie. However, business brings him back to the North in the fall, after which he starts South again time to take in the North Carolina convention and meet friends of the G. R. Ryan Manufacturing Company.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Simplicity in Ice Cream Mix

By JOHN O. CLAITOR. *

WHOLE sweet milk and sweet cream are without question the best materials for making good ice cream. We know that ice cream, to be good, must have the solids not fat and fat solids in proper balance. We know that to have a well balanced ice cream it must contain about 10 per cent butterfat, one per cent of one per cent gelatine, 11 per cent serum solids, 10 per cent sugar, making a total solids content of about 35 per cent. We know that a mixture of milk, cream, sugar and gelatine does not contain quite enough serum solids nor quite enough total solids to make a well balanced ice cream.

A little study shows that when we make the mix of milk and cream that the addition of just five per cent of the total weight of the mix in the form of dry milk makes it complete. Condensed can be used instead, but dry milk has so many distinct advantages over condensed that we won't consider it in this article. Therefore our mix comes down to the simple rule of one-half per cent gelatine, 14 per cent sugar, five per cent dry milk, balance milk and cream. Further study shows that this milk and cream must be standardized to 12½ per cent butterfat to show 10 per cent in the total mix. We figure milk 8.5 per cent serum solids, 20 per cent cream 8 per cent serum solids, 30 per cent cream 7 per cent serum solids, 40 per cent cream 6 per cent serum solids. Assuming that we are to make a 900 pound mix, we will put it this way:

Ingredients	B. F.	S. N. F.
50 lbs. gelatine 100%	4.50	
100 lbs. sugar 95% solids	119.70	
100 lbs. dry milk 95% solids	42.75	
50 lbs. milk and cream	90.00	57.96
12.5 per cent butterfat		
Total	90.00	224.91
Per cent	10	25

Any size mix can be figured this way. The serum solids are set in too, the solids not fat column for convenience. All of the mixes shown in this article will be around 11 per cent serum solids, which is within the limit of safety. There is no danger of sandiness in all balanced ice cream containing not over 11 to 12 per cent serum solids, provided condensed is not used. The butterfat column and solids not fat column together make the total solids.

If we haven't sweet cream, but have plenty of whole milk, we will have to use some sweet butter.

Ingredients	B. F.	S. N. F.
50 lbs. gelatine	4.50	
100 lbs. sugar	119.70	
100 lbs. dry milk	42.75	
50 lbs. 84% butter	90.00	55.03
100 lbs. 4% milk		
Total	90.00	222.03
Per cent	10	24.6

Maybe we can secure plenty of sweet cream but can't get the milk. We will have to use water and a higher percentage of dry milk. We find that 9.3 per cent of dry milk is needed in this mix instead of 5 per cent.

Ingredients	B. F.	S. N. F.
50 lbs. gelatine	4.50	
100 lbs. sugar	119.70	
100 lbs. dry milk	80.00	
100 lbs. 30% cream	90.00	21.00
50 lbs. water		
Total	90.00	225.20
Per cent	10	25

With the Purity Ice and Creamery Co., Selma, Alabama. Then for The Ice Cream Review.

If we have neither milk nor cream, our last resort is sweet butter, dry milk and water. This is very simple to figure.

Ingredients	B. F.	S. N. F.
4.50 lbs. gelatine		4.50
126.00 lbs. sugar		119.70
106.00 lbs. dry milk		101.00
107.00 lbs. 84% butter	90.00	
556.50 lbs. water		
Total	90.00	225.20
Per cent	10	25

In this mix made of dry milk, butter and water we find that we need 11.3 per cent dry milk, 11.9 per cent butter, balance water. Any desired percentage butterfat can be substituted for 10 per cent and the mix figured out by the same method. An increase of butterfat would call for a corresponding decrease of serum solids to hold the total solids at 35 per cent, and vice versa. A mix like this properly handled will make a fine quality of ice cream and allow an overrun of 90 to 100 per cent.

Acidity of mix seems to be a problem with some manufacturers. There is no problem to it. Just be sure your cream and milk is sweet enough to taste good. Do that and hold the mix at a temperature around 35 degrees and there will be no acidity to worry about.

There is no problem to gelatine either. Buy your gelatine from a reliable manufacturer. Buy a good grade. Keep it dry and well covered. Dry milk should be of the best quality, kept covered airtight, in a dry place. A good test of quality is pleasant taste and freedom from dark settleings when dissolved in water.

The moderate use of ripeners or improvers seems to be beneficial.



EGGSACTLY!

Roy Jennings, chief scout for the Creamery Package campaigners in the South, sends The Ice Cream Review clipping of an ad from The Charleston, S. C., Evening Post, in which the chairman of the city Democratic Executive Committee offers a reward of \$50 "for information sufficient to cause the arrest of the party who threw an egg on the speaker's platform at the joint meeting held on the Citadel green."

"It might be well to devise politicians to watch their step if they ever go to Charleston to do their stuff," says Brother Jennings.

MYLES PURE SALT

STRONGEST
LASTS
LONGEST

NATURES
PUREST
SALT

*Produces Strong Freezing
Due to Cleanness and Purity*

Write to
MYLES SALT CO., Ltd. New Orleans, U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DIXIE MAIL BAG

TALKING WINTER CONSUMPTION IN THE SOUTH.

All the ice cream manufacturers in the South reported very good season as have but recently returned from a trip through southwestern Georgia and Florida and you may not believe it, but they are now figuring on what novelty they will introduce to the trade, this winter so as to keep the consuming public eating ice cream in winter as well as in summer. It seems this constant plugging The Ice Cream Review as well as the ice cream supply men have been doing is bringing results, as you will remember, not so long ago our friends thought when the chilly weather started, it was time to close up the plant and go fishing, but not any more, as they realize ice cream is a food not a luxury any more and is as enjoyable in the fall as well as in the hot months.



SAM LANDAU.

ferent state conventions have brought many of them together in more friendly spirit toward their competitors with a resolve to work together and not against each other by cutting prices, giving more service than one can afford, etc.

The South will be well represented at the Cleveland convention from reports I am getting along the road, they realizing also that it will be some show this year.

In this state of West Virginia, all the managers of the different branches of the Imperial Ice Cream Co., expect to be there same as usual. Needless to say, business is always good. Regards to all the boys.

SAM A. LANDAU.

A NEW FISH STORY.

Understand from a friend who went fishing the other day—that he caught a fish which was cooked and ready to be eaten before it came out of the water. How did it happen?

He tied a bottle of booze on his line as bait—fish sipped booze from the bottle—became drunk—“stewed Fish.”

F. E. ROBINSON.

If you want a manager, superintendent, expert, chemist, bacteriologist, operator, pasteurizer man, or help of any kind, “The Ice Cream Review” can help you find the best available man. If you want a position, “The Ice Cream Review” can help you as it has helped hundreds of others to secure a good position.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

“MISS FLORENCE” SENDS GREETINGS.

“Little Miss Florence,” otherwise Mrs. J. G. Evers was a visitor at our plant last month, and between times while looking over the presses and machines that produce The Ice Cream Review every month, she told our editorial staff about how well she was getting along in the North but how greatly she looked forward to seeing her friends at the Southern convention this year.

Mrs. Evers, whose marriage to the well-known Dixie Flyer representative of the Arthur T. Barless concern was a romance of last spring, has been making her home in Chicago since this happy event.

She was accompanied on her visit to The Ice Cream Review by her father, the well-known P. N. Miller, Jr., secretary of the Dixie Flyers.

Mrs. Evers sends cordial greetings to members of the ladies’ auxiliary.



MRS. FLORENCE MILLER EVERS

BILL MALONE.

An aged negro, employed as a handy man in a suburban home, being unable to read or write, asked his mistress to correspond for him with a Virginia relative every month. In each letter he instructed her to enclose \$5 of his wages for “Bill Malone.”

His mistress’ curiosity finally got the better of her and she asked:

“Uncle Jeremiah, who is this ‘Bill Malone’ you keep sending \$5 to every month? Is he a colored man?”

“No, Miss Lucy,” responded Uncle Jeremiah; “he no cullud man.”

“Then he’s a white man?” said the lady.

“No, ma’am,” said the utility man, “he ain’t no white man.”

“It seems peculiar——” began Miss Lucy.

“No, ’scuse me,” broke in Uncle Jerry, “dat’s a right. He ain’t no white man and he ain’t no cullud man. He ain’t no man a’ tall. He’s just bill ’m-loa association.”

“I understand,” said Mrs. Kawler, “that one can learn different languages from the phonograph.”

“Well, I don’t know,” responded Mrs. Wagg, “but I do know that since our neighbors got theirs, Mr. Wagg has used language I never heard him use before.”

“So you asked Geraldine to marry you?”

“Yes, but I didn’t have any luck. She asked me I had any prospects.”

“Why didn’t you tell her about your rich uncle?”

“I did, hang it all! Geraldine’s my aunt now.”

“I had my nose broken in eight places,” he said. “You shouldn’t go into those places,” reproved his friend.

Mistakes are assets—if we don’t make the same mistakes twice.

Arkansas
Scenes
to be
Visited
by
Southern
Convention
Delegates



The Trip
to
Hot Springs
will be a
Distinctive
Feature
of the
Convention

Bird's-eye View of Hot Springs. A Beautiful and Picturesque City, Nestling in the Ozarks.



Passenger Terminal Station, Little Rock.



Arkansas State Capitol, Little Rock.

ere will be
Plenty of
ne to Visit
e Beautiful
and
rld Famous
h Houses at
ot Springs
own Here



Remember
the Dates
December
4, 5 and 6
One Ticket
will take you to
Convention and
Hot Springs
All Aboa-a-r-d!

Photos on this page used by courtesy of Missouri Pacific Railroad.

Mr. Ice Cream Maker and Bottler

Do You Know

HOW TO KEEP BUSY THRU
THE WINTER MONTHS?

You Can Make

BIG MONEY ALL WINTER
HANDLING OUR NEW LINE

No More Dull Months

FOR THE MAN WHO WANTS
TO WORK DURING HIS
OFF SEASON

OUR NEW DEPARTMENT IS NOW READY.
EXCLUSIVE TERRITORY TO LIVE WIRES.

Write for details now!

DOWNEY-TURNQUIST CO.

27 W. Illinois Street
CHICAGO, ILL.

The HOUSE of Personal Gelatine Service

Hughes Gelatine Co.

143 Griswold Street
DETROIT MICHIGAN

A SERMON ON SALESMANSHIP.

It is said that an open confession is good for the soul, so we will begin by saying that, although as a boy we were compelled to attend church and Sunday school regularly, we have to confess that we have backslid in these latter days.

That may be the reason why we never got up enough enthusiasm to attend the Reverend Billy Sunday's meetings, although several opportunities presented themselves.

However, this last spring while in Columbia, S. C. we did attend one of his services, the tabernacle being near our hotel.

We can see him now in our mind's eye in his characteristic attitude of throwing the ball, but the one ball he got over our plate was about travelling men. Permit me to quote his words as reported in the next morning's paper:

"In the business world you've got to make a market for the goods as well as to make the goods. A man may be an automaton and make the goods, but it takes a higher grade of intelligence to make the market for the goods than to make the goods. The highest grade of intelligence you can find today in any one class is the travelling man for he has to be a fellow with a good bearing on him to sell the goods."

We imagine that a lot of the travelling men after reading that will feel like a friend of ours, who, after we quoted what "Billy" said on the subject of travelling men, said "Send me a copy of that, I want to send it to our sales manager." Much has been said and written about the travelling man and his steady rise from the "peddler" or "drummer" class, and even poets like El Wheeler Wilcox and James Whitcomb Riley have sung his praises in immortal words; we like that poem of Riley's that starts out,

"Could I but drink the nectar the gods only can,

I'd fill up the glass to the brim,

And drink the success of the travelling man,

And the house represented by him."

And after the discomforts of the stuffy cars on the sho jumps and the home grown meals of the American plan hotel and the enforced absence from home and loved ones we feel that the travelling man has a welcome coming somewhere some time, or as Riley puts it,

"And when he has paid the last fare that he can,

Mine host of the inn at the end of the road,

Will welcome the travelling man."

It is good for the travelling man if he is endowed with a sense of humor, so that he can see the laughable side of things, even if they make one feel sore at the time, as for instance when having to cool his heels waiting for an interview with the purchasing agent or the mogul then does the signing on the dotted line; oftentimes when he can be seen through the glass partition, with his heels on the desk, reading the paper, manieuring his nails or kidding the steno.

It's good to know that such are few and far between but enough so, that when one does strike them it's to the least irritating; it's refreshing to meet the real fellows who are so "big" that they do not have to impress others with their sense of importance and so while waiting in the cozy little ante-room of a company I was calling on, my attention was attracted to what looked like some poetry neatly framed on the wall, and rising to inspect it closer, I read with rising interest and growing appreciation of the concern. I was so struck with it that I asked for a copy and here it is:

TO OUR CALLERS

Most of the officers and department heads of this Company have been "Knights of the Grip" and realize how mu

(Continued on page 148)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ice Cream Enjoys Distinctive Advertising at Wisconsin State Fair

PEOPLE who visited Dairy Hall at the recent Wisconsin State Fair were agreeably surprised to find ice cream occupying a very prominent position in the general scheme of dairy products advertising. The entire corner section of the big hall was given to the ice cream business, the big booth being managed for by the Wisconsin Association of Ice Cream Manufacturers, of which Mr. S. J. Dufner, of the Uecker Ice Cream Co., Eau Claire, is president, and Mr. Karl Mory, of the Mory Ice Cream Co., Appleton, is secretary. The accompanying cut gives some idea of the exhibit but it cannot, of course, convey the response by thousands of visitors, all of whom seemed to enjoy the display and to eagerly accept the literature which freely dispensed. Harry H. Heming, of Milwaukee, prepared the exhibit and was author of the booklet which reads as follows:

Ice Cream Feeds Body and Mind.

By Harry H. Heming.

One day teacher asked the boys and girls in her class how many of them liked ice cream. Every hand went up and there were smiles on many faces. "It is so good," said one little boy, "it is so good." "What a funny question," said one little boy, but another, who had overheard what he said, came back and said: "Why is it funny?" she asked. "Because," replied the boy, "most everybody does." "But, why," again asked teacher. "Oh, just because, I guess." "Now, you are guessing, Tommy," said teacher, "that, you know, is hardly fair. Can't you think of any other reason why so many of us eat and like ice cream?" While Tommy hesitated, one of the younger girls laid her hand on his and said: "I know, teacher, it's because it looks good and tastes good." "Well," said teacher, "that's better, we surely are going along, for now we have a motive for eating ice cream—it looks good and tastes good. But even that is not enough because there are many things that look good and taste good, that are really bad for us to eat. But, let us go a little farther. Can any of you tell me, aside from the fact that it is nice to look at and pleasant to the taste, that ice cream is good for us to eat?" Everybody looked at everybody else but none attempted to answer until one of the older boys said, "I don't believe any of us can answer that question as you can us to. We have always thought of ice cream like any other 'goodies' that are given to us as a treat on Christmas and the Fourth and other special occasions." "Then," said teacher, "we must learn something about the practical use of ice cream because, first of all, it is not just for the sake of eating and drinking, but to keep our bodies in perfect repair and keep our minds fresh and keen, so that we may see and learn about the things that are part of our daily life and that make of us good and useful citizens. You all remember our recent talks about milk and its wonderful value as a food. You have been told that it contains a material that helps make strong muscles and that the protein in milk builds up the blood and the parts of your body. You have learned that neither

young people nor older ones can grow or retain good health unless their foods contain this body-building substance. You also have been told that milk contains mineral matter that makes the bones stronger and keeps the teeth and nails in good repair, and that the fat in milk is the fuel which produces bodily warmth and energy. And there are those other substances called vitamins, without which the body of a child can never develop and grow as nature intended it should.

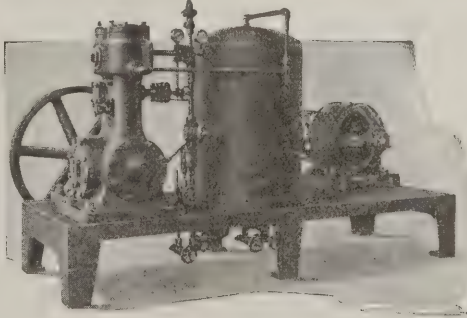
"Milk, therefore, is necessary to the health and growth of our bodies, and other foods are made better and more digestible when milk is used in their preparation.

Ice Cream Is Food.

"Every time that you eat a dish of good, wholesome ice cream, you are adding a rich supply to the materials with which the body is fed and repaired.

"For, ice cream is made almost wholly of rich, pure cream and milk, and therefore contains the very things that help us to grow and to build up our bodies so that they are strong and active and capable of resisting disease. Ice cream also is excellent as a food because it can be used in place of the many greasy, heavy meats and other things that are so difficult for us to digest; and for this same reason, doctors frequently prescribe it as a food for invalids and convalescents.

"Once upon a time, as you have said, Mother on special occasions gave you a nice dish of ice cream as a treat, but now she knows its true food value and serves



Vilter

■ Ice Making and ■
Refrigerating Machinery

A self-contained unit built in capacities up to
Four Tons Refrigeration.

*Bulletin No. 29-R describing this and larger size
equipments will be promptly for-
warded on request.*

The
Vilter Manufacturing Company
Established 1867
889 Clinton Street Milwaukee, Wis.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

**Tools, Machinery
and
SUPPLIES
for the
ICE CREAM MAKER
CONFECTIONER
and
FOUNTAIN SERVICE**

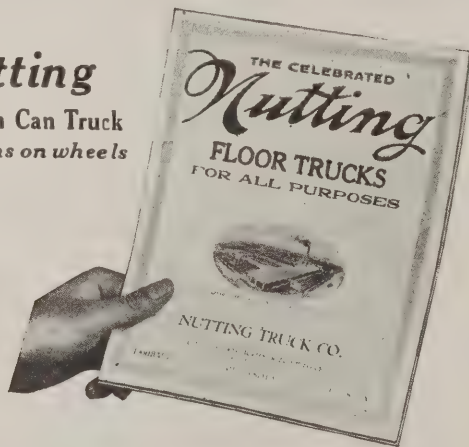
Our constantly growing patronage and large stock of supplies enable us to quote lowest prices and make prompt delivery.

BESSIRE & COMPANY
INCORPORATED

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA

Nutting
Ice Cream Can Truck
keeps cans on wheels



**This Bulletin
is a safe guide in buying trucks**

Buy your floor trucks with as much care as you do your other equipment! Thousands of Nutting Trucks, after 28 to 30 years' use, are still on the job. This bulletin shows why. It illustrates and describes in detail our complete line of floor trucks for the Dairy Industry.

Write for your copy of Bulletin C-6.

NUTTING TRUCK CO.

1143 Division St. Faribault, Minn.
Floor Truck Specialists since 1891

it more frequently because it is good for the mental and bodily health and strength of her little ones, and grows up, too."

Ice cream is not alone a luxury, because every quart of it that you feed to your family is the equivalent food value of a pound and a half of round steak, four pounds of chicken, or a gallon of oysters.



**ICE CREAM ELECTRIC DISPLAY EXCITES MURDER
RUSH PUBLIC INTEREST**

A. A. Comey, vice-president and general manager of the Globe Ice Cream Company of Los Angeles, Cal., has devised another unique idea for advertising purposes.

A large electrical Globe (12 feet in diameter) has been added to the electric display on the exterior of the new Globe ice cream plant. This new electric globe is the idea of Mr. Comey's; it contains 335 Mazda lamps with a flash attachment. This electric sign is elevated on a platform eight feet from the sidewalk, can be seen for two blocks and is immediately seen due to the fact that it is staked extremely low from the ground.

This electric globe not only proves a valuable advertisement for the Globe Ice Cream Company, but it illuminates the entire street in front of the elaborate Globe plant. It has caused very unusual commotion. People from all parts of the city come to the Globe plant at night to witness this electrical display. Never before in the history of manufacturing has any plant ever attempted such elaborate electrical effects as are now used by the Globe Ice Cream Company.

The outside of the building is ablaze with carefully blended lights, while the inside is so illuminated that the entire interior of the plant is on display to the public at night.

Beautiful flower gardens are being planted in front of the building, and, within the next thirty days' time, the management hopes to finish the new \$250,000 addition, and at that time open house for public inspection will be held each and every night for two weeks, from the hours of 7:00 P.M., to 11:00 P.M. The fifteenth of August marked the first year's anniversary of the new Globe Ice Cream Company. The growth of this new concern has been phenomenal, and at the present time this factory, with the new addition, represents an investment of \$700,000, officials say.

Approximately, \$50,000 more is being spent for a strictly modern and up-to-date garage. Work on the new concrete garage was started yesterday.

The Globe Ice Cream Company's plant now occupies a space of approximately one-third of a block. Seventeen large refrigerated trucks are now being operated by the Globe Ice Cream Company, and fourteen more four-ton trucks have been added.

"Globe Made for a Critical Trade" is the slogan of the Company.

Globe Ice Cream Company welcomes any and all Manufacturers in the United States to visit their plant.

It is quite possible that Globe Ice Cream Co. will very shortly erect two or three more plants in other cities, the names being withheld for business reasons.



**NEW ENGLANDERS FORMING CONVENTION
PLANS.**

Officials of the New England Association of Ice Cream Manufacturers were working out plans for the next annual convention as this issue of The Ice Cream Review was about to go to press. A meeting to select the site for this was scheduled for September 19.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

GLACIFER DRY PACKERS

CLEANER - LIGHTER - BETTER PRESERVATION
ELIMINATE ICE AND SALT

All Glacifer Packers are insulated with cork board. Preservation accomplished by metal drum filled with liquid, which is pre-cooled before being used.

INTERSTATE COMMERCE COMMISSION
ISSUES FINAL DECISION

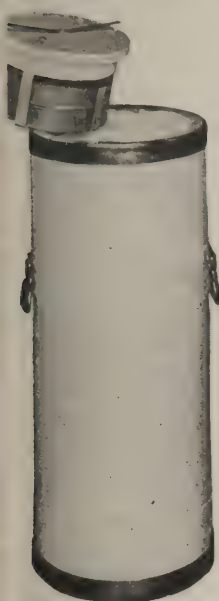
The final decision just recently issued requires dry packers to be **billed at 25% less than actual weight.** (*Glacifer Company vs American Railway Express.*) Actual weight Glacifer with five gallons ice cream 90 lbs. BILLING WEIGHT BY EXPRESS 68 lbs. (*Interstate.*) Also applies, Intrastate in some places. *Write for particulars.*

SAMPLE OF EITHER MODEL WILL BE SENT ON 30 DAYS' TRIAL

THE GLACIFER CO.

491 Main Street

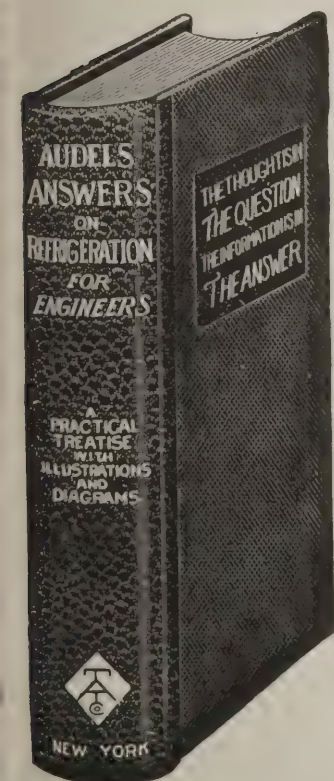
Cambridge, Mass.



(Patented)
20-Quart Bulk
15-Hours Preservation
(Also made for 36 hours)



(Patented)
20-Quart Brick
15-Hours Preservation
No care necessary



When Something Goes Wrong with Your Refrigerating Equipment What do You do?

*If you
Operate
Refrigerating
Equipment
You Need
a Copy of
this Book*

Get a copy of "Audels Answers on Refrigeration,"—have it handy—and when you run into trouble you will find the information as given in this book a handy "First Aid" trouble finder and fixer.

Price \$2.00 Sent postpaid on receipt of remittance.

The Olsen Publishing Co. 5th & Cherry Sts.
Milwaukee, Wis.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



NEWS ABOUT SUGAR

Items of Interest for the Ice Cream Manufacturer



Factors Affecting Price Movements

The statistical position of sugar has come in for a great amount of discussion during the past few months. In particular the stocks available to the United States from sources which ordinarily supply this market have been the subject of analysis by numerous trade observers. Practically all of these, so far as we have observed, agree that the balance of shipments to come forward from the continental and insular United States and Cuba will be no more than enough to meet the demands of American consumers for the remainder of the year.

While those who have attempted to forecast the situation differ considerably in minor details, they have been practically in agreement in characterizing the statistical position as exceptionally strong. This is not a recent discovery, as it has been evident from the beginning of the year that the world's available supply during 1923 would be less than in the preceding year by a million tons or more. Despite this favorable condition, however, there has been a fairly continuous decline in prices during the past three months which has been checked, temporarily at least, by the upturn during the current week. It is a natural conclusion, therefore, that either the statistical position was not as strong as had been generally agreed, or else that it has not been the controlling factor in deciding prices to the extent ordinarily assumed.

While there is nothing in sight to indicate the probability that surplus stocks of noteworthy extent will remain on hand at the close of the year, it must be admitted that the slowing up in the movement of sugar into channels of consumption or, to phrase it more accurately perhaps, the length of time required to digest the heavy supplies accumulated in the early months of the year, has made the statistical position relatively less strong than it appeared three or four months ago. This is evidenced in the American market by the fact that the difference in stocks on hand in Cuba as between the two years has been steadily decreasing. In the middle of June stocks at the ports in Cuba were 375,000 tons less than at the corresponding date in 1922, but by mid-August this difference had been reduced to about 43,000 tons.

Another influence which, for a time at least, contributed to the declining tendency of the market was the heavy movement of Java sugars to western markets, and more particularly to Europe. As shown by figures published on another page of this issue, such shipments of the new crop, including cargoes consigned to Mediterranean ports for orders, were eight times as great to the end of June as during the corresponding period of 1922. When this movement began it was interpreted as meaning a material decline in purchases by oriental markets, but statistics to hand indicate that distribution of Javas in the Far East has been in about the normal volume and that the heavier shipments to Europe mean that the crop is being marketed more rapidly than usual. Properly considered, therefore, this is a strengthening rather than a weakening of the statistical position, as it means that a smaller volume of Javas will be available for distribution later in the crop year.

Study of the course of prices in different markets over a number of years seems to indicate, moreover, that from July on the expectation of the trade in regard to the extent of the approaching crop is more influential as a price factor than is the state of existing stocks. If this holds true of the present year, we must assume that operators in the principal markets of the world look forward to increased production and lower prices during the coming year. That coming crops will be somewhat larger than those of the past season is apparently true, since current estimates forecast a gain of 500,000 to 750,000 tons in European production, while the beet sugar output of the United States will increase possibly 175,000 tons and Cuba probably will turn out a crop somewhat larger than that of the 1922-23 season. Various other countries will show increases that are not likely to be completely offset by declines in other less favored sections.

Assuming that the leading sugar markets, aside from temporary or local unsettling influences, have been engaged in discounting a larger world crop, it likewise appears to be the case that since this movement began views as to the probable extent of the gain in production or in the volume of sugar likely to be available during 1923 have undergone some modifications. It is not worthy that while spot and nearby positions have experienced a considerable decline, quotations for the more distant months, such as March and May, 1923, have advanced on the principal options markets. If these markets are reliable trade barometers, it appears to be the fact that observant members of the sugar industry believe that the quantity of sugar likely to be available during the first half of 1924 will be less than was previously expected.

While it is not likely, nor is it from the viewpoint of the sugar producer desirable, that 1924 will duplicate the record of the current year in the matter of prices, it does seem probable, if we may depend on the price indicators referred to above, that in next year's market the lowest quotations are likely to be recorded early in the year, and that there may be a gradual rise in prices as the season advances.

—Facts About Sugar.



GEORGIA MEETING CHANGED TO OCTOBER 4.

As this issue of The Ice Cream Review was going to press, it was announced by Secretary Sam Marshall that the Georgia meeting had been postponed until October 4. Columbus, Ga., will be the scene of the meeting, instead of Mr. Marshall's home town, Albany, as formerly was planned. The delegates will meet at the Columbus plant of the Kinnett Ice Cream Co., as Columbus will be crowded that day owing to the Stribling-McTigue boxing match to be held the same day, and hotel accommodations are uncertain. A number of important matters are to be discussed, including a special car for the Georgians to the National Convention.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

When You Choose a Cabinet Consider Its Tank

As every ice cream manufacturer knows, the tank of an ice cream cabinet determines to a very great extent the life of the cabinet—A tank that will stand up to all abuses and give real service is worth while.

Why the **TIFFANY** Cabinet Tank is the Greatest Improvement in Cabinet Construction in Years

TIFFANY cabinets are lined with a tank twice as heavy as the standard tank lining—The tanks are made of No. 18 gauge hard steel, which is harder to puncture with icing bars than pure iron, which is soft.

All tanks are welded, not soldered, and when the tank is finished it is hot dip galvanized, which puts on a zinc coating four times as heavy as most commercial galvanized sheets.

There are no packing washers or lock nuts to play out on TIFFANY tanks. Instead they have a threaded connection for the drain nipple which is $\frac{1}{2}$ " thick and is welded directly to the tank. A leak here is impossible when the drain nipple is screwed in tight. All tanks are fitted with a 1" brass nipple and have a special drain cock.

Other features in this cabinet will appeal to you.

Every manufacturer should read our booklet on cabinets. Sent upon request.

TIFFANY & COMPANY, Inc.

Manufacturers of Good Ice Cream and Soft Drink Cabinets

CARBONDALE, PA., U. S. A.

A CABINET IS AS GOOD AS ITS TANK

SOUTHERN CONVENTION DATES.

The correct date of the Arkansas meeting is December 3, Hotel Marion, Little Rock, as related on page 91. This is one day before the opening of the Southern convention.

The Oklahoma association meets at Tulsa, November 21, 22 and 23, with Hotel Tulsa convention headquarters. The Texas association meets at Galveston November 26, 27 and 28.

The North Carolina association meets at Winston-Salem after the holidays, selecting January 15 and 16 as its dates. The Mississippi convention has not been decided upon, but it is thought that it will be held a few days after or a few days before the North Carolina convention. The Georgia annual convention also will be held some time in January, as also, probably, the Alabama association.

MINNESOTA AND NORTH DAKOTA MANUFACTURERS MEET.

Ice cream manufacturers of North Dakota and Minnesota held a sectional group meeting at the Fargo, N. D., Commercial Club the evening of September 10th, to discuss topics of interest in their business.

J. J. Farrell of St. Paul, secretary of the Minnesota Ice Cream Manufacturers' Association, was present and addressed the meeting. F. O. Knerr of Fargo led a discussion on manufacturing problems. There were ice cream manufacturers present from St. Paul, Wadena, Crookston and Detroit in Minnesota, and from Grand Forks, New Rockford, Jamestown and Lisbon in North Dakota.

Nels Baden of Wadena, was chairman of the meeting.



Progressive ice cream manufacturers are looking forward to the National Ice Cream Show at Cleveland, October 22-27. You owe it to your industry to attend. The annual convention of the National Association of Ice Cream Manufacturers will be held at the same time.

A SERMON ON SALESMANSHIP

(Continued from page 142)

of a salesman's time is taken up in ante-room waits—often due to forgetfulness on the part of the wheel chair chauffeur. We try to be different in this office and if you don't hear from the party you wish to see—or in case he is engaged from his secretary—within five minutes after your card sent up, please ask the switchboard operator to call "General Manager's Department" and your wishes will be given immediate attention.

THE VICK CHEMICAL COMPANY.

While we didn't get an order, we left with a most pleasant feeling regarding the firm and its management that we have been sounding their praises ever since which, take it from me, Bill, is mighty good advertising for them and doesn't cost them a cent. If there is any moral to this tale dig it out for yourself.

—Mercury.

**THE VALUE OF TRADE MARKS TO THE ICE CREAM MANUFACTURER**

(Continued from page 96)

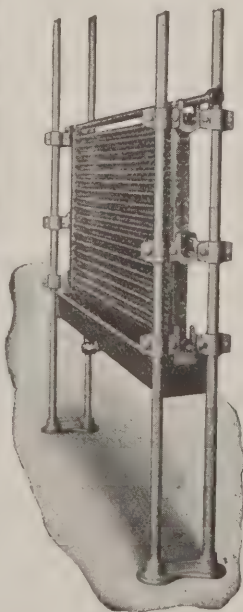
have been using your mark for some time without investigating your title to it, submit it now through the editor of The Ice Cream Review and avail yourself of the free service offered by this Journal to its readers. This may save you many dollars. In any case it will make you better acquainted with your mark.

In conclusion we should sum up the proposition by saying:

If you have anything to sell, you must have a name for it, so you may acquaint the public with the fact. Choose this name with the utmost care and after exercising every precaution, employ trade mark lawyers who specialize in that particular line to look after the matter for you, and after you have secured your mark and taken every means of protecting it, give it all the publicity you can, guard it as you would your own good name, and it will repay you a hundred-fold, because it is the trade mark that sells the goods.



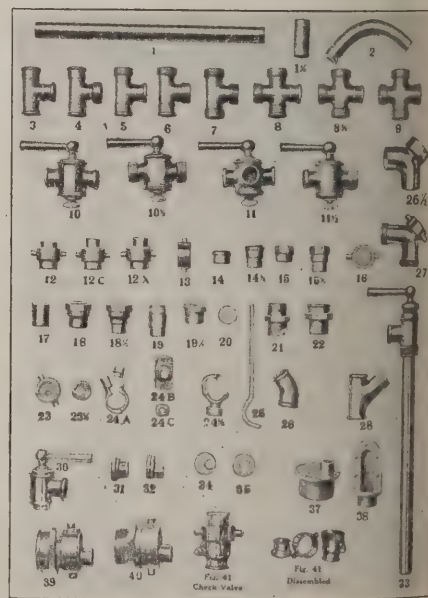
You can get somebody to sell you anything you want if you use "The Ice Cream Review" Want Department.



TUBULAR COOLERS
COPPER
WEIGH and RECEIVING TANKS
COILS, VATS, KETTLES,
VACUUM PANS,
HOT WELLS, STANDARD SANITARY MILK FITTINGS

CATALOGUE ON REQUEST

American Copper & Brass Works
DEPT. 40
610-616 East Front Street CINCINNATI, OHIO
Manufacturers of
DAIRY EQUIPMENT



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

HOLLINGER SEES GOOD BUSINESS

The Ice Cream Review:

Left Chicago August 20, stopped at Kansas City, Mo., and called on Mr. Fred Peal, Article Ice Cream Company, and he advised me they had a fair season but not as good as 1922. Also made stops at Great Bend, Kinsley and Dodge City, Kansas. Then La Junta, Pueblo, Denver, Colorado Springs, Salida, and Junction and Provo, Utah.

All ice cream manufacturers I called on had a good season. But prices are low when quality is considered. I make a high grade of ice cream. There are a good many planning on going to Cleveland Show, and it will be one of the largest Supply and Ice Cream Manufacturers Conventions ever held. I am going to Spokane, Seattle, Portland and San Francisco. Business has been good so far.

With kindest regards to all, and hoping to see you at the Dairy Show and at Cleveland, I am

CHRIS. HOLLINGER,

Hudson Mfg. Co., Chicago.



PENNSYLVANIA AND JERSEY MANUFACTURERS PREPARE FOR CONVENTION

Ice cream manufacturers of Pennsylvania and New Jersey are getting in readiness for their annual convention at Altoona, Pa., November 13, 14 and 15. Hotel Alto will be headquarters.

The convention this year is expected to be fully in keeping with past highly interesting and instructive ice cream conventions in Pennsylvania. The Jersey folks have been dropping in to meet with the Pennsylvanians for some time, but this will be the first convention since the amalgamation of the two associations. At the sixteenth annual convention, October 9, 1922, a resolution was adopted by the Pennsylvania association proposing a joint association, and the name accordingly was changed to the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey.

E. E. Rieck of the Rieck-McJunkin Co., Pittsburgh, has succeeded the late Mr. Robert Crane as president of the association. Mr. Crane had been president of the association since its organization in June, 1907.



IOWANS MAKE PRELIMINARY PLANS.

Advance preparations for the coming convention of the Association of Ice Cream Manufacturers of Iowa and its auxiliary, the Poodle Dog Association, were begun September 8, when a meeting of Poodle Dog officials and members was held in the office of Secretary G. Rose, 211 Royal Union Life Bldg., Des Moines, Ia.

The meeting was simply a get-together affair to talk over preliminary plans. The convention will be held in Mason City. Dates will be decided at a meeting of officials of the manufacturers' association and Poodle Dog officers. The Poodle Dogs' entertainment committee will consist of A. G. Rose, E. A. Postlewait and Ben Ogden, Jr. Secretary Rose reports that every effort will be put forth toward making the convention one of the best in the history of the industry in Iowa. At least one very pleasant surprise is promised. J. E. Enright, president of the Poodle Dogs, says his organization will not be found wanting.

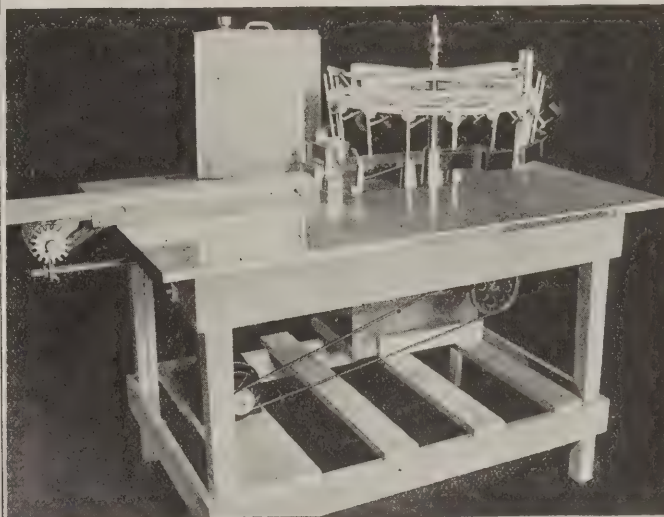


One enterprising ice cream parlor proprietor has a sign displayed at a number of filling stations in his vicinity. When a weary, travel-stained autoist stops for service he reads: "Step Around the Corner and Try Our Cold Dishes. See Our Road Map, too." The road map information draws many customers.

PROSPERITY FOLLOWS THE DAIRY COW. Be sure you attend the National Dairy Exposition—Syracuse, N. Y., Oct. 5-13.

NORTHWESTERN Ice Cream Bar Cutting and Dipping Machine

*Makes a Generous Profit
Possible On The 5c Bar*



Keep Your Plant Running Full Blast

Chocolate coated bars at 5c sell like hot cakes summer and winter, and particularly during the cold season when your "RUSH" is over. It will pay any manufacturer who is in business to make money, to investigate the merits of this remarkable piece of machinery.

The NORTHWESTERN makes it possible to produce the 5c bar at a net cost of 20c per dozen including license, wrappers, labor, material, etc. With two persons, 90 dozen bars are easily made, wrapped, and packed per hour.

Not only reduces labor costs to less than a penny a dozen, but eliminates all loss of chocolate and cream. All bars are exact in size, weight and shape—coating the proper thickness—and no wasted ends.

By using a blend which we furnish on request, we guarantee a better coating, obtained at a cost not to exceed 5c a dozen bars.

This machine is used by many prominent manufacturers in the United States, Mexico and Australia. Particulars and a long list of users sent on request. Machine complete, including motor, electrically heated dip and drip tanks, ready to run,

\$375⁰⁰

Northwestern Corporation

Manufacturers

MORRIS

Box 18

ILLINOIS

Pre-Exposition Trade Notes

(Continued from page 84)

THE CHERRY COMPANY.

The exhibit of the J. G. Cherry Company of Cedar Rapids, Iowa, at the National Dairy Exposition, Syracuse, October 5 to 13, will be housed in what is known as the Machinery Hall Annex, the first building on the right at the main entrance to the State Fair grounds, where the exposition will be held. Officials say more than 15,000 square feet of space will be required properly to display the complete line of dairy machinery this company will show—more space than was required for the entire dairy exposition a few years ago.

The exhibit will include a showing of the entire list of equipment of their manufacture used in the creamery, milk plant and ice cream factory. Every type of Cherry coil machine will be on display as well as the Cherry standard and Dreadnaught Churns. Several new sizes and types of freezers will be shown.

But the features of the Cherry exhibit will be the "surprises" of which we are permitted to only make mention in advance. That these "surprises" will be the main center of attraction in Machinery Hall Annex is certain, we are told, as many months' preparation have been required to get them ready and thousands of dollars have been invested in assuring that they be "surprises" in fact as well as name. You can be sure of a real treat when you visit the Cherry display.

As for many years past, S. J. Van Kuren, or as so many of us know him, "Van," will have charge of the exhibit and its installation. And, of course, Walter, Toward and Herbert Cherry will be in attendance as well as "Mac" McEwen and "Wally" Hamilton, Walter Maguire of the Chicago office, Frank Brown and Walter Hoeltje of the St. Paul office, "Hal" Teller, "Rush" Damuth and "Cap" Bagby of the Cedar Rapids office.

MANTON-GAULIN MFG. CO.

The Manton-Gaulin Mfg. Company, manufacturers of the Gaulin Homogenizer, have recently brought out a new machine known as the Gaulin Blender for use by dairymen and milk and cream dealers. This machine supercedes the centrifugal type of machine the above mentioned company man-

ufactured and is built along the same sturdy lines as the well known homogenizer. Officials say only one size machine is being manufactured at the present time, same having capacity of 300 gallons per hour and operating with a 3 h.p. motor. This machine takes the place of any machine marketed heretofore for blending or emulsifying milk or milk products, according to the officials. All of the objections to the high speed centrifugal machines have been overcome in this new creation, and it has, moreover, been made, the manufacturers claim, "fool proof." One of these machines will be on exhibition in the Manton-Gaulin booth at the National Dairy Show. The Manton-Gaulin Company will occupy Booths Nos. 35 and 36, building No. 3.

* * *

ELYRIA EXHIBIT.

Booths Number's 168, 169 and 170: — Elyria glass enameled 2,000 gallon completely jacketed milk storage tank completely equipped with recording thermometer, 1 inch motor driven propeller agitator, removable flush-bottom outlet valve, non-foam inlet, etc.

Elyria glass-enameled 500 gallon pasteurizer completely equipped with 15 inch Green agitator, motor driven, recording thermometer, two-piece cover and with non-foam inlet, 2 inch removable flush bottom outlet valve, etc.

Elyria glass-enameled 350 gallon Elyria milk pasteurizer equipped with propeller agitator, tight and loose pulley drive, three-piece cover, angle stem thermometer, and removable flush-bottom outlet.

Elyria glass-enameled 100 gallon junior pasteurizer with cooler and bottle filler. Besides these three major units: pump driven by the motor which drives the agitator and sanitary piping are furnished. This assembly makes a complete unit for small plants and can be purchased complete or in single units.

Representatives: H. S. Calvert, B. L. Hartz, J. E. Simpson, M. J. Goodwin, D. B. Etters, P. J. Cochrane, S. A. Smith and R. W. Smith.

COME TO SEE US.

The Olsen Publishing Company will occupy space 33 at the National Dairy Exposition. Make yourself at home with us there. Friends of The Ice Cream Review, the Butter, Cheese & Egg Journal and The Milk Dealer will find a very cordial reception.

Remember the space — NO. 33.
Come to see us!

C. J. TAGLIABUE MANUFACTURING CO.

C. J. Tagliabue Manufacturing Co., Brooklyn, N. Y. will exhibit some of its representative products, namely:

The improved form Tag recording thermometer, which embodies an improved operating mechanism of "extremely rugged construction," the use of an evenly graduated chart for all ranges, pen adjustment for position, pen pressure adjustment, non-corrodible inverted pen arm, clock starter and improved chart holder.

The Tag dial-indicating thermometer, which incorporates the same improved construction and operates according to the same reliable principles that insure sensitiveness, accuracy and durability in Tag recording thermometers, according to company officials.

The Tag temperature controller which is in world-wide use on pasteurizers because by its exact automatic regulation the desired temperature is always maintained without attention. loss of product or waste of steam, officials say. Perfect pasteurization, it is claimed, is assured by this precise control which, in addition, insures a good cream line promotes the keeping quality of the milk and preserves the natural raw taste.

Tag industrial thermometers furnished with the Tag hespe red reading column, shows a broad red line from the top of the mercury column to the top of the tube. When the mercury rises, it covers more of this red line; when the mercury falls a correspondingly greater length of the red line is exposed. The red line attracts the eye at first glance and it is easy to follow it down and take the reading at its bottom, which is, of course, the top of the mercury column. This exclusive Tag feature brings to the accurate mercury thermometer the easy readability of the red spirit instrument, it is claimed.

Tag chemical thermometers and hydrometers also will be exhibited.

(Continued on page 154)

Full Steam Ahead For a Busy Winter Season

Educate your trade to eat
ice cream all the year
'round and there'll be no
dull season at your plant.

Kunsmann's Ice Cream Talks

will boost Winter sales for
your product. Others are
benefitting by the use of
these talks, why not you?

WRITE NOW—Let us send you particulars of the lowest-cost, interest-creating Ice Cream Advertising Service on the market.

KUNSMAN AD SERVICE

528 Washington Street

READING, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Advertising Setting the Pace*

ADVERTISING—the great pacemaker—has at last awakened the ice cream industry to its far-reaching possibilities. It has taken its place alongside other national industries. The tremendous popularity of Colonial Ice Cream is built on the bedrock of Advertising. We made sure we had an ice cream superior in quality, purity and taste to any other ice cream ever made and then we proceeded to tell Philadelphia about it. Our fame traveled far and wide—throughout the entire adjoining territory along the coast and to New York.

Advertising is increasing the per capita consumption of ice cream, August Belden tells us in *Printer's Ink*. Mr. Belden says, in part:

"Consider the ice cream business for a few minutes. This industry has been growing rapidly for the past ten years, but it has only scratched the surface of its possibilities. In the joy of its growth it has neglected one thing which has built American industry—advertising—and it is advertising which will place this industry in the position it is destined to occupy, a position probably far beyond the dreams of its most optimistic leaders.

"But at last advertising and ice cream are getting together more thoroughly than they have ever done before and in a way which looks good for the future. Some manufacturers, of course, have advertised their product for years, but the industry as a whole is just awakening.

"Reasons why ice cream manufacturers must advertise are cropping out. But before we get into this phase of the subject let us see exactly to what the industry amounts. Popular imagination may believe that the ice cream business has gone ahead about as fast as the automobile business and think that ice cream is making new records, so far as speed of growth is concerned. Its strides have indeed been rapid and it is becoming a major industry, but there are other trades which have preceded it in rate of increase.

"To visualize the important position which the ice cream trade has gained in our economic life, consider these figures of the consumption of raw products:

"More than half a million cows make up the herd which supplies milk and cream to the industry. More than a half million barrels of sugar are needed to sweeten a year's output and nearly three-quarters of a million tons of salt are used to help keep it cool. These are stupendous figures.

"In 1900 the total output of the industry was approximately 30,000,000 gallons. The year 1910 showed over 117,000,000 gallons and 1922 a total of 242,000,000. The biggest year was 1920 with a record of more than 27,000,000 gallons. From 1910 to 1920, the peak year, the increase was 120 per cent. The wholesale value of industry manufactured during this period showed an increase of 233 per cent. From 1910 to 1922 the automobile trade jumped 156 per cent, and the cigarette industry gained over 500 per cent in ten years.

"What would have been the gain in ice cream sales if advertising had been used in the same proportion as in these other trades?

"There have been several causes contributory to the growth of the ice cream business during this period. Improvement in manufacturing processes, a betterment of the product, prohibition, the increase of quick lunch establishments, the increase in population, the entrance of progressive business men into the industry and advertising all have contributed to the increased sale.

"In the old days much of the ice cream sold was made by all sorts of people in all sorts of places—cellars, barns, old sheds and dirty back rooms. There were no laws to govern its manufacture and ice cream that was not what it should have been was sold to all who dared to buy it. Mothers questioned the ice cream their children ate and that question of cleanliness and purity became implanted in the public mind.

"Conditions have changed in recent years. Pure food laws say that ice cream must be pure. Competition has forced manufacturers to keep it pure. A high type of business man has entered the industry who insists upon purity. So today the wholesale manufacture of ice cream is on a higher plane. Many millions of dollars are invested in sanitary plants and there is no excuse for a product which is not up to the highest standard.

"To counteract the old prejudice against the purchase of ice cream at the soda fountain or candy counter, manufacturers are telling the public of the purity of their product through advertising."

Speaking of the remarkable growth of the Colonial Ice Cream Company, Mr. Belden continues:

"The Colonial Ice Cream Company established a large business in its territory. Here, too, advertising was the power which made it possible. The Colonial Company began business in 1920. Three months before production the advertising appeared and the company opened with 1,000 dealers on the books. Large advertising space was used and purity and quality were the keynotes of the campaign.

"In addition to the regular arguments this company had another selling point. It had adopted the Heath method of purifying the air in ice cream. An interesting series of advertisements was used by the company to exploit the process. The advertisements were directed to the 'Medical Fraternity,' to 'Institution Managers,' to 'Hospital Superintendents,' to 'Nurses,' to the 'Superintendent,' Principals and Teachers of our Schools' and to the 'Men Who Operate Soda Fountains.'"



WHY NOT MAKE ICE CREAM "EASY TO BUY."

Three sales managers were eating lunch in the back of a small confectionery store, and after the fashion of sales managers they started to talk shop. At the time the paper were carrying full-page copy of Eline's chocolates, and this campaign was being discussed.

All the men agreed that the copy and selling plan was good, but none of them had sampled the product. They had all intended to buy a package to see if it was as good as the advertising. But none had remembered the advertising long enough to think to ask for a package of Eline's. When the time came to pay the checks all had forgotten about the discussion, but near the cash register was a small display carton with a dozen or so packages of Eline's. They all bought a package of the chocolates, because it was so easy to buy. Right there in front of them, when they had change in their hands, it required no effort or thought to say "Gim'me a package of Eline's," just as if they had been buying it all their lives.—From Sales Management.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in *The Ice Cream Review*.

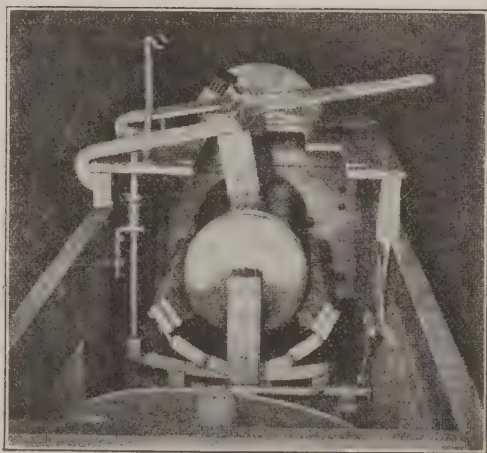
* From the Colonial Mixer, Issued by The Colonial Ice Cream Co., Philadelphia, Pa.

One user of the Manning Can Washer recently made this statement:

"We use the Manning⁷ on cans our hydraulic machine will not clean."

—a remarkable testimony to the great efficiency of this can washer!

**Manning
Manufacturing
Company**
Rutland Vermont
U. S. A.



See our exhibit at the
National Ice Cream Show, Cleveland, O.
BOOTH No. 39

Ladies' Auxiliary to S. A. I. C. M. and Other Organizations

SECRETARY SEEKS NEW MEMBERS.

Dear Friends:

As an appeal for new members, the letter I sent out has been anything but a huge success. Have you any suggestions?

If we could only make some of these Dixie Flyers and Southern ice cream manufacturers realize that we want their wives as well as them present at Little Rock, Ia., Dec. 4, 5, 6—I feel sure we could persuade a great many of them to join.

Now, I know a great many of the present members must know some of these wives, so won't you please do your utmost in your territory to boost our membership.

Of course, our auxiliary, as it is, is delightful, and I am sure we all anticipate just as good a time at Little Rock as we had at New Orleans, but think of all the wives who are left at home. How nice for them, if we could only convince their husbands that we will relieve them of the responsibility of entertaining the ladies after they arrive in Little Rock—if they will only bring them.

From three hundred and fifty letters sent out, I have only two new members to report—Mrs. Chris Hollinger, Chicago, and Mrs. A. A. Fay, Natchitoches, La. To them we extend a hearty welcome.

I hear so many delightful things about our bride, Mrs. Evers. Having her with us in Little Rock will certainly give an air of festivity to the first meeting.

Really, the months fly by so that I know the fourth of December will be here before we realize it, so just as a reminder, Tuesday, the fourth, is the day of our luncheon, and as the day draws near, I am making another appeal to you all for suggestions for that first grand affair.

For the single aim and ambition of your officers is to make this convention the most pleasing and memorable you have ever attended.

All aboard for Little Rock, and a carload of new members. Do get after every man you know who attends the conventions, and just make him bring the lady of his family, and send their names to me so we can make arrangements in advance for our increased membership.

Hoping you all have enjoyed a pleasant summer vacation, beg to remain, Most sincerely,

MRS. E. B. GEISEL,
Secretary.



You'll make better ice cream if you get "The Ice Cream Review."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ag sem.

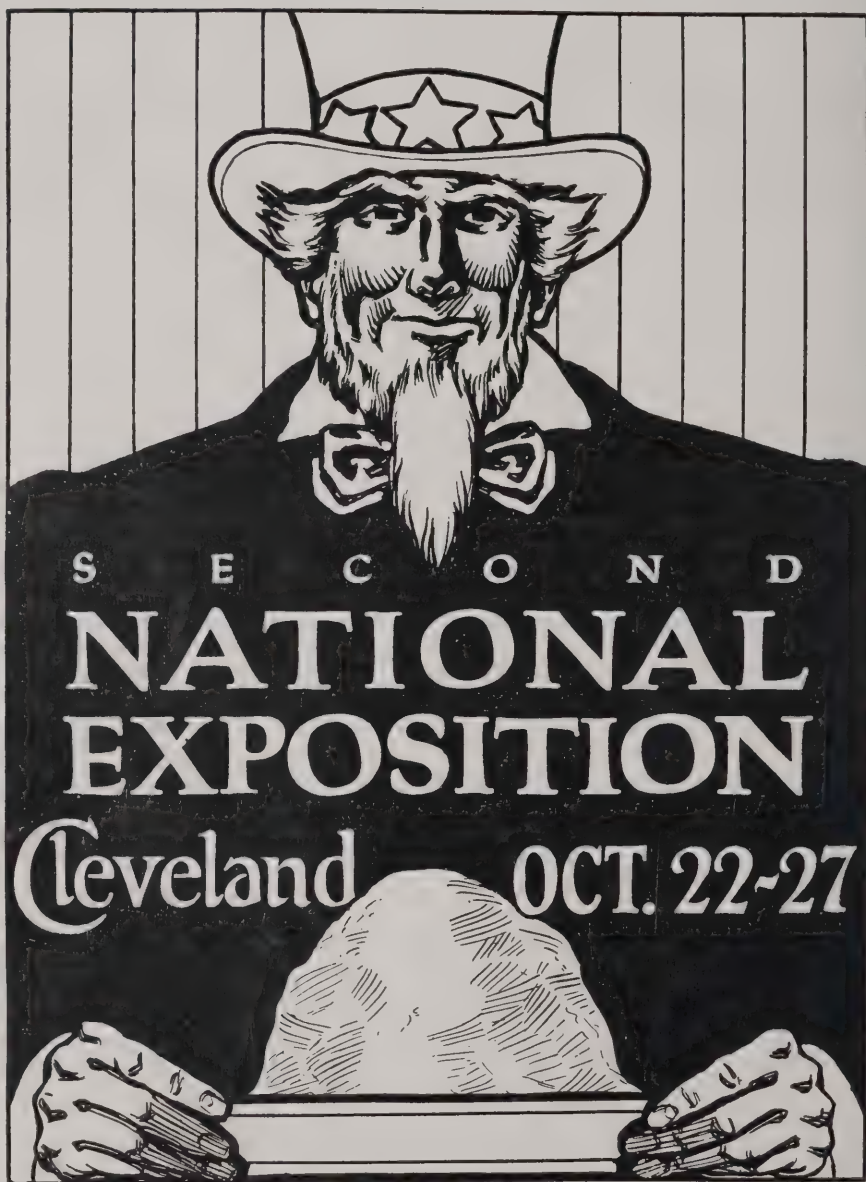
The ICE CREAM REVIEW

LIBRARY OF THE
OCT 18 1923

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

Make the CHERRY Exhibit
Your Headquarters at the



Ice Cream - A National Industry



J. G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.



Table of Contents

EDITORIALS.

All Roads Lead to Cleveland.....	4
What Is the National Ice Cream Exposition?	4
The Men Behind the National Exposition..	5
Cleveland Is Ready.....	5
Let's Build Up—Not Tear Down.....	5
The Salesmen's Club.....	5
Why Should You Go to Cleveland?.....	6
National Association Not Properly Appreciated	6
Many Special Trains to Cleveland.....	6
Are You in a Rut?.....	6
President Morris' Glowing Record.....	6
Suppliers Are Building Up Industry.....	6
President Calls Upon Home Folks.....	8
Long Distances to be Covered by Exposition Delegates	8
"These Men Are Our Brothers".....	8
The Welcome Sign Is Out at Cleveland....	8

ARTICLES.

Approach Ice Cream Industry's Greatest Convention.	
...By Charles G. Morris, President, National Association of Ice Cream Manufacturers	9
Program—National Association of Ice Cream Manufacturers	10-11-12-14
Program of Events—Cleveland Exposition Week	16
Preparations Complete for National Ice Cream Exposition	16
Cleveland Prepares for Royal Welcome...	22
Cleveland, the Convention City.....	26
Views on National Ice Cream Exposition..	38
Mighty Outpouring of Nation's Ice Cream Manufacturers Indicated for Cleveland.	
By Lester S. Olsen.....	52
Who's Who in the National Association of Ice Cream Manufacturers.....	58
Cleveland Entertainment Details.....	62
Early Developments of Ice Cream Industry.	
By Prof. M. Mortensen.....	66
Power Consumption During Freezer Process.	
By F. B. Fullmer.....	74
Cleveland Public Hall.....	78
Doing One Thing Well.....	84
An Electrically Operated Ice Cream Plant.	86
Professor Baer's Inquiry Department....	88
Delegates Will Cover Long Distances....	96
Conventions Have Developed Industry.	
By Bert H. Walker.....	104
A Splendid Suggestion.....	106
News About Sugar.....	110
Operations of One of Europe's Greatest Dairy Organizations	112
The 1923 Pacific Slope Dairy Show.	
By Robert E. Jones.....	116
Effect of Composition on Palatability of Ice Cream.	
By Owen E. Williams and Geo. R. Campbell	121
Ice Cream Improves.	
By E. H. Parfitt.....	126
Ice Cream Windows Increase Consumption	135

Edible Gelatine.

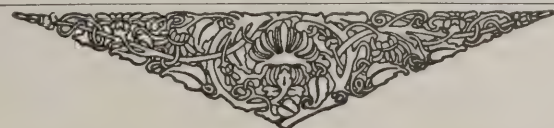
By L. M. Tolman.....	138
Sales and Advertising Plan for Ice Cream.	
By N. C. Tompkins.....	151

NEWS AND PERSONALS.

List of Associations.....	2
Bulletin of Events.....	8
Philadelphia Expects to Produce 63,000,000 Gallons of Ice Cream This Year.....	36
Salesmen's Club to Meet.....	36
Western Virginians Meet in November....	62
New Englanders to Attend Exposition in Body	76
Ice Cream Cone May Replace Hot Tamales in Argentine	84
Glacier Company Wins.....	84
Pacific Association Preparing to Visit Canada	90
Association Director Racing from Europe to Exposition	96
Iowa Manufacturers to Meet in December.	96
Arctic Ice Co. Subsidiary Enlarged.....	96
Widow of Manufacturer Wishes She Could Be at Cleveland.....	96
Michigan Ice Cream Short Course.....	102
Ice Cream in Europe Not Very Popular Yet	104
Michigan Dairy Boosters.....	106
John J. Grothe Company's New Plant....	108
Pleasant Prescriptions	108
England Bars Ice Cream After 9:30 P. M..	110
Ice Cream Mix From Country Plants.....	110
Pacific Coast Manufacturer Builds Success with Quality	118
Cleveland Wants to be Ice Cream Headquarters	151
Pre-Exposition Trade Notes	152
L. O. Thayer Quits Industry.....	123
New England Association of Ice Cream Manufacturers	124
New Mexico Plant Expands.....	124
A Fanciful Ice Cream Made in Paris....	129
Mechanical Man Used in Ice Cream Window Display	142
British Taking to Ice Cream.....	142
Getting Wise	147
Nebraskans to Make Convention Plans....	147
Plans for Large Ice Cream Plant Announced at Seattle.....	173
Harold A. Sinclair Will Miss Exposition..	173

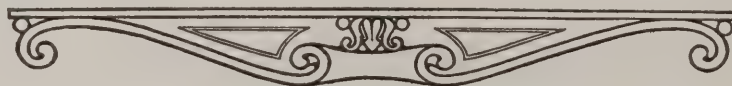
SOUTHERN ICE CREAM NOTES.

Selling Supplies in the Southern Dairy Industry	98
Program Announced for Texas Convention	98
Program Texas Convention.....	100
Ladies' Auxiliary—President "Sally" Wants New Members	102
Word from the Vice-President, Mrs. Massey	102
Oklahoma Wolf Hounds to Plan Convention Entertainment	102
Mississippi Convention Plans.....	106
Hauck Leads Oklahoma Wolf Hounds....	151
Oklahomans Will Attend Exposition.....	173
Arkansans Will Attend National Convention	173
Georgians Ready for Exposition.....	173

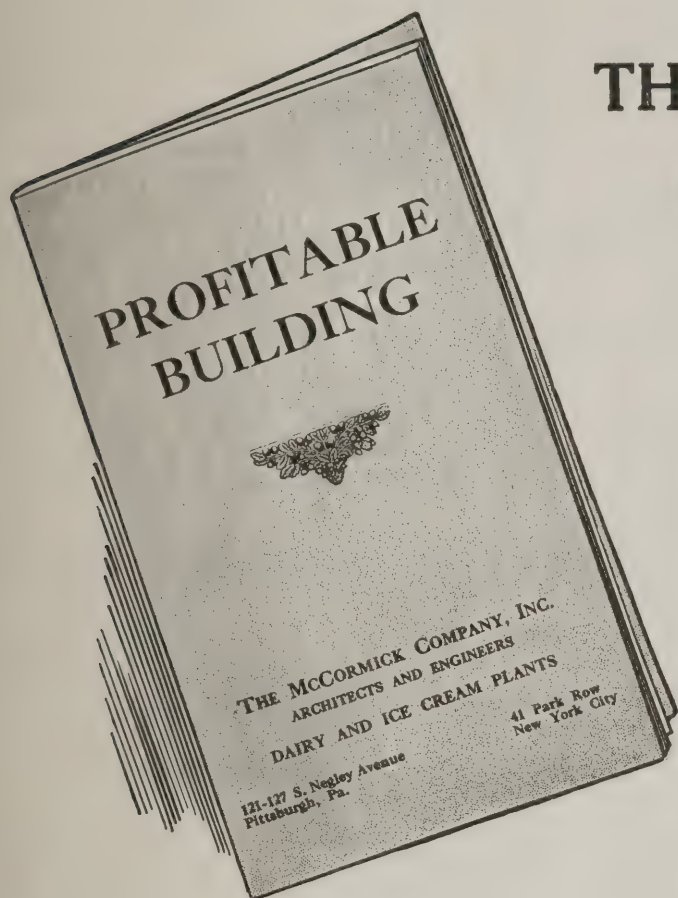


Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	103	Matot, D. A.....	43
Allen Candy Company.....	81	Merrell-Soule Sales Corporation.....	79
American Copper & Brass Works.....	65	Michael & Co., David.....	29
Anderson Bros. Mfg. Company.....	91	Miller Industries, H. H.....	171
Aschenbach & Miller, Inc.....	97	Milligan & Higgins Gelatine Co.....	33
Baird Company, Wm. F.....	157	Mojonnier Brothers Co.....	87
Barber-Goodhue Company, A. H.....	159	Mono Service	133
Barker, Duff & Morris.....	111	Mulholland Co., John H.....	55
Beehler Steel Products Company.....	126	Myles Salt Co., Ltd.....	114
Berger, Chas. A.....	15	Nafis, Inc., Louis F.....	34
Blanke-Baer Extract & Preserving Co.....	135	National Paint & Varnish Co.....	83
Canvas Products Corporation.....	37	Nelson Manufacturing Co., C.....	49
Cassell, W. W.....	109	Northwestern Corporation	99
Cherry Company, J. G.....	Cover II	Peerless Paper Box Mfg. Co.....	77
Cherry-Bassett-Winner Co.	51-153	Perfection Mfg. Company.....	75
Chicago Carton Company.....	107	Pfandler Company, The.....	46-47
Cincinnati Extract Works, The.....	101	Purity Paper Vessels Co.....	59
Citrus Products Company.....	137	Rice & Adams Corporation.....	113
Cone Company of America.....	75-103	Richmond Cedar Works.....	76
Corrizo Extract Company.....	87	Rogers, C. E.....	61
Creamery Package Mfg. Company.....	Cover III	Ryan Mfg. Company, G. R.....	101
Crescent Manufacturing Co.....	32	St. Louis Awning & Tent Company.....	123
Crown Fruit & Extract Co.....	17	St. Louis Gelatine Company.....	126
Crystal Gelatine Co.....	83	Sanitary Tinning & Manufacturing Co.....	73
Daigger Corporation	Cover IV	Schroeder Lumber Co., John.....	131
Decy Sales Co., R. J.....	85-123	Scott, B. B.....	81
Downey-Turnquist Company	147	Scott Manufacturing Co.....	147
Dry-Zero Insulation Co.....	141	Sealright Co., Inc.....	161
Dunn Company, Thos. W.....	85	Smith & Mann.....	40
Electro Chemical Company.....	151	Solar-Sturges Mfg. Co.....	167
Eppelsheimer & Company.....	114	Standard Pressed Steel Co.....	149
Eskimo Pie Corporation.....	169	Tag-Bak	131
Everhot Mfg. Company.....	35	Texas Barrel Co.....	127
Fortune Products Company.....	77	Thompson-Bremer & Co.....	99
Frick Company	120	Tiffany & Company.....	117
Geuder, Paeschke & Frey Co.....	115	Timm, Wm. H.....	13
Glacier Company, The.....	97	Tin Decorating Company.....	143
Gifford-Wood Company	105	Torsion Balance Co., The.....	155
Grand Rapids Cabinet Co.....	18-19	U. S. Foil Company, Inc.....	53
Grothe Co., Inc., John J.....	92-93	U. S. Freezer & Machine Corporation.....	63
Gumpert & Company, S.....	71	U. S. Gelatine Company.....	41
Harris & Company, Arthur.....	129	United Iron Works, Inc.....	1
Heathized Products Company.....	68-69	Viking Pump Company.....	127
Homer Manufacturing Company.....	31	Viltef Manufacturing Co.....	79
Horine & Bowey Company.....	21	Waltham System	56-57
Hudson Mfg. Company, The.....	139	Want Ads	174
Hughes Gelatine Company.....	73	Wardrop Company, Inc., G. W.....	36
Impruv-Mix Co., The.....	45	Warner-Jenkinson Co.	89
International Co., The.....	119	Westerlin & Campbell Company.....	129
Ladd Company, John W.....	145-153	Widlar Company, The.....	27
Leffel & Company, The James.....	155	Wirfs, El J.....	124
McCormick Company, Inc., The.....	3	Wood Manufacturing Co., John.....	7
Manning Manufacturing Co.....	67	Zipp Manufacturing Co., The.....	25
Manton-Gaulin Mfg. Co., Inc.....	94-95		



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



THE BOOK THAT MAKES EVERY DAIRY AND ICE CREAM PLANT PROFITABLE

Modern competition demands that the building shall conform to its equipment and that the equipment shall be so installed and arranged as to expedite the labor of production.

In any manufacturing line whatever makes for speed and the elimination of unnecessary work increases profits. A big business is not a paying business unless production cost is reduced to a minimum.

Long specializing in the Dairy and Ice Cream Industries has given McCormick Architects and Engineers the experience, knowledge and skill necessary to produce profit making plants.

"Profitable Building" tells you all about it. Write for a copy—no obligation—just a request.

THE MCCORMICK COMPANY, INC.

DAIRY AND ICE CREAM PLANT
ARCHITECTS AND ENGINEERS

PITTSBURGH, PA.
121-127 S. Negley Ave.

NEW YORK
41 Park Row

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

OCTOBER 15, 1923

ALL roads lead to Cleveland. We have the promises of the officers of the two great ice cream national associations that there will be heavy traffic over these roads during the few days preceding the week of October 22, when "the Rose of the Dairy Industry" will stage its annual carnival.

The Association of Ice Cream Supplymen, which will attempt to repeat the colossal success of the 1922 National Ice Cream Exposition, announces indications of an attendance of 4,000. This would break all records for gatherings of ice cream men.

There are signs favorable to the complete realization of exposition officials' fondest hopes. Everything points to a great all-American ice cream trade classic, with every section of this country and parts of Canada represented.

The World's Dairy Congress ends at Syracuse about ten days before the opening of the National Ice Cream Exposition. No doubt some of the foreign dairymen in this country to attend the congress will "look in" at Cleveland for an insight into the American ice cream industry. Some of the European countries are begin-

ning seriously to consider the ice cream industry a promising line of activity.

Interest throughout ice cream manufacturing circles of the United States is running high, so it seems. The Ice Cream Review's observations. News of last year's success has spread like proverbial wild fire. Reports have fired the enthusiasm of men who usually content themselves with a trip to a state convention every year, with never a thought of the national association of the industry. Many men who seldom attend a convention of any kind undoubtedly will attend.

There is every reason to believe that officials are justified in expecting an attendance of 4,000. It seems that it will be the occasion of the mightiest outpouring of American ice cream men in the history of the industry.

In the language of the street, gentlemen of the trade in Cleveland is a good bet. Pick out one of the roads leading to Cleveland, the shortest one.



WHAT is the National Ice Cream Exposition? This is not clear in the minds of all manufacturers. Some think it is going to be a great revelation, a chance to get away from the old home-town and look over the traces a bit where brother pillars of the church will not be to see. Others think it will be an occasion for supplymen to buttonhole them and try to sell the things they can't afford.

The 1923 National Ice Cream Exposition will be the second in the history of the industry. It is to be staged by The Association of Ice Cream Supplymen, an organization governed by the strictest code of trade practice. It will be staged with the co-operation of the National Association of Ice Cream Manufacturers, an organization that has done much to advance the ice cream industry to high rank in national commerce.

The supply association in the past four years has held regional expositions in five American cities. In 1919 its officials felt that the time was ripe to bring ice cream manufacturers together for a broad, sweeping view of the industry as a whole. Accordingly, the first National Ice Cream Exposition was held. More than 3,000 persons attended.

The national exposition is held in the Cleveland public hall, probably the most suitable building for the purpose in the country. It was built for exhibitions, at a cost of six and one-half million dollars. In this building are displayed types of all the modern machine-made supplies and equipment produced for the ice cream trade. Exhibits are handled in such a manner that any manufacturer may walk by the booths and look to his heart's content without having to buy anything or receive anything but the most courteous, thoughtful attention.

In the business sessions of the National Association of Ice Cream Manufacturers, which will be held in the ball room of Hotel Cleveland this year, delegates may hear constructive, informative speeches by men who have made a deep and earnest study of the ice cream manufacturers' problems.

All these things cost nothing but the traveling

es. The manufacturer gains in new knowledge and
ration. He gets a full view of this great industry,
possibilities and his own opportunities.



WE HEAR much about the National Ice Cream
Exposition and little about the men behind it.
event of this kind, as one naturally supposes, must
behind it men of big, broad, unselfish ideals.

Oliver C. Jordan is president of The Association of
Ice Cream Supply Men—big hearted, conscientious
"lie" Jordan. It would be difficult to find a sweeter
character anywhere. It would be more difficult to find
other man who so loves his industry and is so earnest
is desire to build it up.

Ollie Jordan is a man with a big, brave dream. He
owns a greater industry, yielding more to its members
the American public. He has struggled long and
delivering the gospel of co-operation, and the ice
cream exposition is the great pageant in which he has
ed to bring together the greatest possible co-operative
sure.

Mr. Jordan is fortunate in the assistance of Robert
Everett, secretary-manager of the supply association.
Isn't "Bob" Everett heard of more? The answer
is a modest gentleman who works hard and says
re. But men who have more closely watched the
association's progress know what "Bob" means to its
me. He is a young man with an old head, a virile,
vigorous charger of sagacious tactics.

Out of the plains of Kansas he emerged a few years
to take up work for the ice cream industry in New
York. Some day the industry will realize what it owes
this eager, earnest, sincere, unsmiling youth who
etly carries out his campaign plans behind modest
als. But it will never hear from "Bob" Everett.



CLEVELAND is ready. The word has come forth
that it has done its house-cleaning and has every-
thing ship-shape. Cleveland ice cream manufacturers,
with characteristic warm heartedness, are formally ex-
tending their invitation to ice cream manufacturers of
the nation through this issue of The Ice Cream Review.
This is not just a conventionally polite invitation; it
is a genuine one which comes straight from the hearts
of men four square and true blue. They love their in-
dustry and their city and they want every member of
the industry to see their city. They also invite manu-
facturers to visit their plants.

Cleveland manufacturers have every right to be
proud of their city. Their plants are among the most
modern in the trade.

You are sure to enjoy your visit to Cleveland.



BY LOOKING at the exhibits at Cleveland an ice
cream manufacturer can see any number of things
has needed for years and never knew it before.

LET'S BUILD UP—NOT TEAR DOWN.

AN INFLUENCE for bad is at work in the ice
cream industry.

There are those who would build themselves up by
tearing others down.

Forewarned is forearmed!

We invite the special attention of our readers to a
communication in this issue from one of the largest and
most successful ice cream manufacturers in the United
States. You will find his letter published on page 106.

A house divided will fall. The success of your busi-
ness and the success of our business depends upon giving
honest service to our customers.

In addition we must work for those ideals which tend
to establish confidence. Ice cream consumers must have
confidence in the ice cream business as well as in your
particular brand of ice cream.

You can't establish lasting confidence in your product
if you condemn the product of your competitors.

Folks must first be "sold" on ice cream before they
will stay "sold" on **your** ice cream.

Any man or any organization that deliberately seeks
to undermine public confidence in the ice cream business
in order to appeal to some particular class of manufac-
turers is guilty of treason, and should be dealt with ac-
cordingly.

The man who deliberately seeks to divide the ice
cream manufacturers into the "big class" and the "lit-
tle class," hoping to curry favor and thus build his busi-
ness is worse than a thief in the night. He destroys
confidence among men who should be working together
to build the confidence of their customers. He seeks to
array class against class with only selfish aims in view.
He is not entitled to the respect of decent business men.

We are glad that the good Lord made us boosters,
instead of knockers. We like the company we are in.

Men in the ice cream business, we believe you can
profitably give thought to this question. In your daily
walk of life spot the knocker and give him what he
deserves. At your conventions and at your district
meetings be a leader in clean thought and honest action.
Be on the side of decency and boost for the good that
is in men and in business instead of magnifying the
other things.



ONE of the features of the exposition will be the
meeting of the Salesmen's Club of The Association
of Ice Cream Supplymen, headed by Thomas J. Stewart.
This is one of the industry's most constructive organiza-
tions. It would be impossible to hold a great national
exposition without the assistance of the members of the
Salesmen's Club. Their boosting always gets results,
and they are ever willing to lay aside their own affairs
to take part in work for the industry's advancement.
We owe much to the young gentlemen in the supply
industry,—as also those not so young.

WHY should you go to Cleveland? In this issue we are publishing letters in which men who went last year set forth their reasons for going again. Read these letters. For sheer enthusiastic endorsement, they are most impressive. They breathe the fire of enthusiasm, the convictions of men who have been before and know what to expect again.

When you hire a man you want to know what his last employer thinks of him. In considering the coming exposition, it is only fair to see what men who **know** have to say. Read the letters published elsewhere in this issue and you will be sold on that coming exposition. They are not especially selected letters; just a bit of hand-picked correspondence from our files, where we keep our fingers on the heart beats of the trade.



WE HAVE before called attention to the fact that the National Association of Ice Cream Manufacturers is not properly appreciated. This is undeniably true. It is growing, but there are yet too many manufacturers not lined up with it.

The National Association stands for a greater, more prosperous industry. It stands against unfair trade practices that interfere with the progress of the industry. It calls upon every manufacturer who understands the value of co-operative effort.

Man does not live by bread alone. Neither does he live by his own efforts alone, nor by his own ideas alone. We need each other.

The National Association is working for the upbuilding of the industry. It now is helping manufacturers who, themselves, have done nothing in the common plan.

Its officers are men of the highest type—men of whom any industry should be proud. They are calling upon you to attend their convention. It matters not how big or how little is your business, how small or how great your attainments—they need you. And you need them and the work they are doing.

You have an appointment at Cleveland that should not be overlooked. It is an appointment with opportunity, and it is your duty to yourself and your industry to keep that appointment.



THERE will be many special trains to Cleveland. The usual fare and half-fare rates will prevail, and in this way money will be saved, whether you ride the special trains or not. But if you possibly can arrange it, be sure to ride a train with other ice cream men on it. It does every man good to talk over things with other men engaged in the same kind of business. It is a splendid way to "get next to" men and understand the things in their minds and—more important—in their hearts.

If you can ride on the same train with manufacturers from your own home-town, you'll learn more about them and develop a better understanding with them during that ride than you would in years back home.



IF YOU stay away from Cleveland everybody loses, but you lose most of all. Go and gain.

IT COMES to many of us in life to fall into some rut. Men sometimes make a big success in business and then get into a groove that holds them in a narrow, unchangeable course.

Of course, you don't think you are in a rut. You would be ready to quarrel with the first man who suggests such a thing. But just the same a little away from your own place to see what other men in your same industry are doing will quickly bring to mind a number of different things you could do better your own business.

That's one reason why you should go to Cleveland—a big reason.



THE 1923 Convention will mark the close of the second successive term of President Charles Morris. It must be with great pride that this gentleman looks back upon his record of association service. He has been a career of singular usefulness. Always identified in some way or other with the association's constructive work, Charles Morris has been a marked man since his early connection with the association—marked for service as it were. Possessed of those qualities which make for leadership and wise counsel, his influence has been well used for the association's progress in gaining the confidence of other manufacturers.

Such a man is valuable to this industry. His service is fully appreciated, and if he does step down this time to relinquish the reins of leadership to another, it is most comforting to know that he still will be on hand with his broad ideas and keen insight which make him so thoroughly familiar with the trade's problems and opportunities.

Something more than congratulations are in order for the close of this second term of splendid service. A vote of thanks is in order—deep, heartfelt thanks.



YOUR friends in the supply industry are interested in you. They have every reason for wanting to see you build up your business. They have drawn together in a body dedicated to this purpose—a body that seeks to eliminate from trade any product that could be detrimental to the industry.

You owe these friends your appreciation. You owe them your trust and confidence. By all laws of common courtesy you should show your appreciation. The way to do this is to visit their booths, look over their different products, and show them that your heart is with them.

They are not asking you to buy anything; they merely wish to demonstrate the various things offered for a bigger and better industry. It will draw volume publicity to ice cream as a great food confection.

We should be very proud of the men who can make possible such a magnificent trade classic.

*Electric
Weld*

Solderless Cans

80% *of Modern Plants Use*
"Electric Weld" Cans

In four short years, they have grown in popularity, until one season's production, if placed end to end, would reach nearly 90 miles.

Samples for next season are ready. They show added refinements in strength and appearance that you will approve.

If you come to Cleveland in October, visit our booths, numbers four and five. You will like the can, and be interested in a new money saving idea that will prolong the life of your cans.



JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.

PRESIDENT Charles A. Morris has called upon his home folks to help swell the attendance at the convention. He went before the New England association at its monthly meeting last month and issued his invitation to members. They responded by making preparations for a special train. It is interesting to note that Boston is 926 miles from Cleveland. So if you think you are going to have to travel a long ways to attend the convention just think of the gentlemen traveling from New England. The president will travel 828 miles from New Haven to Cleveland.



SPEAKING of distances to the exposition, what about the gentlemen coming up from California and the Southwestern states. Reports to The Ice Cream Review a short time ago were that a special train would carry members of the California and Southwestern States Ice Cream Manufacturers' Association to the exposition. Gentlemen from San Francisco will travel the farthest of anybody, covering a distance of 2,631 miles. Next in long journey will be the manufacturers of Los Angeles, who will take a little jaunt of 2,562 miles. Yet there will be a few manufacturers as near as 200 miles of the exposition city who will say they "haven't got time." Fortunately just a few, though.



A LITTLE boy was seen crossing a street with another little boy on his back, in a certain large city. The lad being carried was crippled. A man asked the little boy under the load if his passenger wasn't heavy. The reply was prompt and decisive: "No, sir; he ain't heavy; he's my brother."

That's the way, no doubt, the men doing the heavy work for the National Association feel. They struggle on and hope on, and help comes to them all too slowly. But they are sure of their purposes and they are strong in their love for fellow tradesmen. They know that what they are doing is for the good of the industry. They know it will benefit its members.

Sometimes, no doubt, their hearts grow heavy. It is then they probably tell themselves: "These men are our brothers."

It is of such spirit that comes great achievements. At times you may feel that your own load is heavy, brother, but if you'll just look around to reflect upon the burden of others, and then try to help them—your heart will be lighter. So will the burden.



BY ALWAYS staying at home you get the feeling that the world ends where your own horizon falls. Go to Cleveland this month and you'll find out that the world just begins where your own horizon drops—at least the ice cream world.



THERE'S plenty of fun for all; be sure to carry along the wife. It will keep you from having to hurry home before everything is over.

THE Welcome sign is sure to be found high and on Cleveland's doormat. Public officials have hands with local ice cream committees in preparation. The mayor may not be down to present the keys to the city, but Cleveland's dignitaries tell us that no key will be needed—the gates of the city will be open wide.

Howard Black of Cleveland is chairman of the ice cream men's Cleveland committee on preparation. Black held this post last year. His work there speaks for itself. Our observations of his work there give rise to the belief that he certainly has things set up for a highly interesting and entertaining visit.

Cleveland is proud of its ice cream exposition. Certainly will be no lack of welcome.



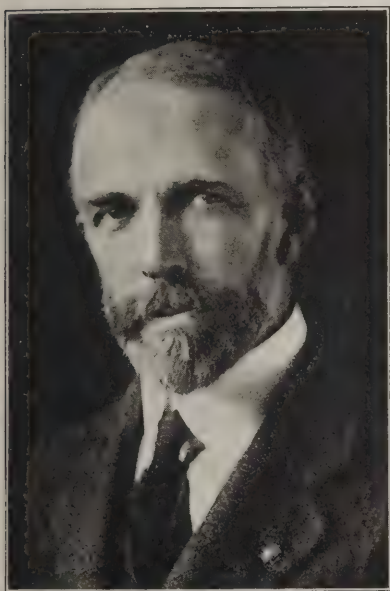
TAKE this issue of The Ice Cream Review along with you. If you want another copy provided with another copy. But take this copy with you. Read it on the train. Refer to it at the convention. It contains lots of information you will need. If you happen to forget it, drop around to The Ice Cream Review's booth and get a copy. Do not make this request merely for the honor and credit of The Ice Cream Review and its staff but because this issue contains important ice cream history. We are not publishing this extra issue with the idea of fitting ourselves but to benefit this great industry.

BULLETIN OF EVENTS

- National Association of Ice Cream Manufacturers**—Annual Convention, Cleveland, Ohio, week of October 22, 1923. Secretary, N. Loewenstein, 155 N. Clark St., Chicago, Ill.
- Association of Ice Cream Supply Men**—Second Annual Convention, Public Hall, Cleveland, Ohio, October 22-27, 1923 (inclusive). Roberts Everett, Secretary, 1328 Broadway, New York.
- Association of Ice Cream Manufacturers of Pennsylvania**—New Jersey—Annual Convention, Nov. 13 to 15, 1923. Hotel, Altoona, Pa.
- Ice Cream Manufacturers' Association of West Virginia**—Convention, Parkersburg, November 19 and 20. Convention headquarters, Hotel Chancellor. Secretary, C. F. Johnson, Huntington.
- Oklahoma Association of Ice Cream Manufacturers**—Annual Convention, Tulsa, November 21, 22 and 23. Convention headquarters Hotel Tulsa. Secretary, J. B. Porter, Tulsa.
- Texas Ice Cream Manufacturers' Association**—Annual Convention, Galveston, November 26, 27 and 28. Secretary, White, Mistletoe Creameries, San Antonio.
- Southern Association of Ice Cream Manufacturers**—Eleventh Annual Convention, Little Rock, Ark., December 4, 5 and 6. Convention headquarters, Marion Hotel. Secretary, Clopton, Decatur, Ala.
- Pacific Ice Cream Manufacturers' Association**—Annual Convention, Vancouver, B. C., Dec. 3, 4 and 5. Secretary, Walker, Tacoma, Wash.
- Arkansas Ice Cream Manufacturers' Association**—Annual Convention, Little Rock, December 3. Convention headquarters, Marion Hotel. Secretary, G. A. Meyer, Stuttgart.
- Association of Ice Cream Manufacturers of Iowa**—Annual Convention, Mason City, December 10, 11 and 12. Convention headquarters, Hotel Hanford. Secretary, P. N. Crowl, Good Block, Des Moines.
- Metropolitan Ice Cream Manufacturers' Association**—Convention, Newark, N. J., December 11. Convention headquarters, Newark Athletic Club. Secretary, W. H. List, Newark Ice Cream Co., 596 Market St., Newark, N. J.
- North Carolina Ice Cream Manufacturers' Association**—Convention, Winston-Salem, January 15 and 16, 1924. Convention headquarters, Robert E. Lee Hotel. Secretary, E. Dixon, Fayetteville, N. C.
- Kansas Association of Ice Cream Manufacturers**—Annual Convention, Wichita, January 22, 23 and 24, 1924. Secretary, B. T. Perkins, Pittsburg.
- Louisiana Association of Ice Cream Manufacturers**—Convention, Baton Rouge, sometime in January, 1924. Secretary, N. F. Manning, Monroe.
- New England Association of Ice Cream Manufacturers**—Convention, Boston, in middle of January, 1924. Convention headquarters, Copley Plaza Hotel. Secretary, W. P. B. Wood, 51 Cornhill, Room 401, Boston.
- Mississippi Ice Cream Manufacturers' Association**—Annual Convention, Laurel, some time middle of January, 1924. Secretary, N. D. Brookshire, Meridian.
- Western Canada Ice Cream Manufacturers' Association**—Convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.

Approach Ice Cream Industry's Greatest Convention

President Says



By

Charles G. Morris

President
National Association
of Ice Cream
Manufacturers

ON the eve of the Cleveland convention we approach, if reports from Secretary Loewenstein and Secretary Everett are confirmed, the best convention ever planned for the ice cream industry.

I would commend to my fellow ice cream manufacturers a certain old Irish rune except for the last phrase. Not that I expect them to carry out the proposals of the rune in exact detail. Anyone who knows a bit of the Irish temperament knows better than to expect exact details of a consistent program to be prescribed in such a matter as verse, let alone a rune.

So I know it will prove a very talisman of virtue if you will but repeat in the brogue:

"Tim!" Sez'ee. "W'at!" Sez'ee.
"By this and by that!" Sez'ee,
"Gimme my hat!" Sez'ee,
"For I will go," Sez'ee,
"To Timahoe," Sez'ee.
"Go to the Fair," Sez'ee,
"Buy all that's there," Sez'ee.
"Before y' go," Sez'ee,
"Pay what ye owe," Sez'ee,
"Thin ye may go," Sez'ee,
"To Timahoe," Sez'ee,
"Go to the Fair," Sez'ee,
"Buy all that's there," Sez'ee.
"By this and by that!" Sez'ee,
"I'll hang up my hat," Sez'ee.

Then act on all but the final suggestion and the Supply Men will bless you.

To approach the subject in a more serious vein—it will only be necessary to say to those who were in Cleveland last year in order to assure their attendance that this year's exhibit covers double the space, and that we have as headquarters the Cleveland Hotel, which offers not only greater size but better facilities than did the Hollenden last year.

But it will hardly be necessary to say anything at all to those who were in Cleveland last year. I doubt if anything but death or disaster will keep them away. It is you, the backward few who have not yet learned what a national convention can do for your prosperity that this message is written. You will never know how true the call is that "the water's fine," until you too "C'mon in!"

Complete Program



National Association of Ice Cream Manufacturers

Twenty-third Annual Convention

Cleveland, Ohio
Hotel Cleveland

OCTOBER 22-23-24-25
NINETEEN HUNDRED AND TWENTY-THREE

[This complete program was announced by Secretary Loewenstein
on the eve of the convention. Delegates will be guided by this
program instead of the one printed on page 20 of this issue.]



P R O G R A M

OCTOBER 22, 1923.

9:00 A. M.

Registration.....Assembly Room "A", Mezzanine Floor,
Hotel Cleveland

10:00 A. M.

Meeting of Executive Committee and Board of Directors.

2:00 P. M.

Address of Welcome.....Hon. Fred Kohler,
Mayor of Cleveland

Response.....Mr. F. N. Martin,
Hazelwood Co., Ltd.,
Spokane, Wash.

Report of the Secretary.

Report of the Treasurer.

President's Address.....Mr. Charles G. Morris,
New Haven Dairy Co.,
New Haven, Conn.

"Edible Gelatine" (Illustrated by Lantern Slides).....Dr. T. B. Downey,
Fellow in Gelatine,
Mellon Institute,
Pittsburgh, Pa.

General Discussion.

"Advantages of Membership in a Trade Association".....Mr. L. W. Roszell,
Pres. Illinois Ass'n. of Ice Cream Mfrs.,
Peoria, Ill.

"Why the Business Man Should Attend All Meetings of His Trade
Association".....Mr. W. W. Campbell,
Ex-Pres. Louisiana Ass'n. of Ice Cream Mfrs.,
Shreveport, La.

OCTOBER 23, 1923.

9:30 A. M.

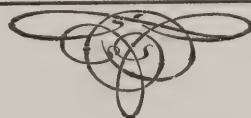
SYMPOSIUM: "The Motor Delivery Problem"

(a) "Inter-urban Packing Routes".....Mr. P. P. Miller,
Kirk-Maher Co., Watertown, N. Y.

(b) "Truck Drivers vs. Route Salesmen".....Mr. D. M. Dorman,
Crescent Creamery Co., Los Angeles, Calif.

(c) "Reducing Delivery Costs by Reducing Delivery Service"
.....Mr. Harry J. Tait,
Tait Bros., Inc., Springfield, Mass.

(d) "Truck Operating Costs".....Prof. Ben H. Petty,
Ass't. Professor of Highway Engineering,
Purdue University, Lafayette, Ind.



P R O G R A M

General Discussion.

- "Research and What It Should Mean to the Ice Cream Industry"
.....Dr. H. A. Ruehe,
Head, Dairy Husbandry Department,
University of Illinois, Urbana, Ill.
- "Some Troubles of the Smaller Manufacturers".....Mr. Chas. J. Stewart,
Decatur Ice Cream Co.,
Decatur, Ill.

2:00 P. M.

Inspection of Exhibits at Cleveland Public Hall
Second National Exposition—The Association of Ice Cream Supply Men.

6:30 P. M.

Annual Dinner.....Rainbow Room, Hotel Winton
Entertainment by Courtesy of The Association of Ice Cream Supply Men.

OCTOBER 24, 1923.

9:30 A. M.

SYMPOSIUM: "A Service Charge for Icing Cabinets"

- (a) "A Cabinet and Service Charge and Why"....Mr. A. P. Schneider,
Peters & Jacoby Co.,
Allentown, Pa.
- (b) "A Fundamental Change in Service Policy".....Mr. V. F. Hovey,
Pres. Ass'n. of Ice Cream Mfrs. of New York State,
Schenectady, N. Y.
- (c) "Service Charges as an Economic Factor"....Mr. H. H. Littlefield,
General Necessities Corporation,
Detroit, Mich.
- (d) A Summary of Service Costs".....Mr. F. E. Wheeler,
Producers' Dairy Co.,
Brockton, Mass.
- (e) "Advisability of a Weekly Service Charge".....Mr. J. E. Dunne,
Hazelwood Ice Cream Co.,
Portland, Ore.

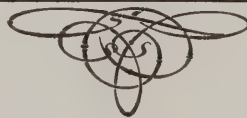
General Discussion.

- "Spread in Cost Between Brick and Bulk Ice Cream"....Mr. N. J. Dessert,
Detroit Creamery Co.,
Detroit, Mich.

General Discussion.

2:00 P. M.

Inspection of Exhibits at Cleveland Public Hall
Second National Exposition—The Association of Ice Cream Supply Men.





Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

Engineer and Architect
for the
Dairy Industry

Perry Building PHILADELPHIA

P R O G R A M

OCTOBER 25, 1923.

10:00 A. M.

Executive Session for Members Only. Admission by Card.
Presentation of invitation for meeting place of 1924 Convention.

REPORTS OF COMMITTEES.

The Chairmen of the following committees will render their reports:

Cost Accounting.....	Mr. S. T. Nivling, Rochester, N. Y.
Standards.....	Mr. E. C. Sutton, Buffalo, N. Y.
Express.....	Mr. T. H. McInnerney, Chicago, Ill.
National Dairy Products.....	Mr. E. B. Lewis, New York, N. Y.
Standardization of Equipment.....	Mr. J. W. Knobbe, Chicago, Ill.
U. S. Chamber of Commerce.....	Mr. N. J. Dessert, Detroit, Mich.
Vigilance.....	Mr. Wm. Palmer, Buffalo, N. Y.
World's Dairy Congress.....	President Charles G. Morris, New Haven, Conn.
Selection of Slogan.....	Mr. E. C. Sutton, Buffalo, N. Y.
Auditing.....	Mr. S. A. W. Carver, Los Angeles, Calif.
Nominations.....	Mr. F. N. Martin, Spokane, Wash.
Resolutions.....	Mr. S. T. Nivling, Rochester, N. Y.

Reports of results of First and Second Dairy Conferences will also be rendered.

2:00 P. M.

Meeting 1924 Board of Directors.
Election of Officers.





Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying
the Berger Specialized Service to
which free reference can be made

Crescent Creamery Co.	-	St. Paul, Minn
Minnesota Milk Co.	-	St. Paul, Minn
Kemps Ice Cream Co.	-	Minneapolis, Minn
Ives Ice Cream Co.	-	Minneapolis, Minn
Hages Ice Cream Co.	-	Minneapolis, Minn
Metropolitan Milk Co.	-	Minneapolis, Minn
Flynn Dairy Co.	-	Des Moines, Iowa
Waterloo Creamery Co.	-	Omaha, Neb.
Skoug Candy Co.	-	Sioux Falls, S. D.

For Ice Cream Making plants
covering Buildings, Machinery
and Equipment.

Twenty-five years experience
in designing and supervising
equipment of manufacturing
plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

401 PHOENIX BUILDING

MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.
Registered Engineer and Architect in the State of Minnesota.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Preparations Complete for National Ice Cream Exposition

Cleveland Patiently Awaiting Arrival of "Convention Specials"—Exhibitors Prepare Booths

CLEVELAND, O., October 10.—(Special to The Ice Cream Review.)—Preparations are complete for the National Ice Cream Exposition.

Local hotels report heavy advance reservations from ice cream manufacturers and ice cream supplymen over the country. Hotel Cleveland, selected for the headquarters of the National Association of Ice Cream Manufacturers, announces that it has booked its full quota for the exposition week, October 22 to 27. However, reservations are available at the Hotel Statler and the Winton Hotel.

Officials of the two national associations have visited the city and proclaimed everything in readiness. Secretary N. Loewenstein believes the National Association of Ice Cream Manufacturers will hang up a new record for convention attendance.

Roberts Everett, secretary-manager of The Association of Ice Cream Supplymen, says the exposition hall rapidly is filling up with exhibitors. Thirty thousand square feet of floor space will be utilized in the exposition, which will represent virtually every variety of modern machinery, supplies and equipment. Exhibitors during the past several days have been busy getting their booths to order. Shipments are arriving every day.

Heavy Traffic To Cleveland.

Railroad officials report special coaches are due to arrive at Cleveland from many parts of the country, two from the Pacific Coast, one from the South Atlantic States, one from Boston, and several from points in the Middle West. The schedules of arrival for these various coaches range from Saturday night, October 20, to the following Monday, the day of the opening of the exposition. Most of the delegates are expected to be here by the time the registration booths are to open at the Hotel Cleveland, in the ballroom of which hotel the convention sessions will be held.

In addition to the usual convention features, the exposition this year will be marked by extraordinary entertainment features. Probably never in the history of Cleveland conventions has there been such an effort

toward entertaining guests. Committees have been working on the different "fun-and-frolic" plans for several weeks. Local supplymen and manufacturers have joined hands in this connection, though the program has been directed by The Association of Ice Cream Supplymen committee, headed by Howard W. Black. The wives of local manufacturers compose a committee to see that visiting ladies have a good time.

Cleveland is ready. It is looking for an army of 4,000 manufacturers. This will be the largest attendance in the history of the ice cream industry, and every visitor will be catered for somehow. Hotels are crowded for the most part, but a way will be found to take care of every arrival.

The exposition will be held in Cleveland's \$1,000,000 public hall, open Monday noon, October 22, just after delegates have had ample time to procure their convention badges. It will close at 6 o'clock promptly each day, giving everybody a chance to take part in the various entertainment affairs in the evenings, dinners, banquets, theatrical parties, smokers, musical comedies, and virtually everything else in the line of fun.

EDUCATIONAL EXHIBITS TO FEATURE EXPOSITION.

Ice Cream manufacturers visiting the exposition will have the privilege of inspecting a comprehensive education section—a new feature in ice cream expositions.

Among other educational displays will be a very comprehensive one by the Federal Department of Agriculture. The department also had an elaborate display in the National Exposition last year.

A joint display is being prepared by the Ohio State University, the Department of Agriculture of Ohio and the Ohio Association of Ice Cream Manufacturers. There will be one by the University of Illinois; and one by the New York State College of Agriculture; and others are being added.

If you are tired of your business, don't worry over it. Advertise it for sale in The Ice Cream Review War Department.

Revised PROGRAM OF EVENTS

Convention Exposition Week

MONDAY, OCTOBER 22—

- 9 A. M.—Registration, National Association of Ice Cream Manufacturers, Hotel Cleveland.
- 12 M.—Second National Exposition Opens, Public Hall. Official welcoming by municipal authorities, and organ recital.
- 2 P. M.—Session, National Association of Ice Cream Manufacturers.
- 8:30 P. M.—Informal reception to ice cream manufacturers and their families by The Association of Ice Cream Supply Men. Entertainment and refreshments, Ballroom, Hotel Cleveland.

TUESDAY, OCTOBER 23—

- 9 A. M.—Session, National Association of Ice Cream Manufacturers.
- 3:30 P. M.—Fashion Show and Tea, for ladies, Women's City Club.
- 7 P. M.—Annual Banquet, National Association of Ice Cream Manufacturers. Entertainment courtesy The Association of Ice Cream Supply Men. Rainbow Room, Hotel Winton. Dancing afterward, Gameo Room, Hotel Winton.

WEDNESDAY, OCTOBER 24—

- 9 A. M.—Session, National Association of Ice Cream Manufacturers.
- 2:30 P. M.—Motor ride over eastern boulevard, for ladies.
- 8 P. M.—Theater party, for ladies, Palace Theater.
- 8 P. M.—Annual Smoker, The Association of Ice Cream Supply Men, with ice cream manufacturers as guests, Auditorium, Masonic Temple.

THURSDAY, OCTOBER 25—

- 9 A. M.—Session, National Association of Ice Cream Manufacturers.
- 2 P. M.—Session, National Association of Ice Cream Manufacturers.
- 2:15 P. M.—Matinee, for ladies, Alben Theater.
- 8:30 P. M.—Dance Diabla, for ladies and gentlemen. Ballroom, Masonic Temple.

FRIDAY, OCTOBER 26—

- 1:30 P. M.—Luncheon, followed by Modern Dance Exposition, for ladies.
- 3:30 P. M.—Inspection of exposition by ladies.
- 6:30 P. M.—Banquet and election of officers, Salesmen's Club, The Association of Ice Cream Supply Men, Hotel Winton.
- 8:30 P. M.—"Man-About-Town Evening" begins. Private entertainment parties throughout city.

SATURDAY, OCTOBER 27—

- 9:30 A. M.—Convention, The Association of Ice Cream Supply Men, Public Hall.
- 6 P. M.—Exposition closes.
- All sessions of the National Association of Ice Cream Manufacturers will take place in the ballroom of the Hotel Cleveland.
- Admission to Public Hall by registration only throughout the week.
- Luncheon served dairy in the Public Hall.
- The Exposition opens, after Monday 9 A. M. daily. Closes 6 P. M. daily.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



These Two Cabinets Set the See Them at Cleveland!

TO SAY that these two cabinets are tremendously successful is to put it mildly. For they have literally taken the trade by storm.

The underlying reasons for ice cream manufacturers' great preference for these cabinets are easy to find. The Grand Rapids Cabinet Company has always led by a wide margin in the furthering of ice cream cabinet efficiency and economy. And in these two models you see the height of their achievement.

The quality in these cabinets extends to every detail of design, material, construction and finish. Every Grand Rapids Cabinet represents the most thorough job that can be done. Instead of being sold on "points" these cabinets are sold on their proven ability to deliver most dollar-for-dollar value in the form of rock-bottom refrigeration costs, convenience and long life.

When you visit our exhibit in Cleveland and see how these remarkably efficient cabinets are constructed, you will understand why we say that our trade-mark is your guarantee of unduplicated quality. More important you will discover why that quality should be paying you dividends.

AT CLEVELAND EXPOSITION

.....Booths, 19-20-21.....

Make Our Exhibit Your Headquarters

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Ave. N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,	MERROW BROS. INC., 44 N. Market Street, BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,	CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CENTRAL SALES OFFICE AND WAREHOUSE,	CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
NORTH WESTERN SALES OFFICE AND WAREHOUSE,	CHERRY-BASSETT-WINNER CO., 1139 Penn. Ave., PITTSBURG, PA.
	A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



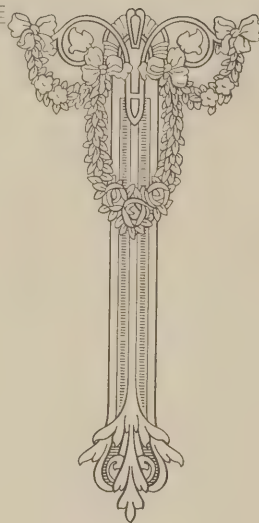
THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

PROGRAM National Association of Ice Cream Manufacturers

Twenty-Third Annual Convention

CLEVELAND, OHIO

October 22, 23, 24 and 25, 1923



All sessions of the convention will be held in the ball-room of the Cleveland Hotel.

Ice Cream Manufacturers' headquarters at Cleveland Hotel. Association of Ice Cream Supply Men's headquarters at Winton Hotel.

October 22, 1923—9:00 A. M.

Registration (Chamber of Commerce.)

10:00 A. M.

Meeting of Executive Committee and Board of Directors.

2:00 P. M.

Address of Welcome To be assigned
 Response F. N. Martin, Hazelwood Co., Spokane, Wash.
 Report of the Secretary.
 Report of the Treasurer.
 President's Address, C. G. Morris, New Haven, Conn.
 "Edible Gelatine" (Illustrated by lantern slides)
Dr. T. B. Downey, Fellow in Gelatine,
Mellon Institute, Pittsburgh, Pa.
General Discussion
 "Some Troubles of the Smaller Manufacturers"
To be assigned to two speakers.
General Discussion

October 23, 1923—9:00 A. M.

"The Motor Delivery Problem"

A symposium, to be taken part in by a number of leading manufacturers from different parts of the country where trucking is extensively done.
General Discussion

"Benefits of Membership in a Trade Association"

L. W. Roszell, President, Illinois Ass'n.
of Ice Cream Mfrs., Peoria, Ill.

2:00 P. M.

Visit to Exposition of the
 Association of Ice Cream Supply Men at Public Hall

6:30 P. M.

Annual Dinner Rainbow Room—Hotel Winton
 Entertainment by courtesy of the
 Association of Ice Cream Supply Men

October 24, 1923—9:00 A. M.

"A Service Charge for Icing Cabinets"

A. P. Schneider, Peters & Jacoby
Allentown, Pa.
F. E. Wheeler, Producers' Dairy
Brockton, Mass.
V. F. Hovey, President, New York A.
of Ice Cream Mfrs., Schenectady, N.
H. H. Littlefield, General Necess
Corporation, Detroit, Mich.
General Discussion

"Spread in Cost Between Brick and Bulk Ice Cream"

N. J. Dessert, Detroit Creamery
Detroit, Michigan.
General Discussion

2:00 P. M.

Visit to Exposition, of the Association of
 Association of Ice Cream Supply Men at Public Hall

October 25, 1923—9:00 A. M.

Executive Session for members only.

Admission by card.

Presentation of invitations for meeting place of 1924 Convention.

The Chairmen of the following committees will render their reports:

Cost Accounting
Standards
Express
National Dairy Products
Standardization of Equipment
U. S. Chamber of Commerce
Vigilance
World's Dairy Congress
Auditing
Nominations
Resolutions

1:00 P. M.

Meeting 1924 Board of Directors
 Election of officers

Details of the entertainment to be provided for the visiting ice cream manufacturers and their ladies have not been completed, but this will be on an extensive scale and highly enjoyable. A good time is promised.

See pages 10, 11, 12 and 14 for complete program

'Solid Pack''



"Chicago Made"

COMPOUND CARAMEL FLAVOR

with that genuine cooked cream caramel flavor

FOR MAKING

CARAMEL ICE CREAM

Use 4 to 6 ounces, according to color and flavor desired, to 10 gallons of finished ice cream.

CARAMEL NUT ICE CREAM

The same as Caramel Ice Cream with the addition of crushed dry nuts

DELICIOUS and ECONOMICAL

at \$5.50 the gallon

ORDER A SAMPLE GALLON SENT BY PREPAID EXPRESS

Manufactured and Guaranteed Pure by

HORINE & BOWEY CO.

401 West Superior Street :: :: CHICAGO, ILL.

ESTABLISHED 28 YEARS

Cleveland Prepares for Royal Welcome

Exposition Hosts Extend Warm Invitation to Manufacturers of the Nation

A SHORT time ago The Ice Cream Review sent a representative to Cleveland with instructions to get full information on what is believed will be the most elaborate and complete welcome ever extended ice cream convention delegates. He called on Howard Black of The Widlar Company, chairman of the entertainment committee, but as soon as entertainment was mentioned Friend Black gave a first-class impersonation of the "proverbial clam." All he would say was, "We want to surprise them."

However a recent morning's mail brings us some important information that we know every ice cream manufacturer will be glad to hear. So here it is:

* * *

Hostess on the Job.

"Miss Rhode again will act as official hostess. Ladies who were at Cleveland last year know how much this charming little woman did to make them feel at home.

Miss Rhode will be assisted by a committee of ladies from each ice cream plant in Cleveland who will see that every visiting lady will be kept busy all the week. The day is gone when an ice cream man's wife or daughter has to sit alone in her room while her escort is at meetings. The idea of having a professional hostess was first brought out by The Association of Ice Cream Supplymen last year at Cleveland.

"The committee is making preparations for at least 500 ladies, so our best advice is—"If you have one bring her."

"Now, for the deep, dark secret. This year they will have a 'ladies' stag.' They will put on a show on Friday afternoon, October 26, for 'ladies only,' which will solve the question once and for all time, namely, what do our husbands do when they go to these supplymen association stags?

"The veil of mystery is going to be dropped and any lady who doesn't make her hubby stay at the convention until Friday afternoon will miss something."

* * *

Howard W. Black of Cleveland is chairman of the entertainment committee. He held the same job last year, and to him is attributed much of the enjoyment of the 1922 show. Cleveland committees have been most active in the past few weeks, and visitors are assured that they will be amply rewarded in amusement for making the trip.

No one is more enthusiastic over the march of the ice cream armies upon Cleveland than the Cleveland manufacturers. A number of Cleveland manufacturers have prepared messages of welcome. Here they are:

* * *

"WELCOME TO OUR CITY."

Words cannot express our pleasure in having with us again the ice cream manufacturers.

We are most proud of our city, and it is certainly gratifying that this great organization should again choose our town as its headquarters, and each dealer in this great city will strive to make your stay here most pleasant. Our \$10,000,000.00 Municipal Auditorium is a fitting place for this exposition. Our hotel accommodations are unsurpassed, and as for amusements—OH BOY!

For those of you who were not here last year, may we urge you to be with us this year, to the others, we know you will come.

May we extend to you all a cordial invitation to visit our plants, to use our offices as you see fit. Make them your headquarters, and if you want anything you do not see—ASK US.

W. E. TELLING, Pres.,
The Telling-Belle Vernon Co.

A "FIFTH CITY" WELCOME AWAITS YOU

May we say through the columns of The Review that our company jointly with the other ice cream manufacturers of The Fifth City feels it a distinct honor that Cleveland has twice in succession been chosen for the annual gathering of our National Association?

Again, and soon, we shall have the advantage of a personal, friendly and helpful exchange of ideas with you who have done the most to improve conditions in the industry! We all know by experience that the comprehensive work of our greater organization has been invaluable to its individual members.

There is still much to learn, and no doubt a great many things it will be mutually beneficial to unlearn; we are sure it is the desire of every member of our national organization to be of real assistance to another in ironing out ice cream difficulties!

We of Cleveland pledge our level best to repay you in October for the compliment of your second visit to us, and in our welcome shall endeavor to make you forget the extraordinary wear and tear of "that good old summer time" of 1923, which now has passed into history!

Sincerely and fraternally,

R. H. BAKER, President,

The Baker-Evans Ice Cream Co.

* * *

CLEVELAND FEELS HONORED.

It is almost impossible to describe the enthusiasm that the Cleveland ice cream manufacturers feel in looking forward to and arranging for the coming convention and exhibition that is to take place here in this city again this year.

I want to say that it is indeed a privilege and honor for any city to be chosen for this event, but to be chosen and honored twice in succession give us a pleasure and satisfaction seldom enjoyed by any city. Naturally we feel proud of our wonderful town and also of our low members for their good judgment in so selecting Cleveland to meet again this year.

I can assure you that the Cleveland ice cream manufacturers will leave nothing undone to make the convention this year a bigger and better one than last year's one. I don't want to go into the details of the arrangement committee, but I can safely say there is many a surprise awaiting those fortunate enough to come to Cleveland for this year's event. From all indications and reports there will be a greater gathering this year than ever before.

I have a letter before me now from "Al" Comeau of the Globe Ice Cream Co., Los Angeles, Cal., saying he will be here with "bells on," and every one that knows the "famous" "Al" will agree with me that there will be plenty of doings here during the convention week and if a great many members don't leave Cleveland in for another convention here mighty soon, it will be our fault.

Hoping to see you at the convention, I am

Sincerely yours,

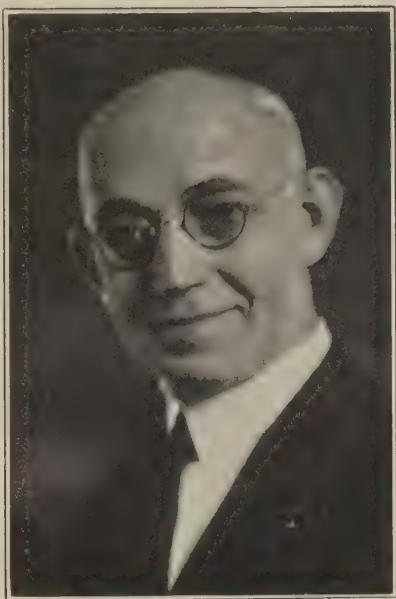
I. BUDIN, President,

The Peerless Ice Cream Co.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



P. H. BAKER,
Baker Ice Cream Co.



LEO BAUM,
Baum Ice Cream Co.



W. E. TELLING,
Telling, Belle, Vernon.

Cleveland
Ice
Cream
Men
Extend
Welcome



HOWARD W. BLACK,
Chairman, Cleveland Entertainment
Committee.

To
Exposition
Delegates
October
22-27



I. BUDIN,
Peerless Ice Cream Co.



RALPH E. FRIZZELL,
Frizzell Ice Cream Co.



D. H. SCHLEGEL,
Cleveland Ice Cream Co.



A. A. SENOR.



R. E. McFARLAND.

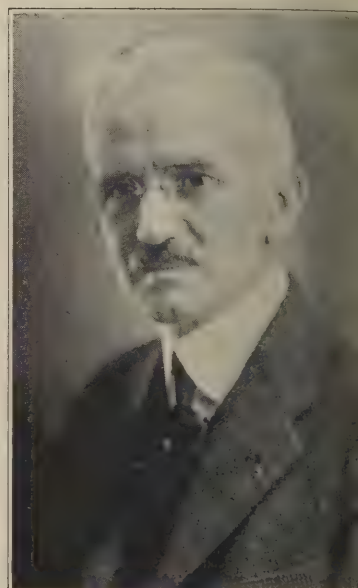


A. T. SPONAR.



HARRY COHN.

Some of the
Members
of the
Salesmen's Club
who have
helped
Toward the Success
of the
Exposition



P. N. MILLER, JR.



C. W. SMITH.



FRANK RUZICKA.



J. W. MULLIGAN.

EXPOSITION EXTRA

1923 ..
Success
Plus!

Come to CLEVELAND, O. again OCTOBER 22-27

Page 1

MYSTERY EXISTS THURSDAY NIGHT TELL THE TALE

**Ice Cream Secret Will
Be Told At Danse Diable**

Every evening at the
Danse Diable.

Something that has never
before anywhere by

Something that has never
anywhere at any time
under circumstances.

Something that won't last
while it lasts will be
the best thing on earth.

Something you touch but that
won't touch long.

Something everyone every-
one will talk about after-

What is it? Be at the Danse
Thursday evening, Octo-

Hotel Rooms Finish Daily

**Write, Telegraph,
Now, for Yours**

For your hotel reservations

Even read the rest of
the paper—but send a telegram
directly to the Cleveland,
Hazen, Statler, Olmsted,
and other hotels ordering a
room.

Rooms in these hotels
are at a premium by the
time you receive this. Comfort-
able rooms with bath
and every appointment of con-
venience are available in all of
the hotels.

It is known that hundreds of
ice cream manufacturers have
been making reservations.
There are plenty of hotel rooms
in Cleveland for all, but those
who wish to live in one of the
best towns centrally located
must act at once.

It is the word of the Con-
vention Board of Cleveland,
which keeps an accurate check
on reservations.

Every Ice Cream Necessity Will Be In the 1923 Show

**Firms All Over Country
Sending Displays**

"The Practical University of
Ice Cream."

It will comprise 150 exhibi-
tors.

The leading makers and dis-
tributors of machinery, sup-
plies, equipment and special
services for ice cream.

Companies from coast to
coast, North and South.

New devices, improvements
of proved equipment, every va-
riety of supplies, working ma-
chinery, profit-making services.

Sixty thousand square feet of
area — the greatest exposition
for ice cream in history.

New Feature In This Show Never Before Included

**Important Educational
Displays Prepared**

For the first time in any ice
cream Show an important edu-
cational section will be a fea-
ture of the Second National Ex-
position.

The Federal Government will
have a display.

The University of Illinois
will have a display.

The State of Ohio, Ohio State
University and the Ohio Asso-
ciation of Ice Cream Manufac-
turers will collaborate in a dis-
play.

The Edible Gelatin Manu-
facturers of America, Inc., will
have an educational display.

There will be other displays
also, devoted not to the exposi-
tion or sale of goods or serv-
ices, but to educational fea-
tures solely.

This means that the results of
important research, of labora-
tory tests made by unbiased
students, and many facts con-
cerning mixes, refrigeration,
etc., etc., will be made public to
the whole industry.

In more than one sense the
exposition will prove "The
Practical University of Ice
Cream."

FRIDAY WILL BE BIGGEST DAY OF WEEK'S ENTERTAINMENT

Ladies Will See Latest Styles

**Fashion Show An At-
tractive Feature**

The exclusive shop of Bedell
will be the scene of the Style
Show for ladies on Tuesday
afternoon, October 23rd.

The Bedell Company is known
to the women of Cleveland as a
shop authentic in its styles
without being extravagant in its
prices.

All employees of Bedell are
familiar with a pamphlet, "Fif-
teen Points of Service" in which
the keynote is service to cus-
tomers and attention to their
convenience in shopping.

There will be special music,
special models and a showing
of a wide range of late style
creations at Bedell's for the
ladies of the ice cream indus-
try.

OPERA SINGERS WILL BE HEARD

**Famous Artists Appear At Tues-
day Banquet Also**

World famous singers of the
Cleveland Opera Company will
be at the annual banquet of the
National Association of Ice
Cream Manufacturers Tuesday
evening at the Winton Hotel.

These distinguished singers
will give gems from great
operas, solos, duos, trios, quar-
tettes, sextettes.

Their appearance is merely
one part of the great week's en-
tertainment provided by cour-
tesy of The Association of Ice
Cream Supply Men.

Fare and a Half

When you purchase trans-
portation ask the Agent for
a Convention Certificate for
attendance at The National
Association Convention. It
will entitle you to a half-fare
return ticket.

**Brilliant Sequence of Events
Scheduled Monday to
Saturday**

FINAL PROGRAM REVISION

**Highest Class of Entertainment
Will Be Seen**

Final revision of the week's
entertainment program now
projects Friday into the lime-
light.

The convention of the Na-
tional Association of Ice Cream
Manufacturers ending its ses-
sions Thursday, will leave ice
cream men a clear Friday to
devote to the Exposition, while
their wives and families enjoy
the greatest single day's enter-
tainment program of the whole
week.

Friday the Climax

Friday, in fact, so far as la-
dies' entertainment goes, is go-
ing to be the Pike's Peak of the
whole landscape.

Here is the Friday story now:
10 A. M.—"Ladies' Day" at
the Public Auditorium.

1 P. M.—Luncheon for ladies,
Winton Hotel, Rainbow Room.

2:15 P. M.—"Ladies' Stag"
—a dance review for ladies, as-
sisted by an orchestra of picked
soloists from the Cleveland
Symphony Orchestra, Winton
Hotel, Rainbow Room.

7 P. M.—Salesmen's Club
annual dinner, Winton Hotel,
Cameo Room.

8 P. M.—Ladies Opera Party,
Cleveland Opera Company's
performance of Faust, Audi-
torium, Masonic Temple, 3515
Euclid Avenue.

8:30 P. M.—"Man-about-
Town" evening begins. Private
entertainment parties through-
out city.

Other Revisions

Some other changes have
been made in the program of
the week.

They are: Monday, October
22nd, 10 A. M., ladies' registra-
tion. Mezzanine floor, Clevel-
and Hotel, Miss Ethel Rhody,

(Continued to Col. 2, Page 2)

Exposition Extra

Published for the promotion of the Second NATIONAL EXPOSITION for the ice cream industry to be held in Cleveland, Ohio., October 22nd to 27th, inclusive, 1923, by THE ASSOCIATION OF ICE CREAM SUPPLY MEN, 1328 Broadway, New York, N. Y., an organization of supply houses located from coast to coast, the salesmen of which houses enter every county in the United States and Canada, and all of which member houses and their sales representatives are bound by a Fair Practices Code to deal honestly with buyers. They are known by

THE SEAL



OF SAFETY

GOLF PRIVILEGES FOR INTERESTED VISITORS

Golfers Will Have Chance to Test Fine Course

The Entertainment Committee of The Association of Ice Cream Supply Men will have tickets to one of the best courses in the vicinity of Cleveland.

Inquire at the Entertainment Committee desk at the Public Hall for tickets.

THEATRICAL PARTY WEDNESDAY NIGHT

Ladies Also to Inspect All Facilities of Great Show House

Keith's Palace Theatre, to be the scene of a theatre party for ladies Wednesday evening, October 24th, is the most lavishly appointed theatre in the world.

Although it is not located in London, New York or Chicago, the world's largest cities, it is admitted to be the most beautifully equipped and most scientifically designed and constructed theatre, as well as one of the largest, in the world.

The ladies who will visit the theatre Wednesday evening will have the special privilege of a tour of inspection of the entire theatre.

LAST YEAR'S ENTERTAINMENT PROGRAM TO BE ECLIPSED BY FAR THIS YEAR; GREATEST OF COUNTRY'S ARTISTS FROM MONDAY ON WILL PERFORM FOR INDUSTRY'S

(Continued from Col. 4, Page 1)

hostess in charge; 2 P. M., ladies' tour of inspection, Second National Exposition, Public Hall.

On Tuesday, October 23rd, the Style Show at Bedell's will be at 2 P. M., instead of 3:30 P. M.

On Wednesday, October 24th, the Auto Tour of Cleveland and Lakeshore west with tea at the Clifton Club to begin at 2 P. M. instead of 2:30 P. M.

The matinee for ladies at the Allen and State Theatres will begin at 2 P. M. instead of 2:15 on Thursday, October 25th.

The other great events of the week were reported in the last Exposition Extra.

Remember Friday!

Few industrial gatherings have ever known a day so complete with distinctive entertain-

ment events as the ladies of the ice cream industry will discover at their disposal on Friday.

The visit to the Exposition in the morning will be at a time when the greatest show is at its height of color and activity.

The luncheon at the Winton is bound to be enjoyed.

Following it will be a great modern dance exposition — dancing *a la mode* of every sort, ballet, ballroom, Oriental, interpretive. The ladies of the ice cream industry have often expressed curiosity about the annual smokers of The Association of Ice Cream Supply Men. At the modern dance exposition they will see many of the dancing acts that will appear at the smoker Wednesday evening.

Grand Opera T

The performance of will be given by one of opera companies in the try. Among its artists are beth Amsden, of the Metropolitan Opera Company; Li- son, of the Metropolitan Company; Alma Peter the Chicago Opera Co Janet Watts, Francis Ralph Errolle, of the Opera Company; Joseph of the San Carlo Oper pany; Walter Wheatley Convent Garden Oper pany.

And Friday evening course, is "Man-About evening for the men.

Anyone missing events from morning night will have to make try on the loss side of the sure ledger for the week



Walter Wheatley; Elizabeth Amsden, Soprano; Ralph Errolle, Tenor; Francis J. Sadlier, General Dir Cleveland Opera Company; Janet Watts, Soprano; Joseph Royer, Baritone.

Zipp's

STANDS FOR QUALITY

38 Years
spent in
making
Quality
Flavoring
Extracts

Invitation

You are cordially invited to make

ZIPP'S BOOTH
Number 153

your headquarters while attending the convention of
**The National Association
of Ice Cream Manufacturers**

Public Auditorium, Cleveland, Ohio
October 22 to 27.

We heartily welcome you to Cleveland and sincerely
hope that we may be able to have the pleasure of
forming new friendships and renewing past pleasant
relations with old friends and members of your
estimable organization.



Cordially yours,
The Zipp Manufacturing Company
Cleveland, Ohio

38
Years
devoted
to serving
the demands
of the
**ICE CREAM
INDUSTRY**

VANILLA
Pure and Compound
VANILLA
Concentrated

**EMULSIONS
COLORS**

**CRUSHED FRUITS
FRUIT FLAVORS**

THE ZIPP MANUFACTURING CO.
CLEVELAND Established 1885 OHIO

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Cleveland, the Convention City

Will be Temporary "Ice Cream Capital" the Week of October 22-27

(Prepared by Convention Board, Cleveland Chamber of Commerce)



PROBABLY no city in the United States today outranks Cleveland in the stability of its growth. Approximately one million people live in Cleveland and its many suburban residential districts. Cleveland proper is the fifth city in the country in population and second to none in the possibilities for future growth and expansion.

This is made possible by Cleveland's exceptional geographical location and the resultant commercial advantages. The city's position upon the shores of Lake Erie midway between rich ore deposits of the Lake Superior region and the vast coal fields of Ohio, Pennsylvania and West Virginia, and close to the extensive limestone quarries of Ohio, make it one of the largest iron and steel centers of the country and this industry forms its leading activity.

Cleveland has convenient transportation facilities by rail and water and is situated where raw materials may be collected easily and at a low cost. It is the center of a wonderful market of unlimited production and buying power. Its thirty-five hundred manufacturing plants have an annual output exceeding \$1,091,000,000 in products.

Diversified Industries.

Cleveland's manufacturing is remarkably diversified, including the production of iron and steel; aluminum, iron, steel and brass castings, bolts and nuts; wire springs, wire fence and wire nails; tools and machine tools; hoisting and conveying machinery, screws and tacks; railroad supplies; stoves for oil, gas and coal; hardware; sewing machines; office furniture and multi-graphs; scientific instruments; chemicals; paints and

varnishes; oils and greases; automobiles, electric bobs; batteries and other accessories; and steel wire rods, barb wire, piano wires, electric wires, and wire ropes are produced in great quantities; wire platss, sheets and miscellaneous products go to make the balance of the big total.

Cleveland practically leads the country in the production of wire, nails, bolts and screws, malleable castings and heavy machinery. It has a high rank as a producer of tacks, drills, steam hammers, lathes, punch shears, forges, automatic screw machines.

Cleveland's position in the automobile industry is not confined to the production of cars. The city leads in the production of automobile parts and accessories.

Expansion of the automobile manufacturing in Cleveland has been one of the city's most recent developments. Pure cars manufactured include Chandler, Cleveland, Grant, Kurtz, Automatic, Jordan, Hless, Stearns, Kling-Knight, Tiplar and Win The Grant, Peer and White tr



A Cleveland Downtown Scene.

are made in Cleveland. The development of this industry has had no mushroom features but is the result of the recognition by motor car experts of Cleveland's logical advantages.

Cleveland is the second city in the country in the production of women's ready-to-wear garments and has become a leader in the endeavor to raise this industry to a higher plane to stabilize it and produce garments which are more enduring in style and of a quality which appeals to the great majority of American women.

For the last twenty years Cleveland has been the leading city in the United States in the manufacture of vari

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



VANILLA

We are justly proud of the increased
gallorage our customers are
enjoying since using our
CW Brand Vanilla.



THE WIDLAR CO.
CLEVELAND,
OHIO

Booth No. 28—Public Hall—Cleveland Show

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



Many of Cleveland's Theaters and Large Movie Houses Are Conveniently Grouped in Playhouse Sq., Euclid Ave. and E. 14th St.

and paint and the two largest paint companies in the world are located here. The output of refined oil totals 1,000,000,000 gallons annually.

A number of miscellaneous products aid in the importance and development of Cleveland. It is one of the largest hardware producing centers in the United States. There are several large manufacturers of steel office furniture, printing presses and paper cutters. The only multigraph manufacturing concern in the country is located in Cleveland. Only one city in the United States produces more sewing machines than this industrial center. Plumbing supplies, railroad frogs and crossings, kitchen utensils, washing machines, aluminum wares, lamps, lighting fixtures, roofing materials, toilet articles, toys, rubber goods, and small novelties are manufactured in vast quantities.

In 1876, Charles F. Brush, a Cleveland citizen and inventor, gave his first demonstration of his arc lamp in the public square in Cleveland. From Cleveland, too, a mighty influence is exerted upon lighting problems of the world, for here is located the headquarters of the National Electric Lamp Association. Executive offices and the laboratories of this company occupy a beautiful tract of seventy-five acres, known as Nela Park. It contains buildings for administration, research, engineering and operating. It stands forth pre-eminently as a seat for scientific research work. From the laboratories come reports and testimony at frequent intervals of innovations, improvements and corrections of electric lighting devices.

Lake Frontage.

CLEVELAND has 14.2 miles of lake frontage, protected by a breakwater $5\frac{3}{4}$ miles in length, constructed by the Federal Government at a cost of approximately \$6,000,000 with an additional \$1,000,000 expended in dredging and maintenance. The harbor has a spacious entrance, and the extension of East 9th St. has made possible the construction of

two passenger piers affording ample age for passenger and freight service to Detroit and Buffalo. These docks are located east of the harbor entrance, while the harbor to the west affords unexcelled facilities for handling and storage of iron ore. Cuyahoga River, which is navigable for several miles and flows into Lake Erie at land, is also lined with docks adjacent to which are many furnaces, factories and lumber yards. Many of these docks are equipped with ore handling buckets having a "grab" of ten, seventeen and twenty tons of ore. An ordinary ore car may be unloaded by 1 "grabs" of a single bucket.

At a special city election the erection of a new Union passenger terminal by the Cleveland Union Terminals Company was authorized. This station, the estimated cost of which is \$50,000,000, is planned to occupy the property fronting on the Public Square between Ontario St. and Hotel Cleveland, extending along the west side of Ontario St. from the Public Square to Huron Road and using the area between Huron Avenue and Canal Road as far west as Columbus Road.

There will be two levels for trains, the upper for steam roads and the lower for electric interurban trains. Between the levels will be a concourse by which passengers may reach trains, change trains or transfer from a railroad train to an interurban car. Plans provide for 15 tracks on each level with a future extension to 30 tracks. The station will also connect with the proposed subway terminals under the Public Square. All roads entering the depot will be electrified.

Cleveland is served by eight steam railways—B. & O., The Cleveland, Cincinnati, Chicago and St. Louis (Big Four), Erie, Lake Erie and Pittsburgh, New York Central, New York, Chicago and St. Louis (N.Y. & N.E. Plate), Pennsylvania Lines and the Wheeling & Lake Erie. Interchange of traffic between these railways is made possible by the Cleveland Short Line Railway, recently completed at a cost of \$20,000,000. It makes a circuit of 19 miles around the city, intersecting every railway at a point near the yards of each, and without crossing at grade any of the street railway lines on principal thoroughfares. The belt line affords



Cleveland Public Square.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"Find a Flavor That is Finer Than Vanilla"

THE story is told of an old confectioner who, when asked by an ambitious young friend in the same business, "How can I make a finer ice cream than any made today?" replied, "All you have to do is to find a flavor that is finer than vanilla."

Many people have tried to crack that nut,—but the majority vote for vanilla only grows bigger every year.

If you want the BEST vanilla, "the flavor that makes reputations," you must use the bean itself, properly developed as it is in

MICHAEL'S MEXICAN VANILLA POWDER

No other bean is quite equal to the Mexican, and no extract or other form is quite equal to our powder.

Come to the Cleveland Convention, and drop in at our booth, No. 62, lower floor. We shall have an exhibit there with which we can explain some points about our Mexican Vanilla Powder that will throw light on the great question, "How can we make a finer ice cream?"





Composite View of Art Museum.

Cleveland wonderful shipping facilities and authorities say it is the shortest and most convenient belt line and with the easiest grade in any large city in America.

One of the world's largest and most efficient freight stations is the Orange Ave. freight terminal of the New York Central Railroad, located at Orange Ave. and East 14th St. Completed in 1918, the terminal freight house has unusual special features and labor-saving equipment including handling freight by tractor trailer method. A three and one-half mile branch from the Belt Line, with 1,000-car yard, serves the plant.

* * *

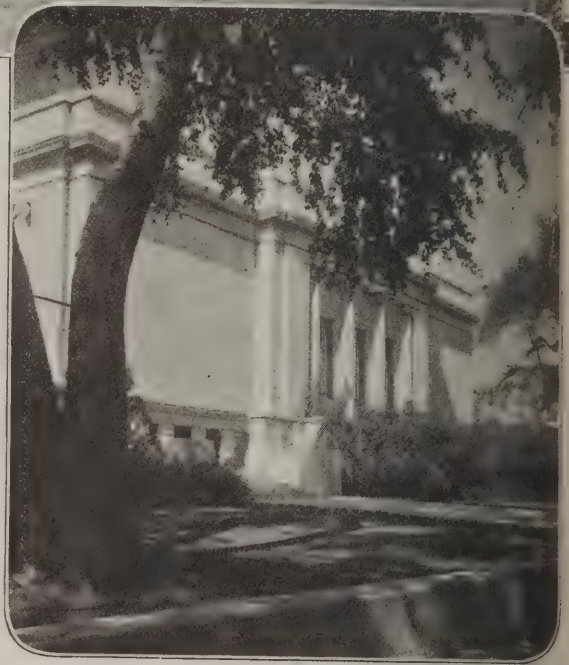
Good Hotels.

CLEVELAND is bountifully supplied with modern, splendidly equipped and centrally located hotels, in which good rooms always may be obtained at moderate rates. Two of Cleveland's hotels are the largest in Ohio and contain one thousand rooms each. Another has 850 rooms and another 600, while several have 300. Spacious and especially designed assembly rooms, banquet, registration, committee and private dining rooms to fulfill all requirements are features of the larger hotels. Approximately 6,500 rooms are available in the downtown district.

The Cleveland Chamber of Commerce enjoys a high reputation for its activity and is closely identified with all of the city's important developments and achievements. In addition to its many departments, the following are the principal subsidiary organizations:

Bankers' Trade and Acceptance Council; Convention Board; Cleveland Safety Council; Flour Club; Grain and Hay Exchange; Manufacturers' and Wholesale Merchants' Board; Military Committee; Retail Dealers' Board; Retail Merchants' Board.

The Convention Board of the Chamber of Commerce is engaged actively in bringing conventions to Cleveland and in aiding members of organizations in the successful conduct of their conventions. It also engages



Section of Main Dining Room, Hotel Cleveland.



Lobby of Hotel Cleveland.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

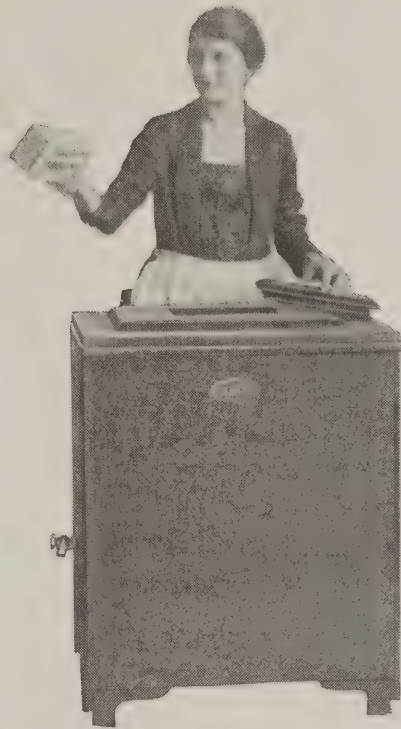
**Stop—
Look—
Listen—**

DON'T FAIL TO VISIT BOOTH NO. 72
AND EXAMINE THE COMPLETE LINE
OF *ECONOMY CABINETS*. MAKE
OUR BOOTH YOUR HEADQUARTERS.

Economy Cabinets

Dry Package Cabinet

Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



New Corkboard Cabinet

The manufacturers have come to realize that superior insulation means money saved on ice consumption. This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with $\frac{7}{8}$ " buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.

Tub Cabinets

This separate compartment cabinet is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinet are especially treated to prevent leakage.

ALL Cabinets finished in highly polished mahogany.

Homer Manufacturing Co.
HOMER CITY, PENNA.

Rice Durfee Company
331 Dwight St., Springfield, Mass.
New England Distributors



in extensive advertising of Cleveland through magazines, publications and newspaper articles.

Popular Convention City.

CLEVELAND is fast becoming one of the most popular convention cities in America.

Its geographical location, which permits the majority of the inhabitants of the country to reach it over night, makes it an ideal convention center. Through over-night trains, with finest Pullman standard sleeping cars, are operated daily into Cleveland from Detroit, Chicago, St. Louis, Cincinnati, Pittsburgh, Washington, Baltimore, Philadelphia, New York, Boston, Buffalo, Toronto, and many intermediate points, while through sleeping car service is also available during winter months from Atlanta, Birmingham, Chattanooga and Jacksonville.

The remarkable growth and development of Cleveland has never been accelerated by any pronounced boom, but is rather an outcome of a continued and persistent healthy growth, also the result of remarkable expansion and development of its civic, industrial, commercial and financial life.

The original mould in which Cleveland was cast was of the New England pattern. The lands in the north-eastern corner of Ohio had been granted by the United States government to Connecticut, after the Revolution, in the settlement of claims made by the seaboard states to western territory, under old colonial grants. The state sold the larger part of its possessions in Ohio to a group of Connecticut men known as the Connecticut Land Company. In 1796 that corporation sent a party of surveyors headed by General Moses Cleaveland to

lay out a town site at the mouth of the Cuyahoga River. The embryo city was named after its chief founder. After the usual hardships and discouragements of settlement in the wilderness, Cleveland began to gain headway about 1830, when its population still numbered 1,076. In 1836 the town was incorporated as a city. The census of 1840 showed that it contained over 10,000 residents. By 1850 the population was 17,000 and at that time the rise of Cleveland was very rapid. The period 1855 to 1860 saw the beginning of manufacturing in Cleveland. Prior to that time shipping and building were the principal business activities, from wholesale and retail merchandising. Since then Cleveland has risen from the rank of fortieth city in population in the United States to fifth city in 1920.

Cleveland more than doubled its population during several of the government's ten-year census periods. It multiplied it by five in forty years, because of the location of the city affording remarkable facilities for manufacture of iron and steel and their products, for the transportation of heavy freight by water, at the lowest possible cost, and because Cleveland is the natural business center of a rich and favored region.

Cleveland has always been an orderly and thrifty city, notable for its large and numerous savings banks, its devotion to schools and colleges, libraries, and art, all, for its home life and healthful environments. It is the fourth city in the United States as a financial center. Its choice as the location of the Federal Reserve Bank for the fourth district was made not only because of what it has accomplished, but also because the future bids fair to become increasingly important.

Delightful Climate.

THE climate of Cleveland is of the kind which is proved most favorable to the full development of modern civilization. The seasons are strongly marked but the waters of Lake Erie temper the extremes of winter and summer, delay the frosts of autumn and hold back the vegetation in the spring enough to make fruits more dependable than they are a little farther from the shore of the lake.

These conditions have a favorable influence upon the health of a city long noted for its low death rate. Its natural drainage is excellent and the broad streets swept by winds which carry away the atmospheric impurities inseparable from the life of large centers of industry and trade. But the remarkable small mortality is also due in part to the exceptionally large proportion of vigorous young men and women who grow up here to so prosperous and attractive a city.

Few cities have been so favored by gifts from nature to their own citizens. The park system, which has hardly a rival in America for extent and for the variety of natural beauty and attractions, is the outgrowth of the able giving by Cleveland men.

Beautiful Parks.

PARKS and boulevards extend in a great circle around the larger part of the city, lacking only a few connecting links to make a complete girdle of green in summer. Gordon Park and Edgewater Park, the latter on the West Side, as the great section west of the Cuyahoga River is called, reserve for the people for two miles on the lake front and provide bathing and boating facilities and playgrounds swept by cool breezes in summer. There are nine parks with from 85 acres to nearly 300 each, and the park system includes numerous smaller parks and many miles of boulevards.

Each Year Brings Bigger Demand for Mapleine Ice Cream

Give the consuming trade Mapleine Ice Cream, and sales grow. Mapleine is that kind of flavor. The public likes it.

Manufacturers who try out Mapleine Ice Cream as a week end special, soon find it not only a leading week end flavor, but experience a bulk demand so good that Mapleine becomes an every day staple.

And 1-6/10c per gallon is all that it costs to flavor with Mapleine, so it pays to have Mapleine Ice Cream one of your best selling flavors.

Send us a trial order

If you are not thoroughly pleased, write us and we will mark the bill paid. Convince yourself.



Crescent Manufacturing Co.

6 W. Connecticut Street
SEATTLE, WASH.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*T*HERE will be some interesting samples of M. & H. Gelatine, best suited for perfection in Ice Cream Making, on display at the Annual Ice Cream Show, Cleveland, Ohio, October 22-27, inclusive.

BOOTHS 95 and 96

The Public Hall

We will be mighty glad to meet our friends and their friends there.



JOHNSTOWN FACTORY

**Milligan & Higgins Gelatine
Company**

222-224 FRONT STREET
New York, N. Y.

ravines, natural waterfalls, fine old forest groves, pretty streams and the shore of a great lake combine to give these pleasure grounds rare charms for lovers of nature.

Many resorts outside of the city, especially along the shore of Lake Erie, add to the warm weather attractions of Cleveland. Seven lines of interurban railroads spread like a fan from the center of the city and afford easy access to numerous pretty towns, lake and river outing places.

* * *

Unique Group Plan for Public Buildings.

AN AGGRESSIVE civic step which has attracted world-wide attention to Cleveland is the group plan for public buildings. A "T" shaped tract of land approximating 104 acres in the heart of the city, and known as the "Mall," will ultimately contain all of Cleveland's municipal buildings. The Federal Building, costing \$3,870,000, the Cuyahoga County Court House, costing \$4,500,000, and the City Hall, costing \$3,330,000, are already occupied. Appropriations are outstanding for a public library and a Criminal Court building upon the "Mall." The completed project will represent an outlay in excess of \$35,000,000.

The Public Hall, opened in the Spring of 1922, also located on the "Mall," constitutes another unit of the "Group Plan." Its auditorium accommodates 12,500 persons, while upwards of 70,000 square feet of floor space is available for exhibits. The acoustics of this mammoth auditorium have proven ideal. Exhibit engineers have proclaimed its exhibit facilities to be the finest and most serviceable of any similar building in the United States.

In the country, about 8 miles from the center of the city, Cleveland has already created a very different

group of public buildings. On a farm of more than 2,000 acres on high land a fine sanitarium for tubercular patients, a home for aged and infirm, with cottages where old couples can spend their last years together and all the necessary buildings to make such a farm complete, stand as a monument to the generosity and kindness of the people of Cleveland. Upon the same tract of land is the municipal house of correction with ample fields about it for outdoor work and shelter for winter employment.

Cleveland, as the center of the Western Reserve, many points of interest of national importance. As the home of many of the country's great men, both politically and industrially, the eyes of the nation have always been upon Cleveland.

This was the home of James A. Garfield, at one time president of the United States. The Garfield Memorial, built by national subscription, is one of the famous memorials of the country. The residence of John Hay, Secretary of State under McKinley, was in Cleveland. His burial place is in Lake View Cemetery. Tom L. Johnson, nationally known as the Father of the Three-Cent Street Car Fares, was mayor of Cleveland for several terms. Marcus A. Hanna, at one time United States Senator and national figure, resided in Cleveland and a massive monument has been erected to his memory. John D. Rockefeller, oil king and philanthropist, laid the foundation of his fortune and spent the greater part of his life in Cleveland, and his estate here is one of the show places of the city. Cleveland is also the home of Newton D. Baker, former Secretary of War.

A permanent city planning commission helps the city toward right decisions on proposed reforms, housing, transportation, recreation and other public welfare matters.

* * *

No Congested Areas.

THERE are practically no areas of congested population in Cleveland, as the city is noted for its great number of home owners. According to the 1910 Federal Census, 35 per cent of Cleveland homes were owned by the occupants, being second of the American cities in this respect.

The city's education facilities are notable. In the city system are 110 grade schools, twelve high schools of which three are technical high schools and nine junior high schools. Parochial schools number fifty-seven.

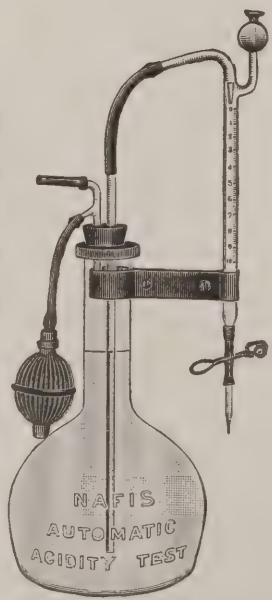
Cleveland is the seat of Case School of Applied Science, Western Reserve University (including the College of Women), and of St. Ignatius College. Case offers courses in civil, mechanical, electrical, mining, metallurgical and chemical engineering and physics. Western Reserve has in addition to Adelbert College, schools of medicine, law, dentistry, and pharmacy, and courses in education and applied social science. St. Ignatius confers baccalaureate degrees and gives courses in philosophy, language, literature, history, science and mathematics.

Following the Cleveland principle of making community enterprises really serve the community, the Public Library has forty-six branches and 590 distributed. In gross circulation of books, the Fifth City ranks third in the United States, and in per capita circulation, first.

Visitors reaching Cleveland by railroad are deeply impressed at the Magnitude of the city's manufacturing districts, through the miles upon miles of factory fringing upon the railroads. But upon reaching the downtown mercantile district the visitor is at once filled with awe at the activity and splendor which meets the eye.

LET THE

Nafis Automatic Acidity Test



aid you in controlling uniformity of your ice cream by using it in grading milk and cream for acidity and in determining ripeness of ice cream mix during aging.

**Accurate
Rapid
Economical**

Buy through your jobbers. If they do not stock NAFIS GLASSWARE write for our catalog and the names of our distributors in your territory.

Louis F. Nafis, Inc.
Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products.
17-23 North Desplaines St., CHICAGO

Ask the Men Who Use It

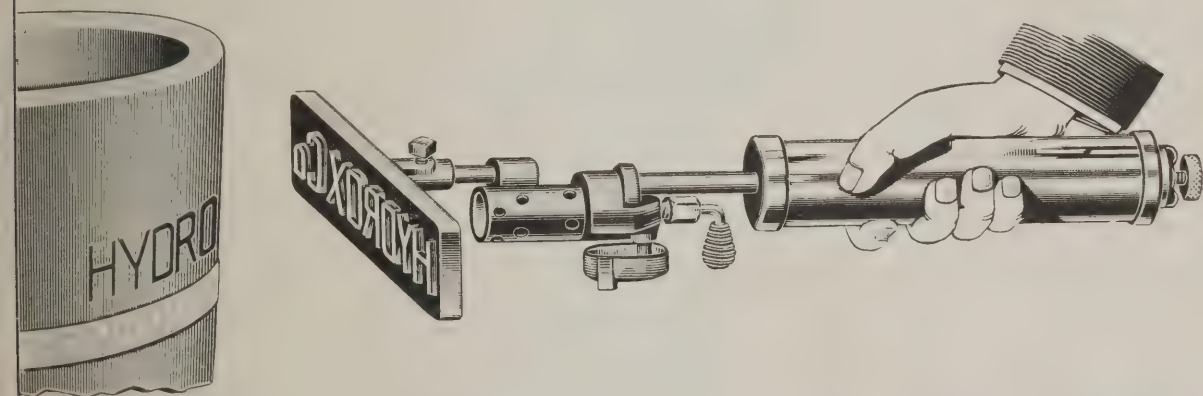
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Now that the Ice Cream Rush is Over

you ice cream manufacturers will have a little time to devote to the care of your equipment. This includes the repairing, painting, branding, numbering, etc., of your tub and cabinet equipment.

We know that our Everhot Branding Tool is the best suited for your work and, given the opportunity, we will prove this to you.

We will make up a brand for you and forward the branding equipment, with the understanding that if you are satisfied you will pass invoice for payment, otherwise you will return the equipment to us, without one cent of cost to yourself.



This offer does not include the making up of trade mark brands or special design brands, but merely straight lettering brands of the type shown on the illustration. You can readily see that we realize the merit of our products, otherwise we could not make such an offer, as every brand that goes out will be a special job and an expense to us.

Everhot Manufacturing Co., MAYWOOD ILLINOIS

Clip the coupon and mail direct to us, or to our authorized representatives:

Cherry-Bassett-Winner Co.,
Philadelphia, Pennsylvania
Cherry-Bassett-Winner Co.,
Pittsburgh, Pennsylvania
Cherry-Bassett-Winner Co.,
Baltimore, Maryland
Cherry-Bassett-Winner Co.,
New York, N. Y.
J. G. Cherry Company,
Cedar Rapids, Iowa
The Hurley Company,
Denver, Colorado
H. A. Shellenberger,
Salt Lake City, Utah

NAME

ADDRESS

City STATE.....

I am interested in:

☐ BRAND reading:

☐ NUMBERING SYSTEM, with numbers from

No. 1 to No.

It is understood that if I decide to order an Everhot equipment from you, it will be subject to final acceptance after inspection and trial.

from all sides. This is especially true of Euclid Ave., the principal retail mercantile street, famous the world over.

Magnificent Shipping District.

PROBABLY nowhere outside of New York City is there a more magnificent shopping district than in Cleveland. Wide streets accommodate the tremendous vehicular traffic and broad sidewalks permit the rapid passage of the hundreds of thousands who throng this district daily.

But above all, is the remarkable transformation which has occurred in this district during the past few years. Business houses have spread out over a larger area and have moved eastward along Euclid Ave. and adjacent thoroughfares; magnificent buildings have been erected; the very latest of designs in store architecture have been followed; store windows, so attractive that they compel the passerby to tarry and view their artistic displays, exhibit the latest styles and creations of this country and of Europe.

In Cleveland today are many of the finest retail stores and restaurants in the United States. Merchants, as though spurred by the incentive that wide streets and sidewalks and magnificent buildings offer, have

striven to outdo one another in making their establishments attain perfection in beauty and artistic decoration. This thought is unconsciously conveyed to visitor and the result is that Cleveland's shopping district has become nationally famous.

High Class Amusement Houses.

THE same idea has been carried out by theatre enterprises and in 1920 seven elaborate playhouses were erected augmenting Cleveland's previous ample facilities for the amusement of theatre lovers. These playhouses, for the drama, vaudeville and motion pictures, are the last word in architectural design. F. Keith's new Palace Theatre has been pronounced the finest in the world. Four of the new theatres are located in the upper section of Euclid Ave. recently occupied by mercantile establishments. These theatres, which all provide more than 11,000 seats, are within the same block, now known as "Playhouse Square."

After a busy day in the manufacturing districts at convention sessions, the visitor to Cleveland can easily find restful pleasures to occupy the evening hours for notwithstanding the city's phenomenal growth in population and industry, its facilities for healthful pursuits and wholesome recreation have kept pace.

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities, buying or selling equipment

Rate 2c a word per insertion,
15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

PHILADELPHIA EXPECTS TO PRODUCE 63,000,000 GALLONS OF ICE CREAM THIS YEAR.

Philadelphia has become the center of manufacture for the greater part of the ice cream consumed at Jersey coast resorts and a large surrounding territory and is estimated today that nine plants there, costing \$1,000,000, will turn out 63,000,000 quarts of cream this year. Some abandoned breweries have been transformed into ice cream factories.

SALESMEN'S CLUB TO MEET.

The Salesmen's Club of The Association of Ice Cream Supplymen will hold its annual meeting Friday, October 26, at the Winton Hotel, Cleveland, according to announcement by Thomas J. Stewart, president.

The Salesmen's Club generally meets the first day of the exposition, but this year decided to defer the meeting until such evening as they could meet at a dinner without interfering with the regular program.

A feature of the meeting will be the awarding of prizes to winners for the past year. Officers and directors will be elected. "Snappy talks" on salesmanship by nationally known speakers are promised.

Quality

always has been
and always will
be the world's
best investment.



A trial quart
Three Dollars;
or Free Sample
to flavor ten
gallons frozen
cream sent on
request.

ELPAM

(Imitation Maple Flavor)

A quality flavor for
Maple Nut ice cream.

G. W. Wardrop Company, Inc.
450 BROADWAY BOSTON, MASS.

...LET US DO YOUR... PRINTING

HIGH grade work
at reasonable
prices. Send us a
sample of what you
want and we will
quote you prices.

MAGAZINES AND HOUSE ORGANS
CONVENTION PROCEEDINGS
MAILING FOLDERS—CATALOGUES
CIRCULARS—LETTERHEADS
BUSINESS CARDS—BILL HEADS
STATEMENTS—ENVELOPES

THE OLSEN PUBLISHING CO., 5th & Cherry Sts., Milwaukee

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

The STAY-ON

Send for New 1924 Price List

Thoroughbred
Quality and
Durance

The Best
Tub Cover
Material and
Experience can
Produce

Quality
is
Built
into
Stay-ons

Reduced Prices on
Stay-on Covers make
en the best buy on
market.



Will
Never
Shrink!

Note the Many Superior
Features

They Never Shrink

1 Stay-on covers are treated before being cut which thoroughly shrinks the fabric so that all possible chance of shrinkage is eliminated. This is our own special process.

Covers are Furnished Complete

2 Strings are hard laid finish, and tipped at ends with metal tips. Copper rivets are inserted to give the cover strength, and extra patches placed where the wear is greatest. Covers are furnished with staples.

Attachments

3 Cover attaches to the tub with bronzed Dee and piece of rawhide, which will not rust as do the other attachments.

Experience

4 Stay-ons are made by experienced workmen in an up-to-date factory, and fully guaranteed by us.

Finish

5 This cover is not effected by weather conditions. It will be found always dry. Never can it freeze stiff in cold rooms nor will it soften and become oily in warm weather.

Large Cut

6 Stay-on covers are cut Large to fit easily over the tub, and together with the bright finish on the goods makes an ideal top for your packer.

Emphatically!

The Highest Class Tub Cover Made
—and we can prove it

SAMPLES AND PRICES ON REQUEST

Canvas Products Corporation

FOND DU LAC

McWilliam & Main Street

WISCONSIN

Views on National Ice Cream Exposition

Manufacturers Who Attended Last Year's Exposition Tell What to Expect at Cleveland this Month

THERE are so many good things promised for the Second National Ice Cream Exposition we decided to ask some of the gentlemen who attended the Cleveland show last year to tell our readers their views upon the coming event.

It is generally known that the exposition is held in connection with the twenty-third annual convention of the National Association of Ice Cream Manufacturers. The exposition is being directed by The Association of Ice Cream Supplymen.

This organization started holding ice cream exhibitions on a sectional scale five years ago. It was not till last year that it decided upon a national exposition. Cleveland was selected because of its central location and splendid exposition facilities.

Results of last year's show more than vindicated the supply association's judgment both in selection of city and in the belief that the manufacture of ice cream has become a nation-wide industry and was ready for such a stupendous education venture. Before exhibiting at Cleveland the association had held expositions of a regional nature in Philadelphia, Atlantic City, Buffalo and Atlanta.

Ice cream manufacturers who attended last year's show are convinced that the national show is an event of great helpfulness to the industry and should not be overlooked by anyone interested in the upbuilding of his own business and the advancement of the industry.

The men who attended the exposition last year know what to expect this year. Not in the history of the industry has anything aroused such enthusiasm as is now felt over the pageant to take place at Cleveland the week beginning October 22.

Manufacturers last year brought from the convention sessions of the National Association of Ice Cream Manufacturers some splendid points concerning business methods and trade practices. At the exposition they saw a startling array of the most modern machinery, supplies and equipment for building up the prosperity of the industry.

It opened the eyes of manufacturers to the possibilities of the ice cream industry.

Let the gentlemen who attended last year's exposition tell their own stories. Here they are:

EXPOSITION WORTH MONEY TO EVERY MANUFACTURER.

I AM going to the convention for the reason that I feel it is my duty as an ice cream manufacturer to always attend the national conventions. I do not feel that it is my duty to the national association to do this as much as I believe that it is my duty to the business that I represent. I feel that any ice cream manufacturer in this country who does not attend the national convention and the supplymen's exposition is losing the most wonderful opportunities that can be had.

First, the opportunity to meet the great army of men who are identified with the ice cream industry and to discuss your own problems and their problems with them is worth more money to the ice cream manufacturers in dollars and cents than any other thing that happens to him during the year.

Second, the opportunity to visit the supplymen's exhibit and the abundance of time one has to look at the wares and have every little thing thoroughly explained is certainly worth many dollars to the ice cream manufacturer and the opportunity that the supplymen's exhibit gives him to make comparisons of the different equipment and supplies that he uses in his business without question a very valuable thing for any ice cream manufacturer.

Third, the opportunity to sit in the national convention hall and to listen to the discussions on all of the intricate problems that confront the ice cream manufacturer, and the wonderful arrangements of subjects are put upon the program for these discussions to enable every ice cream manufacturer to take advantage of all the latest and most up to the minute facts and ideas, cannot be figured in its value in dollars and cents.

Fourth, every ice cream manufacturer today must be in a position to be posted on the very latest and best ideas that are developed in the ice cream industry to be able to hold his own with the wide-awake competitor who is taking advantage of every opportunity to learn and know how to conduct his business on a higher standard and a more profitable basis every year.

I would say that the ice cream manufacturer who neglects to attend the convention is losing all of the advantages that are handed to him on a silver platter to help him to have a better knowledge of his business and a better knowledge of the way of doing business; therefore, LET'S ALL GO and meet all of the good fellows that are willing to tell you all they know about the business for the asking.

Sincerely and cordially yours,

JOHN SEMON

Semon Ice Cream Co., New Haven, Conn.
Director National Association of Ice Cream Manufacturers

* * *

"WOULDN'T MISS IT."

ONE of the compelling factors in our small success in the milk and ice cream business, has been the traveling salesman. Nearly every "Man Jack" who comes to them offers suggestions and criticisms, which are helpful to the man who can sort out the good from the bad.

The salesman who induces the small tub freezer manufacturer to buy a regular horizontal brine freezer is doing said small ice cream manufacturer an immense amount of good. And so it is with the larger plant; the salesman points out, in various ways, how a certain piece of machinery will reduce the overhead, and the reduction of overhead is of the utmost importance to us.

The writer would not miss the ice cream show at Cleveland for a great deal, because it gives us all a chance to check up on the new developments in the industry, and the man who does not keep up with the march of progress is not doing his utmost for the future prosperity of his business.

Personally, we manage to have a wonderful good time at these conventions, the good fellowship which prevails is well worth the cost of the trip.

CHAS. J. REYNOLDS

Reynold's Creamery, Ashtabula, Ohio
(Continued on page 40)

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

"Take Your Trade Paper Into Partnership"

By R. Lee Sharpe

"By jimminy, I get peeved the way some business men treat their trade journals. They render an invaluable service in their special fields. They promote efficiency and economy. They offer information which cannot be secured elsewhere. They work in season and out of season for the special field to which they are devoted. **THEY USUALLY REFLECT THE VERY BEST OF THE INDUSTRY THEY SERVE.**"—Evan Johnson, Editor Office Appliances, Chicago.

"**W**HEN I took my trade paper into partnership prosperity seemed to come my way," said a successful business man recently. Let him tell the story:

"When I first began business I treated my trade paper with that indifference usually accorded a step child—until one day I suddenly waked up. It was at the close of a warm July afternoon, and in my haste to get rid of details to leave for home, I tossed the current issue of my trade journal at the waste basket. It missed it's mark and fell open on the floor. In stooping to place it in that ever yawning receptacle my eyes caught the heading, 'Why Business Men Fail.'

"I became interested in the article, and read it before moving from my chair. That night, in the quiet of my home, around the evening lamp, I took a delightful trip through the whole magazine.

"To my surprise I found much that I could use in my business—and I learned 'why some business men fail.' Now I make it my steady job to go through each issue thoroughly to get ideas and plans which I can use in my business. And, I honestly believe the reason prosperity came my way, was because I took my trade paper into partnership—for I strike pay dirt often—mighty often in its columns."

* * *

We know many successful business men who are eager and impatient for the day when the postman puts their favorite journal on their desks. You don't find these men tossing their trade journals into the waste basket, for,

as leaders and executives in their special lines, they always have time to learn something new about their business and its problems.

But there is, nevertheless, always a large percentage of the unelect in any family or trade. They seem to take their trade paper as they "take" their pills or cough syrup. They evidently have good intentions when they subscribe, or else want to 'put up a front' and be able to say that they take such and such a journal. That is all the good they ever get out of the transaction, because they fail to give their trade paper a chance to help them with their business problems.

The growth of the trade paper in the past few years has been marvelous. It is coming to be more and more the successful business man's partner and associate. It supplies him with ideas, and gives him plans he needs and must have in these days to keep up with modern business.

E. C. Simmons, the "hardware prince" who made "Keen Kutter" famous around the world, once said: "I spend an hour each day in quiet study of our business problems, and MY TRADE PAPERS give me the angles on how the other man solved these problems, and I have found this quiet hour the most valuable time in my business life."

PROSPERITY USUALLY GOES HAND IN HAND WITH THE MAN WHO HAS THE ABILITY TO AVAIL HIMSELF OF THE THINGS WHICH THE OTHER MAN HAS LEARNED—WHO TAKES HIS TRADE PAPER INTO PARTNERSHIP.

The
**Smith & Mann
One Piece Valve**



Is an
*Ice Cream
Cabinet
Necessity*
your dealers
will appreciate

Its solid stem, of a length just right for every thickness of cabinet, makes a perfect leak-proof brine drain.

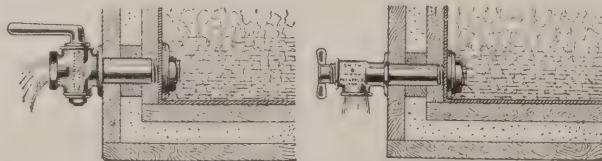
The special mixture of metal is rust proof and will not corrode.

Order a few for replacement purposes or new cabinets. You will profit by their quality and practicality.

See these valves in Booth 154 at Cleveland Exposition.
Our Mr. James J. Smith will gladly give you full details.

SMITH & MANN

914 West York St. Philadelphia, Pa.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

VIEWS ON NATIONAL ICE CREAM EXPOSITION

(Continued from page 38)

"IT HAS HELPED US."

THREE members of our firm will be present at the Cleveland show, from our experience at the conventions. Every man engaged in the ice business, whether large or small, should not miss it, the benefits derived cannot be spoken in words.

It has helped us a great deal and we advise every one to attend that has this great growing industry at heart.

We would not allow ourselves to be absent and also wish to add, with congratulations to our friend Ollie Jordan and his staff, for helping to make the cream business what it is today. We also will add our congratulations to The Ice Cream Review and The Cream Trade Journal for the part they played in bringing about the growth of this giant industry.

Hoping to meet all the boys at the show, we are

Yours very truly,

MARYLAND CREAMERY CO.

M. Jacob Abrams, Pres., Baltimore, Md.

* * *

"SURE WE ARE GOING."

SURE we are going to the convention in Cleveland. Our Mr. F. N. Brumbaugh of Harrisburg, Pa., will represent us.

As to why every manufacturer should go—well, remember the story of some three blind men and the first elephant. One felt the trunk and thought the elephant was like a rope; another felt the side and thought the elephant like a barn; another felt his foot and thought the elephant like a tree trunk.

If we stick too close to our business and do not get a broad view of it we are inclined to get as wrong an idea as the blind men had of the elephant.

That is the purpose of expositions and conventions—to get a view of our industry in perspective, which will enable us to analyze our problems properly.

Yours very truly,

SUGAR CREEK CREAMERY CO.

G. C. Mahle, Sec'y-Treas., Danville, Va.

* * *

"WORTH THE TRIP."

AM I planning to visit the big ice cream show and convention in Cleveland in October? Well, yes, just tell them I am.

You know I have been attending ice cream conventions for quite some time, but for a real honest to goodness convention the one at Cleveland had them all beat.

And then the display that the ice cream supply men put on. That alone was well worth a trip clear across the country.

You just put it down, please, that I will be there and that I will also boost for it and try to get as many ice cream men and their ladies to go as I possibly can.

W. A. SCHWINDELER
St. Louis, Mo.

* * *

"GOING AGAIN."

YES! I am going to the convention again this year as usual, and I am going for the same reason I have gone other years.

In the days gone by, when I could not well afford it, it seemed to be a gamble, and somehow or other I always won, receiving big odds.

(Continued on page 42)

Today

ist today, but
ber 22nd is
day the great
nd National
osition opens
you.

ne connected with the
n industry, manufac-
ply man or any other,
l to appreciate the im-
of the great National
n because of inability
l earlier Shows, he
ad what Mr. Thorpe
y on page four of this
r. Thorpe, as one of
ng business publishers
untry, has occasion to
contact with all the
industries of America
nows what helps them.

ys, in an endorsement
reat modern industrial
ns as the Second Na-
xposition, what every
m manufacturer who
Cleveland last year al-
ows.

formation on hotels in
ed on this page should
ed carefully. Hotels do
like the ice cream in-
oes. When they build
with 1,000 rooms it has
00 rooms and all the
in the world cannot
000 to 1,100. All the
n Cleveland are pre-
take care of ice cream
turers properly and
increase in rates, but
m men who postpone
reservations cannot ex-
find themselves among
ken care of best.

ere early and be there
ould be the motto of

ued on Page 2, Col. 1)

ow's not over till the week is
e to stay until Saturday!

INDUSTRY'S EFFORTS TO FIND CULMINATION IN GREATEST OF PROGRAMS, ANNOUNCED FOR WEEK; NEW EXPOSITION-CONVENTION-SOCIAL DETAILS

THE GREAT WEEK'S PROGRAM OF EVENTS

MONDAY, OCTOBER 22nd

- 9:00 A. M.—Registration, National Association of Ice Cream Manufacturers, Hotel Cleveland.
- 12:00 M.—Second National Exposition opens, Public Hall. Official welcoming by municipal authorities and organ recital.
- 2:00 P. M.—Session, National Association of Ice Cream Manufacturers.
- 8:30 P. M.—Informal reception to ice cream manufacturers and their families by The Association of Ice Cream Supply Men. Entertainment and refreshments. Ballroom, Hotel Cleveland.

TUESDAY, OCTOBER 23rd

- 9:00 A. M.—Session, National Association of Ice Cream Manufacturers.
- 3:30 P. M.—Fashion Show and Tea, for ladies, Women's City Club.
- 7:00 P. M.—Annual Banquet, National Association of Ice Cream Manufacturers. Entertainment courtesy The Association of Ice Cream Supply Men. Rainbow Room, Hotel Winton. Dancing afterward, Cameo Room, Hotel Winton.

WEDNESDAY, OCTOBER 24th

- 9:00 A. M.—Session, National Association of Ice Cream Manufacturers.
- 2:30 P. M.—Motor ride over Eastern Boulevard, for ladies.
- 8:00 P. M.—Theatre party, for ladies, Palace Theatre.
- 8:00 P. M.—Annual Smoker, The Association of Ice Cream Supply Men, with ice cream manufacturers as guests. Auditorium, Masonic Temple.

THURSDAY, OCTOBER 25th

- 9:00 A. M.—Session, National Association of Ice Cream Manufacturers.
- 2:00 P. M.—Session, National Association of Ice Cream Manufacturers.
- 2:15 P. M.—Matinee, for ladies. Allen Theatre.
- 8:30 P. M.—Danse Diable, for ladies and gentlemen. Ballroom, Masonic Temple.

FRIDAY, OCTOBER 26th

- 1:30 P. M.—Luncheon, followed by Modern Dance Exposition, for ladies.
- 3:30 P. M.—Inspection of exposition by ladies.
- 6:30 P. M.—Banquet and election of officers, Salesmen's Club, The Association of Ice Cream Supply Men. Hotel Winton.
- 8:30 P. M.—"Man-About-Town Evening" begins. Private entertainment parties throughout city.

SATURDAY, OCTOBER 27th

- 9:30 A. M.—Convention, The Association of Ice Cream Supply Men. Public Hall.
- 6:00 P. M.—Exposition closes.

All sessions of the National Association of Ice Cream Manufacturers will take place in the ballroom of the Hotel Cleveland.
Admission to Public Hall by registration only throughout the week.
Luncheon served daily in the Public Hall.
The exposition opens, after Monday, 9:00 A. M. daily. Closes 6:00 P. M. daily.

Quick Action Needed if Big Hotels are to House all 4,000 Downtown Hotels Have Rooms, But Cannot Hold Them Indefinitely

Ice cream manufacturers should delay no longer in making reservations of rooms for the Convention-and-Exposition.

The Cleveland Hotel, official headquarters of the National Association of Ice Cream Manufacturers, can no longer promise single rooms in any quantity for the National Industry's week. It can accommodate additional ice cream manufacturers in large, perfectly appointed double rooms.

MUST ACT PROMPTLY

The Winton Hotel can accommodate a few more guests. This hotel, official headquarters of The Association of Ice Cream Supply Men, is booked almost to capacity, however. Its rooms

all have private baths, running ice water and outside views. A considerable group of ice cream manufacturers can obtain these accommodations if they act promptly.

Very similar conditions to those obtaining in the Cleve-

(Continued on Page 4, Col. 4)

The Show's not over till the week is over—Come to stay until Saturday!—Adv.

The Show's not over till the week is over—Come to stay until Saturday!—Adv.

Monday Great Day of Opening For Both Show and Convention

SHOW INSPECTION ALL WEEK

Entertainment to Attract Unique Publicity

The schedule of activities for the great Exposition-and-Con-
vention week has now taken al-
most final form.

Monday is the great day of
opening.

Ice cream manufacturers will
register that day on the mez-
zanine floor of the Cleveland
Hotel.

Their wives and families will
register at the same time and
at the same place; and when
they have received their creden-
tials from the National Asso-
ciation of Ice Cream Manufac-
turers they will be registered
for the week's entertainment
privileges at a nearby desk, by
The Association of Ice Cream
Supply Men.

FORMAL OPENING

At noon the mammoth Expo-
sition will open in the magnifi-
cent Public Hall.

All day Monday and every
following day throughout the
week ice cream manufacturers
from all over the United States
and Canada will register at the
entrance to the Public Hall.

CONVENTION BEGINS

Monday afternoon the con-
vention sessions proper start.
The convention program lasts
through Thursday.

All day Friday and Saturday
the Exposition will be thronged
with ice cream manufacturers
who, their convention business
over, may complete their ex-
amination of the nearly 200
separate displays of every va-
riety of product and service es-
sential to their businesses.

(Continued on Page 2, Col. 4)

Exposition Extra

Published for the promotion of the Second NATIONAL EXPOSITION for the ice cream industry to be held in Cleveland, Ohio., October 22nd to 27th, inclusive, 1923, by THE ASSOCIATION OF ICE CREAM SUPPLY MEN, 1328 Broadway, New York, N. Y., an organization of supply houses located from coast to coast, the salesmen of which houses enter every county in the United States and Canada, and all of which member houses and their sales representatives are bound by a Fair Practices Code to deal honestly with buyers. They are known by

THE SEAL



OF SAFETY

TERMS: Have your name correct on the mailing list.

(Continued from Page 1, Col. 1)

The Show and the Convention open Monday. The Show closes Saturday. You cannot come on time and leave early, you cannot come late and stay till it is over or you cannot come early and leave early without losing something of advantage.

Be there Monday, stay till Saturday!

You won't be alone in being there. Ice cream manufacturers in every state and throughout Canada are making definite plans, their calendars before them, for leaving their businesses the latter part of the week preceding the Exposition and Convention.

They will come singly, in little groups drawn from different localities, in special cars from an entire state or section, by automobiles and by boat.

There will be lots of them there. No one need be lonesome. No one can help but learn almost incredibly from the other men he meets.

Today is only today, but October 22nd will be a different story and you should be in Cleveland then.

MORE ICE CREAM MEN URGE ATTENDANCE AT GREATEST CONVENTION-EXPOSITION

Karl B. Mory, Prof. Lockwood and P. W. Crowley Add
Names To Lengthy Roster
of Endorsements

For months representative ice cream manufacturers the country over have been publicly endorsing the great National Exposition of The Association of Ice Cream Supply Men and the 23rd Annual Convention of the National Association of Ice Cream Manufacturers. Some of the largest and most successful ice cream manufacturers have been among this number. Every section of the continent has been represented in the list.

And the list is not ended yet.

WISCONSIN SECRETARY

Karl B. Mory of Appleton, Wis., Secretary and Treasurer of the Wisconsin Association of Ice Cream Manufacturers, a large share of the membership of which is likewise included in the membership of the National Association, believes that the convention and exposition to be held in Cleveland this year "offers a wonderful opportunity to all ice cream manufacturers, both large and small, to get together and exchange ideas and viewpoints and to have laid out for their personal inspection, all under one roof, the very last word in ice cream machinery and equipment.

"To me, the opportunities of a great gathering of the representatives of one of our country's most progressive and growing industries are unlimited and only the stay-at-home will be the loser."

NEW ENGLAND ON RECORD

Prof. W. B. Lockwood, Secretary of the New England Association of Ice Cream Manufacturers, among the members of which are many of those who have been longest active in the affairs of the National Association, recently told The Association of Ice Cream Supply Men:

"The holding of the Exhibition and the National Convention of Ice Cream Manufacturers at the same time and place is of advantage to all.

"In the first place it saves time and expense of attending two conventions, in this way attracting more manufacturers to both. This is particularly the case with manufacturers whose galloneage is not large.

"In the second place both phases are necessary in the work and the getting acquainted, exchange of opinions and dis-

cussion of problems varying from manufacture and machines to policies, help all concerned and so help the industry."

And so the roster reads.

APPROVAL FROM IOWA

Added to it is the Association of Ice Cream Manufacturers of Iowa, many of whose members are among the membership of the National Association. Its Secretary, P. W. Crowley, has said recently:

"In my opinion it would be very difficult for the ice cream manufacturer to gain elsewhere in the short time which it is possible for him to gain by attending the joint convention and exposition, such as was held in Cleveland last year, as wide a range of information as can be had at the exposition mentioned. There the visitor finds modern equipment for the use of the ice cream manufacturer arranged in such manner that he can arrive at an opinion as to which type of equipment best answers his needs. It is also possible for him at an exposition of this kind to come in contact with manufacturers who have had actual experience in using the various styles of machinery and can get, if he desires, unprejudiced opinions.

"Any one who has attended one of these conventions cannot help but be impressed with the broad manner with which other manufacturers view the problems with which they are confronted and an opportunity is afforded to gather new ideas and improvements of the old ones for the promotion of the ice cream business."

Fare and a Half

When you purchase transportation ask the Agent for a Convention Certificate. It will entitle you to a half-fare return ticket.

GREATEST PR DETAILS ANN

Week's Activities Th Day

(Continued from Page 1)

No such week's events has ever been to the ice cream industry.

SELDOM MATO

Few such program been presented to the industries of the country.

Ice cream as a N industry in this week of events is to find the nation of self-expression, self-development, self-education.

The conjoined effort, national organization, two branches of the National Industry are a week's diversified activity possible.

WEEK'S ENTERTA

In addition is the social program provided by The Association of Ice Cream Supply Men, industry's representative.

The wives of ice cream manufacturers on Tuesday to taste the hospital week. The fashion, theatrical, scenic and social facilities and a of Cleveland, the first the country, will be disposal.

At the Danse D'Opéra, Masonic Temple Thursday, they, with the will be observers—sense participants—tackle that will later visioned, in all upon motion picture throughout the world.

Tuesday evening at banquet of the National Association of Ice Cream Manufacturers in the Rainbow Room, the Winton Hotel, they joy a program of entertainment that no theatre in the city has ever equalled in performance.

Visitors to the fair mobile Show in New York to the greatest pageant plays the country within the last ten years had no greater opportunity concentrated, clean, and variegated enjoyment than the ment features of the Cream Week offer.

Imperial Russian Ballet Will Contribute Stars to Program and Nation's Notable Artistic Talent Will Be Drawn on Each Day of Week for Enjoyment of 4,000 Visitors at Cleveland Entertainment Numbers that Greatest Theatres Never Assembled at One Time Will Feature Week's Events for Men and Women

One knows now that ice cream is the National Industry, the nation's best, in keeping with that status, has been entertained representatives of the industry in Cleveland. In this case means just what it says—the BEST! Among the most accomplished entertainments of the whole Exposition have been the selections of this Committee. Dancers who have been the favorites of metropolitan audiences in North America, Europe and

and evenings from Monday to Saturday of the great week.

To announce the full roster of entertainers is still impossible. Some of the most conspicuous are already under engagement for the week.

SHADURSKAYA

Next to Pavlova, whose appearances are confined to

is Shadurskaya—Lora Shadurskaya. Her partner with her at the head of her troupe of dancers is perhaps the most graceful of all the dancing men of recent years—W. Kuderoff.

Shadurskaya, Kuderoff and entire *corps de ballet* will be in Cleveland. No theatres, outside of the very largest cities of America, have ever had the op-

At left, Lubovska. Below, Shadurskaya and Kuderoff.



ed entertainment num-
the great Exposition

WORLD RENOWN

Stars of the former Rus-
Imperial Ballet have not
so remote for the selec-

South America—from the Argentine to New York and Paris—are among the entertainers who will appear before the ice cream industry's 4,000 representatives in Cleveland on one or more of the afternoons

special engagements with the greatest opera companies in the world and to occasional brief, highly starred theatrical performances, the most widely known *premier danseuse* of the Czar's famous Imperial Ballet

portunity to stage these dancers in their famous group ballets and in their trio, duo and solo specialties.

Shadurskaya has been hunted by Russian revolutionists, im-

(Continued on Page 4, Col. 3)

MODERN EXPOSITION VALUATED BY MAN OF UNUSUAL BUSINESS INFORMATION

Like an Army's State Review, and a Great University,
Combined, Says Leading Publisher,
of Show

What is the value of a modern industrial exposition—such as the Second National Exposition to be held in Cleveland?

Those closest to an institution frequently are least inclined to a thorough comprehension of its qualities and purposes. Sometimes an observer on the side lines can best appraise its true significance.

Merle Thorpe, editor and publisher of The Nation's Business, the official organ of the Chamber of Commerce of the United States, has recently commented on great modern, industrial expositions such as those promoted and managed annually by The Association of Ice Cream Supply Men, the registration at which this year in Cleveland will be 4,000.

THE DEFINITION

Writing to The Association of Ice Cream Supply Men, Mr. Thorpe has said:

"Properly conducted, a great modern industrial exposition is to the industry it represents what a State Review is to an army.

"The officers and privates of an army—the generals who plan campaigns and the men in fatigue uniforms who drive the commissary trucks—drill, work, experiment, accomplish through a year in their separate offices, cantonments, camps and posts. Each is a unit of a potent whole. Yet not until the units marshal for review is the full power and effective strength of the organization shown.

THE WHOLE GREAT PICTURE

"In the industries of America, the capitalist, the banker, the manager, the foreman, the laboratory man, the work man, the traffic man, the salesman, dream, create, experiment, persevere—accomplishing unceasingly. Great industries arise new born from their joint efforts; established industries bulk mightier; the populations of the world receive new benefits and comforts, participate in vast new wealth, in the stir and interweaving of a newer life.

"Yet not until the men from top to bottom, from testing room to shipping platform, from manager's desk to superintendent's office, can take a part in and see a full flash of—in a State Review—the industry, no matter what it is, of which they are units can they or the public they serve see the whole force, the full scope, the widening possibilities of that industry.

LIKE HUGE UNIVERSITY

"To itself and to the world an industry is visualized, as in few other ways, by a modern exposition.

"More than that, I believe a modern industrial exposition is a great practical university, and a growingly important factor in economic life.

"To buyers it is a school of commodities, processes, methods, ideas. To sellers it is a school of markets, of customers' desires and needs, of the trends and mental attitudes of the absorbing field.

IMPORTANT ECONOMIC- ALLY

"In economics it is a recrudescence, magnified, more effective, of the old trade fairs of centuries past—the time, the place and the spirit, as money is the medium, of exchange of goods on a large and wasteless scale.

"I believe that every man within an industry would benefit by visiting that industry's modern expositions."

Stars of Ballet to Help Divert Ice Cream's 4,000

Country's Greatest
Talent will be There

(Continued from Page 3, Col. 4)

prisoned, threatened with death.

Shadurskaya and her ballet will be only one of many featured acts and numbers.

LUBOVSKA

Desiree Lubovska, who received in the capitals of South America the spontaneous appellation of "The Inimitable," is another famous entertainer who will be there. She has toured the greatest cities of this country with Ruth St. Denis. For two seasons she was starred at the New York Hippodrome. She has been starred at the London Coliseum and in the greatest theatres of Europe and South America.

Shadurskaya and Lubovska represent the dance. Musical entertainment in its various forms will be no less ably represented. Vaudeville of the highest character, novelty of every sort, will be included in the entertainment offerings of the week.

Not until the Exposition opens will the full roster of entertainment be revealed.

HOTELS MUST IF YOU WANT

Reservations Must
Without Delays

(Continued from Page 3)

land and Winton Hotel, and the Hollenden Hotel and Olmstead Hotel. The latter three, just as the two, being modern, are ideally situated houses.

PRESENT SITUATION

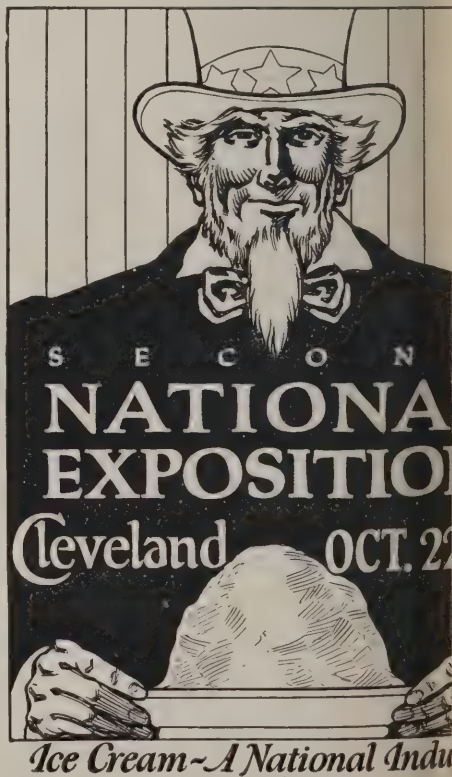
"Cleveland can take the 4,000 expected at the exposition according to the Chamber of Commerce, but those of who have not yet made reservations are jeopardizing their opportunity to live in comfort during their stay if they delay any longer in making reservations.

"Cleveland is to be largely to Ice Cream the week of October 22, the hotels cannot be to refuse reservations from other sources out of the ice cream manufacturers have not been busy enough to make their reservations promptly.

Everything in machinery, equipment, service, supplies.

Everyone in the supply field who is contributing to the production and selling efficiency of the industry.

In conjunction with ice cream's greatest National Convention.





THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

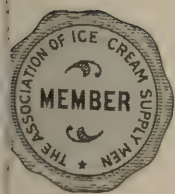
UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.

See Us at Booths

173 and 192

AT

CLEVELAND



Each year the odds seem to get larger, so I am going again to get what's due me this year.

Yours very truly,

L. MANUEL HENDLER.

President, The Hendler Creamery Co., Baltimore, Md.

* * *

MANY REASONS FOR GOING.

I CAN truthfully say that the reasons for attending the National Ice Cream Manufacturers' Convention are numerous. Every convention that I have ever attended has always proven beneficial and profitable to our business.

Furthermore, I have not missed a convention in the last twelve years, and do not expect to miss any as long as I am connected with this industry.

Yours truly,

ERNEST DENK.

Seymour Ice Cream Co., Seymour, Ind.

* * *

I T IS with pleasure that I anticipate attending the National Ice Cream Manufacturer's Convention at Cleveland in October.

I have attended every convention since I became interested in the manufacture of ice cream, and which, I believe, is the duty of every ice cream manufacturer.

I always enjoy meeting the boys from all parts of America, to discuss conditions in general, and believe me, you can get a good inside track on what to expect the next season.

Yours very truly,

CHARLES TOUTOR.

Shurtleff Ice Cream Co., Janesville, Wis.

(Former president Wisconsin Ice Cream Manufacturers' Association.)

* * *

GOING TO KEEP UP WITH MODERN METHODS.

W E SHALL visit the convention this Fall.

We deem it advisable to visit same with the idea of improving our plant up to the most modern methods of ice cream manufacture and distribution, and we are sure there is a lot to learn at the ice cream show.

Thanking you for your most sincerest efforts in behalf of our trade, and with best wishes, we are,

Yours very truly,

A. BONOMO.

Coney Island, N. Y.

* * *

SEE WHO'S HERE!

W E HAVE your letter of the 30th ult., in reference to our being represented at the Cleveland ice cream exposition, and wish to advise that we expect to be represented by the following members of our organization:

G. W. Strong, President-Purchasing Agent, Parkersburg, W. Va.; J. T. Swager, Vice-President in charge of operations, Clarksburg, W. Va.; J. H. Randolph, General Manager-Treasurer, Parkersburg, W. Va.; H. P. Culver, Production Manager, Parkersburg, W. Va.; P. L. Neville, Advertising Manager, Parkersburg, W. Va.; C. B. Hyatt, Plant Manager, Parkersburg, W. Va.; H. A. Trench, Plant Manager, Clarksburg, W. Va.; G. H. McDonough, Plant Manager, Cumberland, Md.; F. E. Shugart, Plant

Manager, Fairmont, W. Va.; H. G. Berthold, Plant Manager, Grafton, W. Va.; T. J. McCann, Plant Manager, Wheeling, W. Va.; B. P. Connolly, Plant Manager, Huntington, W. Va.; J. R. Malarky, Plant Manager, Ashland, Ky.; V. D. Wells, Plant Manager, St. Clairsville, O.; C. J. Dickman, Plant Manager, Washington, Pa.; J. W. Shaffer, Plant Manager, Marietta, O.; Warne, Plant Manager, Hagerstown, Md.

Very truly yours,

J. H. RANDOLPH.

General Manager-Treasurer, Imperial Ice Cream Co., Parkersburg, W. Va.

* * *

Stay-at-Home Gets In a Rut.

I EXPECT to be at the National this year. The stay-at-home gets in the rut—and you know that driving in the rut stands a poor chance of winning in the ice cream game today.

The time and money spent going to the National is a good investment.

F. R. BALLANTYNE.

Forest City, N. Y.

* * *

Georgia's President Is Going.

I AM going to attend the convention held at Atlanta for the purpose of learning just what the manufacturers are doing, and if solicited, to advise them with what I'm doing.

And if they are doing more business per capita than we are, I am anxious to find out HOW.

Yours very truly,

J. D. KINNETT.

President, Kinnett-Odom Ice Cream Co., Macon, Ga.

* * *

"Can't Afford to Miss It."

W E ARE certainly going to attend the National Ice Cream Exposition at Cleveland in October.

We think this is the greatest thing that has ever been done for the ice cream industry, and no ice cream manufacturer can afford to miss it.

Yours very truly,

ALBERT B. SIDWELL.

Manager, The Sidwell Dairy Co., Iowa City, Ia.

* * *

Goes For New Ideas.

W E ARE pleased to advise you the delegates expecting to visit the ice cream show. The delegates from this company will be A. J. Rees and R. E. Fleming.

Our reasons for attending the show are to get new ideas in merchandising, witness the performance of new equipment, renew acquaintance with friends, obtain information on the problems and abuses of the business.

Yours very truly,

R. E. FLEMING.

Manager, Fleming Ice Cream Co., Jackson, Miss.

* * *

Y ES, I expect to go to the convention at Cleveland. Why? Because it is the most profitable thing any manufacturer can do. Rubbing shoulders with the "other fellow," and the comparing of experience will result in greater knowledge of manufacturing.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Unanimous Declaration from Hundreds of Ice Cream Manufacturers

"Just The Thing We Need!"

MATOT

EVER-KEEP PACKAGE CREAM FREEZER

Why?

Because—

Packaged cream of any selected flavor in any size carton is instantly dispensed right from the coldest part of the freezer—no fumbling around for the flavor wanted.

The oldest cream is always dispensed first.

Zero temperature—no soft cream.

Keeps cream in hard condition in a clean sanitary package—a valuable asset for increasing the carry home trade.

Freezer accommodates packaged cream in any form—bricks, eskimo pies, cylindrical packages in quarts, pints, etc. Where necessary special size containers are made.

Cream container proper consists of a centrally located receptacle surrounded by ice on all four sides, top and bottom, and is arranged to provide individual compartments for cream of various flavors.

We guarantee these Ever-Keep Freezers if iced properly once in 24 to 36 hours to keep cream in hard condition.

Ever-Keep Freezers are carried in stock in 36 to 144 quart capacity.

We will have an interesting display of our complete line in booths 180-181 at the Cleveland Exposition, Oct. 22 to 27.



Patented Jan. 24, 1922



Member of
National Dairy Association

A full line of non-equalled ice cream cabinets, corkboard insulation, metal lined, Everlasting Redwood exteriors also tub lined carried in stock in all sizes. Stock finish is golden oak. Can be furnished in mahogany, white enameled or any other finish desired.

Write for our catalogue and net prices.

D. A. MATOT

Manufacturer

MAIN OFFICE and FACTORY:
1538-1546 MONTANA ST.

Chicago, Ill.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

selling problems. The result of this trade association work results in improved service to the public.

Information gained at trade association meetings cannot help but result in better production and distribution, and is a benefit to the community and tends to economic distribution with the result of lower prices and a better product to the public.

The result of the national association's work is—the best possible product with the greatest efficiency and economy. It is beneficial to all manufacturers to meet at the national convention at least once a year, and not only the executive head, but heads of departments, as far as it is possible, should attend these conventions, as it gives them a better understanding of manufacturing and selling problems.

Co-operative action, through trade association work and the review of the latest in machinery and equipment, is educational and is vitally essential to the proper conducting of business of the size and scope of our industry.

It is a pleasure to me to meet my friends at this annual gathering, and I trust that all manufacturers who can reach Cleveland will be at the coming convention.

S. T. NIVLING.

Executive Committee, National Association of
Ice Cream Manufacturers, Rochester, N. Y.

Should Go to Get Ideas.

WE believe that any manufacturer of ice cream should attend this convention, so that he may get new ideas that he can put into practice in his own plant that will save him the cost of the trip several times over, during the year.

The installation of new machinery which will cut down the cost of operation, probably would not be thought of or even considered unless a visit to the exposition was taken.

The writer knows on his own observation that attending the dairy show and ice cream exposition have been not only profitable, but have also provided a great deal of pleasure by meeting people who know more about the business than we did.

U. F. ASSELIN.

Asselin Creamery Co.,
Norway, Mich.

Valuable Information Offered.

WE think anyone interested in a production of dairy products whether it be milk, ice cream or butter, can secure more information in a few days at one of these expositions than they can secure in months of reading or through actual experience elsewhere.

You also meet people in the industry the same as yourself and in conversation and the exchange of ideas, you can always learn something beneficial for possibly someone else has had the same difficulty that you have had. You may or have been able to overcome it but find out how the other fellow has and to benefit through his experience.

All the latest and modern equipment is brought to the attention of everyone attending these expositions and many times you can find a way of handling your production in much less time and at a big saving and expense. We would also like to have a copy of the Technical Control of Dairy Products which we understand you are putting out.

D. H. MONTGOMERY,
Cairo Food Products Company,
Cairo, Ill.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Great Benefit To All.

WE are going to this exposition feeling through the exchange of ideas by meeting manufacturers and comparing notes, there be a great benefit to all. Also that the exhibition of machinery and materials will be made in such a manner that the style and action of the machinery compared very favorably, and when the time for new equipment the ice cream manufacturer can confidently place his order for the machinery best suited to his requirements.

* * *

Always Something New.

MRS. Dame and myself have already received invitation at Hotel Cleveland. Every one in the ice cream business should go, as there is always something new coming up and we must keep up with the times.

E. H. DAME,

Delphis Ice Cream Co.,
Delphia, Pa.

* * *

Believes He Will Benefit.

WE expect to go to the ice cream convention to be held at Cleveland, Ohio. Our purpose in attending these conventions is to get new ideas and feel that we benefit by going to same. The convention last year was the best ever and we think the 1923 convention will be a greater success.

A. G. WEIGOLD,

The Torrington Creamery, Inc.,
Torrington, Conn.

* * *

Full Representation.

WE will be represented at the convention to be held in Cleveland in October, by the following: C. B. Hyatt, manager, Parkersburg, W. Va. plant; T. J. McCann, manager, Wheeling, W. Va. plant; V. D. Wells, manager, Steubenville, Ohio plant; J. R. Dickman, manager, Washington, Pa. plant; J. R. Larky, manager, Ashland, Ky. plant; B. P. Connors, manager, Huntington, W. Va. plant; H. A. Trevelyan, manager, Clarksburg, W. Va., plant; H. G. Bert, manager, Grafton, W. Va. plant; F. H. Shugart, manager, Fairmont, W. Va., plant; G. H. McDonough, manager, Cumberland, Md. plant; A. H. Warne, superintendent, Virginia Valley division, comprised of plants located at Hagerstown, Md., Brunswick, Md., Winchester, Va., Staunton, Va., and Harrisonburg, Va.; H. P. Swager, production manager and chief engineer; J. W. Strong, vice-president in charge of operations; J. W. Randolph, general manager-treasurer, in general charge of all the company's affairs.

J. H. RANDOLPH,

Imperial Ice Cream Company,
Parkersburg, W. Va.

* * *

Money Well Spent.

WE certainly believe that a manufacturer of ice cream who misses one of these conventions is missing one thing that is very necessary to be an up-to-date man in the ice cream game. We have attended three of these conventions, in fact, every one since we have been in business and have always felt that it is the best money we could spend for our business.

WM. HANES.

Bender Ice Cream Co.,
Richmond, Ind.

(Continued on page 48)

A Reconstituted (remade) Cream Mix

Are you preparing a mix by employing Sweet Butter,
Milk Powder, Condensed or Evaporated Milk,
Skim or Whole Milk?

We guarantee that:

IMPRUV-MIX

by its impelling and neutralizing effect will impart a
real FRESH CREAM FLAVOR.

Its name truly designates its purpose and accom-
plishment.

The Proof is in the Making and Eating thereof.

We submit the following mix, recently used by a well known manufacturer.

	Weight Pounds	Butter Fat	Milk Solids not Fat	Other Solids
84% Sweet Butter (1% S. S.).....	126.00	105.84	1.26
Skim Milk Powder (95% S.).....	106.00	100.70
10 gal. Skim Milk (.0891% S.).....	86.00	7.66
68 gal. Water (8.33 per gal.).....	567.00
Sugar (95% S.).....	140.00	133.00
Gelatine (93% S.)—5¼ lbs.....	5.25	4.88
IMPRUV-MIX (75% S.)—4¾ lbs.....	4.75	3.56
Totals.....	1035.00	105.84	109.62	141.44

Butterfat 10.21%—Milk solids, not fat, 10.59%—Other solids 13.66%. Total, 34.46%.

RESULT:—ICE CREAM, rich and pronounced in cream flavor, no milky after-taste.

WE WILL REVISE EVERY FORMULA SENT TO US.

Mr. W. P. Abel, the originator and producer of IMPRUV-
MIX, will give each his personal attention.

IMPRUV-MIX is fully as effective in a Sweet Cream Mix.

Order now. Visit us at BOOTH 97, Cleveland Exhibit.



THE IMPRUV-MIX COMPANY
2460 AMSTERDAM AVE. NEW YORK

F. J. BRENNAN
Mid-Western
RepresentativeA. J. EDHOLM
Mid-Western
RepresentativeH. W. PETTENGILL
Mid-Western
RepresentativeJ. H. DAVIS
Mid-Western
RepresentativeC. M. SCOTT
Mid-Western
RepresentativeW. H. KLEE
Eastern
RepresentativeJ. C. DOUGLASS
Eastern
RepresentativeW. E. GRAY, JR.
Eastern
RepresentativeH. S. TYEDT
Eastern
RepresentativeJ. A. COWLES
Special
RepresentativeA. L. GRAY
Special
RepresentativeC. E. GRAY
Central States
RepresentativeH. A. WHITE
Pacific Coast
RepresentativeJ. G. MOORE
Southern
RepresentativeE. D. BENNETT
Mid-Western
Sales ManagerP. S. BARNES
Eastern
Sales ManagerC. T. WHITE
Pacific Coast
Sales ManagerU. G. TODD
Experimental
EngineerD. E. RUTISHAUSER
Erecting
EngineerK. KRAG
Erecting
EngineerW. B. MILLER
MetallurgistA. L. JONES
Factory ManagerG. N. MANISON
Assistant
Factory ManagerE. B. NICHOLS
Chief EngineerO. I. CHORMANN
Chief ChemistE. GEISINGER
Enameling ChemistW. E. GRAY, SR.
Director of
Foreign SalesR. RANLET
TreasurerC. J. STOTHENS
SecretaryI. E. COLVIN
Asst. General
Sales ManagerH. A. STUART
Dairy Specialty
ManagerC. F. KROHA
Advertising ManagerR. B. KILMER
General Sales ManagerE. G. MINER
President and General ManagerW. D. PHETEPPLACE
Vice-President

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WE ENJOYED YOUR VISIT AT SYRACUSE-- NOW MEET US AT CLEVELAND



THE privilege is once more ours of welcoming you at the Cleveland Ice Cream Show. With a representative equipment display of interest to every ice cream manufacturer, we trust that you will call at our booths often during the Show.

Booths Nos. 98 & 99

National Exposition of Ice Cream Supply Men
Cleveland, Ohio - - - October 22-27

The PFAUDLER CO.

The World's Largest Makers of Glass Lined Steel Equipment

ROCHESTER, N. Y.

— BRANCHES AT —

NEW YORK
ATLANTA

CHICAGO
ST. PAUL

SAN FRANCISCO

ST. LOUIS

DETROIT
LONDON

BOSTON
SYDNEY



Manufacturers' Views on Ice Cream Exposition

(Continued from page 44)

Good Clearing House.

WE have found the ice cream convention to be the best clearing house for ideas concerning the ice cream industry. These ideas are usually the result of frequent changes which are followed with others in different parts of the country. I remember distinctly a certain idea which was obtained at a previous convention which made a saving of several thousand dollars to our company in a year.

The only difference between a grave and a rut is the height of the sides. We have found it best to stay out of the ruts.

E. N. HERSHEY,
Hershey Creamery Co.,
Harrisburg, Pa.

* * *

Sure He's Going!

SURE thing! We expect to go to Cleveland, Ohio, for the National Ice Cream "Expo" and Convention. They say its to be better than last year and if that is so, one could not afford to miss it, for they sure had one big show last year.

We believe it is money well spent to attend these shows and conventions in fact we believe it pays dividends all through the next year in better and more satisfactory work.

J. C. JOSLIN, Mgr.,
Greenville Dairy Co.,
Greenville, Pa.

* * *

Create Better Understanding.

THE Hydrox Corporation will be represented at the convention of the National Association of Ice Cream Manufacturers at Cleveland in October, because we believe that a great deal of good can be accomplished at a gathering of this sort through an exchange of views on the subjects we are all naturally interested in.

Also these conventions have a certain moral influence that is beneficial and that if properly carried on should result in a better understanding and closer co-operation among manufacturers in the industry.

HYDROX CORPORATION,
(Chicago, Ill.)

* * *

Conventions Pull You Out of Ruts.

SEVERAL from this company will attend the national convention of ice cream manufacturers and the supplymen's exhibit because it helps us keep up to date and helps us out of old ruts. It is not what we know and learn of ourselves that enables us to make progress so much as that which we learn from many others interested in the same things we are. It is seldom that one individual can separate himself from others and win by self centered effort. He must learn from others and profit by their experience as well as his own.

This is the reason why we have such conventions and exhibits and why we attend them. We can not afford not to attend.

THOMAS HALL,
Russ Bros. Ice Cream Company,
Harrisburg, Pa.

Go To See "New Things."

WE attend conventions for the purpose of examining thoroughly the associated machinery, displays, crystalizing our ideas on the things which have come out, or the old things developed and to rub shoulders with others in our line of business in a constructive way.

We have never attended or sent our men to a convention for entertainment purposes, and care practically nothing at all for the entertainment, although of us always have a good time.

We will have six or eight men at the convention.

L. J. NOAKER,
The Noaker Ice Cream Co.,
Canton, Ohio

* * *

Opportunities Offered.

THIS firm will be represented at the national ice cream exposition at Cleveland in October. I cannot think of letting it go by without taking advantage of the opportunities to see the latest developments in our industry, and to meet with the other exhibitors. We look upon this as a privilege not to be passed up.

THOMAS G. HANCOCK,
T. G. Hancock Co.,
Chelsea, Mass.

* * *

Can't Afford To Miss It.

Yes, I am going. I couldn't afford to miss it.

C. F. WILLIAMS,
Manager, Williams Ice Cream Co., Westerville, Ohio

* * *

Going For General Information.

Mr. Charles T. Cushman will attend the convention at Cleveland, and his object in going is for general information, and interchange of ideas that can be to the advantage and improvement of the ice cream business.

J. H. POILLAR, Auditor,
F. H. Cushman Ice Cream Co.,
Taunton, Mass.

* * *

See, Hear And Learn.

We see, hear and learn more good, bad and indifferent, in the few days we spend at the Cleveland Exposition than the whole twelve (12) months of the year.

WE EXPECT TO BE THERE.

B. C. ACHENBACH & SONS,
Lock Haven, Pa.

* * *

Missing Much Good Information.

The writer is planning to attend the ice cream convention at Cleveland this year, having missed the three national conventions and feeling that he is missing much good information thereby.

H. O. SHEDD,
The W. J. Shedd Company,
Chicago, Ill.

(Continued on page 76)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

How Are Your Cabinets Lined?

SOME CABINET MANUFACTURERS CLAIM THAT A METAL LINING IS BEST, ON ACCOUNT OF THE FACT THAT IT CAN BE REPLACED EASILY, AND REPAIRED WHEN A LEAK DEVELOPS.

Nelson Cabinets

ARE LINED ENTIRELY OF WOOD AND ARE NOT AFFECTED BY BRINE. WHY NOT HAVE A PERMANENT LINING, ONE WHICH DOES NOT NEED TO BE REPLACED AND WILL NOT CORRODE IN A SHORT TIME?

Forty Years Experience in the Building of Cabinets has Taught us Best Type and Quality of Materials Adapted to Their Construction.



Notice: A New Drain Feature on Display at the Cleveland Show—

SEE US
Booth No. 80



42-Quart Brick with Ice Rail.
Patented Nov. 11, 1919, 1321120.
Sheet Cork Insulation.

C. NELSON MFG. CO.

2306 DIVISION STREET

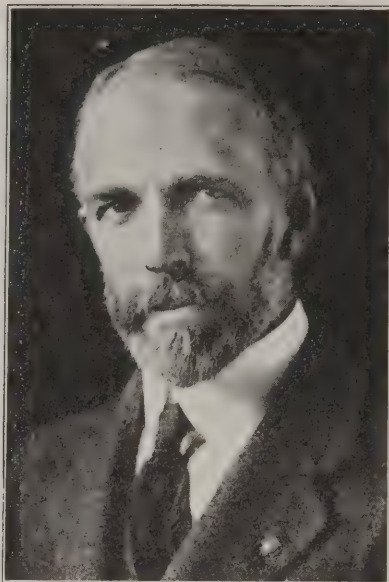
ST. LOUIS, MO.

ough cabinet with taper
lining instead of metal.
ntial, efficient and like
cabinets, attractive in
eance.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



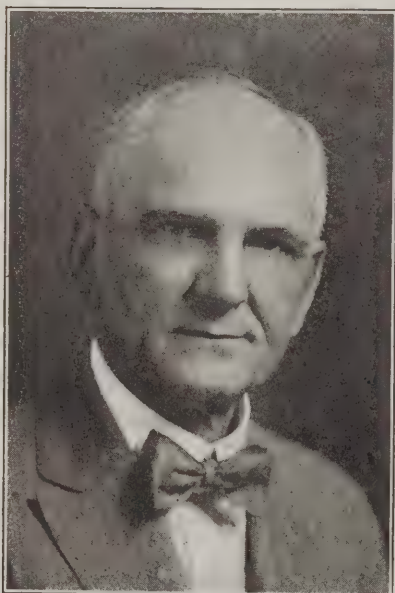
N. LOEWENSTEIN,
Secretary.



CHARLES G. MORRIS,
President.

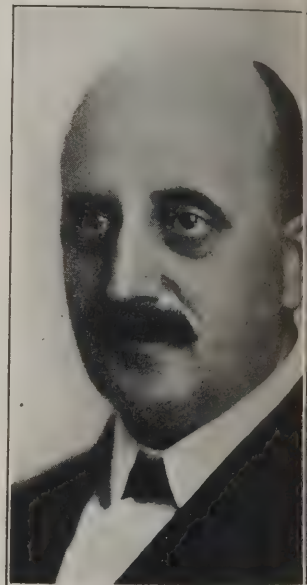


MORDEN NEILSON,
Vice-President.



E. E. REICK,
Director-at-Large.

Some Officers
and
Directors
National Association
of
Ice Cream
Manufacturers



W. W. CAMPBELL,
Director-at-Large.



J. W. NEUMAN,
Director-at-Large.



W. C. GAGNON,
South Dakota Director.



E. C. SUTTON,
Executive Committee.

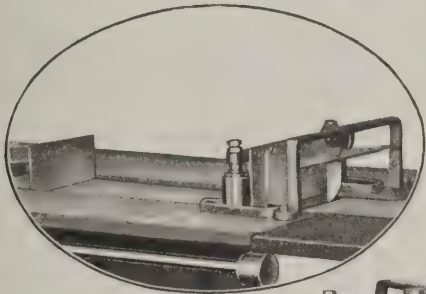
THE **BESTOV** CALENDAR

EQUIPMENT FOR HANDLING

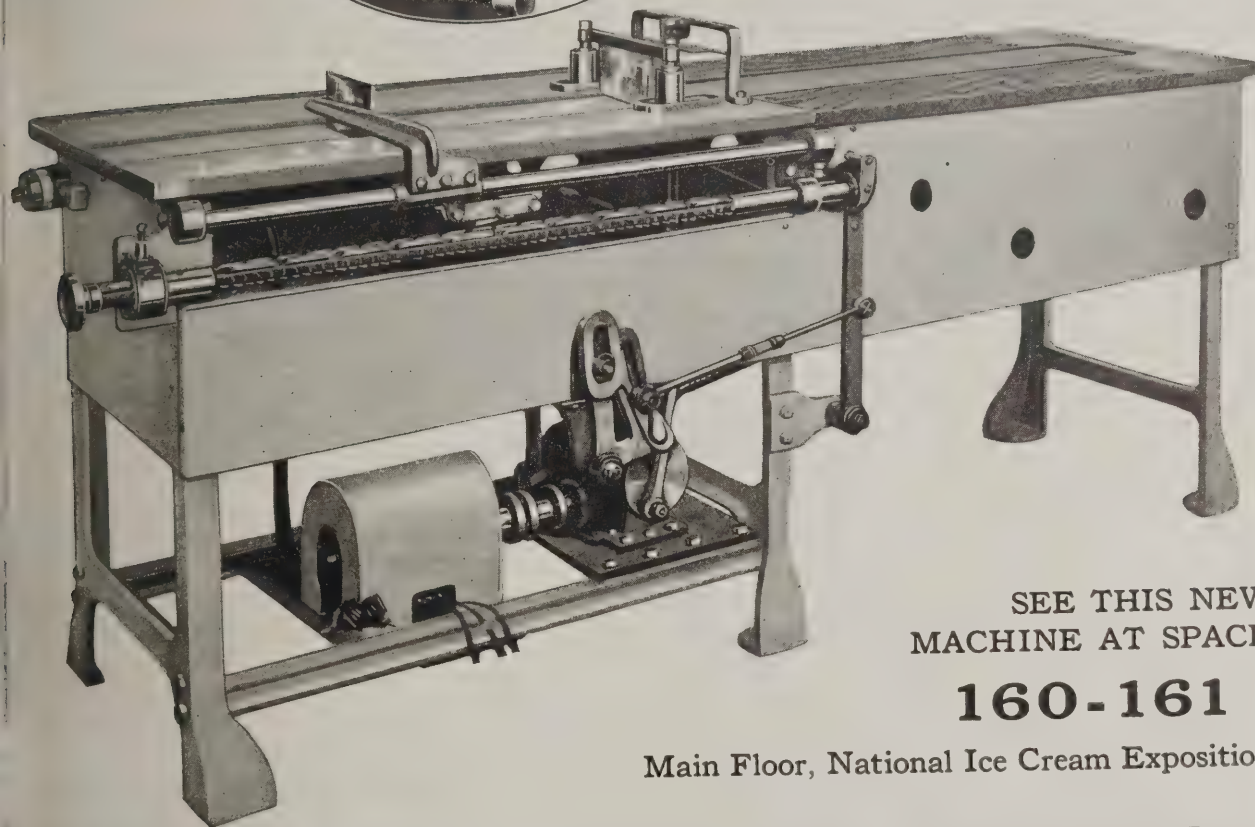


MILK FROM COW TO CONSUMER

Patents
Pending



Bestov **KLEEN-KUTTER** *Brick Cutting Machine*



SEE THIS NEW
MACHINE AT SPACE

160-161

Main Floor, National Ice Cream Exposition

**A Double Acting machine that Cuts and then
Pushes the slices forward to the belt conveyor.**

There is no back action of the knives as they pass through the ice cream but once. This feature insures a clean cut, with no freezing or sticking of cream to knives or cuts to each other.

60 cuts a minute — 9 sizes of cuts — $\frac{1}{2}$ H. P. motor — bronze moving parts — no scale boards.

Cherry-Bassett-Winner Company

PHILADELPHIA

BALTIMORE

PITTSBURGH

SYRACUSE

NEW YORK CITY

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Mighty Outpouring of Nation's Ice Cream

Manufacturers Indicated for Exposition

By LESTER S. OLSEN

NEW YORK CITY, October 10. (Special to The Ice Cream Review.)—Since mid-summer it has been apparent that the coming National Ice Cream Exposition would hold the interest of members of the industry as nothing ever has before. In fact, such a belief was easy to form at the close of the highly successful show last year.

When I left the Middle West late in the summer for a tour of the trade in the East, I knew that manufacturers throughout the western half of the country were looking forward with much eagerness to the exposition. But as time for the Cleveland pageant draws near, the growth in enthusiasm is positively amazing.

American ice cream manufacturers are waking up. In the language of the streets, they are "getting wise." Five years ago it would have been the wildest kind of an idea to think of collecting together millions of dollars worth of equipment, at a cost of hundreds of thousands of dollars, to invite manufacturers of the country to see what the supply industry had to show them.

Ice cream manufacturers who a few years ago would not think of traveling over 75 miles to attend any kind of convention now are cheerfully making reservations and getting ready for trips ranging from 500 to 1,000 miles. And even greater distances.

All Manufacturers Interested.

In visiting most of the large ice cream centers of the East, it is not surprising to find the so-called "big" manufacturers greatly interested in the exposition. The surprising thing is to note the spirit among the manufacturers who are not among the leaders in production.

Ice cream manufacturers have learned to quit saying, "Can't afford it" when progressive propositions are put before them. The spirit of the industry is best expressed by a gentleman who operates one of the New England States plants that could never be called one of the leaders. In his plant recently he told me:

"I can't afford to stay away from Cleveland. I was there last year and I don't think I can take a chance on my friends in this community going there and getting the benefit of all that educational affair and coming back here to compete with me. I can't afford to let this industry move ahead without following along. The funny part of it is, although I feel that I've just got to go to Cleveland I haven't the slightest wish to stay away."

At the headquarters of The Association of Ice Cream Supplymen officials say they expect an attendance of around 4,000, probably some over. It is easy to believe there will be 4,000 people at the exposition.

Supplymen who have visited points in the South and the South Atlantic states tell me there will be a much greater attendance from below the Ohio River than ever before. The convention spirit is rapidly developing in the South, I am told. That is to say, the national convention spirit, for although the South has been building up some good ice cream associations of its own, it

has not been largely represented at the national conventions in the past.

But observations in the East lead me to believe that this will be the most representative gathering of ice cream men in the industry's history. Special trains run from points all over this country. I noted in a recent issue of The Ice Cream Review that a special train will carry members of the California and Southwestern States Association of Ice Cream Manufacturers.

Many "Convention Specials."

Many "convention specials" will leave the Eastern states. Manufacturers of Maryland and the Cumberland Valley will ride a special from Baltimore. Pennsylvania and New Jersey manufacturers will leave Philadelphia together—that is, some of them will, with others being picked up at Pittsburgh and points out.

The New England Association will travel in a special train from Boston.

At a recent meeting of the New England Association, President Morris, of the National Association, called on his "home folks" to attend the national convention. It is not unlikely that this body will have very near 100 per cent representation at Cleveland.

The East is fairly agog over the Cleveland affair. It is the topic of the day wherever ice cream men meet. A supplyman telling a manufacturer about some goods the manufacturer should buy, may stop right in the middle of his sales talk and go to talking about Cleveland.

Never were members of the industry more interested in trade education.

The battle cry throughout the East is, "On to Cleveland!"



WEST VIRGINIANS MEET IN NOVEMBER.

The thirteenth annual convention of The Ice Cream Manufacturers' Association of West Virginia will be held November 19 and 20 at Parkersburg, W. Va. According to announcement late last month by Secretary C. J. Jamison of Huntington.

Convention headquarters will be at the Hotel Chancellor. Mr. Jamison expects West Virginia to have a usual lively, interesting, well-attended convention. The program is being drawn up and will be announced soon.

Other officers of the association are: W. M. B. Smith of Clarksburg, president; S. B. Haffner, Elkin, vice-president, and directors are: Mr. Sine, Mr. Haffner, F. Hummell of McDonald, D. P. Wickline of Mullins, H. Cline of Charleston, G. W. Sherter of Wheeling, and H. G. Bradley of Bluesfield.



If you are tired of your business, don't worry over it. Advertise it for sale in The Ice Cream Review Western Department.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"Do Your Bars Look as Good as They Taste?—"

Master Metal Foil Wrappers

make

DAINTY, TEMPTING ICE CREAM BARS

A few reasons why MASTER METAL WRAPPERS are Superior in Quality and Moderate in Price:

Sold only by Guaranteed Count.

Tough, hard-to-tear texture.

Backed with pure waxed paper.

Made from Guaranteed Tin.

Non-fading, brilliant lustre.

Beautiful designs and art-work.

Careful, properly executed color-printing.

Freedom from ink stains or off-set.

MASTER METAL WRAPPERS can be had in sheets or continuous rolls for automatic wrapping machines either unprinted or printed in one, two, or more colors.

Our Creative Department is prepared to handle all Artwork and will gladly offer suggestions or originate designs.

If you are planning to sell Eskimo Pies or bars under your own brand, we can furnish genuine metal wrappers on short notice. We are authorized to supply Eskimo Pie wrappers at prices which include royalties.

When writing, give size of bar, size of wrapper, name of bar, net weight (if required) and whether to be printed in one, two, or more colors.

We have the organization and facilities to take care of your requirements whether large or small. Send us that next order.

United States Foil Company, Inc.

LOUISVILLE

KENTUCKY

Branch Offices: New York, San Francisco



W. A. SCHWINDELER,
Director-at-Large.



BERT H. WALKER,
Pacific Coast States Director.



FRED E. SCANLIN,
Southern States Director.



F. N. MARTIN,
Director-at-Large.

More Directors
of
National
Association of
Ice Cream
Mfrs.



J. A. CAULDER,
Director from Canada.



J. W. PARKER,
Director from Oklahoma.



A. E. DIXON
Director from N. Carolina.



B. T. PERKINS,
Director from Kansas.

MULHOLLAND
OF PHILADELPHIA

145-147-NORTH
TWELFTH ST.

IMPROVED SINGLE SERVICE
TIN CAN & FIBRE TUB
— HOT WEATHER FASHION —
Made in 2 and 4 Qt. Bulk and 2 Brick Sizes

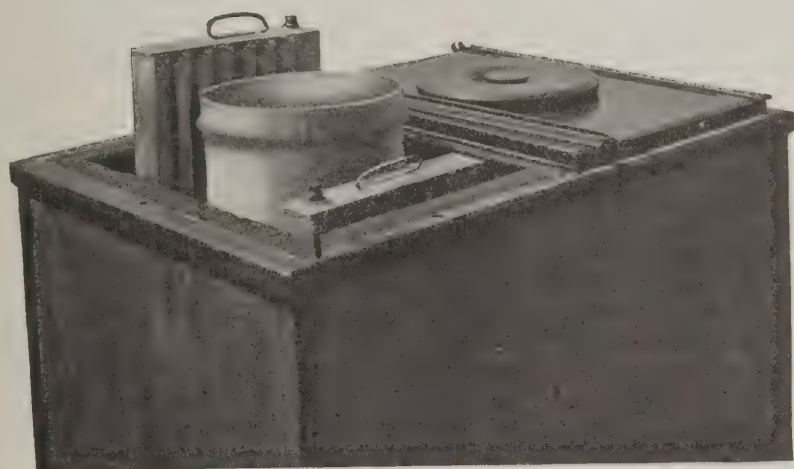
NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

The Waltham System of **Ice Cream Distribution**

No Ice — No Salt — No Drip



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



We Have - -
You Need - -
Catalog Explains
Send For - -

It

Waltham System

WAVERLY,
MASS.

WHO'S WHO IN THE NATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

President Charles G. Morris.

IT WAS the latter part of 1906 that the "Three-I" Association of Ice Cream Manufacturers, composed of the states of Illinois, Indiana and Iowa, was re-organized and became the National Association of Ice Cream Manufacturers.

Charles G. Morris has been a member of the national association since the year of its formation. He has been serving the association as director, member of the executive committee, or president since 1912. He is just completing his second consecutive term as president.

Mr. Morris is president of his firm, the New Haven Dairy Co., New Haven, Conn. He has been engaged in the ice cream manufacturing industry for nearly twenty years. His plant is one of the most up-to-date in New England. He has taken much interest in co-operative work for the advancement of the industry, and is one of the mainstays of the New England association.

He has branch ice cream plants in eight other Connecticut towns—Hartford, Meriden, New London, Bridgeport, New Britain, Waterbury, Middletown and Norwalk.

Vice-President Morden Neilson.

Mr. Neilson, although engaged in the ice cream industry of Canada, has taken a deep interest in the affairs of the National Association of Ice Cream Manufacturers for several years. He has been a member of the association for about eighteen years. He has been engaged in the ice cream industry for thirty years. Mr. Neilson is president and general manager of the firm of William Neilson, Limited, Toronto, Canada.

Mr. Neilson is serving his second successive term as vice-president, having been re-elected with President Morris at the 1922 convention. He has been a director of the association for many years.

The William Neilson Company is one of the leading manufactories of Canada. The company supplies a wide range of territory surrounding Toronto, where Mr. Neilson's efforts have greatly developed per capita consumption.

Secretary N. Loewenstein.

N. Loewenstein has been actively identified with association work in the ice cream industry since 1906, the year of the formation of the national association. In the forepart of that year he worked in co-operation with the officers of the then "Three-I" association.

Mr. Loewenstein appeared with officials of the national organization before a commission consisting of the Department of Agriculture, the Department of Commerce, and the Department of Labor in 1906, at which time rules and regulations were being considered by the ice cream industry. Later on he appeared before the committee on definitions and standards, which committee was considering the so-called Wiley standard.

After the "Three-I" association lost its identity by the formation of the national, Mr. Loewenstein and some of the old Illinois association organized the Illinois association. He was named the first secretary, and with the exception of the years 1909-10-11, has been secretary ever since that time.

He has served as secretary of the national association since, for the past five years, and even before he was named secretary of the national, while acting in that capacity for the Illinois association, he co-operated with the officers on the standard question and other matters they had under discussion at various times.

Treasurer W. J. Weller.

Mr. Weller has been in the ice cream industry 30 years, being one of the early pioneers in New York State. He also was a pioneer in organization work, having been a member of the national association since its organization. Nine years ago he was elected treasurer of the organization, and his fitness for handling finances was well demonstrated that he has held this post ever since.

Mr. Weller is secretary-treasurer of his firm, which is located in Brooklyn.

William F. Luick, Executive Committee.

Mr. Luick has been in the ice cream manufacturing business 30 years. He was present at the formation of the national association, and since that time has been actively identified with its affairs, regularly attending conventions and committee meetings. During the years 1912 to 1916 he held, at different times, the posts of secretary and president. He was president in 1916.

Mr. Luick is president of the Luick Ice Cream Co. of Milwaukee, one of the leading ice cream concerns in the Middle West.

S. T. Nivling.

Mr. Nivling was for several years a director in the National Association of Ice Cream Manufacturers. He has been a member of the executive committee for the past three years. For the past two years he has been chairman of the cost-accounting committee.

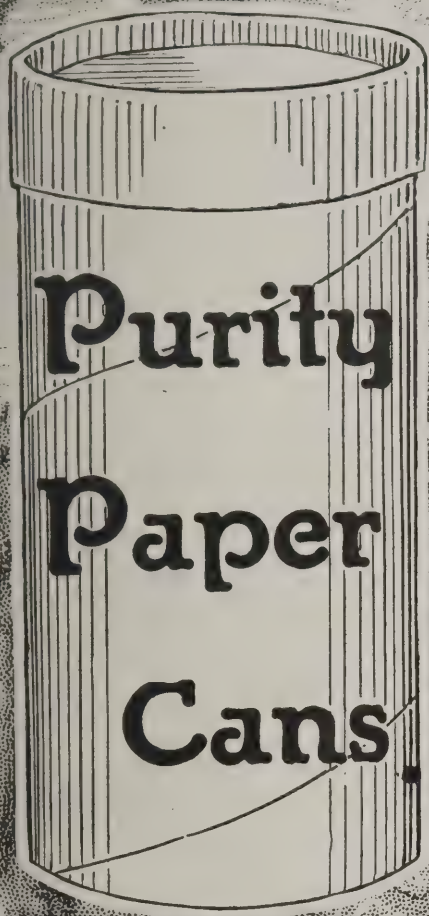
Mr. Nivling, previous to entering into national association activities, was active in state association work in New York. He served one term as president of the New York State Association of Ice Cream Manufacturers.

Mr. Nivling is president of the Rochester Ice Cream Co., Rochester, N. Y. This company became a member of the national association in 1917, immediately after its incorporation. Previous to going into the ice cream business, Mr. Nivling spent twenty-one years in the banking business.

Edward B. Lewis.

Edward B. Lewis, member of the executive committee, can not remember when he was not a director of the national association. Mr. Lewis has been a member of the association since it started. He has been in the ice cream industry thirty years. He has been a leader in promoting the affairs of the association, and is a conscientious worker for the advancement of the ice cream industry through national organization work.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Rugged in construction and built to preserve the purity of your product from freezer to consumer.

Let us send you some samples for examination and trial.

Purity Paper Vessels Co.
Baltimore, Md.

"Keeps the Contents Pure as the fleecy
Clouds above the Timber Line"



*The
Exposition
Entertainment
Program Last Year
Was a
"Big Hit"*

*It Will Be Even
Better This Year, We
Are Promised*



The Singers
of Old-time Songs
Who Made
Such an Impression
Last Year Will
Repeat.

Singers Shown
in Center.

Upper Left and Right
and Lower Left
and Right
Show
Other Entertainers.



Rogers Vacuum Pans

FOR

CONDENSED MILK
ICE CREAM MIX
MILK POWDER

Safe—

NO MILK ENTRAINS

Simple—

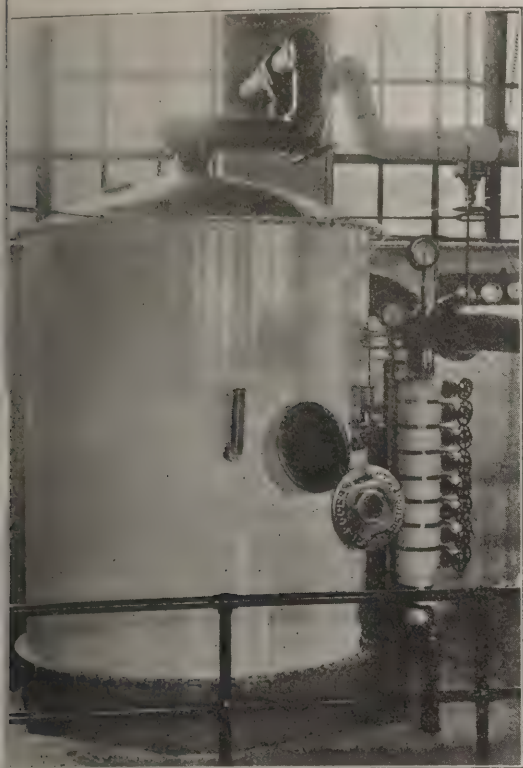
DO NOT REQUIRE CON-
STANT WATCHING

Economical—

LOW PRESSURE STEAM
(3 to 5 lbs. pressure—live or exhaust)

Fast—

IMPROVED CIRCULATION
PRODUCES INCREASED
EVAPORATING CAPACITY



6' Vacuum Pan at Wellington, Ohio, plant of
Telling-Belle Vernon Company,
Cleveland, Ohio

We Design and Build

SPRAY MILK POWDER PLANTS

THESE PLANTS ARE PRODUCING SOLUBLE

Whole or Skimmed Milk Powder with
Minimum Manufacturing Expense

Full Details at Our Booth

Exposition—Ice Cream Supply Men—Cleveland

C. E. ROGERS

8731 Witt Street

DETROIT, MICH.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Cleveland Entertainment Details

"Miss Cleveland" will Entertain Delegates

HARRY DEAN of Cleveland, well known manager of special entertainments, has been engaged by The Association of Ice Cream Supply Men to act as manager of the various professional entertainers and entertainment acts which visitors to the Second National Exposition will enjoy in Cleveland the week of October 22-27 inclusive. Through the association Mr. Dean has transmitted to this magazine an account of some of the events and entertainers that are in store for the great week.

"The program," according to Mr. Dean," as made out by The Association of Ice Cream Supply Men is of a magnitude that has seldom been attempted in connection with any convention, anywhere in the United States. The program consists of the most elaborate plans running from the immediate arrival of the guests and delegates until Saturday night.

"The Association of Ice Cream Supply men has engaged Madam Lubovska and her troupe of three, and Shadurskaya and her troupe of six. Lubovska has appeared in one dance at the New York Hippodrome 1,500 consecutive times, a world record, and has starred in the leading cities of the world. Shadurskaya and her troupe have just returned from a year's engagement in South America and the Argentine and also in Cuba. Immediately following their engagement in Cleveland they will go to New York and be in the New York Grand Opera ballet for ten weeks, from where they will go to Cuba to play the balance of this season in Havana. I refer to these particular troupes merely that there may be realized the real effort that has been made by The Association of Ice Cream Supply men to obtain the very best entertainment possible in the United States.

"Among the entertainers, also, will be 'Miss Cleveland,' the young lady who won the beauty contest from Cleveland and entered the national contest at Atlantic City. She did not win the first prize at Atlantic City; but she won fifth prize as the most beautiful young lady in the United States, third prize as the most beautiful woman in a ballroom costume and second prize as the most beautiful girl in the middle states. 'Miss Cleveland' will appear at the banquet and on one other night.

"An orchestra composed of the soloists of the Cleve-

land Symphony Orchestra has been engaged for week.

"The attendance this year will be so large will be utterly impossible to get a hotel ballroom large enough to accommodate the crowd that will attend some of the entertainments, and the association has engaged the Masonic Auditorium. This will seat 2,000 and has a wonderful stage with all lighting effects etc.

Ladies Will Be Entertained.

"Arrangements have been made for the entertainment of the ladies. In fact, every minute of their time will be occupied in some way.

"Cleveland claims the most magnificent theatre in the world, known as Keith's Palace. The theatre cost something like \$6,000,000. Arrangements have been made with Mr. R. the manager, so ladies can attend a performance at this theatre on the night of stag party. Immediately following the performance the ladies will be shown the innermost secrets of the back stage of Keith's Palace. This is indeed a rare treat; the ladies who will go backstage will find a complete hotel within a theatre showing where the actor and actress live, his and her own dressing room, shower bath, laundry, electric wardrobe, pool room, everything to make the ladies feel at home. This will not only be of interest but it will really be of educational value.

"Arrangements being made for broadcasting of the entire program of the banquet so that the entire country within the wave length of Cleveland may be able to hear and know that there is a convention of ice cream men being held in Cleveland the week of October 22 to 27 inclusive."

* * *

Association's Entertainment Committee.

O. S. Jordan, honorary chairman, 29 Broadway, New York City; H. W. Black, chairman, the Widler Co., Bolivar Rd., S. E., Cleveland; W. E. Cooke, National Paint & Varnish Co., 8707 Kinsman Road, Cleveland; T. Erwin, Elyria Enamelled Products Co., Elyria, C. E. Schuster, The Schuster Co., E. 4th St. and H. Rd., Cleveland; F. L. Fisher, Zipp Mfg. Co., 747 W.

(Continued on page 142)

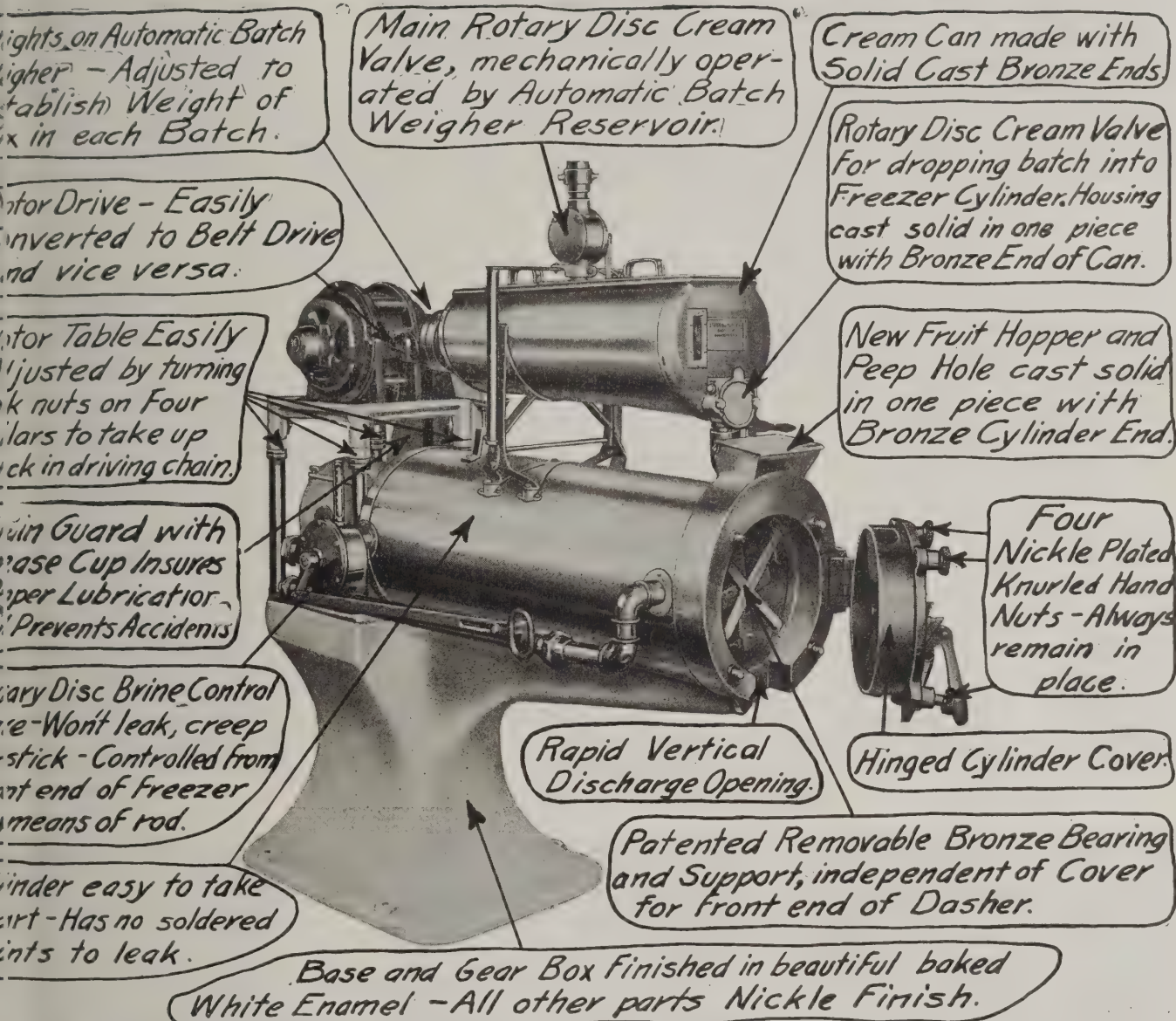


This lovely lady won the beauty contest to represent "Miss Cleveland." She will be one of those to welcome ice cream delegates.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

U.S. Heavy Duty Freezers

The Very Latest in Ice Cream Freezer Construction



A Really Heavy Duty Freezer Throughout

Heavy Duty Freezers are made in the largest range and variety of sizes ever offered—40, 50, 60, 80, and 160 quart capacities—U.S. Automatic Batch Weigher and roller bearings optional. Whipping Device most approved Double Dasher type—easily removed and replaced. Shafts and Gears (the latter are made of forged steel, tempered and ground) of finest materials—extra heavy construction—accurately machined

For Complete Information or Name and Address of Our Representative in Your Territory, Write

U.S. FREEZER & MACHINE CORPORATION

11th St. and Driggs Ave.

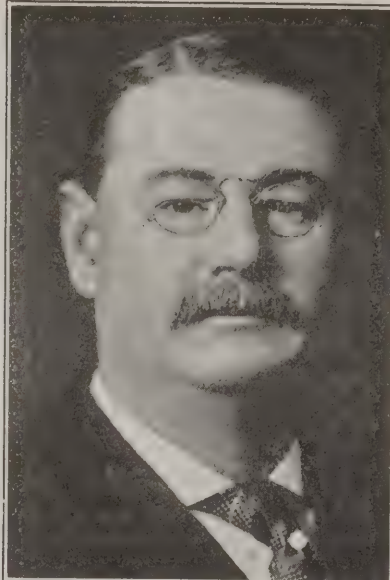
BROOKLYN, N. Y.

Representatives and Distributors in All Parts of the United States and Canada
May we not arrange to have one call on you?

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



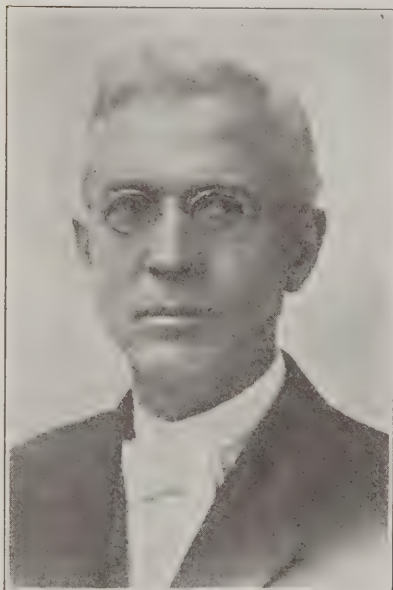
GEO. W. WEATHERLY,
Director-at-Large.



JOHN SEMON,
New England States Director.



W. F. LUICK,
Executive Committee.



S. A. W. CARVER,
Director-at-Large.



MRS. A. H. VANDERBIE-BABCOCK.



L. MANUEL HENDLER,
Director.



S. T. NIVLING,
Director.



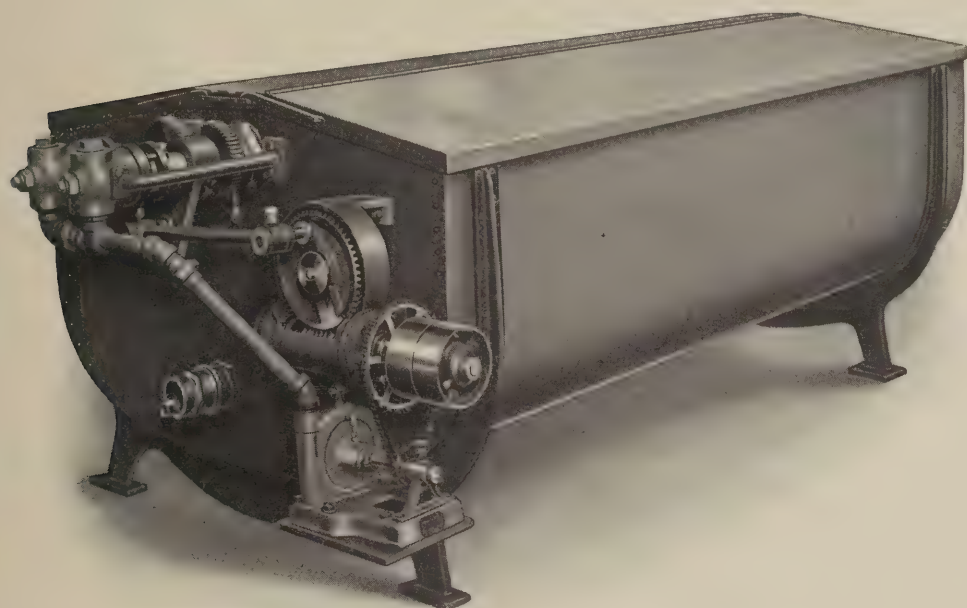
N. J. DESSERT,
Director-at-Large.



J. J. McDONALD,

More Directors National Association of Ice Cream Manufacturers

Here it is!



“AMERICO”

The Latest and Most Practical Pasteurizer

Pasteurizer, Cream Ripener, Mixing Vat, Butter-milk Machine—all in one.

Rapid Heating and Cooling.

Thorough Agitation without Churning.

No Foam.

No Stuffing Boxes in the milk.

Accessibility for Cleaning.

Furnished in Copper or Glass Lined.

Eliminates foreign flavors in Ice Cream as no metal is in contact with cream during pasteurizing and ageing.

AMERICAN COPPER & BRASS WORKS

610-616 East Front Street

Dept. R-9.

CINCINNATI, OHIO

MANUFACTURERS OF DAIRY EQUIPMENT

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Early Development of Ice Cream Industry

Means by Which the Industry Has Been Promoted in the United States
By PROF. M. MORTENSEN*

ALTHOUGH no definite information as to when ice cream was first made is available it has been known for centuries in the European countries. The general belief is that it was first made in Italy and the inventor is said to have been an Italian dairyman. It is supposed that the idea of making frozen products was brought from Italy to France by Cathrino de Medici about 1550. More definite records of the use of

ices in France date from the establishment of the Procope, about 1660, by an Italian from Palermo, Procopio Cultelli or Coltelli. Ice cream was present. The first advertisement of ice cream appeared in a New York paper, the "Post Boy" July 1786.

Although ice cream had been known for centuries in Europe the idea of commercializing it as a big industry was conceived by Jacob Fussell who started a small sale ice cream business in Baltimore in 1851; in 1854 Mr. Fussell established a similar business in Washington, D. C.; in 1862 he erected a third plant in Baltimore and in 1864 he started a business in New York City.

It will be noted from the table that the ice cream industry has spread with great rapidity throughout the entire United States until at present ice cream is sold on the tables of poor and rich alike.

Early History of Ice Cream Production in America.

State	Year when ice cream was first manufactured commercially	Name of party first introducing commercial ice cream
Penn. (**)	1880	An Italian Confectioner, Bosio, Germantown.
Maryland	1851	Jacob Fussell, Baltimore.
Missouri	About 1860	Perry Brazelton, St. Louis.
Utah	1860	John R. Clauson, Salt Lake City.
Massachusetts	1862	Jacob Fussell, Boston 1873, The Coon I. C. Co., Burlington.
Ohio	1862	J. T. Rausley, Cincinnati.
New York	1864	Jacob Fussell, New York City.
Minnesota	1874	The Tinkelpaugh I. C. Co., Minneapolis.
Colorado	1880	G. G. Carlson.
Connecticut	1880	C. J. Huber, Bridgeport, or John Semon, New Haven
Georgia	About 1880	
Indiana	1880	Collins I. C. Co., Huntington.
Kansas	1882	Nicholas Steffen, Wichita.
Illinois	1885	Block Bros., Chicago.
California	Shipped by express as far as 125 miles. 1886	Carter Bros., Napa.
Iowa	1890	F. D. Hutchinson, Sioux City.
New Mexico	1894	J. E. Mathews of Mathews Dairy Co., Albuquerque.
Texas	1897	Mr. Boedeker, Dallas.
Kentucky	About 1898	
Arkansas	1900	Little Rock Dairy Co., Little Rock.
North Dakota	1900	Geo. Pirie Co., Fargo.
Montana	1902	A manufacturer in Butte.
South Dakota	1903	Ward-Owsley Co., Aberdeen.
Nevada	1903	Harry Chism.
Delaware	About 1915	Middletown Farms Dairies, Middletown.

(*) The information contained in this table was furnished by the dairy professors of the respective states.
(**) This was a retail plant and no ice cream was sold at wholesale.

introduced into England from France. The earliest printed record of ice cream in England is found in "The Experienced English Housekeeper" by Elizabeth Raffald, published in London in 1769.

Ice cream was first sold in New York by a Mr. Hall at 75 Chatham Street, now Park Row. It was introduced to the city of Washington by Mrs. Alexander Hamilton at a dinner at which President Washington

* Instructor in Dairying, Iowa State College, Speaking before World's Dairy Congress.

Ice Cream Production For Last 14 Years.

Year	Gallons	Year	Gallons
1909	80,000,000	1916	208,388,000
1910	95,450,000	1917	219,388,000
1911	138,000,000	1918	231,058,000
1912	160,000,000	1919	248,388,000
1913	172,380,000	1920	257,828,000
1914	163,761,000	1921	216,568,000
1915	175,224,270	1922	263,528,000

When an industry develops at a tremendous rate there is usually a combination of factors responsible. This holds true with reference to the ice cream industry and the following factors may be considered as having the most direct bearing on its development:

1. The progressive and aggressive attitude of ice cream manufacturers.
2. The rapid development and improvement of machinery and equipment.
3. Trade papers and books.
4. State Agricultural Colleges.
5. State Agricultural Experiment Stations.

The Ice Cream Manufacturer.

Most of the earlier manufacturers of ice cream started with limited capital but what they lacked in money was more than compensated for by their limited confidence in the industry, and as they were located in the cities they had an opportunity to exchange ideas with men of big affairs and in that way they learned to employ big business methods.

Many of the manufacturers took less interest in financial returns than in conducting a business which would aid in creating more happiness among people in general and that spirit in connection with sound business principles is bound to win. If we visit an up-to-date ice cream factory today we find it equipped with the most modern machinery and often with bacteriological and chemical laboratories in which research is being carried on.

The ice cream manufacturer in his effort along this line of expansion has received considerable assistance from men who were not directly engaged in the ice cream business. The invention of the cornucopia ice cream cone increased the sale of ice cream materially. The ice cream cone first made its appearance at the World's Fair in St. Louis in 1904. At that time the Hazlewood Creamery Company arranged for the exclusive right to manufacture the cone at the Lewis and Clark Exposition to be held the following year in

(Continued on page 70)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MANNING

EQUIPMENT

The **Gaulin Homogenizer**

Will be distributed exclusively by
this company after January 1, 1924

You are invited to make our

Booth No. 39

at the
**National Ice Cream
Exposition**

CLEVELAND, OHIO
your headquarters.

Unless all testimony of Manning Equip-
ment Owners is mistaken—

Unless all expressions coming to us
almost daily are insincere—

We can assure you that no finer ma-
chinery for the Ice Cream Manufac-
turer can be found than that labeled
the name MANNING.

Manning Mfg. Company
Putland, Vermont **New Haven, Conn.**

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

**They Learned About
Heathzization From These**

The well known magazines whose distinctive covers are shown here, were selected to tell the story of Heathzized Ice Cream to the housewives of America during the year of 1923.

Heathzized Ice Cream is the *only* ice cream that has ever been nationally advertised.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The First Ice Cream to Be Nationally Advertised

Telling The Story of Heathization to Millions

The Story of Heathization, like the story of Pasteurization, is a story of science brought to serve humanity through bettering a food product of universal use.

This story is now being told to the millions of readers of leading American magazines.

For the first time in the history of the ice cream industry dealers are now offered an ice cream backed by powerful and consistent advertising in magazines of national circulation.

The story of this wonderful scientific advance in ice cream manufacturing is told simply and forcefully. The appeal is convincing and effective. It is creating an unprecedented demand for Heathized Ice Cream from dealers who find that the public demands this better ice cream.

National advertising is only part of the service we render to ice cream manufacturers licensed to use the Heath Method. We furnish them with merchandising plans that are tried and true. We supply them with advertising for local use, dealer helps, sales letters, salesmen's portfolios, etc. We keep highly trained salesmen in the field constantly to assist our clients in securing new business. We gladly render to them, when necessary, expert advice in the solution of their manufacturing problems. So, an ice cream manufacturer licensed under the Heath patents gets something more than just the right to make a better ice cream.

Write for Our Plan You want to make more money. We will show you how to do it. Look into Heathization today and learn what others are doing. This is an opportunity you will grasp when you know the facts. Write us at address below.

Heathized Products Company

Wrigley Building

Chicago, Illinois



land, Oregon. Since then the cone has become known in every town in the United States. The Eskimo Pie invented by C. Nelson, Waukon, Iowa, appeared in October, 1921. This has also stimulated the demand for ice cream.

It would be unfair to close this chapter without giving due credit to the commercial travelers (The Poodle Dogs) who deal directly with the ice cream manufacturers. These men have from the beginning of the industry stood back of the ice cream manufacturers and given their encouragement and support whenever possible.

Development and Improvement of Ice Cream Machinery and Equipment.

F. D. Hutchinson, the pioneer in the ice cream business in Iowa writes, "I remember the Fourth of July of 1890 we shipped out nearly 300 gallons all frozen by hand power." Had the hand power freezer continued, little progress could have been looked for, but fortunately the old tub freezer was soon connected to a line shaft with a resulting expansion in business. A great step forward was made in 1902-03 when the Miller brine freezer was developed. This was followed soon afterward by a similar freezer known as the Miller-Tyson freezer and at present there are several makes of that type on the market.

The mechanical system of refrigeration was first successfully used for commercial enterprises in 1861 but it did not find a place in the ice cream industry until after the introduction of the brine freezer. The hardening of ice cream with brine was simultaneously introduced. This system of hardening was soon almost wholly replaced by the present dry air system which is not merely a saving in labor but also the most sanitary method of hardening known up to the present time.

The homogenizer, a machine which is essential in a modern ice cream factory, was invented by August Gaulin of Paris, France, in 1902. The United States letter patent was dated April 12, 1904. By the aid of this machine the texture of the ice cream has been greatly improved.

Other equipment which has added to the completeness of the ice cream factory is the Mojonier milk tester introduced to the trade in 1915; the Mojonier ice cream overrun tester introduced in 1917; the eighty-quart ice cream freezer was introduced by the Creamery Package Manufacturing Company in 1917; the Mojonier ice cream packaging machine appeared in 1920 and the Sealright ice cream filling machine in 1920.

Trade Papers and Books.

The Ice Cream Trade Journal made its appearance in 1905 and was followed by The Ice Cream Review in 1916. In addition to these, several journals such as the International Confectioner and some of the dairy journals have devoted space to the manufacture of ice cream. The ice cream publications have kept up to a high standard and, by presenting high ideals as well as technical knowledge, done their share in bringing about rapid progress in the ice cream industry.

In 1883 an interesting book entitled "Ice Cream and Cakes" was copyrighted by Chas. Scribners Sons, New York. The author evidently feared criticism as he signed himself "An American." It is true that he was not in possession of the scientific facts which are available today, yet he was well informed and a great deal ahead of the ice cream manufacturers of his time. Later books were published by manufacturers. These are "Ice Cream and Candy Makers' Factory Guide," by the Horizontal Freezer Company of Chicago; "The Heller's Guide for Ice Cream Makers," by B. Heller &

Co., Chicago, and "Bottlers and Ice Cream Making Handy Guide," by Warner Jenkinson Co., St. Louis.

The first college textbook giving instruction in manufacture of ice cream was "Dairy Technology," Professor C. Larson and Wm. White, published by Wiley & Sons in 1913. This was followed by a dealing exclusively with the manufacture of ice cream and ices by Professor J. H. Frandsen and E. A. Ham; it was published by the Orange Judd Company in 1915. The latest book on the subject is entitled "Book of Ice Cream" by Professor W. W. Fisk, and published by the MacMillan Company in 1919.*

The State Agricultural Colleges.

Instruction in ice cream making was offered as early as 1892 at the Pennsylvania State College. The Iowa State College was the next one to offer such instruction but not until 1901. After that the other state colleges followed in rapid succession until ice cream manufacture is today offered in thirty state colleges which give thorough and scientific instruction to from 600 to 1000 students annually. In addition many of our colleges offering short courses in ice cream making of from one to two weeks' duration and most of them are also giving some instruction in the general and more elementary courses offered to all agricultural students. It is evident that this work has been of some importance to the industry as improvements in the technique can be made only by men of a thorough technical training.

The Agricultural Experiment Stations.

Nineteen agricultural experiment stations and the Dairy Division in Washington, D. C., report that they are carrying on experimental or research work on problems related to the ice cream industry. These stations are as follows: California, Connecticut, Idaho, Illinois, Indiana, Iowa, Kansas, Maryland, Minnesota, Mississippi, Missouri, New York, Pennsylvania, Texas, Utah, Vermont, Virginia, Washington and Wisconsin.

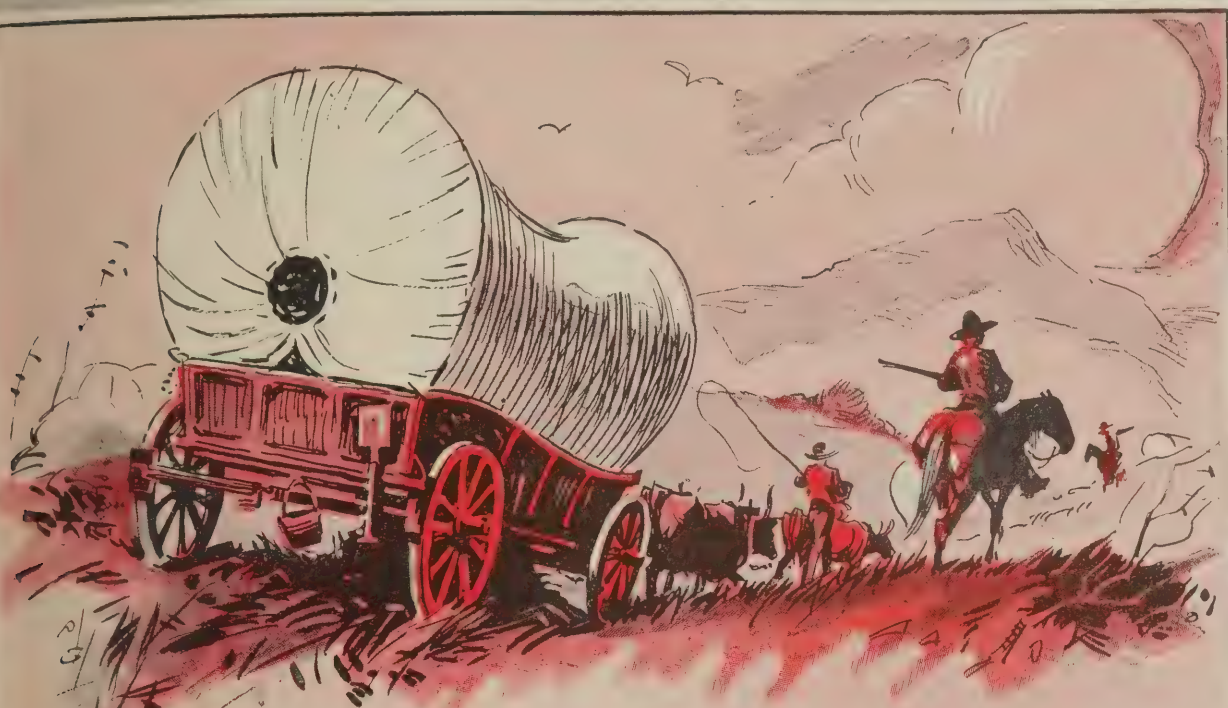
College Instruction Offered in the Manufacture of Ice Cream

State Colleges	Year when instruction was first offered in the manufacture of ice cream	Present Enrollment of students in course in ice cream
Alabama Agricultural College...	1922	25
Arizona Agricultural College...	1918	10
University of Arkansas.....	1920	..
University of California.....	1913	60
Connecticut Agricultural College	1917	30
Georgia State College of Agri..	1916	15
University of Idaho.....	1908	13
University of Illinois.....	1913	..
Purdue University, Indiana....	1911	25
Iowa State College.....	1901	58
Kansas State Agr. College.....	1904	20
University of Kentucky.....	1921	11
University of Maryland.....	1923	10
Massachusetts Agr. College....	1914	..
University of Minnesota.....	1913	35
Mississippi Agr. College.....	1920	21
University of Missouri.....	1915	30
University of Nevada.....	1914	3
New Hampshire College of Agri.	1912	24
Cornell University, N. Y.....	1910	46
North Dakota Agr. College....	1917	None
Ohio State University.....	1910	15
Oregon Agricultural College....	1909	16
Pennsylvania State College....	1892	68
South Dakota State College....	1908	16
Texas Agricultural College....	1921	18
Utah Agricultural College.....	1922	12
University of Vermont.....	..	15
State College of Washington...	1906	10
University of Wisconsin.....	1910	50

* This book also now is issued by The Olsen Publishing Co., Milwaukee.

(Continued on page 72)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



PIONEERS

STURDY and fearless, by their intrepid determination in the face of many hardships, the pioneers in their covered wagons opened up a new empire in the West. Today a fair and prosperous country—modern cities—progress and development are monuments to their foresight and resolute purpose.

We, too, have been pioneers in our field of endeavor. For Gumpert's Ice Cream Improver was the first step forward in producing creamier, richer ice cream with a more delicious flavor. Ice Cream is now made with a full yield, a velvety smoothness, a finer taste when Gumpert's Ice Cream Improver is used. For this modern method overcomes the faults heretofore associated with the time-for-ripening process.

Over 2,000 of the most progressive and prosperous manufacturers in the industry use Gumpert's not only because it is profitable to do so, but also because it insures better ice cream.

Gumpert's

Ice Cream Improver

Made by S. GUMPERT & CO., Bush Terminal, Brooklyn, N. Y.

It is natural that experiment station bulletins published on problems related to the ice cream industry are as yet not very numerous; it can be said, however, that we have made a good start and such publications will evidently become much more numerous in the future.

The experiment station bulletins published up to date are:

Dairy Division, U. S. Department of Agriculture.

Bulletin 303. A bacterial study of retail ice cream, 1915
Bulletin 563. The determination of bacteria in ice cream, 1917.

and other frozen products by the balance method, 1922.
Bulletin 1161. Effect of composition on the palatability of ice cream, 1923.

Reprint Journal of Agricultural Research, Vol. XXI No. 10.
Sandy crystals in ice cream; their separation and identification, 1921.

Vermont Agricultural Experiment Station.

Bulletin 155. Principles and practice of ice cream making, 1910.

Wisconsin Agricultural Experiment Station.

Bulletin 241. An ice cream overrun test, 1914.
Bulletin 262. Ice cream making, 1916.

Illinois Agricultural Experiment Station.

Circular 219. Conserving sugar in ice cream manufacture, 1918.

Circular 256. Does carbon dioxide in carbonated milk and milk products destroy bacteria, 1922

Nebraska Agricultural Experiment Station.

Bulletin 168. Sugar saving substitutes in ice cream, 1918.

Connecticut Agricultural Experiment Station.

Bulletin 83. The bacterial content of ice cream, 1915.

New York Agricultural Experiment Station.

Memoir 18. A study of bacteria in ice cream during storage, 1919.

Virginia Agricultural Experiment Station.

Tec. Bulletin 7. Smoothness and keeping qualities of ice cream as affected by solids, 1915.

Bulletin 211. Effect of binders upon the melting and hardness of ice cream, 1916.

Iowa Agricultural Experiment Station.

Bulletin 123. Classification of ice cream and related frozen products, 1911.

Bulletin 118. Lacto, 1911.

Bulletin 134. Bacteria and ice cream, 1912.

Bulletin 140. Lacto; A frozen dairy product, 1913.

Bulletin 174. Bacterial in ice cream, 1917.

Bulletin 180. Factors which influence the yield and consistency of ice cream, 1918.

Bulletin 186. A bacterial study of the method of pasteurizing and homogenizing the ice cream mix, 1919.

The Journal of Dairy Science, a publication of the American Dairy Science Association first appeared in 1917. This journal has published several articles relating to the ice cream industry; the data presented in these are usually the results of work carried on in some of the experiment stations.

Scope of Work Considered by the Experiment Stations.

The first bulletin published on ice cream making, Bulletin No. 155, Vermont Station, was naturally very general. It gave a complete discussion of the general methods of ice cream making and was based on valuable experimental data. This bulletin was so complete that it was even used as a textbook in some of the colleges. The first experimentalists naturally sought to establish some of the fundamentals. They invariably presented a score card for ice cream and a classification.

Several score cards have been suggested for ice cream but none of these were approved by the American Dairy Science Association and in 1920 that organization appointed a committee to prepare an official score card. The following score card was recommended by that committee and was adopted as the official score card, October 11, 1921:

Flavor	40
Body and texture	25
Fat and solids	10
Bacteria	20
Package	5
Total	100

It is recommended in Bulletin No. 155, Vermont ice cream be classified as first, plain ice cream, freely known as Philadelphia; second, French or Neapolitan ice cream, which differs from the former in that it contains eggs. Iowa Bulletin 123 contains the following classification:

I. Plain ice creams. II. Nut ice creams. III. Fruit creams. IV. Bisque ice creams. V. Parfaits. VI. Meringues. VII. Puddings. VIII. Aufaits. IX. Lactos. X. Sherbets. 1. Sherbets. 2. Milk sherbets. 3. Frappes. 4. Puffs. 5. Souffles.

Professor W. W. Fisk, in his textbook entitled "Book of Ice Cream," combines the two and has proposed a very sensible classification. An official classification should be adopted by the American Science Association.

Certain facts concerning the manufacture of ice cream have been reasonably well established. It has been determined without doubt that there is a definite relationship between the composition and the ability of ice cream. The conclusions reached by experiments carried out by the Dairy Division in harmony with results obtained by a commercial concern conducting experiments along similar lines should, therefore, be understood that it is not possible to make a real palatable ice cream unless it is made from cream. Ice cream has been standardized reasonably well and contains usually from 20 to 22 per cent milk solids. The sugar is somewhat more variable, ranging from 12 to 16 per cent in different brands of ice cream.

Body and texture defects of ice cream have been studied and to some extent solved. It has been definitely proven that sandiness in ice cream is due to the crystallization of lactose from a supersaturated solution. It has been found that there is a somewhat definite relationship between the temperature at which the cream is drawn from the freezer and the texture of the resulting product. The time required for freezing bears a similar relationship to the texture of the yield.

By increasing the viscosity of the mix, especially by the addition of binders and by homogenization, air can be worked into the ice cream in a finer division. Therefore, the mix becomes more finely divided and the ice crystals in the finished product decreased in size correspondingly. The body of the ice cream also becomes firmer and stronger as the air sure within the air cell increases with the decrease in the size of the cell.

In the unpublished work done at the Iowa Station, it has been found that the greatest factor responsible for the increase in viscosity of homogenization is the clumping together of the globules. As the pressure of the homogenization increased the fat clumps increase in size and then somewhat corresponding increase in viscosity. It has been found that if an ice cream mix homogenized at high pressure is stirred or agitated the clumps of globules are reduced in size and this is accomplished by a corresponding decrease in viscosity.

The data that have been secured on the bacterial counts of ice cream show that this product frequently contains excessive numbers of bacteria but that by using sterilized raw materials and careful methods the counts can be

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Class of Service Desired
Aeroplane ☐
Express ☐
Truck ☐
Freight ☐
Patrons should mark an X opposite the class of service desired: Otherwise shipment will be forwarded promptly by the cheapest route.

HUGHES GELATINE GELAGRAM



LLOYD L. HUGHES, President

CHAS. H. DUNN, Sec'y-Treasurer

Class of Service Desired
Aeroplane ☐
Express ☐
Truck ☐
Freight ☐

Patrons should mark an X opposite the class of service desired: Otherwise shipment will be forwarded promptly by the cheapest route.

RECEIVED AT

OCTOBER 22, 1923

I. C. MANUFACTURER,

EVERYWHERE.

YOU HAVE TRIED THE REST. NOW TRY THE HOUSE

OF PERSONAL GELATINE SERVICE. A GOOD TIME

NOW TO TRY OUR GELATINE. WIRE SAMPLE ORDER

OUR EXPENSE.

HUGHES GELATINE CO.

143 GRISWOLD ST., DETROIT, MICH.

*"A Can May Be Down
but It's Seldom Out"*

Once your cans pass thru our school for rejuvenation, they will have a "polish" and "finish"—fitting them for the best Society again.

Open all year round.
New courses start
with each delegation
of cans. Send Yours.
You'll be surprised at
the home-coming.



OUR SPECIAL

RE-TINNING

PROCESS MAKES

**OLD, WORN OUT
CANS LIKE NEW**

Tinning of All kinds Including Cast Iron

Sanitary Tinning & Mfg. Co.

3753-63 E. 93rd Street

CLEVELAND, OHIO

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

kept low and will remain low during proper storage. The investigational work at present being done deals mainly with the question of the sanitary quality of the product. Bacterial standards are in force in a few cities and will undoubtedly be much more common in the near future.

With the establishment of such standards the factors influencing the bacterial count become of a great deal of importance; chief among these are, the quality of the raw materials used, the pasteurization of the cream or mix, the storage of the cream or mix, methods of cleaning equipment, and the holding of ice cream.

the man possessing the necessary qualifications to develop that phase of our dairy research. The bacteriology of ice cream is comparatively simple and involves the keeping out of microorganisms as far as possible and the destruction or prevention of growth of those that do gain entrance.

The ice cream industry offers great opportunities for future research, but the person choosing that field should be well trained, especially in physical chemistry. The field for the bacteriologist and dairy chemist is somewhat limited; most of the future problems will be physical and there should be a wonderful opportunity

Power Consumption During Freezing Process

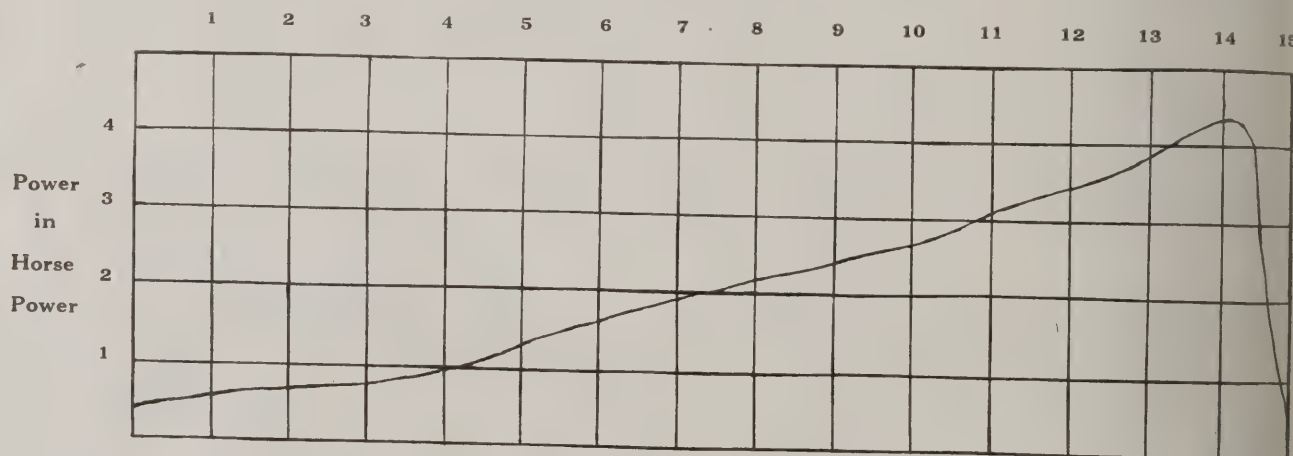
By F. B. FULMER*

IN order to ascertain the variations of the power demanded during the period that a charge of ice cream mix is in an ice cream freezer, and also to find the maximum power required during the freezing process, a set of electrical instruments were attached to the wires supplying current to the motor on a direct-connected, chain-driven, forty-quart ice cream freezer.

The freezer chosen for the test was in perfect mechanical condition, insofar as freedom of moving parts was concerned. The mix came to the machine at a temperature of 39 degrees F., and the amount used

The friction load for the clean freezer, at the start was only about sixty per cent of what the friction load was after the freezer had been used and all ice cream drawn out that it was practiceable to obtain. This was to a large extent, caused by the small amount of ice cream that adhered to the walls of the freezer, which acted as a retardant to the action of the scraper blades. Some slight influence might have been caused by the freezer being colder after the first admission of brine.

All of the electrical readings obtained have been converted into the nearest convenient fraction of



was exactly twenty quarts each time and the amount of finished product recovered was forty quarts in each test, except the first freezing, which was thirty-nine and three-eighths quarts.

The temperature of the freezing brine was maintained within one degree of zero: The mix contained eleven and one-half per cent butterfat and thirty-six per cent total solids. All operating conditions were kept as near uniform as was possible with practical manufacturing.

The first freezing required one and three-fourths minutes longer than subsequent ones, hence none of the figures for that one are included in the chart or the table.

Chief Engineer, Golden State Milk Products Co., Writing for The Ice Cream Review.

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities, buying or selling equipment

Rate 2c a word per insertion.

15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

freezing, all the readings for any particular period of the freezing process were surprisingly close; in fact, at no time did there appear to be a variation as great as seven per cent.

Readings were taken every thirty seconds, but the tabulated results are given for even minutes only, this gives close enough records for practical results.

A study of the results obtained demonstrates that there is a wide variation between the law power of horse power. The table and chart are the composite results from the various tests, but aside from the findings at the start and the peak load just before drawing the finished product. The freezer used for the experiment was fitted with a 3 H. P. motor and it was observed that it was over forty-four per cent overloaded at the completion of the freezing process. Had this freezer been equipped with a 2 H. P. motor (some freezers of this size have been in the past) would have been over 100 per cent overloaded.

The duration of the overload for the 3 H. P. motor was relatively so slow that no material harm would result, but it emphasizes the fact that freezers should be in as perfect condition as possible, for with an undue friction load it builds up the overload very rapidly

Havacone

REG. U.S. PAT. OFF.

The guaranteed Absolutely Pure Cake Ice Cream Cone

BOOTH No. 75

National Ice Cream Exposition

"A visit from you appreciated"

CONE COMPANY of AMERICA

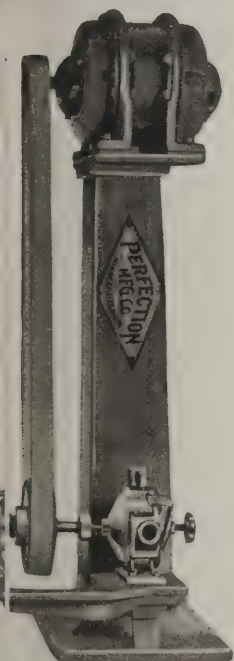
LONG ISLAND CITY, N. Y.

::

::

::

CHICAGO, ILL.



Perfection Sanitary Pump
with variable speed pulley.

When You Want a "SANITARY" Milk Pump

you will find Sanitation to the highest degree coupled
with mechanical efficiency and simplicity in

The Perfection Rotary Sanitary Pump

Made of acid-proof bronze—all highly polished to eliminate rough spots and sand holes that collect milk and cause contamination. Shaft is of rust-proof monel metal. Nickel plated exterior. All easily cleaned and assembled.

Perfection Rotary "Industrial" Pumps are made for all purposes. Will pump anything from gasoline to molasses. Furnished with direct drive connection to motor if wanted.

Write for circular
giving complete mechan-
ical details.

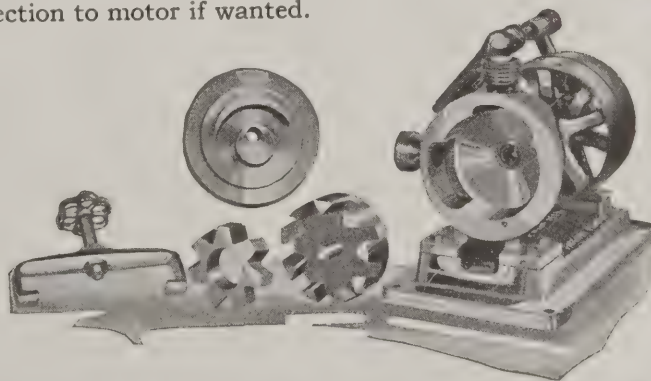
PERFECTION MANUFACTURING CO.

2188 E. Hennepin Avenue

MINNEAPOLIS

MINNESOTA

Eastern Office—435 So. Clinton Street, Syracuse, N. Y.



THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

the end of the freezing period and causes an economical loss during the whole time that it is being used.

It also demonstrates that the occasional practice of overloading a freezer, i. e., using twenty four quarts of mix in a forty quart machine—not only has a tendency to strain the moving parts, but it will greatly augment the overload on the motor to the danger point.

Table showing load on a 3 H. P. motor direct connected to a 40 quart ice cream freezer.

Friction load, clean machine.....	2/9
Friction load, used machine after ice cream was drawn	2/5
End first minute	3/5
End second minute	2/3
End third minute	3/4
End fourth minute	1
End fifth minute	1 1/3
End of sixth minute	1 2/3
End seventh minute	1 8/9
End eighth minute	2 1/9
End ninth minute	2 1/3
End tenth minute	2 2/3
End Eleventh minute	3 1/4
End twelfth minute	3 1/2
End thirteenth minute	3 8/9
End fourteenth minute	4 1/3

At this point ice cream was ready to draw from machine and power consumption fell very rapidly.



NEW ENGLANDERS TO ATTEND EXPOSITION IN BODY.

Preparations to attend the National Ice Cream Exposition in a body were made at the monthly meeting of the New England Association of Ice Cream Manufacturers at Boston, September 19. Secretary Lockwood took up the matter of train reservations.

Charles G. Morris, president of the national associa-

tion, told the members that he would be deeply fied to see his "home association" well represented in Cleveland. He extended his personal invitation to member.

The next meeting of the association will be in November, the October meeting being cancelled on account of the exposition.

Winter specialties comprised a subject of interest at the September meeting. Many manufacturers said they would continue manufacturing chocolate coated ice cream bars. Others were undecided.

The association launched a campaign for twenty new members before the next meeting. There are now 75 manufacturers in the association at this time. It was recognized that many more New Englanders should be members.

Mr. Wells of the Cone Company of America took part in a discussion against newspaper publicity detrimental to the industry such as that given in a newspaper article, produced at the meeting, which condemned old, insanitary conditions.



MANUFACTURER'S VIEWS ON EXPOSITION

(Continued from page 48)

Going Full Force.

We expect to attend in full force—not only the officers of the company, but the department heads. We have proved by experience that the knowledge gained at these conventions is of such value to the department heads, that we cannot afford to miss it.

J. H. CAPAS,

C. A. Connor Ice Cream Co., Inc.
Owosso, Mich.

* * *

I have been a member of the national association since the beginning and have attended all conventions except one. I consider this privilege the best schooling in ice cream and equipment I ever had.

JOHN COLEMAN,

Coleman Wholesale Ice Cream & Dairy Products Co.
Mt. Carmel, Pa.

* * *

Taking the Ladies.

Mr. and Mrs. B. B. Russell, also Mr. and Mrs. Russell are planning on going to the Cleveland convention in October. We think this show and convention a wonderful booster for the ice cream business.

RUSSELL'S VELVET ICE CREAM
Cedar Rapids, Iowa

* * *

I am planning to go to the Cleveland ice cream convention in October and expect to take my wife along. My reason for going is the benefits I derive from it which are many also the pleasure that is mixed in it which we enjoy.

L. E. CLARE,
Lewistown, Pa.

* * *

I intend to go to the ice cream convention at Cleveland. My wife sure enjoyed the social end of the convention and I wish to state that I have never attended a convention that I was not repaid one way or the other. I fold of the financial outlay and time taken.

A. L. LOCKWOOD,
A. L. Lockwood & Son
Utica, N. Y.

52 Years of Service



is the record of The Richmond Cedar Works. During all this time we have developed into channels of special useful service, the unique qualities of one wood

Virginia White Cedar

In no other article of our manufacture do these qualities of wood so predominate in ability to give lasting service as in the

Richmond Ice Cream Tub

and the quality of workmanship is on par with this fine wood.

Send for a copy of our latest price list.

Richmond Cedar Works, RICHMOND, VIRGINIA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

CLEVELAND

the Home of

THE PEERLESS PAPER BOX MFG. CO.

Manufacturers of

Leader and Globe Ice Cream Pails
and Brick Boxes

137 West 6th Street

Main 4458

ESKIMO PIES

If you are making 5 cent Pies you need a
Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" is a High Grade Chocolate Coating
made especially for this purpose.

Ready to Use—Nothing to Add

Manufactured By

Fortune Products Company, 416-422 S. Desplaines Street
CHICAGO

Cleveland Public Hall

Ice Cream Exposition to be Held in One of Most Magnificent Exhibition Buildings in the World

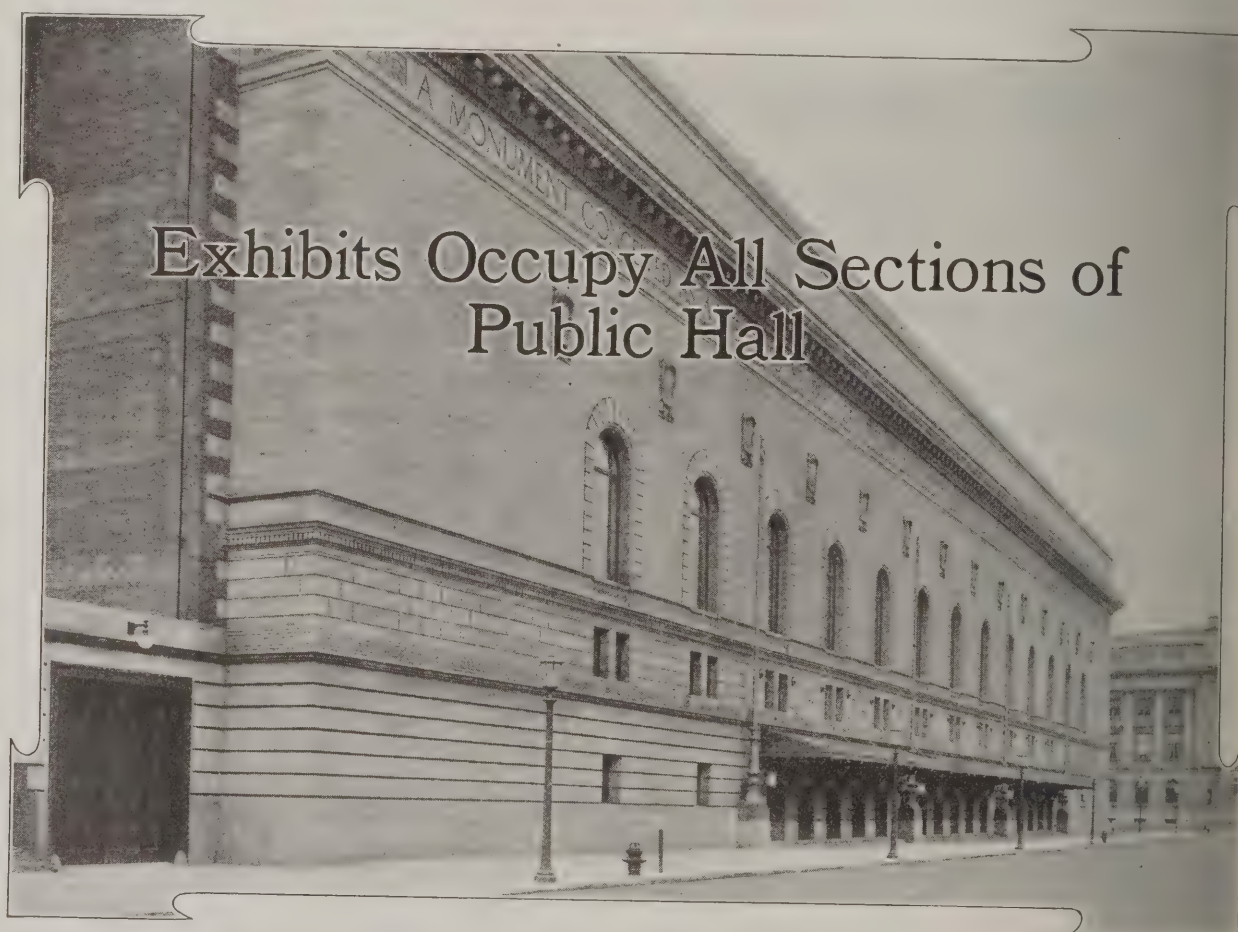
THE Public Hall, Lakeside Avenue at East 6th St., erected by the City of Cleveland at a cost of \$6,300,000, is regarded as one of the finest and most modern buildings of its kind in the world. It is ideally located in the heart of the downtown section and within easy walking distance of all the principal hotels, public and office buildings and the retail and wholesale shopping districts.

The building is designed in the Italian Renaissance style of architecture and is of modern fireproof steel construction. The interior is faced with marble, tile and decorative plaster. Care has been taken to make the latter pleasing and acceptable to the eye. Battleship gray is the predominating color. Scrolls and art work in pale blue adorns the balustrade which borders the bal-

conies, food and farm products, building materials, textile products, plumbing and heating and the like be shown to advantage and without expensive installation requirements. Its close proximity to railway freight depots also proves advantageous. Exhibits are involved.

The main auditorium in the Public Hall has a seating capacity of 11,500, approximately 6,000 being on the main floor and 5,500 stationary seats on the balconies. The auditorium is artificially illuminated by a flood of soft light diffused through a field of panels in the ceiling. Every convenience attending large gatherings is provided, including numerous committee rooms for conference.

A pipe organ said to be one of the finest in the



conies. The arch over the stage is decorated with gold work and colors which harmonize. The color scheme gives the interior a softness and warmth unusual in auditoriums and halls of such magnitude. The design and architectural effect of the exterior harmonize with the County Court House, City Hall and Federal building already erected and forming a part of Cleveland's famous group plan of public buildings.

The building is unusually suitable for all manner of conventions, entertainments, balls, carnivals, circuses, plays and pageants, musicals and grand opera. Spacious stairways and ramps give free passage from floor to floor and the entire building may be emptied in a remarkably short time.

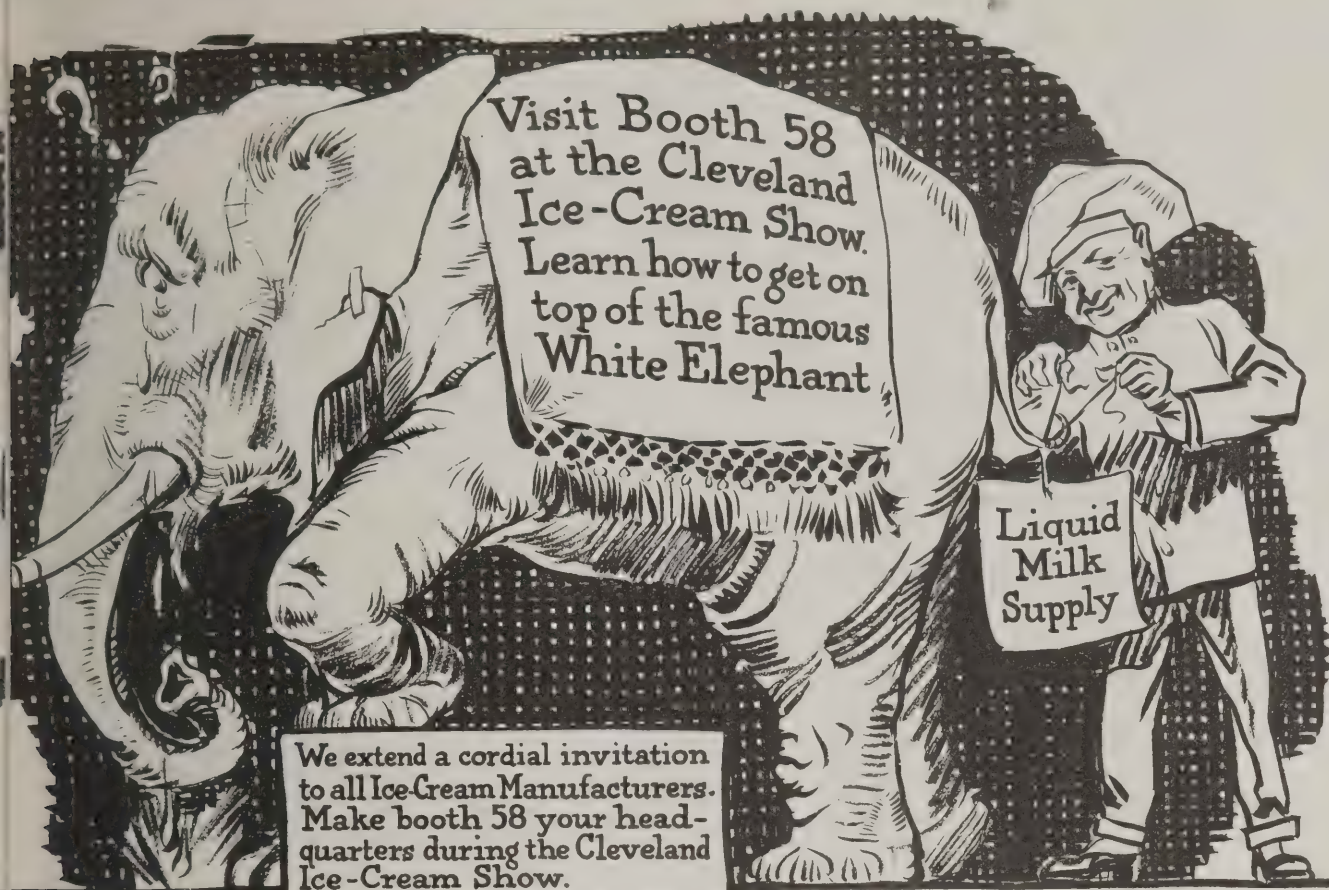
Exhibitions of aeronautics, animals, automobiles, ma-

States and the most perfect in the country in the matter of variety and scope of tone has been installed. It has 10,010 pipes, 150 direct speaking stops and costs \$100,000. The console is mounted on an elevator so that it may be lowered below the arena floor when needed. The echo organ is located in the rear of the auditorium, three hundred feet distant from the console.

Mammoth Stage.

The stage is one of the largest in the country, being 104 feet wide and 56 feet in depth. It has an open rear 72 feet in width surmounted by a high arch. The stage may also be used as a convention room, seating more than 1,000 persons. Included in the stage equipment are two passenger elevators and a lift. Also, conven-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



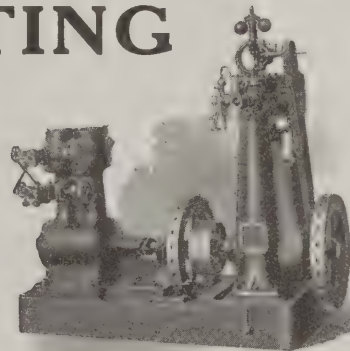
Merrell-Soule Company, Syracuse, N.Y.

Vilter ICE MAKING AND REFRIGERATING PLANTS



Horizontal Refrigerating Machine

For the Dairy
Products
Industry



Twin Cylinder Refrigerating Machine. Steam Driven

For the smaller size plant we have developed our Vertical type compressor in capacities of one to eighteen

tons refrigeration, while for the larger type plant our horizontal compressors are available in 12 ton capacity and up.

Complete information promptly furnished on request

The VILTER MANUFACTURING COMPANY

389 CLINTON STREET

EST. 1867

MILWAUKEE, WIS.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

ly at hand are several chorus and dressing rooms fully equipped with all modern comforts and conveniences.

Exhibition Hall, located in the basement, but of easy access from the main auditorium, is primarily intended

235 feet long, thus containing 28,553 square feet of space. Service stations attached to building contain connections for hot and cold water, dra steam, gas, electricity for illumination and



Interior View of Portion of Exposition Building.

for displays. The architects have succeeded in making it the most modern and complete exhibit hall in the country. Every known convenience and requirement has been installed to secure maximum efficiency and range of usefulness. This hall is 121 feet 6 inches wide and

vacuum, compressed air and telephone. Two adjacent rooms provide facilities for conferences or lecture may be used for private or individual displays.

By utilizing the arena floor of the auditorium 25 additional and unobstructed square feet of floor s



Interior View of Exposition Hall.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Scott's Coffee Flavor

101 VANILLA

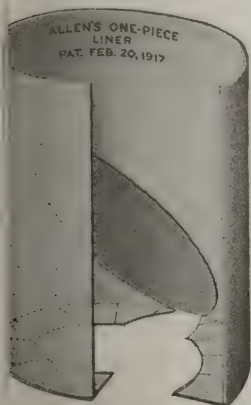


BOOTH 50
 Cleveland Exposition
 OCTOBER 22-27

REALIZING that the only sure foundation for a permanent business is *merit* in the products *offered* and *delivered*, I am devoting my best efforts and matured experience to the production of flavoring specialties to be sold strictly on their merits—flavoring specialties which are exactly as represented and which must satisfy the buyer before the sale is complete.

B. B. SCOTT

24-26 Ormsbee Avenue, Providence, R. I.



Think This Over!

"People taste with their eyes about as much as they do with their tongues."

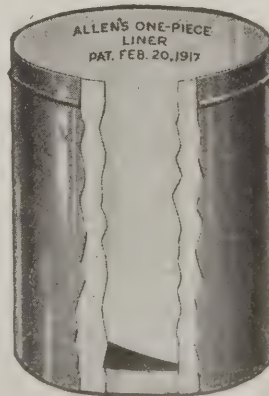
There is much truth in that statement, and it comes from a practical ice cream man who knows human nature. His success proves that.

Allen One Piece Sanitary Can Liners

add that touch of sanitation that magnifies the goodness of your product. Certainly the Can Liner makes the first impression more inviting. It at once reflects on the care you take to deliver a thoroughly sanitary food product. Besides—the Allen Can Liners lengthen the life of your cans. They are practical in every way and an economy.

Write today to your nearest jobber for samples and prices, or to

THE ALLEN CANDY COMPANY
 PONTIAC, Manufacturers ILLINOIS



is provided for exhibitions, etc., thus a total approximating 67,000 square feet is conveniently available upon the auditorium and exhibition hall floor levels.

Numerous ramps and stairways for visitors provide ready circulation between exhibition and auditorium floors and the streets. Suitable doorways and ramps of easy grade admit of large or heavy exhibits being transported safely and expeditiously to the two exhibit floors.

On the second floor are several conference or committee rooms having natural as well as artificial light; locker rooms which may be used for storage purposes; and the general offices of the building.

Entrance to the upper and lower balconies is from the third floor where also are conveniently located numerous check rooms and lockers.

Provision has been made for telephone booths, taxi cab offices, ladies' and gentlemen's retiring rooms, shower baths, lockers, check rooms, telegraph stations, a barber shop and many other conveniences for guests. The most modern of ventilating and sanitary systems are used and its appointments in this respect are complete in every detail.

Exhibition Features.

The exhibition features of Cleveland's new Public Hall have been pronounced by several exhibit managers to be unusually complete and serviceable. Other halls may have greater floor area, but for size, location of building and serviceableness it is without a peer. Prominent among its advantages are the special exhibit services, at convenient points such as connections for electricity, gas, steam, compressed air, vacuum, hot and cold water, drainage for waste water, etc.

Location.

The location of the new building is doubly advantageous in that it affords an unobstructed view of the harbor and of Lake Erie, and is also within easy walking distance of principal hotels, theatres, retail and wholesale districts, and the Union Passenger Station. Railway freight terminals are conveniently at hand. Thus admitting of maximum dispatch and minimum expense in transferring exhibits to and from the building.

Exhibit Area.

The building provides upwards of 70,000 square feet of floor space for exhibits. Of this some 65,000 square feet are conveniently available and unusually attractive. This space is upon two floors—the "Arena" being the main floor of the auditorium (street level) and the "Exhibition Hall," the latter being in the basement.

Arena Floor Area.

The Arena floor is 247 feet long by 120 feet wide, and contains 29,640 square feet of clear floor space. The stage overlooking the arena, and about 3 feet 2 inches higher, may be used for exhibits or for convention sessions. It is 56x104 feet, and has an opening 72 feet wide surmounted by an arch 42 feet 6 inches high.

Exhibition Hall Area.

The Exhibition Hall is 225 feet long by 121 feet 6 inches wide, and contains 28,533 square feet, broken only by 40 building columns each 28x20 inches. These columns are spaced 23 feet centers north and south, and 21 feet 6 inches centers east and west. Outside rows of columns are 28 feet 6 inches from the east and west walls. A very attractive feature of the Exhibition Hall is that the ceiling has 16 feet clearances above the floor.

Adjoining Exhibition Hall at the south are rooms each 50x23 feet. These may be used for displays or as conference rooms, and in latter event will accommodate approximately 165 people. Other spaces which could be used for displays are available. These floors should it be necessary to have a total of 65,000 or 68,000 square feet for exhibits.

Exhibit Services.

At each building column in exhibition hall is an ice station. At each of these service stations connections may be had for any two of three types of electric current for power or decorative purposes. At many of these stations connections may also be made to secure hot and cold water, compressed air, gas, high pressure steam, vacuum, vacuum cleaner and drainage for waste water.

Upon the arena floor similar services may be obtained from stations located at side walls, and from cabinets located in a row of pockets running about the edge of the floor east and west.

Circulation.

Unusual provision has been made for free circulation by pedestrians between the arena floor and exhibition hall, thus rendering the building particularly attractive for an exhibit requiring both floor areas.

Electric Current.

Electric current available in the building for all purposes is approximately 1,500 kws., 500 kws. being direct current, and 1,000 kws. alternating current.

Illumination.

The arena and the auditorium are illuminated by direct method. Approximately 1075 lamps of 200 watts each, are located behind a field of glass panels in ceiling 80 feet above the floor of the arena, and diffuse a flood of soft light to the arena below. For exhibition it is intended, at some future time, to suspend lamps from the ceiling thus bringing the lamps closer to the exhibits. Additional illumination is supplied for floor area under the lower balconies.

The exhibition hall is adequately illuminated by direct lighting by means of lamps placed in the ceiling of the bays formed by the building columns.

Exhibition Entrance.

The main entrance for exhibits for exhibition and for the arena is at the northeast corner of the building from which point leads two ramps, one with a grade to the exhibition hall below, and the other to the arena floor. Exhibits may also be taken into exhibition hall by way of a ramp and skids at the north end of the building.

Flooring.

The floor of exhibition hall is granolithic asphalt upon a concrete foundation. Strength—600 pounds per square foot excepting the space lying within 10 feet of each side wall, which space carries 125 pounds per square foot.

Floor of the arena is wood embedded in mastic upon concrete foundation. Strength—250 pounds per square foot.

Toilets

Adequate toilet facilities will be found at convenient points upon the exhibition hall level, as also upon the second floor.

(Continued on page 84)

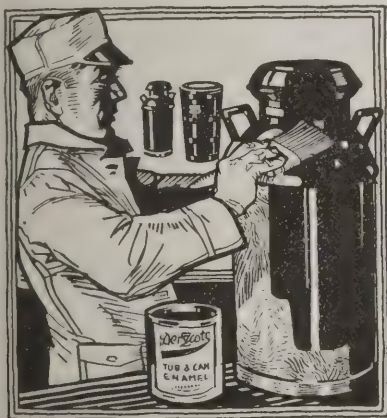
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BOOTHS 64 and 71

NATIONAL EXPOSITION — CLEVELAND

Where Gelatine Buyers May Become Acquainted
with that Necessary Requisite for
Good Ice Cream.

Crystal Edible Gelatine



Visit us at Cleveland in
space No. 125. Arrange
to inspect our plant while
at the Exposition.



Clean Up and Paint Up

These two slogans of the paint trade are particularly
applicable to the Ice Cream Industry. Use



selecting bright, attention compelling colors for tubs and cans.
Paint your personality on each container, that each one may
arrest the attention of the passerby and unconsciously impress
him with the quality of your product and the cleanliness of
your plant.

There's a DERYCOTE for interior walls and ceilings, as well
as one for trucks, wagons and delivery equipment. There are
DERYCOTE varnishes and stains for cabinets, and DERYCOTE
stencil pastes for tubs.

All are made to meet the peculiar requirements of Ice Cream
Manufacturers.

Send for color card. New and lower prices are now in effect.

THE NATIONAL PAINT & VARNISH CO.
CLEVELAND, OHIO, U. S. A.

Committee Rooms.

A total of 16 rooms in the building may be used as committee rooms—of these 10 are easy to access and range in capacity from 50 to 170 people.

General Meeting Room.

The stage is especially prepared to accommodate general meetings and will seat approximately 950 to 1,000 persons.

Storage For Crateage.

Considerable space for storage of exhibitors' crateage is available in the building. The architect estimates it at some 12,400 square feet. Additional space is available upon land adjoining the building should the building's facilities be over taxed.

Also to be installed in the building are facilities for telegraph offices, 28 telephone booths, barber shop, baths, circulating ice water, numerous check rooms and other features to render the building complete in every particular.

The measurements and other particulars given herein were abstracted from drawings of the building, blue prints, etc., in the city architect's office during March, 1921. It is barely possible some minor changes may have been found necessary in the actual completion of the work. It is not possible, therefore, to guarantee the data until after completion of the building and opportunity afforded to verify same through actual inspection, measurement, etc.



DOING ONE THING—WELL.

Editor The Ice Cream Review:

Ice cream manufacturers are realizing the necessity of revamping their plants in order to secure the economic results of direct routing and dispatch in handling their products.

Sales are dependent on two factors—quality and price. These facts govern the volume of any product and ice cream follows the natural economic law just as closely as any other commodity. Profits in the larger sense, are secured by "mass" rather than "class" production and low operating costs are the foundation of low selling price and volume production.

The industry is rapidly reaching the stage which demands a careful engineering analysis of every operating machine in the plant. An example of this is demonstrated by the increase in freezer capacity by a careful co-ordination of brine supply and temperature for each machine. Many other items of equipment should have the same careful consideration.

Work of this character requires sound engineering training in addition to experience with ice cream production. The materials entering into the construction of the various departments also present an engineering problem which call for experience with the wearing qualities of the products on the market.

Co-ordination and proper balance of the various items of equipment are a problem of no mean proportions.

Correct routing details are best developed by those familiar with many plants, accustomed to development in scale and plan and not restricted by utilizing some particular apparatus, which may or may not be suitable for the particular plant.

New plants usually work out to best advantage from the operating standpoint, but at times old plants can be remodeled into very efficient arrangement of departments and direct routing of materials.

Man's service to society (and usually his profit) is

measured by doing one thing well. If he is doing he is usually kept busy. If he is manufacturing selling ice cream, therein lie his service and profit. A tailor will supply him with a more efficient suit of clothes than he could design and make for himself. The dairy specialist will provide him with a more efficient and attractive plant than he could possibly do without that service.

There are forms and conditions to cover and to be attained in each case and certain results to be attained. This can be accomplished by the man who does One Thing Well.

WILLIAM H. TIMM,
Philadelphia, Pa.



ICE CREAM CONE MAY REPLACE HOT TAMALE IN ARGENTINE, SAY FOREIGN DELEGATES TO EXPOSITION.

News reaching The Ice Cream Review from Buenos Aires indicates that the ice cream cone may supplant the tamale in the Argentine. Four Argentines in this country to attend the World's Dairy Congress and the International Ice Cream Exposition state this. They will visit the Cleveland exposition with especial interest, for though the ice cream industry is barely started in Argentine, these delegates believe it has possibilities there.

The men are Arturo Pimentel, secretary to the minister of agriculture; H. Gustave Casares and Ricardo M. Pearson of Buenos Aires, and Ernesto M. Quirós of Rosario state.

Their tour of ice cream plants kept them in Buenos Aires three days. A. G. Hoefler, president of the Hoefler Cream Co.; W. C. Stephens, vice-president of Rice Adams, and H. M. Cary, president of the Queen Milk Co., took the strangers in charge at Buffalo.

"The ice cream industry in South America is in its infancy," said Signor Pearson. "We want to get some notions about how to manufacture it and how to advertise it from the Americans. We have always had a meat industry there, but dairy products never amounted to much until after the war. Since then we have been exporting much cheese, butter and casein. But the ice cream cone is unknown in South America. We have sherbets, but no cones. Of course, we will have to modify it for Argentinian use."



BOEHM JOINS THOMPSON-BREMER CO.

E. G. Boehm of Chicago formerly sales representative for the John Wood Manufacturing Co. in Illinois, Indiana and Southern Wisconsin, has recently severed his connections with that company to become a member of Thompson Bremer & Co., of Chicago, and will be in charge of the sales department.

Thompson Bremer & Co., are jobbers of milk and cream cans, bottle cases, etc., and are also engaged in the re-tinning of cans.



GLACIFER COMPANY WINS.

The Interstate Commerce Commission some time ago reopened the case of the Glacifer Company vs. American Railway Express Company upon petition of the defendant. The original order by the commission directed the express company to bill shipments of ice cream in dry containers at approximately 75 per cent of the gross actual weight. The findings in the original case have been affirmed and are being complied with by the express company.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time

Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
NEW YORK CITY

D U N N ' S

The PIONEER Ice Cream Gelatine

WE hope to have the pleasure of welcoming our friends at Booths 82 and 93 at Cleveland, where we will exhibit gelatine of exceptional value. ¶ We have grown with the Ice Cream Industry from its first inception, and our policy has always been to act, and render the very best service single - handed. A policy which we will continue.

THOMAS W. DUNN COMPANY

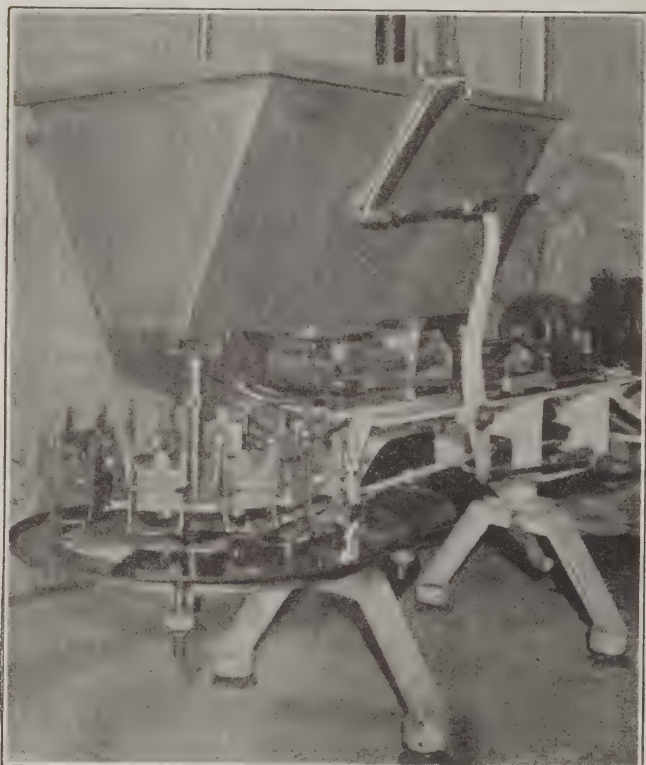
546 GREENWICH STREET, NEW YORK

Canadian Office and Warehouse: 55 COTE STREET, MONTREAL

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

An Electrically Operated Ice Cream Plant

ABOUT thirteen years ago Ernest L. Haines conducted a general store in Lynn, Mass. Mr. Haines, being a typical American citizen, liked to eat ice cream. Almost every evening just before closing time he would slip across the street and purchase some for his own consumption. Shortly his taste became so keen that the quality of the commercial product did not satisfy him, so he purchased a small freezer and began to make his own ice cream. Naturally he had a surplus supply which his friends and customers helped him to consume. The idea of quality ice cream became fixed in his mind and soon the demand for his personal ice cream increased. He enlarged his

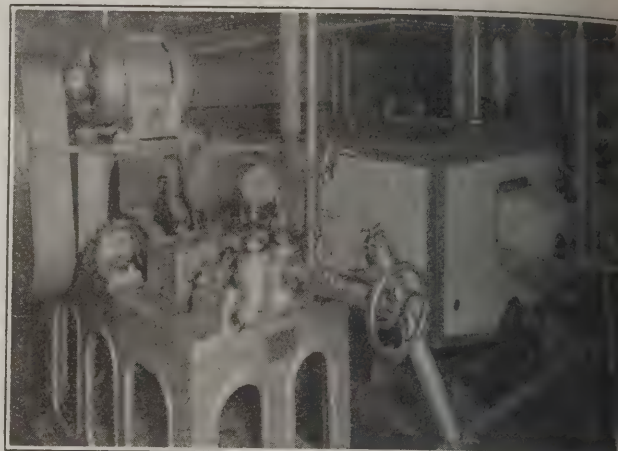


General Electric Type KT-711—4 Pole—1 HP—1800 RPM—60 Cycle—550 Volt Motor with CR-1038 Starter Operating "Mojonnier" Carton Filling Machine, Capacity 1200 Quart Bricks Per Hour, in Plant of Ernest L. Haines, Inc., Lynn, Mass.

operations and went into the ice cream business in earnest.

Today, E. L. Haines, Inc., occupy a model establishment, which is one of the most interesting examples of a completely electrified ice cream plant. It is equipped with 70 H.P., in General Electric type motors driving a battery of four forty-quart freezers, an ingenious brick filling machine which can do more work in a day than one man could accomplish in six weeks by the old hand methods, a carton lining machine, 3 storage and mixing vats, a 500-gallon pasteurizer and mixer, a homogenizer, and ice cream breaker, a conveyor used in filling the delivery trucks with ice, and all of the refrigerating apparatus. This latter is driven by a 40 H.P., GE variable speed induction motor, taking care of mixing, freezing, and the hardening room which contains over a mile of piping, the temperature being kept at a temperature of from 2 degrees to 18 degrees below zero.

Motors also operate the pumps which transfer the cream from a liquid state, through the several manu-

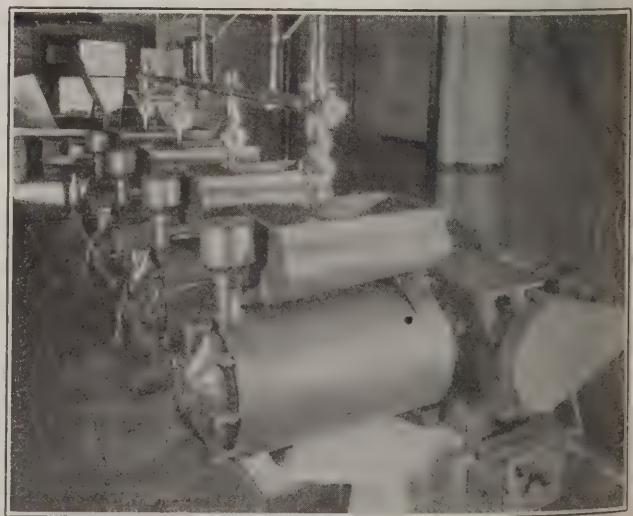


General Electric Type KT-160—4 Pole—1 HP—1800 RPM Cycles—3 Phase—550 Volt Motor Driving a 500 Gallon Pasteurizer and Mixer; Also a General Electric Type KT-312—6 Pole—20 HP—1200 RPM 60 Cycles—3 Phase—550 Volt Motor Driving Manton-Gaulin Homogenizer in Plant of Ernest L. Haines, Inc., Lynn, Mass.

facturing processes, until it is ready to leave the freezer and be placed in the hardening room. Mr. Haines believes that by these methods waste and labor expenses are kept at a maximum and that better ice cream is made in a better way, cleanliness being everywhere paramount.

"Our plant," says Mr. Haines, "is 100 per cent electrical and yet the operating cost for electric light and power amounts to only \$0.0181 per gallon of ice cream produced. The ratio of our power cost is steadily decreasing as our production is increasing and the figures most certainly warrant any ice cream plant using electric power."

"Cleanliness, dependability, and ease of operation are the chief power requisites in our industry," he added. "Then, naturally, the cost must be considered. I use individual electric drive on all of my apparatus. The motors are readily installed, occupy little space, are easily kept clean, run, and keep running with little attention except lubrication—anyone can operate them and no expert skilled is required for maintenance."



Battery of Four 60 Quart Ice Cream Freezers, Each Driven by a General Electric Type KT-160—6 Pole—3 HP—1200 RPM—60 Cycle—550 Volt Motor in Plant of Ernest L. Haines, Inc., Lynn, Mass.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.







4 True Servants
to the Ice Cream Industry

~ EXHIBITS ~
AT THE
2ND NATIONAL EXPOSITION
Cleveland ~ OCT. 22-27
Mojonnier - BOOTHS - 28-31

Mojonnier Bros. Co.
MILK ENGINEERS

739 W. JACKSON BLVD
CHICAGO.

MOJONNIER MILK TESTER MOJONNIER BRICK MACHINE MOJONNIER VACUUM PAN MOJONNIER OVERRUN TESTER

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
We warn the trade against worthless imitations having similar sounding
names claiming to be "the same as *Vanoleum.*"

Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.



THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



PROFESSOR BAER'S INQUIRY DEPARTMENT



Answers to Inquiries

Dear Sir:—Please advise whether ice cream colored with certified coloring will change color after staying in a room where the temperature varies. Sat at one time the room is five below zero and then again will be ten above. Will this affect the color of the cream in any way?

A. J. W.

Reply: I can see no reason why the color of ice cream should change with variations of temperature in the hardening room. You will find, however, that the color will appear to be stronger and more distinct when the ice cream is first made. Practically all colors will fade somewhat when cream is in storage several days. Variations in temperature should have nothing to do with the color.

* * *

Dear Sir:—We are having trouble keeping our cream hard in our various dealers' cabinets and are wondering if the trouble lies with our mix? The mix we are at present using consists of the following:

- 182.5 lbs. sweet butter, 92.0% butterfat.
- 28.75 lbs. skim milk powder.
- 17.5 lbs. gelatine.
- 560.0 lbs. sugar.
- 186.0 gallons whole milk, 3.5% butterfat.
- 89.0 gallons evaporated milk, 5.0% butterfat.
- 16.25 gallons evaporated milk, 7.5% butterfat.

Normally from this size mix we obtain 640-650 gallons of ice cream which, in plain flavors, we believe would analyze about 12 per cent butterfat. We use a 24 hour natural ageing in a Cherry holding vat at 40 degrees F. after a careful pasteurization and viscolizing at 2500 pounds pressure.

We freeze with 0 to 5 degree brine in about ten minutes and whip for five minutes, giving us about four freezes an hour. Our freezer is a Cherry 50 quart direct drive and seems to give us a smooth even product.

Could it be that the sugar content of our mix is too high for a commercial cream? What could we do to prevent a "powdery taste" which we find present at times? What effect does high hardening room temperatures have on the ability to keep cream hard with a twenty-four hour "icing service?"

J. C. CO.

Reply: I have analyzed your mix and you will find the calculations given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
182.50 lbs. butter, 92% fat..	167.90	167.90
28.75 lbs. skim milk powder.		27.3	27.30
17.50 lbs. gelatine.....		16.60
560.00 lbs. sugar.....		532.00
1581.00 lbs. 3.5% milk.....	55.33	135.8	191.10
801.00 lbs. evap. milk, 5%..	40.05	128.2	168.20
145.25 lbs. evap. milk, 7.5%.	10.96	26.3	37.30
3317.00 lbs.	274.24	317.6	1140.40
Per cent	8.2	9.6	34.38
Per cent sugar.....	16.88		

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

There are two things relative to your mix that not quite understand; one of them being your butter containing 92 per cent butterfat. Usually butterfat content of sweet butter is not over 85 per

The other point I have in mind is the 5 per cent butterfat content of your evaporated milk. You also to believe that your mix would analyze 12 per cent butterfat when my figures would show that it only contains a little over 87 per cent. You will also notice that the sugar content of your mix being 16.88 per cent is high, 14 per cent should be plenty high enough. However, if you were to reduce the sugar content to 14 per cent you would have to increase the milk solids in to keep your total solids about 35 per cent. I do not know just why you would use such large amount of evaporated milk unless you have difficulty in getting skim milk powder.

The powdery taste which you state you have occasionally in your cream, cannot come from your milk powder unless this is an old insoluble powder. It does not appear from the description in your letter that the trouble you seem to have is due to any point in the processing of your mix. It also appears that the icing of your mix is carried out properly. The hardening room should be kept at as low a temperature as possible and should not be permitted to go higher than 10 degrees above zero. In fact it would be better to keep it at about zero. Then if your cream is properly packed out and kept hard until it reaches the retailer, he should not have any difficulty in keeping it hard at the fountain providing the icing service is correct at the fountain.

* * *

The high sugar content of your cream is partly responsible for some difficulty in keeping the cream hard.

Dear Sir:—In our mix now we use all sweet cream making a 10 per cent butterfat, 11 per cent serum solids, 14 per cent sugar and 34 per cent total solids but our total solids up with skim milk powder and gelatine per cent overrun with a Emory Thompson vertical freezer. Our sweet cream costs us 50c per pound butterfat. We also churn and during the hot weather have used sweet butter, using a small emulser.

We were thinking of installing a viscolizer and using our sweet butter altogether, as there would be a savings in the price of sweet cream and sweet butter churned in our own creamery. With the proper equipment would sweet butter make as good a quality of cream as sweet cream?

On a business of 20,000 gallons a year would you advise making this change, and can we get a 100 per cent overrun with a vertical freezer? We are thinking of re-placing our vertical freezer with a horizontal freezer.

M. C.

Reply: I notice that you are now making your cream practically entirely from sweet cream. I would



Red Seal "Homo" Powder

Improves Ice Cream. It helps the Homogenizer by increasing the viscosity of the mix, assists in breaking up the milk fat globules and retains them in a fine and evenly distributed condition. Homo-Powder retains its jelling capacity at the homogenizing temperature, a property not possessed by gelatine. Use Homo Powder and be convinced. Get our 1924 prices for "Homo" in lots from 1 to 10 tons. The cost is trifling compared with the distinct improvement that results.

Red Seal Ripener

Positive results. Ripens and thickens the batch by enzymic action. Required viscosity can be produced quickly or moderately slowly by regulation of amount of Ripener used. Do not let your batch stand too long in the old way without ripener, if you want to produce ice cream with a low bacterial count.

Red Seal Vanillas

All grades from best bean extracts to low priced imitations. You will save money and obtain satisfaction by contracting now. Contracts accepted for lots from 1 to 50 barrels for 1924 delivery.

Red Seal Certified Colors

Manufactured in St. Louis by the Warner-Jenkinson Company. All shades. Strong, pure, brilliant. Supplied in Powder, Paste or Liquid.

Red Seal American Cheese Color

Vegetable. Extra strong. Gives a true cream color to the mix.

Red Seal Extracts

Highest grade for ice cream flavoring.

Red Seal Milk of Orange

Ideal for water ices and sherbets.

Warner Jenkinson Co.
St. Louis

suggest that you continue to use all the sweet cream possible, even for next season, and then use sweet butter to supplement any shortage of fat.

If you churn your own sweet butter and can depend on an absolutely fresh supply all the time, you will not note as much difference in the quality of the ice cream. However, if you could use about one-third sweet cream and two-thirds butter for the fat, I am sure you would improve the quality of the cream.

I believe it will pay you to install a viscolizer even on that basis. I also believe you will get better results if you will put in a horizontal freezer to replace the vertical machine which you now have.

* * *

Dear Sir:—We are trying to make an ice cream containing the following ingredients:

92 score ABC butter.

Spray process skim milk powder.

Whole milk of butterfat content between 3 and 4%.

Evaporated milk (whole) butterfat 7.5%.

Evaporated milk (part whole and part skim) butterfat 5%. With an ultimate analysis on the mix of 10 to 12 per cent butterfat, 35 per cent total solids, and a sugar content of not to exceed 14 per cent. We are endeavoring to do this, believing that this should give a cream of exceptional goodness. We would be glad to receive from you your suggestions as to a formula to use containing these or other suitable ingredients.

Reply: I am suggesting below in tables 1, 2 and 3 three mixes containing the ingredients suggested in your letter, balanced up according to your suggestions:

Table 1.

100 lb. mix, without skim powder.			
Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
20.0 lbs. 5% evaporated.....	1.00	3.60	4.60
10.0 lbs. 7.5% evaporated.....	.75	1.80	2.55
10.3 lbs. 84% butter.....	8.65	8.65
45.2 lbs. 3.5% milk.....	1.58	3.88	5.46
100.0 lb.	11.98	9.28	35.03

Table 2.

100 lb. Mix.			
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
10.0 lbs. 5% evaporated.....	.50	1.8	2.30
10.0 lbs. 7.5% evaporated.....	.75	1.8	2.55
1.7 lbs. skim milk powder.....	1.6	1.60
10.0 lbs. butter, 84%.....	8.40	8.40
53.8 lbs. 3.5% milk.....	1.88	4.63	6.51
100.0 lbs.	11.53	9.83	35.13

Table 3.

100 lb. Mix.			
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
8.0 lbs. 5% evaporated.....	.40	1.44	1.84
8.0 lbs. 7.5% evaporated.....	.60	1.44	2.04
2.4 lbs. skim powder.....	2.30	2.30
11.0 lbs. 84% butter.....	9.24	9.24
56.1 lbs. 3.5% milk.....	1.96	4.71	6.67
100.0 lbs.	12.20	9.89	35.86

I am sure that either one or all three of these mixes should give you satisfactory results.



Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national exposition of The Association of Ice Cream Supply Men at Cleveland, October 22-27 inclusive.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SPOKANE ICE CREAM MEN WIN RATE

Agreement between the Spokane ice cream manufacturers and distributors and the American Express Company regarding ice cream rates Portland and Spokane to eastern Oregon points reached the middle of September at a hearing in the federal building before Examiner Mackley of the state commerce commission. It is expected the differences will be officially adjusted in a mutually satisfactory manner by the commission on the basis of recommendations of the examiner.

The complainants were represented by the Spokane Merchants Association through C. O. Bergan, manager, and F. N. Martin, general manager of the Hazelwood Company. They were the only Spokane witnesses.

They presented tables and other documentary evidence demonstrating that the defendant company permitting a discrimination against Spokane shippers in ice cream shipments to the eastern Oregon points in favor of Portland shippers. This discrimination, pointed out, has two phases.

Spokane shippers pay express on an estimated weight of 115 pounds on a five-pound freezer, Portland shippers pay on a weight of 100 pounds on the same freezer to the same points. The actual discrimination against Spokane, according to the local witnesses, runs from 58 to 83 cents on a five-gallon freezer of ice cream, averaging about 12½ cents a gallon.

It was not contended that the Spokane rate was high, but that the Portland rate is too low. The Spokane scale is on the basis worked out nationally approved by the interstate commerce commission.

The chief witnesses for the American Railway Express Company were L. A. Lockwood, general manager, San Francisco; Edward Stern, chief clerk, the superintendent of transportation; J. H. Grady, Portland agent, and A. H. Peterson, Spokane agent.

They admitted the discrimination and explained by the fact that the Oregon state public service commission had refused to permit the company to allow the same increase in intra-state express rates as the state commerce commission had permitted on interstate express rates.

It was mutually agreed that the Portland rate should be increased to the level of the Spokane rate, and that the weight of 115 pounds per five-gallon freezer, on which Spokane shippers pay, should apply to Portland as well. The rates in question apply to eastern Oregon points from Portland and Spokane.



PACIFIC ASSOCIATION PREPARING FOR VISIT TO CANADA.

Plans are rapidly going forward for the annual convention of the Pacific Ice Cream Manufacturers' Association, according to Secretary Bert H. Walker, Tacoma, Wash. The convention will be held at Vancouver, B. C., December 3, 4 and 5. Mr. Walker says the program is nearly complete, and he declares it will be one of the best programs ever prepared for a Pacific convention. He expects a large attendance, much interest shown in the convention in letters reaching his office.

This will be the first time that Canadian members of the association have had the opportunity to enter members of their association at a convention. Vancouver is one of the most up-to-date cities in Western Canada, and manufacturers of that city are expected to show visitors a splendid time during their stay at the convention.

The Second Tests Have Been Made by the Engineers from the Massachusetts Institute of Technology.

THE TESTS show that the cork insulated refrigerator body weighed 920 lbs. more when new than the Zero refrigerator body and after working both bodies on regular routes for five months this summer, the Cork Body weighed 1110 lbs. more than the Zero Body.

At four dollars a ton it will cost \$810.30 a year to haul the extra weight.

This will interest the men who figure cost.

VISIT OUR BOOTHS 183, 184, 185, 186 AT THE
CLEVELAND EXPOSITION.

WE HAVE MORE INTERESTING INFORMATION
THAT WILL SAVE YOU MONEY.

JOHN J. GROTHE CO., Inc.

See the

'MOISTURE
BOY'

ZERO BUILDING

Woburn,

Massachusetts



CLEVELAND :: ST. LOUIS :: NEW ORLEANS :: SACRAMENTO :: GUELPH, ONT.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



YEARS of constant use by the leading ice cream and dairy plants the country wide have proved The Gaulin Homogenizer the most efficient, the sturdiest and the most durable machine of its kind manufactured.

Gaulins have no equal in length of service — they are *built to last*. Many of our original installations are still in daily use, operating with the same high standard of efficiency, in some instances under homogenizing pressures ranging from 4,000 to 5,000 pounds.

If you are contemplating the installation of new homogenizing equipment in your plant, we recommend your investigation of the *superior merits* of The Gaulin.

Standardize on The Gaulin and insure uniformity of the mix.

Gaulin Homogenizers will be on exhibition at the Ice Cream Manufacturers' Convention at Cleveland.

We invite your inspection

The Manton-Gaulin Mfg. Co., Inc
11 Elkins Street, Boston, Mass.



Type 250 Motor Equipped

The Gaulin

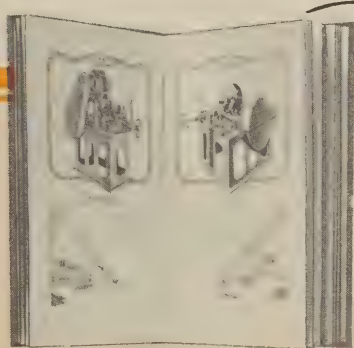
THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



Efficient
Durable
Economical



Homogenizer



*Write us
for Our
Illustrated Catalog.
Sent free upon
request*

homogenizer

Delegates Will Cover Long Distances

Representation from Proverbial "Four Corners" Will Run Exposition Mileage Over the 2,500 Mile Mark

THE exposition will draw ice cream manufacturers from the proverbial four corners of the land. It is interesting to note the distances from the leading American cities to Cleveland, which is very near the center of the nation.

Pennsylvania, of course, will send a large delegation. The gentlemen connected with the Crane Company, the Colonial Company and other Philadelphia and Pennsylvania friends will catch their train and ride 493 miles. On the way they will pick up the Riecks and their friends at Pittsburgh. They will have some Jersey manufacturers along with them.

Baltimore manufacturers and friends in the Cumberland Valley "the gateway to the South" will ride 593 miles before shaking hands with the Cleveland reception committee. The Hoefflers et al of Buffalo will probably take dinner with their families one night and get their toast and coffee at the Hotel Cleveland the following morning after a night ride of 183 miles.

The Cincinnati manufacturers also will have a short, pleasant trip to the scene of action, traveling 244 miles. Manufacturers of Indianapolis will have only 283 miles to cover, while the delegates from the Detroit Creamery and neighboring plants will have only 173 miles to cover. Columbus manufacturers will not mind their trip of 138 miles. Chicago manufacturers are glad they don't have to travel more than 357 miles to take in the show. Our friends down in "Ole Kaintucky" will reel off their 358 miles from Louisville without great weariness.

But distance begins to pick up when President Morris leads his friends down from New England, with Boston 926 miles removed from the ultimate objective.

President Charles E. Landreth will lead his Tarheel friends past something like 600 mile posts before they will be able to answer the roll-call at the opening of the national convention. Their special train is expected to be pretty well filled.

Georgians Have Long Trip.

As this is being written President J. D. Kinnett is making preparations to lead his "Cracker" friends over a distance of about 800 miles. Atlanta is 738 miles from Cleveland. The Georgians were making their preparations at a meeting October 4 at Columbus, about 150 miles below Atlanta.

The people in the Southwest will do the real traveling, though. San Francisco manufacturers will cover 2,693 miles. At Los Angeles they will pick up their friends and resume the journey with 2,562 miles still to go. On the same train will be manufacturers from Phoenix, Ariz., something over a thousand miles from Cleveland.

Up in the Northwest Bert Walker, F. N. Martin and a number of other veteran roadsters will not let a little distance like 2,500 miles deter them. They are on the way now and will be riding two or three days before some folks who think they have a long trip to make are even started.

Our friends in the land of flowers will have to reel off 1,085 miles when they leave Jacksonville, while J. W. Barritt, vice president of the Southern Association of Ice Cream Manufacturers, faces a stretch of 1,293 miles.

People journeying down from the National Dairy Show at Syracuse will have only 350 miles to travel.

Delegates from the national capital will cover about 437 miles.

ASSOCIATION DIRECTOR RACING FROM EUROPE TO EXPOSITION.

William F. Luick is somewhere on the high seas at this writing. He cut short a tour of Europe early in October to rush back to America and take in the national Ice Cream Exposition. Mr. Luick, who is a member of the executive committee of the National Association of Ice Cream Manufacturers, is head of the Luick Ice Cream Company, Milwaukee. He has been an enthusiastic worker for the advancement of the national association for several years.



IOWA MANUFACTURERS TO MEET IN DECEMBER

The annual convention of the Association of Ice Cream Manufacturers of Iowa will be held at Maquokette, December 10, 11 and 12, according to recent announcement by Secretary P. W. Crowley. Hotel Bradford will be convention headquarters.

Officials early this month were making preparations for the program. One of the most interesting convention programs in the association's history is promised.

C. S. Hutchinson of Des Moines is president of the association, R. S. Hadley of Ackley is vice-president and A. N. Sayles of Fort Dodge is treasurer. On the executive board are: C. B. Madison, Edgewood; A. Sidwell, Iowa City; Harry Rex, Creston; B. X. Peck, Madison; and H. F. Lange, Creston.

Poodle Dog officers are preparing to help their friends stir up things for a spirited, get-together meeting.



ARCTIC ICE CREAM CO. SUBSIDIARY ENLARGED

The Arctic Ice Cream Co. has purchased from the Commerce Motor Car Co., the plant and real estate at Green, Mackie, Solvay avenues and the Wabash River way. Walter E. Parker, president of the Commerce Motor Truck Co., announces that all tools and equipment have been purchased by that company, which is re-organizing the Commerce Motor Car Co., and that the business will be continued. Announcement of plans, he said, would be made later.

The modern factory buildings which cover two acres will be immediately converted to the use of the Nizer Corporation, a subsidiary of the Arctic Ice Cream Co. for the manufacture of Nizer automatic refrigeration cabinets. The Nizer factory is at present at 3983 Madison avenue.



WIDOW OF MANUFACTURERS WISHES SHE COULD BE AT CLEVELAND.

"Success to the exposition," writes Mrs. E. R. Holton who operates the Holton Ice Cream Factory, Holton, Kan., since the death of her husband last winter. "I says every manufacturer should attend to get the high ideals and inspirations." She wishes she could be there.



An advertisement placed in "The Review" will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SEE THESE
COMFORT'S PRODUCTS
IN BOOTH 84, CLEVELAND SHOW

**PERFECTION BLEND,
VANILLA & VANILLIN**

A straight Vanilla re-enforced with vanillin,
thereby HOLDING the true vanilla flavor in
the cream.

**MEXICAN VANILLA & VANILLIN
POWDER**

Product of the highest possible QUALITY.

**NO.1
IMPERIAL CONCENTRATE**

Twelve times the regular vanilla extract
strength. 2 to 2½ drachms richly flavors 40
parts ice cream.

BETTER MIX UNITS

Sanitary, Waterproof Units for

100
150 Gallons of Mix.
300
500

BETTER MIX helps rapid aging, thereby
retarding formation of too much lactic acid;
aids low bacteria count.

Acts on the casein, albumen, etc., in such a
manner as to partially release the BUTTER
FAT GLOBULES, thereby ENRICHING the
flavor and quality of ice cream.

No measuring or weighing in using BETTER
MIX UNITS.

Packed 60 UNITS to the case of each size.

ASCHENBACH & MILLER, Inc.

PHILADELPHIA, PA.

GLACIFER DRY PACKERS

CLEANER - LIGHTER - BETTER PRESERVATION
ELIMINATE ICE AND SALT

All Glacifer Packers are insulated with cork board. Preservation accomplished
by metal drum filled with liquid, which is pre-cooled before being used.

INTERSTATE COMMERCE COMMISSION
ISSUES FINAL DECISION

The final decision just issued requires dry packers to be
billed at 25% less than actual weight. (*Glacifer
Company vs American Railway Express.*) Actual weight
Glacifer with five gallons ice cream 90 lbs. BILLING
WEIGHT BY EXPRESS 68 lbs. (*Interstate.*) Also
applies Intrastate in some places. *Write for particulars.*

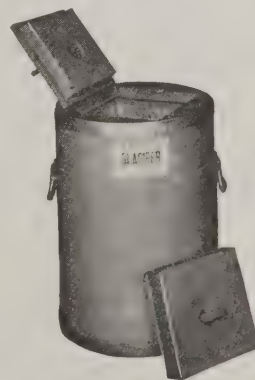
SAMPLE OF EITHER MODEL WILL BE SENT ON 30 DAYS' TRIAL

THE GLACIFER CO.

491 Main Street

Cambridge, Mass.

(Patented)
20-Quart Bulk
15-Hours Preservation
(made for 36 hours)



(Patented)
20-Quart Brick
15-Hours Preservation
No cave necessary

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

VIRGINIA

NORTH CAROLINA

SOUTH CAROLINA

GEORGIA

MISSISSIPPI

TEXAS

OKLAHOMA

ALABAMA

LOUISIANA

ARKANSAS

KENTUCKY

FLORIDA

Way down South in Dixie

Selling Supplies in the Southern Dairy Industry*

In 1915, I went to the south and started in a little ice cream business, not as a proprietor or owner but merely as an employee. At that time in the state of Mississippi there were very few real ice cream plants or creameries. Today I don't know the exact number, but I have here the names of the members of the state association, this of course, does not include the names of all the manufacturers in the state. Now what caused this rapid growth in this industry? I might ask, What has this done other than make a few spasmodic trips down through the main thoroughfares of the south, and in a few instances sent a catalogue along with them or mailed it to them after the salesman returned?

Now, Mississippi is unlike any of the other states which I travel. There are but two cities of over 20,000 population in the entire state. Mississippi is peculiarly an agricultural state and I believe destined to put my dear old Indiana to shame in the few years to come, so far as the development of the dairy industry is concerned.

Jumping across the state line into Alabama we come into a different situation. While Alabama is behind in some respects, it is in others farther ahead. In fact, Mississippi never will have the cities that Alabama has. It never will have the varied industries that Alabama has. It hasn't the railroad and shipping facilities, it hasn't the labor. I mean the wage earning population that Alabama has.

You know as well as I do that it is a community that has the \$20.00 and \$30.00 a week salaries coming in with clock-like regularity that makes business for us in the ice cream line. One wage earner with nine head of kids and a \$14.00 a week job will consume more ice cream, milk and butter than John D. Rockefeller or Pierpont Morgan, so you can see that Alabama really has a future in the ice cream field. In fact there have been some small fortunes made in it down there in the last six or seven years. While the health regulations are not what they might be they are waking up. Milk peddlers down there with faucet cans and frozen dainty push carts are not as numerous as they are within gun shot of dear old Indianapolis.

Now, I realize that it takes a great deal of confidence in the south to enable one to see things from this angle, but right here let me tell you that if you haven't got just that kind of confidence, you haven't got a chance and you better crawl back home and stay out of Dixie because you will find that they are not quitters and they haven't much use for a quitter either.

I wonder how many of you here have heard tell of these papers, The Ice Cream Review, The Milk Dealer, The Butter, Cheese & Egg Journal and Chicago Dairy Produce. I dare say that you have all heard of most of them. Well, so have I and so have other supply houses. These papers find their way into the very outposts of the

*Extracts from the paper of a supplyman in the southern ice cream trade, prepared for a conference of officials and salesmen of his house.

industry and they carry with them advertisements of our competitors and their goods, but I have more time yet to see this house ad in any of these journals.

What does this mean to you? Many has been the time that I have gone into a man's place of business and found him reading the advertisements of a competitor. He is getting a message from somebody telling him about the superior merits of their goods, convincing him during his spare moments that he should have it. Why do we not capitalize on these hours of our customers in establishing ourselves a reputation of our goods a little more firmly in his memory?

One thing which I intend to do this year is to at least notify my customers in advance some several days before I call, and I am not going to do that on a card, either. I believe the salesman ought to be personally acquainted with his customers and know enough about his business to write him a few lines which do not seem so conventional.

My idea of announcing ones self to a buyer in advance would run more like this:

"Hi, Chief, how you comin'? If the A. T. doesn't go back on me, I'll be seein' you about next row, day after tomorrow or maybe next week, and I'm figurin' on selling you about \$400 worth of cards. Of course, I know you won't ever use them, but they're good stuff for the kids to mark on and you can make post cards out of them, too. I'll show you how to do that when I get there. So long."



PROGRAM ANNOUNCED FOR TEXAS CONVENTION.

Program for the 1923 convention of the Texas Cream Manufacturers' Association was drawn up at a meeting of officers and members of the executive committee of the Texas association at Galveston, October 29. The meeting was held at Hotel Galvez, where the convention will be held, November 26, 27 and 28. Though some changes may be made in the program before the convention, it is thought that most of the speakers counted upon will appear. The program shown in this issue of The Ice Cream Review is the first time.

Officers were highly optimistic over the outlook for a highly successful convention.

J. B. Huff, president of the Texas Longhorn Association's affiliated body, pledged the support of its supplymen.



You can find the person who will be glad to buy your goods, by letting your desires be known through an advertisement in The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

**Let us Send
Them Back
This
Way**

Old cans with their capacity robbing dents and milk contaminating rust spots are made like new at our plant. we



RETIN and REBUILD MILK and ICE CREAM CANS

that's why they come back looking so good. And the extra heavy coat of tin we give them doubles their life.

Send us a lot for trial.

THOMPSON-BREMER & CO.

1750 Carroll Avenue

CHICAGO, ILL.

We distribute the

JOHN WOOD

*Electric
Weld*

Ice Cream Cans

Because a better ice cream can cannot be found for the money. Thrifty ice cream manufacturers recognize this fact. Their reorders prove it.

Let us supply you.

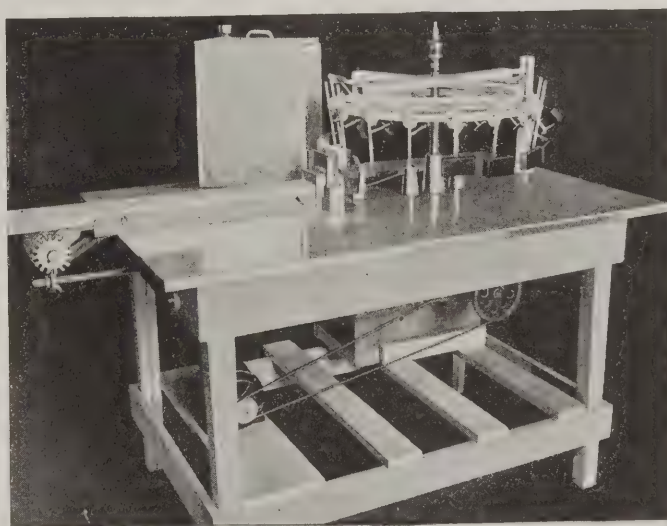
Generous Profit Now Possible On The 5c Ice Cream Bar

GIANTIC FALL AND WINTER DEMAND WILL KEEP YOUR PLANT BUSY EVERY DAY IN THE YEAR.

This remarkable machine makes it possible to produce the 5c Chocolate Bar at a net cost of 20c a dozen, including the cost of wrappers, license, material and labor.

Not only reduces labor cost to less than 1c a dozen, but eliminates all loss of chocolate and cream. All pies are exact in size and shape—no small wasted ends. By using our formula we guarantee a better coating, at a cost not to exceed 5c per dozen.

Prepare now for the slack season



Northwestern Ice Cream Cutting and Dipping Machine, Complete \$375.00

Adjustable for 5c or 10c Bars

Now being used by prominent manufacturers in the United States, Mexico and Australia.

Complete—including motor and electrically heated tanks. Write for full particulars.

NORTHWESTERN CORPORATION, Box 18, Morris, Ill.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

PROGRAM

Texas Ice Cream Manufacturers Ass'n

NOVEMBER 26, 27, and 28

Galvez Hotel, Galveston, Texas

Monday, November 26, 1923.

- A. M. Registration.
- 11 A. M. Directors' Meeting.
- 2 P. M. Business Session.
- Address by President J. J. Sullivan.
- Report by Secretary-Treasurer.
- Paper by T. O. Walton, Director of Extension A. & M. College, Texas.
- Paper by J. M. Ridgeway, Director of Extension, Mistletoe Creameries.
- Paper by Prof. Ruehe, Urbana, Ill., Illinois University.
- Address by Jno. L. Darrouzet, Attorney, Galveston, Texas, Local Co-operation.

Tuesday, November 27, 1923.

- 2 P. M. Business Session
- Address by a local Galveston druggist.
- Paper, Ice Cream Cabinets, Geo. Boedeker, Dallas, Texas.
- Paper, Value of Ice Cream Associations, by W. W. Wren, Fort Worth, Texas.

Paper, Prof. A. C. Baer, Oklahoma A. & M. College, Stillwater, Okla.
Address by Representative of the State Food and Drug Department, Austin, Texas.
Paper, Advertising, Mr. Pimental, Houston.

Wednesday, November 28, 1923.

- 2 P. M. Paper, Manufacturing Costs, by a representative of M-B Ice Cream Co., Waco, Texas.
 - Paper, Chocolate Bars, H. T. Pangburn, Fort Worth, Texas.
 - Paper, Ice Cream Standard, D. J. Carithers, Wichita Falls, Texas.
 - Paper, Co-operation, Fred Peal, Kansas City, Missouri.
 - Address by Mr. Mojonner, Chicago, Ill.
- (Forty-five minutes each day will be set aside for the supply men to talk on any subject they may desire. The one that desire to make talks will be asked to notify Secretary A. J. White, on the first day of the association meeting and he will see that they will be called on for the talk.)

Entertainment Features

Monday, November 26th.

- 3 P. M. Auto ride for the ladies. Compliments of the Galveston Commercial Association.
- 8 P. M. White Caps Initiation and Dutch Lunch at Rogers' Oyster Resort.
- Theatre Party for the Ladies. Compliments of the Galveston Commercial Association.

Tuesday, November 27th.

- 10 a. M. Boat Ride for all. Compliments of

the Galveston Commercial Association. Lunch on board boat. Compliments of "Longhorns."

- 2 P. M. Bathing Party for the Ladies.
- 8 P. M. Dinner Dance. Compliments of "Longhorns" at Galvez Hotel.

Wednesday, November 28th.

- 2 P. M. Picture Show for the Ladies. Compliment of the Galveston Commercial Association.
- 5 P. M. Dinner Dance at Rogers' Ayster Resort. Compliments of The Association.

Officers of the Association and Committeemen

Texas Ice Cream Manufacturers' Association.

J. J. Sullivan, President., Houston, Texas.
A. J. White, Secretary-Treasurer, San Antonio, Texas.
H. T. Pangburn, Director, Fort Worth, Texas.
O. D. Dillingham, Director, Ranger, Texas.
T. L. Alexander, Director, Breckinridge, Texas.
D. J. Carithers, Director, Wichita Falls, Texas.
Jim Studdert, Director, Houston, Texas.
H. T. Thames, Director, Beaumont, Texas.
Geo. Boddeker, Director, Dallas, Texas.

Officers of the TEXAS LONGHORNS.

Jno. B. Huff, President, Fort Worth, Texas.
Chas. Smith, Vice-President, Dallas, Texas.
H. B. Cox, Secretary-Treasurer, Houston, Texas.

Local Entertainment Committee, Galveston, Texas.

L. M. Kelsey, Chairman.
S. B. Brynston.
I. N. Stein.

YOUR CONVENTION HEADQUARTERS



May we offer you the comfort of our ?
lounge at the Cleveland Exposition.
As in the past, it will be free from any
hint of business, and will be solely devoted to the com-
fort and relaxation of our visitors.

We invite you to make this your head-
quarters, and to use it as a medium for
locating and meeting your friends.



G. R. RYAN MANUFACTURING COMPANY INCORPORATED Rochester, New York



THANKSGIVING, already very close, marks the end of the harvest
for the farmer—but only the beginning for the ice cream manufac-
turer who tickles public palates with fruit custard ice cream
made from

Reyam Fruit Custard

Is complete without additions or mixing. A half-gallon makes a
forty-quart freeze, golden cream in color and deliciously irresistible
in taste. Use it to make your work lighter and your sales heavier.

Tutti Frutti Mixture

is just another way of saying
“success for mixed fruit ice
creams and ices.” It is good to
the last drop, always uniform and
a bear for building business. Or-
der it now. Like all Reyam prod-
ucts it's guaranteed.

Whole and Broken Maraschino Cherries

Pick and choice of the new crop; packed in all size containers and
offered at most attractive prices.

Crushed Orange Pineapple

a delicious fruit combination for ice
creams and ices.

Chopped Walnuts in Maple

For maple walnut ice cream; has record
for 60% sales increase.

Crushed Peach and Crushed Apricot

Solid pack—cold process—for making fresh fruit creams.

The

CINNATI EXTRACT WORKS

422-424 W. FOURTH ST., CINCINNATI, O.

Write for prices on our complete line of Glace and Crystallized fruits, Citron and Peels. We can supply them in any quantity.



THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Ladies' Auxiliary to S. A. I. C. M. and Other Organizations

"PRESIDENT SALLY" WANTS NEW MEMBERS.

Dear Friends:

The October issue of The Ice Cream Review has just been received. I thought surely there would be a dozen or more interesting messages from the ladies but I am sadly disappointed. You have all read with interest the appeal for new members from our worthy Secretary Mrs. Geisel, and I do hope you will get after your friends and interest them in our auxiliary. Also get after the men folks and tell them they must bring their "lady" with them to Little Rock.

You have all read the greetings from our little Southern Beauty, Mrs. Florence Evers. She is just as charming as ever and is planning on being in Little Rock.

The days for our gathering in Little Rock will soon be here and any of you that have not made reservations please do so now. I am counting the days until I see you all. Your officers are planning a royal good time for all the ladies attending the Southern convention so make your plans now and don't fail to come.

Traveling for me is just beginning. Tomorrow evening October 3, I am leaving for Syracuse where the National Dairy Show will be held, then back home for a week, when Mrs. Wegener, myself and the rest of the Hudsonites will go to Cleveland for the National Ice Cream Manufacturers' Convention. We certainly are looking forward with great pleasure to seeing some of you in Cleveland. Don't forget to look us up at Booths Nos. 138-139-158-159. A most cordial welcome awaits you there.

Anticipating the pleasure of seeing some of the ladies in Cleveland and each and everyone of you in Little Rock, beg to remain with best wishes.

Most sincerely,
SALLY H. MAHONEY,
President.



FROM THE VICE PRESIDENT, MRS. MASSEY.

Dear Southern Manufacturers and Dixie Flyers:

In reading Mrs. Geisel's letter in the September issue I feel myself aroused to make a statement while there is still time to bring it to the attention of prospective visitors to the Southern Convention at Little Rock.

Mrs. Geisel's letters were certainly well written and read like good advertising, yet they did not bring the desired results. This means there is something wrong. I think the men must have seen them. This message, therefore, is addressed to the men, (and please Mr. Editor, put bells on it so they cannot escape it.)

Perhaps we have not impressed upon them the good reason why the women should come to the convention, and come as members of the Dixie Flyers. It means that they will be met by our committee and taken care of as soon as they arrive and until they leave.

The dues are used for the entertainment of the members themselves, for our get acquainted luncheon and other entertainments. The lady's name and address and two dollars sent to our secretary, Mrs. E. B. Geisel, P. O. Box 257, New Orleans, La., will insure her of membership.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Let me assure you, if assurance be necessary, our officers and committees are doing their work in the love of it, our pay being the enjoyment you get out of the convention.

Another thing you men may appreciate is that we are spreading propaganda that you may get some play and sightseeing during the convention in going into the city and out again without a chance to see any of the attractions it offers. You pay your money to come to the city so why not see it before leaving?

Going back to the subject of the women's organization I know the men have a better time when they are with their wives are enjoying themselves, and once met with us and taken part in our good time, no woman will ever stay away if she can get to a convention.

We are looking forward to the next convention. The little folks look forward to Christmas. We are going to have our good friends whom we met and enjoyed through the year being members will be there, and we are going to have such a talk-fest that none of you men would want to be near, so you had better send in the membership card now.

Expecting to see everyone at Little Rock, I am

Sincerely,

MRS. R. J. MASSEY, Vice President
Ladies' Auxiliary Dixie Flyers



Wolfhounds

Pres., CLAUDE H. DE ROCHE
Box 575
Oklahoma City, Okla.
Secretary, OTIS B. WITTE
N. A. Kennedy Supply Company
Oklahoma City, Okla.



WOLF HOUNDS TO PLAN CONVENTION ENTERTAINMENT.

As you probably know already, our president Claude H. DeRoach is leaving the firm with whom he is now connected, and is going into a different line of employment and will not be connected with the Wolf Hounds.

As you probably know, the president has the honor to appoint committees, and since he is not going to be active with the Wolf Hounds, there is considerable delay in getting things lined up.

The writer is making an effort to get in touch with C. R. Hauk, who is vice-president, and who will be president now, and will get some information which I will pass along to you.

The Oklahoma Ice Cream Manufacturers will hold their convention November the 21st, 22nd and 23rd. Headquarters to be at the Hotel Tulsa, Tulsa, Oklahoma.

Very truly yours,

OTIS B. WITTE, Secretary



MICHIGAN ICE CREAM SHORT COURSE.

An ice cream course for experienced makers will be offered at the Michigan Agricultural College, Dairy Department, March 10 to March 21, 1924, it was recently announced. In this course will be taken up the manufacture, sale and advertising of ice cream, condensation of ice cream mixes, standardization, and causes of control of swell. Additional information may be secured from the dairy department of the College, Lansing, Mich.

Havacone

REG. U.S. PAT. OFF.

The Guaranteed Pure Cake Cone

Makes good ice cream taste better—because it contains only the purest ingredients obtainable and is *baked* to color.

No grease or
animal fat

No coloring

No preservatives

No breakage

We pay freight

[BOOTH 75]
at Cleveland Exposition

CONE COMPANY OF AMERICA

LONG ISLAND CITY, N. Y.
3RD STREET AND VAN ALST AVENUE



CHICAGO, ILLINOIS
6001-6033 SO. WESTERN AVENUE

TRACTS EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turbidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME" Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

TARDS COLORS

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

CONVENTIONS HAVE DEVELOPED INDUSTRY.

By Bert H. Walker, Secretary, Pacific Ice Cream Manufacturers' Association.

There is nothing more helpful than to be able to attend a national convention in the ice cream industry. You meet your fellow manufacturer on a common level where you can discuss at will the problems of greatest interest to you, but benefit much from the expressions of keen minds that have given much thought to the papers and addresses contained in the program, the subjects selected together with the men who are asked to present them are of vital interest to every man interested in the business, consequently the ice cream man, large or small, member or non-member who does not attend will be a personal loser to a greater extent than they think. The time and expense to attend these conventions is in my opinion one of the best investments any manufacturer can make, and each year's budget could well afford a sum for that purpose. I also believe wherever possible it should include as many of your plant and executive force as your judgment dictates. It is hard to pass the information they can gain personally on to them from the viewpoint of the "old man."

While on the subject would like to add a word for the exposition of the supplymen. Naturally some of you may say, it's a wonderful show and we are going to pay for it, but how could you gain the information that a trip through that collection of exhibits will give you for many times the price the manufacturers have to add to their selling costs to present it to you as they will in Cleveland. Some may think it a case of "the tail wagging the dog," but I believe the supplymen are to be commended for their enterprise in putting on a show that is as comprehensive and representative of the

materials and machinery used in the ice cream industries.

The ice cream associations need more real men, not just convention members, those who join and pay their dues and sit back to let "George do it." We should receive a communication from the Secretary and say, "I will take that up later." It is a matter of regular routine in your correspondence to answer it and do your part to assist the officers of the association, who devote so much of their time and energy to your benefit.

Ice cream occupies an enviable position in the food industries, which is directly the result of the efforts of a few big broad minded and progressive men who have spared neither their time, money or energy in their desire to place the product on a high standard of quality and purity. The association has grown, and the demand for the product has more than kept pace with it. We now call it the "national dessert." I believe it should be changed at Cleveland to the "international dessert." Why restrict it to one nation? Appetites are not confined to any one country. Here at the 1924 convention at Cleveland will eclipse anything before attempted, and I confidently believe it

ICE CREAM IN EUROPE NOT VERY POPULAR

You may lead them to the fountain but you can't make them drink—ice cream sodas! So answer the department of commerce when business men ask the possibilities of introducing American ice cream sodas in foreign countries.

Only in England is the American soda-fountain taking over at all. An American, owner of a department store in London, put in a fountain about 12 years ago but people went only to look at it, seldom to patronize it. It wasn't until England had a hot summer in 1911 that cool soft drinks and ice cream dishes began to become well known.

Even so, the amount used seems very small in America. Throughout all of the British Isles this year about \$200,000 worth of soda fountain supplies—fountains, juices and syrups—will be used. One of our large firms uses that amount in a week.

Name almost any other country you can think of and if you think of an ice cream soda at the same time the answer is, "Try and get it!"

For instance, the consul in Portugal says: "The people have an inherent dislike for cold drinks. They are afraid of chilling the stomach. Even when we serve ices, the portions are very small compared to those in an amusement park as a novelty, probably the consul thought it 'to attract people who have been in the United States'."

In Copenhagen there is a soda fountain at the amusement park as a novelty, "to attract people who have been in the United States."

Here, as in other foreign countries, most people prefer to go to cafes or restaurants where they can sit and talk and drink coffee or liquor.

In Saloniki, Greece, there are about 20 soda fountains, not in drug stores, hotels or candy stores, but in the street.

None of the general public in Africa, Spain, Norway, Sweden, India or Persia would be quite sure of what they were seeing if they came face to face with an ice cream sundae.

In Mexico ice cream and soft drinks are dispensed by street vendors.

NORTH CAROLINA WILL BE THERE!

It is needless to state that I am enthusiastic over the upbuilding of the ice cream industry, not only in my own state, but for the country at large, and I know of no better medium for its advancement than to attend our state and national meetings,—the state conventions to solve local problems, and the national conventions for problems as a whole.

The efforts of our national and ice cream supply men's associations this year are going to result in the premier event in the history of the industry, and no manufacturer should miss this important event.

Every manufacturer of ice cream who is not a member of his state or national association, knows that his own plant organization is incomplete without co-operation, and sooner or later, he will decide on membership and attendance. I earnestly and respectfully urge these to attend. A successful meeting is now assured, and all that remains is to count the registrations which will exceed any previous occasion. Aside from the business sessions, the social end will be attractive, and from every angle it is going to be a profitable and enjoyable occasion.

NORTH CAROLINA WILL BE THERE!!

Yours very truly,

A. E. DIXON, Secretary,

North Carolina Ice Cream Manufacturers' Association.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BUILT
STRONGER
LASTS
LONGER

The New G-W Ice Can

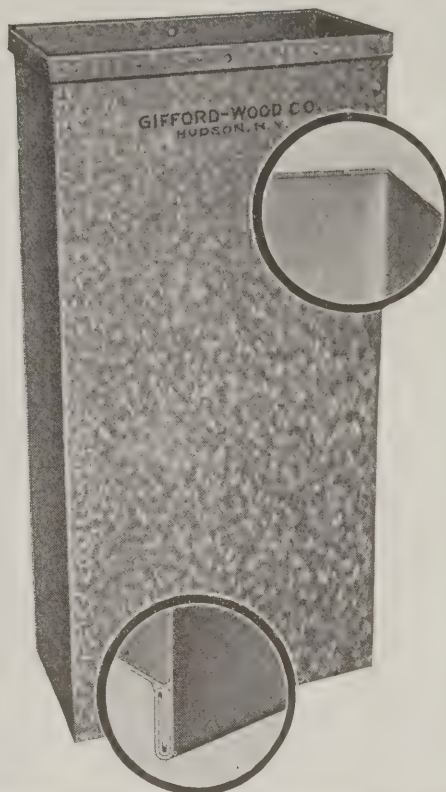
The Can with Rivetless Seams!

A can that cannot leak! Made with a single sheet body, electrically-welded into one inseparable piece. NOT A SINGLE RIVET USED.

Body and bottom held in an unrelenting double-lock consisting of five interlocked thicknesses of metal, pressed down

under 25 tons pressure, electrically-welded at the corners, soldered inside and out—NOT A SINGLE RIVET USED.

Investigate this remarkable can now. Write our nearest office, advising the dimensions of the can you use, and complete information and prices will be sent to you at once.

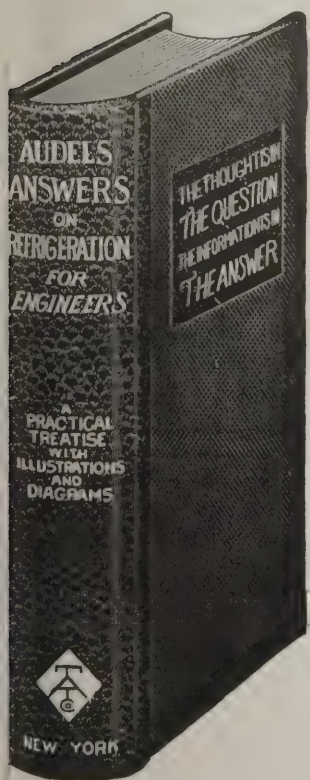


MAIN OFFICE & WORKS: HUDSON, N. Y.

Ice Can Plant: Oakmont, Pa.

New York: 50 Church Street Pittsburgh: Peoples Bank Bldg.
Chicago: 565 W. Washington St. Boston: 24 Milk Street

Gifford-Wood Co.
ICE HANDLING MACHINERY AND TOOLS



When Something Goes Wrong with Your Refrigerating Equipment What do You do?

*If you
Operate
Refrigerating
Equipment
You Need
a Copy of
this Book*

Get a copy of "Audels Answers on Refrigeration,"—have it handy—and when you run into trouble you will find the information as given in this book a handy "First Aid" trouble finder and fixer.

Price \$2.00 Sent postpaid on receipt of remittance.

The Olsen Publishing Co. 5th & Cherry Sts.
Milwaukee, Wis.

A SPLENDID SUGGESTION.

Here is a letter out of the ordinary. It is a real constructive criticism of a little booklet which we mailed to a large ice cream manufacturer in a middle western state. We asked for his criticism and we got them.

We are publishing his letter in full except that we are withholding his name and address. The original letter is on file in this office. Read it carefully. It is full of good advice for men in the ice cream industry. Here it is:

September 1st, 1923.

Editor The Ice Cream Review:

"In your booklet, 'A Study of the Ice Cream Industry,' you ask for suggestions, and we take the liberty of submitting one.

What the industry was 'yesterday' is history; what it is 'today' is a result of constructive thought and action on the part of the leaders of the industry,—and in that category come supply men and trade papers, as well as the ice cream manufacturers; what the industry will be 'tomorrow' depends upon the extent of the co-operation of these same forces.

The leaders in the industry did not become so through accident, but because they had vision, ambition and the will to do. They did not sit idly by wishing for success but invested their time, money and thought, and achieved success.

There is no doubt that the whole industry owes much to these leaders for their present prosperity. And, having secured this prosperity through the example set them by the better element, a lot of the smaller people have within the past few years begun to undo a great deal of the good that has been done and made very determined efforts to tear down the business as a whole, instead of building up. It is an unfortunate spectacle, in some of our larger centers, to see some of the smaller and less successful organizations making concerted and determined efforts to discredit the larger organizations who have reached their present height through sheer ability and to whom the smaller manufacturers owe so much.

Therefore, we believe that the one best suggestion for the future good of the industry is better understanding through mutual confidence and closer co-operation through all the manufacturers, not only locally but throughout the entire country. There is business for all; there are reasonable profits to be made if the manufacturers who are at present not living up to the Code of Ethics of the National Association of Ice Cream Manufacturers, should make up their minds to do so, regardless of whether it means a complete change of policy on account of it or not. There is no doubt about it that better business can only be built up on sound business methods, better and more lasting than through the catch-penny devices of giving premiums in way of furniture, fixtures, fountains, etc., and associating these inevitably with poor quality ice cream.

We believe that articles in your paper on 'Co-operation' and good 'Ethics' would be well received by the trade and would help to eliminate the suspicions and ill-feelings existing at the present time, much of which has been stirred up by one of the newer trade papers in the field."

KANSAS PRESIDENT ON EXPOSITION.

In regard to the letter of recent date, in which you make inquiry as to whether I will attend the national convention at Cleveland, wish to state that I fully intend to go. I think all manufacturers who possibly can should attend.

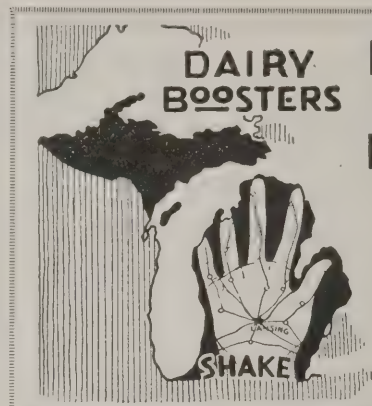
We all know what organization means if it functions properly, and no organization can function properly without everyone interested doing his bit. No convention can be a success if we all stay at home.

Let's Go!

Yours truly,

W. H. CHAPPELL,

President Kansas Ass'n of Ice Cream Manufacturers.

MICHIGAN
ALLIED
DAIRY ASS'N

Dairy Booster Officers
Pres., C. J. YUNKER
1112 Radcliffe Drive,
Toledo, Ohio.
Secy., C. J. W. SMITH
c/o Creamery Package
Mfg. Co., Detroit.

Office of

O. OVERHEAD,

Wrecker of Businesses

General Headquarters Everywhere.

Branch in Your Plant.

September 10, 1923.

The General Manager:

Business is not as good with me as it was three or four years ago but I am still living high and think I am going to have a pretty good winter. I have heard of good many ice cream plants that are going to shut down soon as cool weather comes and I know quite a bunch of others that will keep open but won't do anything to make business better. Easy pickin' for me, hey, what?

You know what I live on. I eat profits, as long as they last, then I start in and eat your capital. I've eaten many an ice cream manufacturer out of house and home.

Funny thing about it is, I couldn't do it if they watched me. Many a smart ice cream man has seen me coming and while it wasn't possible to get rid of me entirely, I was kept on half rations till I'd near starved to death.

I figure on spending the winter with you. I never go away for the winter. I'm on the job. (I've got branches in Florida and California, anyway that I'm doing well.) I'm in your plant NOW and, believe it or not, I'm going to hook you for all I can. There's no sure way to 'Pizen' me but I won't tell you what that is.

Hoping to get right fat on your profits and some of your capital between now and May, I am, with your wishes and a hog's appetite,

Disrespectfully,

OLDMAN OVERHEAD.

(Courtesy Michigan Ass'n of Ice Cream Manufacturers.)

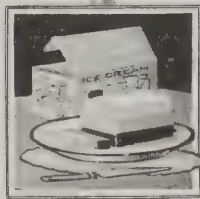
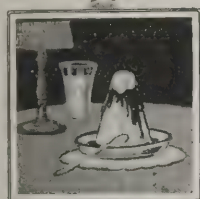


MISSISSIPPI CONVENTION PLANS.

Mississippi ice cream manufacturers were just beginning to formulate their 1924 convention plans when some of the officials had to drop this work early this month to get ready for the National Ice Cream Exposition.

President S. N. Sutton advises The Ice Cream Review that the Mississippi convention, as last year, will be held some time the middle of January. The convention will be held in Laurel, this city having won over the president home-town, Vicksburg, in a spirited contest at the 1923 convention.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



PERFECTION

ICE CREAM CARTONS

Command attention thru their distinctiveness and beauty.

They help to create a desire for your product which could not be obtained in any other way. Each of our six beautiful stock sketches are so designed that your Name and Brand harmonize with the illustration, thus producing individuality and character.

Write for Samples
and Booklet

CHICAGO CARTON CO.

New York, 90 W. Broadway
Cincinnati, Gwynne Bldg.
Dallas, 601 Elm Street

4433 Ogden Ave.



Chicago, Illinois

Denver, 1526 Blake Street
Salt Lake City, 355 Pierpont Ave.
St. Louis, Railway Exchange Bldg.

JOHN J. GROTHE COMPANY'S NEW PLANT.

Officials of the John J. Grothe Co., manufacturers of Zero refrigerator bodies and Zero ice cream store cabinets, Woburn, Mass., early in October announced that they expected their new factory to be completed in time to move in November 1.

and cement block, faces two streets, Conn St. front and Vining St. on the rear. It has 100 feet age and is 205 feet deep, containing 26,000 square feet of concrete floor space. It has a mill construction and gravel roof.

It is planned to make Zero bodies on a prod



The new factory, they say, will be equipped with modern machinery that will enable them to carry on their research work and promptly deliver orders.

The building, which is made of reinforced concrete

basis, all raw materials entering one end of the building in carload lots and being delivered at the other end as a finishing product, with no cross-overs nor trips up or down an elevator on the way.

PLEASANT PRESCRIPTIONS.

By Dr. Wilbur Wright, Sealright Co.

Grouch—Symptom—Pain in face. Remedy—Smile!

Feeling Good—When at your best, divide with the other fellow.

To the Boss—You are the captain of some kind of a boat—get 100 per cent out of the crew.

Co-operation—Get it by giving it, not demanding it.

Home—Mechanics build it. Family life makes it.

Journeys—Day long or year long—has home at the end. Start right.

Heaven—And the other place are on earth, you make them.

Intemperance—Is doing too much of anything.

Music—Voices of the Angels—listen for the money.

Flowers—The Creator's palette, love them, them, pluck them.

The Forest—Nature's Cathedral—Attend so there.

The Fields—The oceans that you can walk on—

The Highways—Lines of social communication—travel them—see both sides of the road.

The Streams—The lanes and by-paths between land. Use them.

The Ocean—God's great cradle—rock in it.

The Mountains—Climb them—see how small is human.

The Sky—Diamond studded canopy—live, sleep, rest under it.

The Birds—They love us, but fear us. Kindness will win them.

Partake of All the Blessings—Think, Work, Drink, Read, Dance, Play.



Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national exposition of The Association of Ice Cream Supply Manufacturers, Cleveland, October 22-27 inclusive.

EXPECTS LARGE ATTENDANCE AT CLEVELAND.

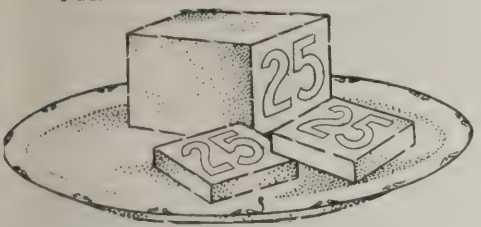
The co-operation in our young ice cream manufacturers' association in South Dakota has been a great help to us, and is becoming a strong organization and having a long, profitable season. I look for a large attendance at the National Exposition at Cleveland from South Dakota.

WM. C. GAGNON,

South Dakota Director, National Association of Ice Cream Manufacturers.

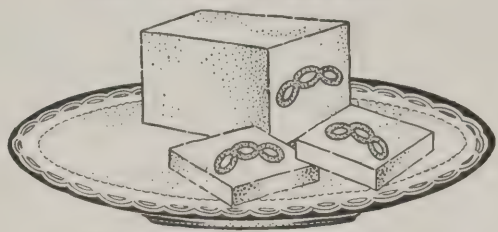
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FOR SCHOOL CLASS BANQUET



Birthday, Wedding or any Anniversary.

ODD FELLOWS EMBLEM.



Three Links. Price \$2.00 each.

The
Cassell Center Mold Specialties
ARE UP TO THE MINUTE



Diamond.



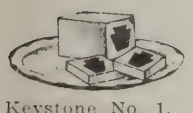
Bell.



Slipper.



Heart.



Keystone No. 1.

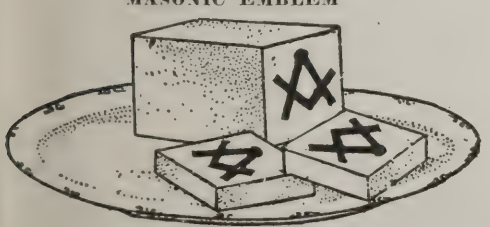


Keystone No. 2



Maltese Cross.

MASONIC EMBLEM



For Blue Lodge. Price 3.35 each.

Prices

Round Brick Mold, with either Letters "K" or "R" for Kiwanis and Rotary Clubs respectively, each, complete, \$3.20.

Small letters of Alphabet \$1.70 each, or set (26) letters \$40.00.

Numerals, single figure \$1.70 each, or set of ten, 1 to 0, \$16.00.

Any design shown in the smaller cuts \$1.35 each, or \$16.00 per dozen.

Special designs made to order from **your** sketch.



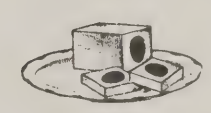
Hatchet.



Crescent.



Shamrock.



Egg.



Star.



Club.



Initial.

ORDER THROUGH YOUR JOBBER, OR

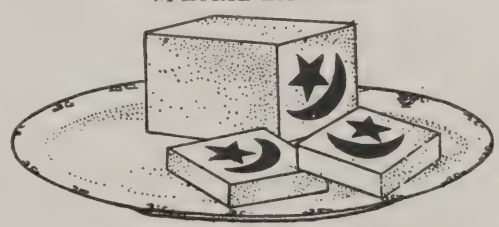
W. W. CASSELL
PATENTEE
VINCENNES, INDIANA

FOR LODGE BANQUETS.



K. P. for Knights of Pythias.
Price \$3.40 complete.

SPECIAL EMBLEM



For Shriners, Masonic. Price \$2.70 each.



NEWS ABOUT SUGAR

Items of Interest for the Ice Cream Manufacturer



Growth of Sugar Consumption in U. S.

By TRUMAN G. PALMER

The world production of sugar which before the war reached 20,000,000 tons of 2,000 pounds and during the war dropped off several million tons, again is up to 20,000,000 of which 2,200,000 or 11 per cent was produced in the United States and its insular possessions.

The U. S. consumption of sugar which before the war amounted to 4,000,000 tons, reached 4,600,000 in 1921 and in 1922 jumped to 5,700,000, an increase of 25 per cent in one year. The United States now consumes 28 per cent of all the sugar produced in the world.

Prior to the war our maximum per capita consumption of sugar was 84 pounds. In 1922 it jumped to 103 pounds. Only Australia and New Zealand now exceed us in this respect. Meanwhile, due to and because of the war, the per capita consumption in the United Kingdom has fallen from 90 to 70 pounds. Germany from 75 to 54; and Russia from 29 to 5 pounds.

Excepting Norway and Portugal all the countries of continental Europe produce sugar from beets and before the war they annually exported a surplus of some 3,000,000 tons.

The European production of beet sugar which before the war exceeded 9,000,000 tons and in 1919-20 had fallen to 2,900,000, last year reached 5,200,000 tons. Nevertheless, in 1922 Germany, normally Europe's largest producer and exporter of sugar imported 180,000 tons against exports of only 17,000 tons.

Although possessing a sufficient sugar beet area from which to produce the sugar of the world, the United States continues to be the world's greatest importer of sugar. Our imports for consumption in 1922 amounted to 3,300,000 tons. During the 5-year period 1917-1921 our total imports of sugar amounted to 16,000,000 tons, for which we paid foreign nations \$2,545,000,000 or an average of \$509,000,000 annually, a sum sufficient to erect 330 one-thousand ton beet sugar factories which would supply us annually with 3,300,000 tons of beet sugar from beets grown by American labor on American farms.



ENGLAND BARS ICE CREAM AFTER 9:30 P. M.

England does not have to contend with prohibition but, according to the ideas of the Ice Cream and Temperance Refreshment Trades Federation, the regulations against the sale of ice cream and soft drinks would make Mr. Volstead envious.

Under the present law the sale of this class of refreshment is prohibited after 9:30 P. M. The bone of contention is that the West End clubs and hotels are allowed to sell ice cream until midnight, while the working classes cannot buy it after 9:30. The regulation was enacted as a wartime measure.

The federation will urge the labor party to place the matter before the house of commons.



You'll make better ice cream if you get "The Ice Cream Review."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

CONTESTS PROMOTE SALES.

The use of contests to promote the sale of ice cream is widespread and has proven wonderfully effective in getting people to talk about the product.

The Mansfield Ice Cream Co. of Milwaukee conducted a Mystery Ice Cream Brick contest heavily advertised in the newspapers which greatly increased the demand for their ice cream and enabled them to secure a large number of new dealers. Prizes were offered in the newspapers each week for those who succeeded in guessing what the flavor of the Mystery Brick would be. The contest closed the night before the Mystery Brick was put on sale. It was announced that each brick would be one of twenty-six flavors. The names of the winners were published in the papers the day following the appearance of the brick.

Another dealer offered a \$25.00 camera to the person securing the most votes over a thirty day period. The brick containing one voting ballot. The names of the leading contestants were published daily and a large amount of interest was aroused.

Bob's Ice Cream Co., El Centro, Cal., offered through the newspapers, a cash prize to the one submitting the best limerick of the week about his ice cream. The contest was open to all, and as many limericks as desired could be submitted. The whole town were soon won over by limericks about Bob's Ice Cream, and his sales increased by leaps and bounds.

From book entitled, "The Sale and Advertising of Dairy Products," by N. Clyde Tompkins, to be published by The Olsen Publishing Co.



ICE CREAM MIX FROM COUNTRY PLANTS

There are many country creameries equipped to manufacture standardized ice cream mix, said W. H. White, dairy manufacturing specialist, in address before World's Dairy Congress. This is sold to large manufacturers as well as small manufacturers, but mainly to the latter, he said. Some large manufacturers do not use their raw material directly from the farmer and the purpose of a prepared mix is an easy solution of the raw material problem, according to the speaker. He continued: The small manufacturer finds this same advantage and in addition is usually able to purchase a better mix than he can make himself, for he receives not merely a mixture of cream, milk and sugar, but the services of the technically trained man who has prepared the mix and of the equipment used in its preparation.

"Country plants that are able to make standardized mix without too great an additional expense usually find it profitable. Frequently the only additional equipment needed is an homogenizer or viscolizer. Knowledge of ice cream manufacture is necessary. Success depends on putting out a uniform and high grade product."

Advertising Campaigns for Ice Cream Manufacturers



BARKER DUFF & MORRIS
PITTSBURGH, PA.

Booth No. 92 at the
Cleveland Show
and at the Hollenden



EAT A PLATE OF ICE CREAM EVERY DAY!

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Operations of One of Europe's Greatest Dairy Organization

Story of United Dairies, Ltd., London, Eng., Shows Great Development of Dairying in the British Isles

EMPLOYING an aggregate capital of approximately \$20,000,000 and engaging the full-time services of 10,000 persons, the United Dairies, Ltd., London, Eng., is one of the outstanding dairy organizations of the Old World.

While leading dairymen of Europe are making a study of the American dairy industry, it will be interesting to Americans interested in the dairy industry to take note of some of the work that the European pioneers are doing.

told by officials of this company, have more than a vague idea of its total trading operations.

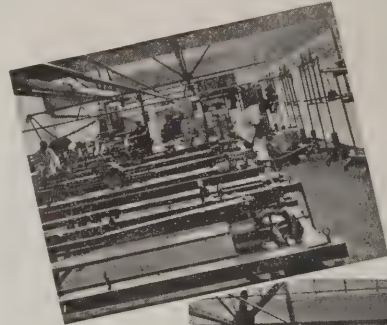
The annual turnover runs into many millions of pounds sterling. As a pound is worth about \$4.85 on normal exchange, it can be seen that this runs into many millions of dollars, speaking from the American understanding of currency.

Of this huge total, less than 31 per cent is represented by the retail sales of fresh milk, for the whole of England!

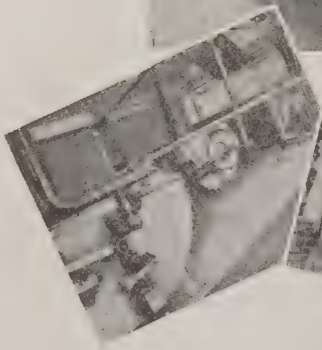
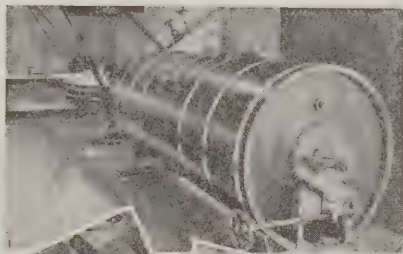


No. 1.—Refrigerating Plant for making and packing "Creamier" Cream Ice.

No. 2.—Motor-driven refrigerating vans for London distribution of "Creamier" ice cream.



No. 1.—Cheese Pressing Rooms.
No. 2.—Cheese Ripening Rooms.
No. 3.—Cheese-making Vats.



No. 1.—Butter Churn.
No. 2.—Cream Ripening for Buttermaking.
No. 3.—Buttermaking and Butter Packing.



No. 1.—Bottle Washing and Sterilizing Plant.
No. 2.—Milk Bottling Section of one London Plant.
No. 3.—Loaded Delivery Vans for Retail Supply of Bottled Milk.

It is for this reason that The Ice Cream Review has selected the operations of the United Dairies, Ltd., among others, to describe to our readers this month. Readers will do well to read about this tremendous dairying concern and then talk over things with its representatives in this country for the World's Dairy Congress.

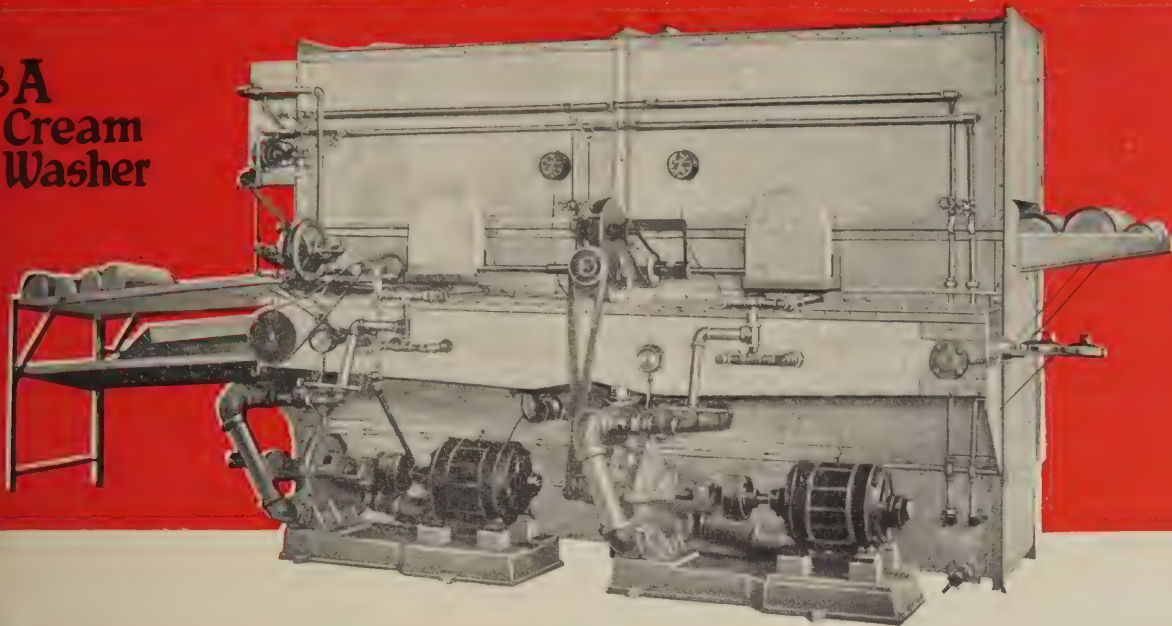
The supplying of milk to the homes is but one of the company's many activities, and few people, we are

The United Dairies, Ltd., is among the largest manufacturing concerns in many different branches of industry, its numerous enterprises involving the control of a considerable number of separate and distinct organizations. The country's various products reach virtually every engineer, dairyman, farmer, grocery provision store, chemist, drug store and caterer in the kingdom.

It is the boast of the company that it provides

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

**R & A
Ice Cream
Can Washer**



R & A Can Washers For Ice Cream Plants

The R & A ICE CREAM CAN WASHER and the R & A Milk Can Washer are installed by ice cream plants to save time and cut costs.

The R & A ICE CREAM CAN WASHER washes from six to ten cans per minute under high pressure. It handles all size cans, covers and brick molds. The cans are washed with solution, rinsed with hot water and sterilized with fresh scalding water.

The R & A MILK CAN WASHER washes and sterilizes from six to nine cans per minute and thoroughly dries them with blasts of hot air from our improved hot air dryer.

RICE & ADAMS CORPORATION

Main Office and Factory:

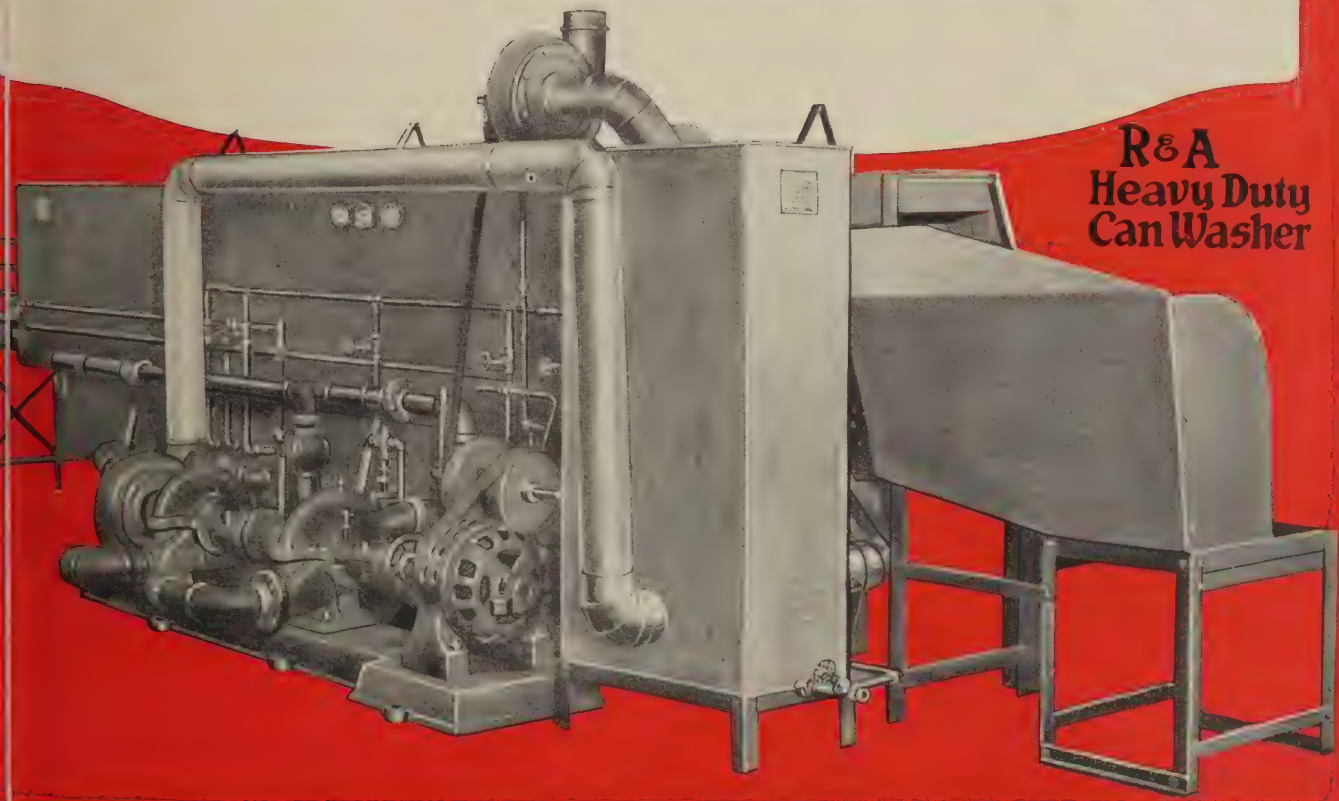
BUFFALO, N. Y.

Branch Offices and Warehouses:

New York, Boston, Chicago

R & A Power Washing Machinery

**R & A
Heavy Duty
Can Washer**



THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

nearly everything, in one form or another that is essential to human life.

Also Makes Dairy Machinery.

The manufacture and supply of dairy machinery is among the special activities of the company. In addition to supplying dairy products, the company also supplies dairy machinery, appliances, equipment and utensils of various kinds. This branch of the company's work is conducted by The Dairy Supply Company, Ltd., the head offices being at Museum St., London, W. C. 1. From these offices are controlled six London depots, in addition to branch establishments at Edinburgh, Cork and Belfast, and agencies for the sale of the products in all parts of the world.

The Dairy Supply Company, Ltd., has the honor of being manufacturers of dairy equipment to His Majesty the King, but of especial interest to Americans is the fact that their catalogues list a variety of 400 different lines, including the renowned "Alfa-Laval cream separators," "the Excel cream separator," testing appliances of all kinds for dairy use, and many other kinds of dairy equipment.

The manufacture of condensed milk constitutes a very important factor in the branch activities of United Dairies, Ltd., which, through its associated company, Wilts United Dairies, Ltd., Trowbridge, and branches, is the proprietor of "Diploma" full-cream condensed milk, "Moonraker" machine-skimmed condensed milk, and "Trojan" evaporated milk.

The manufacture of cheese, the making of butter and the packing of cream are essential branches of United Dairies, Ltd., and the company's familiar "Little Wilts" cheese, the recently introduced "Abbey" cheddar-flavored soft cheese, "bondons," Suisse double-creme cheese, "Honeysuckle" and "Moonraker" butters, and Devonshire clotted cream, are among the most important and widely consumed articles of their kind known to the British grocery trade.

The company does a large exporting trade in their products, particularly in India and the East.

Though far below that in America, the consumption of ice cream is said to be rapidly increasing in England, and the United Dairies is confident that its "Creamier" cream ice will, in due time, prove an important and profitable addition to its many other proprietary lines.

Ice Cream Manufactured.

The manufacture of ice cream and its widespread distribution in specially designed motor-driven refrigerator vans, are phases of the business to which the company is giving particular attention. We are reproducing in connection with this story views showing views of the "refrigerating plant for making

cream ice," and also views of the ice cream delivery trucks.

The dairy farms owned and operated by the company provide facilities for the testing of improved methods of dairy farming. Each of the company's farms has its own carefully selected herd of the finest English dairy cows, under constant veterinary supervision.

The company's important laboratory and research work has made United Dairies, Ltd., recognized leaders in this work, according to officials of the company. Apart from the company's large Central Analytical and Bacteriological Laboratories, under the direction of a chief chemist, with a number of experienced assistants, each of the company's country creameries, condenseries and milk receiving and distribution depots has its own laboratory. It is claimed that since the United Dairies assumed the control of a large section of the retail distribution of fresh milk in London, the infantile death rate had fallen from 109 per cent in 1915 to 83 per cent in 1921, notwithstanding the exceptionally hot summer of the last year.

Importance of Clean Milk Stressed.

The importance of clean milk in maintaining a high standard of purity and quality in the company's milk products, has been stressed by the company, as shown by the views here reproduced of their various dairy production departments.

The pasteurizing of fresh milk, and its distribution among members of the public, is carried out on a large scale. All of the milk supplied wholesale and at retail is carefully pasteurized under expert supervision. To do this the company maintains at convenient London centers, and at each of its numerous creameries, factories and distributing depots, pasteurizing plants of the most up-to-date design and highest possible efficiency, together with expert staffs required for the everyday operation.

The company's milk bottling plants are of the most modern design. Lack of space prevents us from giving more detailed information concerning the construction of these plants, as well as the modern creameries and condenseries operated, but the photographic views herewith reproduced, show that they are of the most up-to-date construction and are operated along the most advanced lines.



Lest You Forget!—The 23rd annual meeting of the National Association of Ice Cream Manufacturers will be held in connection with the second national exposition of The Association of Ice Cream Supply Men at Cleveland, October 22-27 inclusive.

MYLES PURE SALT

STRONGEST
LASTS
LONGEST



NATURE'S
PUREST
SALT

Produces Strong Freezing
Due to Cleanness and Purity

Write to
MYLES SALT CO., Ltd. New Orleans, U.S.A.

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Summer Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.
Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Cream City

Western **"Iowa"** **"Wisconsin"** **"Jersey"** **"Extra Heavy Iowa"** **"New York"**
(Ohio Style) (Tiger Style) (Cleveland Style)

"The Cans with the Strong Straight Breasts"

SANITARY—DURABLE—CORRECT CAPACITY



GEUDER, PAESCHKE & FREY CO.

MANUFACTURERS

MILWAUKEE, WIS.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The 1923 Pacific Slope Dairy Show

By ROBERT E. JONES, Manager

"Follow the cow path to the Pacific Slope Dairy Show" is the slogan this year of the dairy industry of the Pacific West.

The third annual Pacific Slope Dairy Show will be held in the Oakland Civic Auditorium, October 29 to November 3 inclusive. That is, as much as possible of the show will be held within the great arena of this magnificent auditorium. The rest of it will be housed under canvas, adjoining the building.

The Civic auditorium is just on the outskirts of the business section of Oakland and is but thirty-five minutes from San Francisco by ferry-boat and electric train. It faces Lake Merritt, a beautiful body of water



Oakland Auditorium where Dairy Show will be held.

surrounded by the city of Oakland itself. The show place is in the center of a population of 1,000,000 people.

Those, who have been familiar with the Pacific Slope Dairy Show since the beginning, tell us its growth in three years has rivaled that of the National Dairy Exposition. The ambition of the Pacific Slope Show Association is as great as that of the national, but we had hardly hoped to grow as rapidly as the great National Dairy Exhibition.

While the Pacific Slope Dairy Show was confined to products, machinery and educational features the first two years, a cattle show has been added for this year. This department, which is the very life blood of any great exposition dealing with live-stock, will be under the supervision of Professor Wm. Regan of the University of California, who has had a world of experience with shows and fairs.

The Dairy Products Division, this year, will be under the supervision of Professor G. D. Turnbow, who had charge of that department last year.

The University of California people have taken a great deal of interest in the show organization. President C. L. Roadhouse, head of dairy industry of the university, is now president of the Pacific Slope Dairy Show Association.

The success of the last two shows was such as to justify the efforts and dreams of the leaders of the dairy industry, who conceived it as the meeting place of the industry for the great area of the United States west of the Rock Mountains. Not only this, but also the place to which will come those of the Far East,

South America, Mexico, Western Canada, and the Philippine Islands and Hawaii, who wish to buy American dairy stock, dairy products and machinery for use in their homelands.

So successful were the last two shows that this year brought forth the Pacific Slope Dairy Show Association, with the following named officers: President, L. Roadhouse; vice-presidents, Geo. W. Prising of San Francisco, W. E. Haley of San Francisco, R. A. Cond of Chino; secretary-treasurer, Sam H. Greene of San Francisco; manager, Robert E. Jones of San Francisco.

Many of the directors have been named, but the entire directorate is not yet complete. The names of the will, therefore, be announced at a later date.

Dairy Council Takes Lead.

California Dairy Council has taken the leadership in establishing the show and is lending Robert E. Jones, who is publicity director of the council, to the show as manager. It is expected that when the association completely organized this year, the show will begin to function as an independent, though allied, organization with the coming of another year.

Particularly gratifying, the management feels, is the fact that Mayor John L. Davie of Oakland and other mayors, officials and prominent business men of the East Bay cities have taken such an active interest in making the show a success.

Some of the features of the Pacific Slope Dairy Show will be:

1. Exhibits of dairy products from Pacific Slope states entered in competition under the supervision of Professor G. D. Turnbow of the University of California.
2. Dairy Cattle Show, in which the best of Pacific Coast purebred Holsteins, Jerseys, Guernseys, Ayrshires, etc., will be entered, under the supervision of Professor Wm. Regan of the University of California.
3. Exhibits from states and counties of the Pacific Slope portraying opportunities for new comers, particularly featuring dairying opportunities.
4. Comprehensive display of the most modern dairy machinery and appliances for creameries, ice cream plants, evaporated milk plants, etc., and for the dairy farm.
5. "The Story of Milk," an educational exhibit; a complete creamery in operation; Cheese—"From the Milk Can to the Grocery Store." These are some of the special displays which will be of interest to the housewife and the city man, as well as to those of the dairy industry.
6. Exhibits by the State Department of Agriculture, California College of Agriculture, and Dairy Councils, featuring educational work being done for dairy improvement and human nutrition.
7. Entertainment—The program for entertainment is a comprehensive one, including band and orchestra music for dancing; "cabaret dairy lunch"—something new; "The Merry Dairy Fairies;" music by radio from Pacific Coast cities through eight clear-toned audiophones; Pacific Coast Dairyman's "Barnyard Golf" sweepstake; visit to California Agricultural College, etc.; and the Baby Show.

Eastern Visitors Expected.

While most of the exhibits and visitors to the Pacific Slope Dairy Show will come from states west of the Rock Mountains, it is definitely known that many people of the dairy industry will come out from the East. The show will follow closely upon the World's Dairy Congress—the first one held in seven years, at Washington, Philadelphia, and Syracuse—and upon the close of the National Dairy Exposition at Syracuse.

Delegations of the World's Dairy Congress, particularly those who will return home by the Pacific routes, will come directly to the Pacific Slope Dairy Show.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

When You

Choose a Cabinet Consider Its Tank

As every ice cream manufacturer knows, the tank of an ice cream cabinet determines to a very great extent the life of the cabinet—A tank that will stand up to all abuses and give real service is worth while.

Why the **TIFFANY** Cabinet Tank is the Greatest Improvement in Cabinet Construction in Years

TIFFANY cabinets are lined with a tank twice as heavy as the standard tank lining—The tanks are made of No. 18 gauge hard steel, which is harder to puncture with icing bars than pure iron, which is soft.

All tanks are welded, not soldered, and when the tank is finished it is hot dip galvanized, which puts on a zinc coating four times as heavy as most commercial galvanized sheets.

There are no packing washers or lock nuts to play out on TIFFANY tanks. Instead they have a threaded connection for the drain nipple which is $\frac{1}{2}$ " thick and is welded directly to the tank. A leak here is impossible when the drain nipple is screwed in tight. All tanks are fitted with a 1" brass nipple and have a special drain cock.

Other features in this cabinet will appeal to you.

Every manufacturer should read our booklet on cabinets. Sent upon request.

TIFFANY & COMPANY, Inc.

Manufacturers of Good Ice Cream and Soft Drink Cabinets

CARBONDALE, PA., U. S. A.

A CABINET IS AS GOOD AS ITS TANK

These delegates are mainly high dairy officials, professors in agricultural colleges, and men who are interested in directing immigration from their countries to the right place in America.

Californians, Inc., which is a California publicity organization, has taken a definite interest in the dairy show. It will send, to a list of 2,500 preferred prospective dairy farmers, a definite invitation to come to the Pacific Coast while the dairy show is being held. This will mean that many newcomers will be on hand, seeking information as to opportunities in dairying on the West Coast. They will gather their information through state and county exhibits, and from producers, manufacturers, manufacturers and dealers in dairy machinery, and representatives of the colleges of agriculture, who will be in attendance.

In connection with the show, there will be from fifteen to twenty meetings and conventions of organizations allied to the dairy industry, such as creamery operators, producers' associations, dairy inspectors' conferences, and dairy council meetings.

For the women, in addition to the educational and lighter entertainment features of the show, special arrangements are being made by a general committee representing all of the Oakland, Berkeley, Alameda, etc. woman's clubs. Open house will be maintained in East Bay cities by the women's clubs, and sight-seeing excursions are being planned.

These are some of the things for the 1923 Pacific Slope Dairy Show. The enthusiasm evidenced by the entire industry is such as to warrant the predication that it will be the biggest event in the history of the Pacific Slope. The show is on its third year now. Its future is assured. It will continue to grow in usefulness and size from year to year because there is a definite need for a Pacific Coast meeting place of this most complex industry, where all individuals, factors, and agencies can come together once a year to discuss and solve problems, to exchange ideas and plan for sound growth.

Future For Pacific Slope Dairying.

Sam H. Greene, secretary-treasurer of the Pacific Slope Dairy Show Association, who conceived and promoted the first Pacific Slope Dairy Show, says:

"There is a glittering future for a great dairy show on the Pacific Slope. The prospects for dairy development in this region are almost without limit. The human population increases at a greater rate than in any other section of the United States. This fact assures a constant expansion of local demand for dairy products.

"The climate of the Pacific Slope states is ideal for the dairy cow. Nowhere in this great area is it necessary to keep her in expensive barns through long winter

months of cold and snow. The summers are mil long days of sunshine. These conditions, combining the wonderful capacity of our soils for feed tation, make it possible for us to develop high prod animals under the most favorable conditions.

"It is inevitable, therefore, that this great will become the greatest breeding and product in the United States.

"At the present time the Pacific Coast, w developing a very respectable export trade, is s dairy products to supply the demands of i people.

"The Latin nations which border the South Ocean, the native dwellers in the Hawaiian, Ph and other islands in the South Seas, and th Oriental races of India, China and Japan, are ginning to learn that their dietary habits do r vide adequate nourishment for proper growth velopment, and that these are supplied in the forms in milk and the products of milk. The sec rinderpest, which in the past has made it im to establish dairy herds in these regions, has been conquered by a veterinarian of the United Department of Agriculture, and this opens the a steady development of dairy production in the pine Islands, in Japan, and in the American mis compounds of China.

"All of these facts and more can be visualiz through the agency of a great annual assembly mals, machinery, products, and of the people in in them. The Pacific Slope Dairy Show fulfill requirement, and thus its future growth and it are assured."



PACIFIC COAST MANUFACTURER BUILD CESS WITH QUALITY PRODUCT.

In presenting a recent sales talk on ice cream the opportunities before manufacturers, W. P. the Impruv-Mix Co., New York City, called the ae of manufacturers to the plant of The Crystal Storage Co., Portland, Ore. To the progress d plant quality production is attributed.

Under the direction of George Weatherly, ps of the company, this company's product is made a way as to appeal to the consumer. A recent is Western publication, says of Mr. Weatherly: "H millions of people happy."

"A greater ice cream industry makes its a your plant," says Mr. Abel, in his sales talk. "o yourself a factor in the advancement of ice cream national industry. You strengthen the industry its expansion and create a greater demand for a tional dish' by raising and maintaining qual

"Quality and profits are synonomous in h cream industry," says The Ice Cream Review in a torial (see page 4, May, 1923, issue).

"We have found that quality-volume-profits o in hand. Your success is in presenting a prod real merit—supreme quality. Most important is the dealer is to reach, secure and hold him byh your product make an appeal to the consumer.

"Ice cream is judged by appearance, textu taste. The appearance should be cream-like ailing. When placed on the tongue, the touch shu tablish its velvety texture. The cream flavo cream is often referred to, but it is really an cream."



You can get somebody to sell you anything y if you use "The Ice Cream Review" Want Dep

...LET US DO YOUR... PRINTING

HIGH grade work
at reasonable
prices. Send us a
sample of what you
want and we will
quote you prices.

MAGAZINES AND HOUSE ORGANS
CONVENTION PROCEEDINGS
MAILING FOLDERS—CATALOGUES
CIRCULARS—LETTERHEADS
BUSINESS CARDS—BILL HEADS
STATEMENTS—ENVELOPES

THE OLSEN PUBLISHING CO., 5th & Cherry Sts., Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Effect of Composition on the Palatability of Ice Cream

By OWEN E. WILLIAMS and GEORGE R. CAMPBELL*

Factors Affecting Quality of Ice Cream.

It has often been said of ice cream that its palatability would be impaired by making it rich in milk solids and sugar, particularly, if the fat content was too high or exceeded 14 per cent. The correctness of this statement has generally been questioned, although it has never been shown in a systematic way the actual effect which desirability may be altered by using various percentages of fat, sugar, and other constituents in the manufacture of ice cream. Manufacturers have also obtained much information of this character by experimenting with different formulas in their factories and comparing the results. Many soon found the quality of their product depended on three main factors: first, the quantity of milk solids the ice cream contained (composition); second, the initial quality of each ingredient; and third, workmanship.

It is an effort to show how important the first factor, composition, may be to the quality of ice cream, several experiments have been made to determine what would constitute a relatively good proportion of each of the principal classes of solids, namely, fat, cane sugar, milk solids not fat, in the mix. A similar experiment was also made with gelatin as an ingredient in ice cream.

EXPERIMENTAL WORK.

Effect of Mixes and Conditions of Whipping and Freezing.

The size of each mix made for these experiments was about one pound. The treatment given to each set of mixes was always the same, although it was purposely varied in different sets in the same experiment. Usually one set of mixes was sufficient for at least two days' sales. The ice cream was sold to department employees during the noon lunch period, between 12 and 12.30. Some mixes were pasteurized and aged for from 24 to 48 hours. Others were homogenized and aged for longer periods before freezing, while some sets of mixes were aged also varied.

The whipping and freezing was done in a horizontal brine freezer. The brine temperature varied from 10 to 15 degrees F. on some days to 15 degrees F. on other days, with the speed of the freezer kept fairly constant. The ice cream from each mix was hardened in a cabinet packed with crushed ice and salt. The amount of inflation (swell) obtained in the different mixes of ice cream ranged from 42 to 93 per cent. The ice cream was always hardened in and dispensed from the same cabinet, so that the temperature and conditions which might affect it were practically alike throughout the time it was offered for sale.

Method of Comparing the Different Ice Creams.

The difference obtained in the ice creams made in the experiments was measured by means of a market test. About 50 daily purchasers had an opportunity to choose from three different kinds of ice cream. Their choice was then taken to represent the degree of desirability of each kind offered. A nominal flat charge was made for each daily portion of ice cream. No attempt was made to charge according to a sliding scale according to the composition of the ice cream, because this would disclose the difference in quality and defeat the purpose of the test.

This is a new method of measuring the desirability of ice cream, and we believe it has many advantages over the score-card method. Since it is not difficult to

obtain the opinion of a much larger number of people with this method, it is probably more reliable than the score-card method. Instead of submitting a sample of each different kind or batch of ice cream to be scored with a score card, we first classified the experiments relative to the ingredients and limited the number of ice creams in each experiment to three, so that the major differences would be in the same general direction in each group of experiments. Then while the treatment given the three ice cream and the conditions of freezing and hardening were kept the same, the ice creams were placed on sale for a period of 10 or more days.

The ice cream was sold daily to the purchasers, who did not know what variation had been made in the composition. Each purchaser was provided with a weekly coupon ticket, entitling the recipient to one-half pint each day.

The purchasers were given a sample of each kind of ice cream on the first day in order to compare the three kinds, and were informed that on the following day or days they would be given their choice of the three kinds of ice cream. Sometimes comparison of samples was made twice a week, but usually only once a week. The purchasers, however, could change from one kind of ice cream to another at will.

Effect of Fat Content on Palatability of Ice Cream.

In this experiment a comparison was made of three ice cream mixes that contained 18, 15, and 12 per cent of fat, while the other constituents and methods of manufacture remained the same. These three mixes, designated as F, D, and E, respectively, were sold on each of four consecutive days for three continuous weeks.

The total number of sales for the period covered was 551, and the number of persons (adults) who purchased was 67. Of this number 316 sales were made to 27 persons, as shown in Table 1, who purchased the ice cream regularly each week during the 3-week period.

Table 1.—Preference for different proportions of fat in ice cream by 27 purchasers on 4 days in each of 3 consecutive weeks.

Mix	Times chosen by each purchaser												Total sales	
	No.	1	2	3	4	5	6	7	8	9	10	11	No.	Per ct.
F, 18 per cent fat...	11	11	4	11	11	2	10	10	12	12	10	10	11	79
D, 15 per cent fat...	0	0	4	0	1	4	2	0	0	0	0	0	0	22
E, 12 per cent fat...	0	0	4	0	0	6	0	2	0	0	2	2	0	21
Times chosen by each purchaser													Total sales	
F, 18 per cent fat...	11	8	10	12	9	9	12	6	11	11	7		259	82.0
D, 15 per cent fat...	0	4	2	0	2	0	0	5	0	0	5		33	10.4
E, 12 per cent fat...	0	0	0	0	1	2	0	0	1	1	0		24	7.6
Total.....													316	100.0

The records of the 316 sales in the table show that 82 per cent were of ice cream containing 18 per cent fat (mix F,) and 10.4 per cent of the sales were of ice cream containing 15 per cent fat (mix D.) This left only 7.6 per cent of the sales in which purchasers favored ice cream containing 12 per cent fat (mix E.) The sales not recorded in the table showed preferences very much the same, 15 per cent being in favor of mix E, 14 per cent in favor of mix D, and 71 per cent in favor of mix F.

These figures show conclusively that the rich ice cream was preferred by a large majority of the purchasers.

Effect of Sugar on Palatability of Ice Cream.

To determine the effect of sugar on the desirability of ice cream, a comparison was made of three ice cream

* Dairy Manufacturing Specialists, Dairy Division, Bureau of Animal Industry, United States Department of Agriculture.

mixes containing 19, 16, and 13 per cent of cane sugar. These mixes, designated as G, H, and I, respectively, contained 14 per cent of fat, and the methods of manufacture were practically the same in each case. The ice cream was sold on 10 different days during three consecutive weeks. The daily sales are recorded in Table 2.

Table 2.—Preference for varying proportions of sugar in ice cream by 82 purchasers on 10 different days during 3 consecutive weeks.

Mix	Days										Total sales	
	1	2	3	4	5	6	7	8	9	10	No.	Per ct.
G, 19 per cent sugar..	28	28	27	27	23	26	25	25	29	34	272	61.4
H, 16 per cent sugar..	10	10	9	9	13	15	15	15	17	13	126	28.4
I, 13 per cent sugar..	5	5	8	8	7	5	3	3	0	1	45	10.2
Total.....											443	100.0

The total number of sales for the period covered was 443 and the number of persons who purchased was 82. The records of these 443 sales show that 61.4 per cent of the choices were made in favor of ice cream containing 19 per cent sugar (mix G;) 28.4 per cent were made in favor of ice cream containing 16 per cent sugar (mix H;) and 10.2 per cent were in favor of ice cream containing 13 per cent sugar (mix I.) In other words, about 90 per cent of the sales indicated a preference for ice cream containing 16 per cent or more of sugar.

Effect of Milk Solids Not Fat on Palatability of Ice Cream.

In the third experiment a comparison was made of three ice cream mix containing 12, 9, and 6 per cent of milk solids not fat, the other constituents (fat, 10 per cent; sugar, 14 per cent; and gelatine 0.5 per cent) and the methods of manufacture being practically the same. These mixes, designated as B, C, and A, respectively, were sold on 30 different days during a period of six consecutive weeks. The daily sales are recorded in Table 3.

Table 3.—Preference for different proportions of milk solids not fat in ice cream by 128 purchasers on 30 days in 6 consecutive weeks.

Mix	Total sales	
	Number	Per cent
B, 12 per cent milk solids not fat.....	665	56.1
C, 9 per cent milk solids not fat.....	305	25.7
A, 6 per cent milk solids not fat.....	215	18.2
Total.....	1,185	100.0

The records of these 1,185 sales show that 56.1 per cent of the choices were made in favor of the ice cream containing the greatest quantity (12 per cent) of milk solids not fat (mix B;) 25.7 per cent were in favor of the ice cream containing 9 per cent milk solids not fat (mix C;) and 18.2 per cent were in favor of ice cream containing 6 per cent milk solids not fat (mix A.) This means that over 80 per cent of the sales indicated a preference for ice cream containing at least 50 per cent more milk solids not fat than is ordinarily found in commercial ice cream, i. e., a preference for 9 per cent or more, instead of about 6 per cent, in ice cream testing 10 per cent fat.

About two-thirds of the total sales in this test were to persons who ate the ice cream for prolonged periods. Thus, 11 persons purchased for 3 consecutive weeks, 12 for 4 weeks, 9 for 5 weeks, and 7 for 6 weeks.

The percentages of preference for the different amounts of milk solids not fat shown by these 39 different persons are given in Table 4. There was not much difference in the results as compared with Table 3.

Table 4.—Preference for different proportions of milk solids not fat in ice cream by 39 persons purchasing it during periods of 3 to 6 consecutive weeks.

Mix	Total sales	
	Number	Per cent
B, 12 per cent milk solids not fat.....	438	53.3
C, 9 per cent milk solids not fat.....	226	27.5
A, 6 per cent milk solids not fat.....	158	19.2
Total.....	822	100.0

Effect of Gelatine on Palatability of Ice Cream

In the fourth experiment a comparison was made of three ice cream mixes containing 0, 0.5, and 1 per cent of medium-grade gelatin, with the other constituents and methods of manufacture kept the same. The mixes were designated as K, M, and L, respectively. They were prepared on nine different occasions. Each mix was pasteurized and homogenized. They were then held for varying periods before being sold, ranging from one to five days. The number made on 10 days during the three consecutive weeks was 623, these sales being made to 66 persons. The results are given in Table 5.

Table 5.—Preference for varying proportions of gelatin in ice cream by 66 persons during 10 days in 3 consecutive weeks.

Mix	Total sales	
	Number	Per cent
L, 1 per cent gelatine.....	394	63.2
M, 0.5 per cent gelatine.....	86	13.8
K, no gelatine.....	143	23.0
Total.....	623	100.0

Table 5 shows that in 394, or 63.2 per cent of the sales the purchasers asked for the ice cream that contained 1 per cent of gelatin (mix L;) in 143 sales, or 23 per cent, they asked for the ice cream that contained 0.5 per cent of gelatin (mix M;) and in 86, or 13.8 per cent, they asked for the ice cream that contained no gelatin (mix K.) This shows that when preference was made for ice cream made without gelatin or with gelatin, the ratio was a little less than 3 to 1 in favor of the one without gelatin.

Influence of Fat Content on Quality of Ice Cream

The fat content of ice cream does not seem to have a great effect on the quality of ice cream as perceived by the eaters, except, perhaps, when it is very rich. A test was made with two ordinary grades of ice cream, one containing 10 per cent and the other 15 per cent fat, showing that the average adult person consumed 341 grams (pints) of the 10 per cent cream and 317 grams (pints) of the 15 per cent cream when given all he wanted to eat.

The test was made by serving groups of from five to seven persons from a weighed can of ice cream. When they had eaten all they wanted, the can was reweighed and the total amount consumed was divided by the number of persons eating. This was done at different times, 6 times with ice cream containing 10 per cent fat and 6 times with ice cream containing 15 per cent fat. The time of this experiment was in March and April, 1921.

Table 6.—Quantity of ice cream of varying fat content consumed on 12 different days by groups of 5 to 7 persons eating at will.

Ice cream containing 10 per cent fat.		
Test No.	Number of persons	Quantity consumed, Grams ¹
1	7	2,100
2	7	1,981
3	7	2,520
4	5	2,390
5	5	2,380
6	7	1,596
Total and average.....	38	12,967
Ice cream containing 15 per cent fat.		
Test No.	Number of persons	Quantity consumed, Grams ¹
7	7	2,177
8	7	1,848
9	7	1,946
10	6	2,226
11	5	1,860
12	5	1,670
Total and average.....	37	11,727

¹One pint of ice cream, weighing 5 pounds per gallon, or 283 grams.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Combinations of Ice Cream Ingredients.

Question frequently asked is, What combination will produce the best quality of ice cream? It has been found that a preference is usually given to the ice cream richest in fat, sugar, and milk solids not fat, and an attempt was made in our experiments to ascertain the optimum combination of all these ingredients to produce the best product. To do this would require a large number of tests. The results, however, have been beneficial in establishing one type of combination of ice cream instead of the two types we now have, one rich in fat and the other rich in milk solids not fat. This is a matter that must be left for future consideration.

Summary.

The effect of the composition of ice cream on its palatability was tested by selling ice cream made in different ways to the same persons from day to day, kept in such a manner that the buyers would show no preference, and noting the kinds preferred and the quantities to which they were preferred.

Experiments with varying proportions of fat, sugar, and milk solids not fat, and gelatin in ice cream show that there is a decided preference by consumers for the sweetest, and firmest products. The following express the results obtained:

Effect of Fat.—The effect of fat on the palatability of ice cream is indicated by preference in 61.4, 28.4, and 12 per cent of the cases in favor of ice cream containing 12, 6, and 2 per cent of fat, respectively.

Effect of Sugar.—The effect of sugar on the palatability of ice cream is indicated by preference in 61.4, 28.4, and 12 per cent of the cases in favor of ice cream containing 12, 6, and 2 per cent sugar, respectively.

Effect of Milk Solids Not Fat.—The effect of milk solids not fat on the palatability of ice cream containing 10 per cent of fat is indicated by preference in 55.6, 25, and 19 per cent of the cases in favor of ice cream containing 2, 1, and 0 per cent of milk solids not fat, respectively.

Effect of Gelatine.—The effect of gelatine on the palatability of ice cream containing 14 per cent fat is indicated by preference in 63.2, 13.8, and 23 per cent of the cases in favor of ice cream containing 1, 0.5, and 0 per cent of gelatine, respectively.

Experiments on the influence of fat content on the palatability of ice cream shows that the amount of ice cream containing 10 per cent and of that containing 12 per cent of fat averages practically the same.



L. O. THAYER QUILTS INDUSTRY.

News in the ice cream industry of L. O. Thayer, well known through his twelve years' experience in the industry, which was severed several months ago, is of interest to learn that he has been made vice-president and secretary of the Granite Springs Estates Sales Corp., with headquarters at 42nd St., New York City. The first name is capitalized at \$10,000,000 and the other at \$1,000,000. Mr. Thayer extends greetings to friends in the industry.



Every salesman has a message to tell. Every business has a message to get. This is where the "handle-'em-with-gloves" salesman seldom succeeds. His story is never told to the listener, the dealer who won't be told.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



No Skimping Here

Ample size and plenty of "lap" is provided in all

"Special Seal" Tub Covers

A double sewing with tough thread assures lasting seams.

15 oz. Cover, 45c each
18½ inch

18 oz. Cover, 55c each
18½ inch

Samples and Prices of different sizes on request.

St. Louis Awning & Tent Co.

TUB COVER DEPT.

800 No. Second St.

St. Louis, Mo.

Cleveland, the stage; Ice Cream Industry, the actors.

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
New York City

Room 555

Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS

Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice

NEW ENGLAND ASSOCIATION OF ICE CREAM MANUFACTURERS.

Secretary's Report of September Meeting.

The September meeting was one of the best meetings that we have had this year. It was held at the American House in Boston. There was a total attendance of 65, 35 of which were active members with two visitors.

President Slingerland announced the following new members:

Active—LaCalle & Taft, N. Hadley, Mass.; Naugatuck Dairy Ice Cream Co., Naugatuck, Conn.; McCarthy Brothers, Whitman, Mass.

Associate—Brooks Cabinet Co., Norfolk, Va.; Citrus Products Co., Chicago, Ill.; Cone Co. of America, Long Island City, N. Y.; Elyria Enameled Products Co., Elyria, Ohio; Gifford-Wood Co., Hudson, N. Y.; Gumpert & Co., S. Brooklyn, N. Y.; Manning Mfg. Co., Rutland, Vt.; McCormick Co., Inc., New York, N. Y.; Meyer Wagon Works, Buffalo, N. Y.; Schantz, Inc., K. W., Buffalo, N. Y.; Timm, William H., Philadelphia, Pa.

It was decided to have the annual meeting about the middle of January at the Copley Plaza Hotel in Boston and that the ladies be invited.

It was voted: To omit the October meeting on account of the members going to the national convention in Cleveland.

Mr. Morris spoke relative to the national convention saying it was going to be the best ever and advised everybody that was going to get their reservations as soon as possible.

It was announced that the New England delegation would leave on the 6:10 P. M. train for Boston, Saturday, October 20, arriving in Cleveland the next day about noon.

On the question of program for our New England meeting in January it was suggested that if anybody knew of a good speaker that they write to the secretary with suggestions for the program. This program is your program. Let us know what you want to have.

Mr. Olsen of The Ice Cream Review spoke briefly to the association. Mr. Lund of the Eskimo Pie Corporation discussed some new plans for the season.

A discussion of winter specialties showed no great enthusiasm for the boxed sundae.

President Slingerland made remarks about the unfavorable publicity in the Boston Post on October 20 relative to bad ice cream cones and its influence on the industry.

He also stated that each was to consider his committee of one to get in new members and couldn't have 100 members for the January meeting. Everybody was given application cards. If you receive one get busy just the same.

The meeting was a very interesting one, last til nearly 5 o'clock.

Don't forget your Pullman reservations for the national convention. Be sure to get a certificate when you purchase your railroad transportation ticket in Cleveland as you get a reduction of one-half after presentation of this certificate in Cleveland.

BROADER VIEWS OBTAINED AT CONVENTION

Editor The Ice Cream Review:

I am pleased to encourage your efforts to make the Cleveland convention and exposition a big success. This is one event of the year when every person interested in the ice cream industry should attend.

The principal developments of the industry are evidenced at the national convention. At the National Ice Cream Manufacturers' Convention, one has an opportunity to rub elbows and become acquainted with the leaders of the industry. Every ice cream manufacturer who attends the national convention gets a more comprehensive idea and broader views of the industry in one week's time, than he can by staying in his plant during the period of a whole year.

I am forwarding my photo under separate cover.

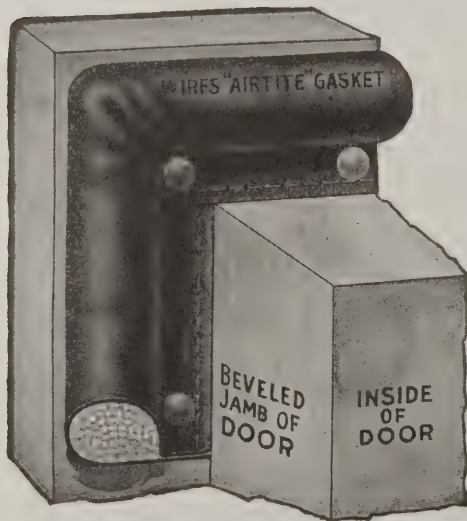
Yours very truly,

J. J. McDONALD, Michigan Director
National Association of Ice Cream Manufacturers

NEW MEXICO PLANT EXPANDS.

The Thomas Creamery Co., Albuquerque, N. M., built a new plant. The first unit is 25 by 75 feet, housing the ice cream department and office. Office reports that they intend to add another unit the same very soon. The building is of cement and hollow.

An eleventh-hour report from the ladies' entertainment committee conveys the information that a complete style show has been arranged for the convention. This will be at Bedell's—Cleveland's newest and exclusive ladies' shop, so we are told. The arrangement comes to the official hostess, Miss Ethel Rhoads.

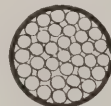


\$STOP COLD-AIR LEAKS\$

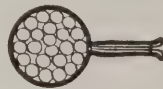
WIRFS WATERPROOF "AIRTITE" CUSHION GAS

FOR REFRIGERATORS AND COLD STORAGE DOORS. AIRTIGHT SECTIONAL COOLING FREEZERS. REFRIGERATOR-JOINTS. RAILWAY COACHES. DWELLINGS AND ALL OTHER PURPOSES. MAKING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE.

MADE IN 4 SIZES:
(ANY LENGTH)



No. 1 LARGE



No. 2 MEDIUM



No. 3 SMALL



No. 4

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]
REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED.

GET SAMPLES AND PRICES. STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 SO. 17TH ST., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ready Soon

NEW REVISED AND
ENLARGED EDITION

Ice Cream Mix

The unprecedented demand for this little practical volume on Ice Cream Mix, its formulas and simple methods of calculating the various ingredients has prompted us to get up a new and larger edition.

Judging from the comments we received on "Ice Cream Mix"—and the fact that the first edition has been exhausted in so short a time—we believe the ice cream trade will appreciate this new and larger edition in cloth binding with twice as much material in it.

**Send Your Order
NOW**

*New Edition
Cloth Binding*

\$1.00

*postpaid anywhere
on receipt of
remittance.*

*Copies will be ready for mailing very
shortly. Use the Coupon NOW.*

PUBLISHED BY

The Olsen Publishing Co.

*Publishers and Printers to the
Dairy Industries*

MILWAUKEE

WISCONSIN

The Olsen Publishing Co.

FIFTH AND CHERRY STREETS
MILWAUKEE, WIS.

Enclosed find \$1.00 for a copy of the New Enlarged and Revised Edition of Ice Cream Mix. By Prof. Baer, Olson and Burke.

Name

Street No.

City State

Ice Cream Improvers

By E. H. PARFITT*

LITTLE has been written about improvers. This is due to the fact that improvers are a commercial product and the ingredients kept secret from the trade. Because of this fact it is all the more imperative that they should come under our discussion for as I have talked with ice cream manufacturers there seems to be a wide difference of opinion in the advantages and disadvantages of improvers.

In this discussion I am not going to undertake to discuss individual brands of improvers or to leave you with the idea that improvers should or should not be used, but I do wish to discuss with you the chemical constituents of an improver and how it works, so as to enlighten those of you who have not studied the question from the technical viewpoint.

In looking over the literature on ice cream I find that invariably every author has dealt lightly upon improvers, some recommending their use, others discourage their use, while still others fail to even discuss their use.

The authorities of various texts upon ice cream group under one head which they term stabilizers, all those ingredients familiar to us by various names such as colloids, binders, fillers and improvers. Briefly I wish to define each of these.

1. Colloids: Gelatine is a colloid, that is, it remains not in a true solution but a false one. The casein in milk is in a colloidal state, the particles being so small that they remain in a constant suspension (Colloidal gold.)

2. Binders: Tend to cement the ice crystals together. Those that hold together, gums and gelatin may be considered in this phase. The mixture of the two according to "Washburn" give the greatest binding effect.

3. Fillers: A filler is generally some cheaper ingredient put in to reduce the cost, as corn starch. Gelatine may be also considered as a filler.

4. Improvers are substances added to the ice cream mix that will increase the viscosity, in a short space of time, thereby reducing the aging period, softening the milk solids not fat, and therefore improving the body of the finished product by enzymic action.

Improvers produce viscosity within a short space of time by producing a hastened ripening action, by coagulation of casein.

Viscosity or stickiness is important in order to obtain a uniform yield and quality. The phenomena of viscosity is brought about by fibrin filaments of fibrin uniting and combining with other and clinging together in minute threads much the same as blood. This is based on the theory that in milk is the cause of viscosity. Any violent treatment that we give cream as separation, pasteurization, homogenization breaks up these filaments, making it shorter, and as a result the viscosity is lessened. As we well know cream that has been pasteurized whips with difficulty if you attempt to whip it as soon as it is fore pasteurization. There are three ways by which viscosity may be produced.

Three Ways to Produce Viscosity.

1. Aging: Old mix is more viscid than new. According to experiments conducted at Iowa the cream yield was increased 4.72 per cent on pasteurized cream when aged by 24 hours at 33 degrees F. and a further increase of 3.58 per cent in 48 hours after the cream immediately frozen. The physical changes taking place while not definitely understood is believed due to certain hardening of the butterfat and proteins. When gelatine is used in the mix it exerts an influence in viscosity due to the hydration of the gelatine. The temperature of aging should not be over 40 degrees and best at 33 to 34 degrees. Freezing of the mix after ageing will tend to inhibit viscosity slightly.

2. Acidity: It is the practice in some plants, particularly in the east to add a culture lactic organism to the mix and in the process of aging increase the acidity. Acidity is caused by the lactic bacteria breaking down milk sugar or lactose to lactic acid. In the formation of acid the milk proteins are hydrolyzed breaking them down to meta proteins. The acid action on the proteins tends to harden them and if acidity is allowed to get too high they become brittle. A danger in the use of development of acid is that if it is carried little too far a sour mix is the result. The acid increases the viscosity but little if any, according to experiments done at Purdue, unless the acidity is allowed to go too far (sour taste is noticeable at .22 per cent) but may be a factor in obtaining the desirable flavor and texture in the finished product. According to Jonnier and Troy the possibilities of the development of acidity by the use of cultures is a phase of the ice cream industry that is in its infancy and is opening

* Instructor at Purdue University. The above is an address delivered before the Ice Cream Manufacturers of Indiana at the Lincoln Hotel, Thursday, September 20.

Ask the user — about

ST. LOUIS GELATINE COMPANY'S

Pure - Hy - Grade
**GELATINES, GUMS
AND
ICE CREAM
POWDER**

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri



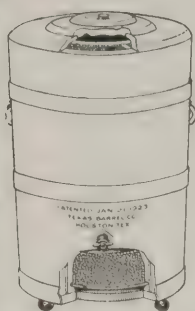
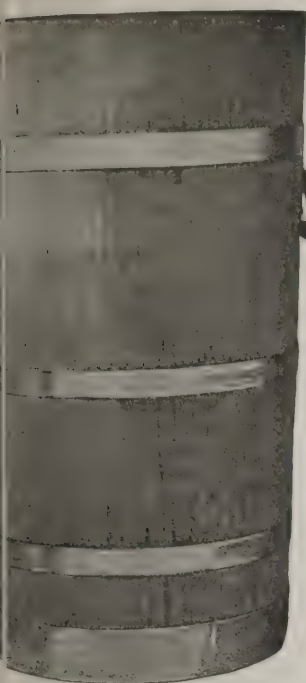
Beehler Tub Handles



Patent Pending
YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

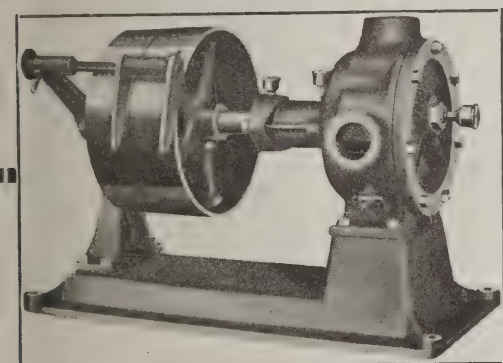


See Our
Exhibit at the
Cleveland
Convention

Best Tub in America

WRITE FOR PRICES

Texas Barrel Company
HOUSTON Box 665 TEXAS



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING
PUMPS

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

wonderful possibilities. You have all read with care the article in the Ice Cream Trade Journal of August on acidity.

3. Enzymes: There are two enzymes which are commonly used to increase viscosity and aid in producing the desired body and texture. There are rennet and papsin. They may be used individually or together. They work fast in a warm mix and slow in a cold mix. The two most sold improvers on the market used rennet as the ingredient that increases the viscosity within a short space of time. In one brand it is rennet and milk sugar, other substances may be used but these are the basic ones. In another brand it is rennet and corn starch. As the enzyme rennet is the main factor in improvers, let us consider rennet action and see how it influences the viscosity.

In cheese making, rennet is used to curdle milk and to make it so viscous that it is practically a solid. The rennet acts upon the casein, splitting into two compounds, one which we shall call curd which contains the casein and calcium phosphates and the other compound, whey, which is a simpler compound and contains casein and no calcium phosphates when the curd is acted on by lactic acid lactates of calcium and phosphorus are formed. There are several other theories but this is the most accepted. The action of rennet increases the viscosity there by the production of a solid. If sufficient rennet is added so as not to form a complete reaction to the curd state we then have a heavy liquid which has a high viscosity. The action of rennin softens the caseins making possibly a smoother body in the remaining product. As you well know it is important to read the directions upon the can and you will find that they distinctly specify not to add until mix is at a temperature below 50 degrees F. If you added the improver at a temperature of 80 degrees F. you would obtain a thick curd, similar to the coagulation obtained when making cheese. Try it sometime, using a quart of milk at 86 degrees F. and adding some improver.

Now that you have some idea of what an improver consists of let us take up some of the points the improver is supposed to improve as advertised and see if the same thing cannot be one without it but using nature's forces. Am endeavoring to be neutral in my opinions.

Improvers are claimed to control the growth of undesirable bacteria. What are the undesirable bacteria, the acidifiers and peptonizers. How does the improver combat them? There is no preservative or germicide used. It controls the bacteria by lessening the ageing period necessary to obtain the correct viscosity. The acidifying and peptonizing groups of bacteria do not grow practically at temperature of 33 to 35 degrees F. Hammer in studying the growth of organisms in the ageing vat concluded that there was no growth that could be detected when mix was held at 33 degrees F. for 24 hours. So while an improver does control bacteria because the mix is not aged, the same mix need not have any more bacteria if it is held at a sufficiently low temperature.

You see advertised that the improver controls the lactic bacteria that is just the same as above question, in other words repeating, the lactic acid bacteria can be controlled both with improvers and ageing if the correct temperature is used.

It is said and advertised that improvers accentuate the rich creamery butter flavor. This is brought about by the increase in viscosity, the same viscosity and the same result can be brought by ageing for the correct length of time.

Increases your overrun, this is a debatable fact but I



DR. WILBUR WRIGHT,
President Sealright Co.



G. L. NEWMAN,
Manager Daigger Corp.



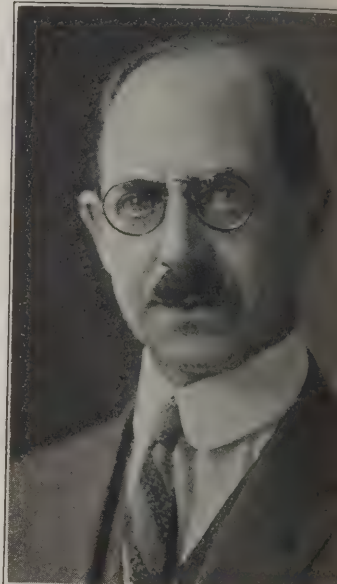
E. G. MINER,
President Pfaudler Co.



C. W. STOLTEBEN,
S. Gumpert & Co.

Who's Who
in the
Exposition
Hall

Here are some of the men
you will see in the
exhibition booths.



BERNARD JACOB,
Daigger Corp.



FRED HOLLWEG,
Thos. W. Dunn Co.



E. J. HANCOCK,
Commercial Truck.



GEO. E. GRAY,
Pfaudler Co.

the same overrun can be obtained by ageing and
renneting if properly carried out.

Makes smaller and more numerous air cells, it is often
if you use improvers the size of air cells depends
on viscosity, the greater the viscosity to a certain
the smaller the air cells will be. The type of
used will depend in a measure on the size of
cells in the finished product. The size and num-
ber of the air cells relate directly to the overrun.

The ice cream improver has its place in ice cream
manufacturing and can readily see its advantages when
there is no time for ageing, that is, the mix is used
as soon as made up, or in the case where a raw
mix is used (unpasteurized and not homogenized). In
cases where the machinery is so arranged that it is neces-
sary to pump the mix from the holding vat to the freez-
ing machines cannot be used to their full advantage,
such as the high viscosity caused by the improver
is reduced to a degree by the pumping anchor, more so
in the case of ageing.

Summing up. The action of ice cream improvers
is aided by the enzyme they contain (rennet or pepsin)
and with milk sugar, corn starch or other ingredients.
The purpose is to overcome the period of time necessary
for ageing the mix and if the directions of the manu-
facturer are followed, good success is obtained.



IMAGINATIVE ICE CREAM MADE IN PARIS.

One of the famous open air establishments in Paris is
known for its "Joseph's-Coat-of-Many-Colours" ice
cream. Quite half a dozen hues are employed; and the
ice cream, having an educational interest, serves Naman as
a means of interesting her offspring in the sad fate
that befell poor Joseph. Little people who allow their
children to wander are fed on a plain brioche, ices only
for the attentive. The maternal Parisienne appre-
ciates the value of knowledge.

An arrival caterer has introduced the "Mistress Poti-
rice, the colouring of which is kaleidoscopic and
suggestive of unholy desire. Monsieur savours it;
Madame confines her attention to the "Joseph's-
Coat-of-Many-Colours" delicacy. Being charged with
the instructing of youth, the blameless lady dare not do
otherwise.

WHY YOU SHOULD GO TO CLEVELAND.

To the man with a growing business there is no
time or money that can be spent which will show
such good returns as attending the National Ice Cream
Convention and Exposition at Cleveland.

I have attended the conventions of this associa-
tion almost every fall for about fifteen years, and I
can truthfully say that I have gone home on every
occasion with one or more ideas which were worth
rich more than the cost of the trip, in some in-
stances ideas that were worth thousands of dollars.

The addresses given at each convention are al-
ways practical; you will be interested in them, but
probably the greatest source of benefit to the major-
ity who attend these conventions is getting an answer
to some questions about your own plant.

Go to Cleveland with your questions. Ask every
man you meet. Don't be afraid to ask him be he
manufacturer or supply man, big, small, prominent
or otherwise. Some man can give you the informa-
tion you need.

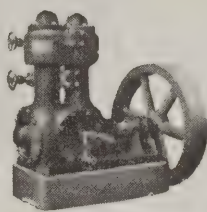
Yours truly,

MORDEN NEILSON, Vice pres.,
National Association of Ice Cream Manufacturers.

Doc Freezum Sez:--

There's *no limit* to the number of my

Cold Prescriptions



Invariably I prescribe

YORK
ICE MACHINES

for **Ice Cream Plants**

Westerlin & Campbell Co.

Sales Agents Central States

1113 Cornelia Ave. CHICAGO, ILL.

BRANCHES AT:—
Milwaukee, St. Paul,
Indianapolis, Fort
Wayne, Davenport,
Streator, Cincinnati,
Detroit, Grand Rap-
ids and Louisville.

Gelatine Mixers

Our assortment of standard Copper
Kettles offers a wide selection for any
particular requirement at a saving in
price.

HARRIS
Single Action
Steam Jacket
Draw-off
Mixer



Send for a copy of our
bulletin showing
Harris Standard Cop-
per Kettles.

*Submit your
special requirements
for our quotations*

**Arthur Harris
& Company**

212-218 Curtis Street
CHICAGO, ILL.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



WYNN B. MORRIS,
Director.



WALTER L. CHERRY,
Director.



O. S. GORDAN,
President.



B. B. SCOTT,
Director.

Some
Directors
and
Officers
of
Association
of
Ice Cream
Supplymen and
Salesmen's
Club



J. H. STODDARD,
Director.



J. W. HUSSEY,
Director.



J. L. NELSON,
Director.



THOS. J. STEWART,
President Salesmen's Club

TIMID LADS DON'T SELL GOODS.

Famous college president once said, "Football is game for timid lads."

might have said the same about salesmanship. Any salesmen are "timid lads" when it comes to getting real results from their territories and co-operation from their dealers.

In the last twenty-five years a certain salesman has been traveling up and down the Atlantic Coast. He is usually supposed, by the hundreds of road men who know him, to have what is known as a "soft job." He covers three big towns and he sells a large chunk of the entire output of one of the world's largest and finest silverware houses.

Most of his friends tell you about his hearty laugh and his peculiar and amusing manner of sneezing—two things that unfailingly identify him, wherever he goes, to be when he laughs or sneezes.

Ask those who know him, however, and they will tell you about another quality that has had much more to do with his success than either the laugh or the sneeze. They will tell you he's got a bushel of plain ordinary courage. He's had it from the start and he uses it just as much now as he did back in the early days of his business when his job didn't look quite so "soft."

They tell the story of how he sold McCracken, a well-known, hard-fisted hardware dealer in a small town. The house had tried for years to get McCracken to put in a line of cheap silverware. Other dealers had done the same thing and McCracken had repulsed every onslaught by making an irritable disposition of his weapon.

He was naturally uncongenial and the sight of a silverware salesman made him openly hostile. All the dealers who called on him were careful to "handle him with gloves" and to warn the silverware men to stay away from the store.

They all stayed, too, except one. He strode into the store one fall morning, looked around, walked out again and then came back in.

"What'd you want?" asked McCracken, who stood behind the counter.

"I want to find out whether this place is good enough to handle my line," said the stranger.

"Why don't you ask me?" queried the bristling proprietor.

"Because you don't know anything about it. We've been trying to tell you about it for the last three years and you've been too busy to listen. I'm glad of it. You're not equipped to do us justice. I'm going to take your name off the prospect list." So saying he handed McCracken his card and walked out.

Two days later the house got a letter from McCracken telling just what it was they thought he didn't know about their line. They wrote and told him. They sent him some straight-forward stuff that left him with no excuse—things about the line he had never given a salesman a chance to tell. It wasn't long until he was ready to buy and, of course, they sold him. Today he is one of their best small-town accounts.

A sales promotion expert said recently that less than one per cent of the salesmen now traveling are known to their dealers by name. Too many "timid lads" in the business—seven per cent.

Handle 'em with gloves and they'll think you're a fellow.

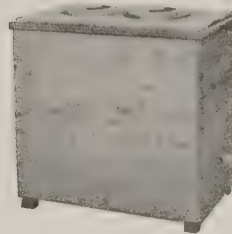
Treat 'em rough and they'll remember you and give you their business.—The Salt Seller.

INSULATION IS THE THING!

You Get It

IN

**STOUT
Schroeder
Perfection
Cabinets**



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

MILWAUKEE, WIS.

A Time—Trouble and Tub Saver !



Tag-Bak

Not only a rugged handle and plate to hold a tub identification tag—but part of an absolutely practical system that tells you where every tub is and helps you check each tub back and give proper credit.

No disputes with dealers. No trouble to operate Tag-Baks. No excess of tubs for your shipping requirements.

Tag-Baks cost little but save a heap of trouble and expense. Prices on request.

Tag-Bak

183 Ogden Ave.

Milwaukee, Wis.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.



The Rose of the Dairy Industry's Great Carnival

Four Thousand Men are on the Way, Riding
and Not Alone but Opportunity with Them

THE call has been sounded for ice cream men to rally at Cleveland. It is something more than a call to service; it is a summoning forth of ice cream manufacturers to new visions and new hopes and new inspirations.

It is not conceivable that any ice cream manufacturer in the country with the slightest understanding of what is to be offered in that "wonderland of mechanical magic" to be staged in the Cleveland Public Hall the week of October 22 will let anything stand in the way of his attending.

That which is to be held at Cleveland this month is a mammoth demonstration of what is offered for this industry's expansion and its members' prosperity. It is to be a bringing together of the industry's strongest co-operative pressure, with the supply houses of the industry joining hands with the ice cream manufacturers' great national association in a pageant of progress.

Four thousand people are expected to attend this gigantic trade classic. Have you made your preparations to go? Four thousand people will leave their limited environments and get a view of "Ice Cream—A National Industry." Will you be one of those to gain a new, broader, more thorough viewpoint of this business in which you are seeking to make a success?

Will you go and gain? Or will you stay home and hear others tell you about what a splendidly inspirational affair it was?

Will you let a few obstacles prevent you from seeing the greatest trade affair ever held in the ice cream industry?

Will you follow your own narrow, limited viewpoints, "secure in the abundance of your vanity," and look back in the years to come and say you could have made the same progress that others have made if you had "just had time" to have enjoyed the opportunities they seized?

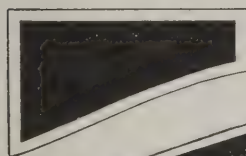
The call has been sounded, gentlemen of the trade. Cleveland is the rallying point. There is no one to decide this but yourself, and no one will lose more than you if you fail to make the right decision.

Four thousand people will ride trains to Cleveland this month.

They will ride and not alone—but opportunity will ride with them—golden, glowing opportunity.



Increase Your Ice Cream Sales During the Winter Months



Millions of these Packaged Sundae Kups were used last winter, by many of the largest ice cream makers, for marketing Packaged Sundaes. It was the means of increasing their winter sales—made an unprofitable season a paying season. No better time than now to plan for your own winter activities. Get the added profit awaiting all who make and market Packaged Sundaes. Use this, the most practical and neat appearing of all packages. It actually sells its contents.

Strongly made of snow-white spruce-wood-fiber. No objectionable wax. Large unobstructed opening means easy filling and removal of contents. Self-seating lid. Nest when empty—taking little storage space. The Mono-Paper-Spoon is part of the package.

KLEEN KUP

Send for samples, interesting prices and other important information regarding the "Packaged Sundae Idea" that eliminates the problem of selling your winter output.

MONO SERVICE CO.
NEWARK, N. J.





JOSEPH J. ROBBINS,
J. J. Grothe Co.



CHRIS. HOLLINGER,
Hudson Manufacturing Co.



Photo by the Paine Studio Co., Wa.
F. G. LADD,
S. Gumpert & Co.



H. E. SCHOTTMUELLER,
Daigger Corp.

Who's Who
in the
Exposition
Hall

Here are some Supplymen
you will see in the
exhibition booths.



C. G. CHAPPELL,
Cherry-Bassett.



WM. KLEE,
Pfaudler Co.



A. B. WESTERLAND,
S. Gumpert & Co.



JOHN E. BURKE, JR.,
Sec'y-Treas. J. J. Grothe

ICE CREAM WINDOWS INCREASE CONSUMPTION

GOOD window display is a polite and effective invitation. Hundreds and thousands of people pass before an ice cream dealer's store during the course of a day. It is the ice cream merchant's aim to attract a portion of these passers-by and induce them to enter his store. One method for solving this problem might be butting each pedestrian, whispering into his ear and trying to persuade him to enter the store. If the merchant objects, it might be effective to forcibly drag him in. But even if this method were proper and lawful, it is doubtful if the merchant possesses the physical strength to carry out this plan. The ice cream merchant can get around this problem in another way. He can display his window in

DRUGS C. E. STUMP PRESCRIPTIONS



Window was prepared by the Rieck-McJunkin Co. of Pittsburgh.

ice cream and attractive a manner that people will come in of their own volition. A window display is the ice cream merchant's way of saying, "Good come in—you are welcome." All ice cream stores adopted attention-getting window displays, business would be more than trebled in comparatively short time. Some manufacturers agree with their dealers in the matter of creating, stalling window placards, signs, posters, etc. But manufacturers are in the minority, and as a consequence, most ice cream stores have no outward incentive for a person to want to enter the store. We know of countless instances where attractive window displays have doubled business within a brief time. The Colonial Ice Cream Company, of Philadelphia, expends thousands of dollars each year on just window displays alone. The executives of this company are firm believers in effective window trimming. Within a period of two weeks the Colonial Ice Cream Company of Philadelphia recently installed five hundred new window displays. The best dealers in the city were selected for this campaign. Unsolicited testimony from scores of dealers pointed to a general boast in Philadelphia immediately after the displays were installed. They say that the winter months are coming, window displays are more important than ever. When the thirst is over, the merchant will have to make his window display even more effective. A good display should appeal to a man's fancy and lead his footsteps into the store. New faces at a soda fountain often change into repeat customers—and that is the big thing in ice cream selling.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

FLAVOR

WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA EXTRACT

(ARTIFICIAL)

Flavors 10 Gallons

ICE CREAM

at a cost of

Less 4 / Per
Than 10c Gallon

Do You Want To Improve on Your Present Flavoring?

Do You Want To Cut Down on Flavoring Costs? Then Try

—B. B. B.—

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

JUST WHAT YOU WANT
ISN'T IT?

Give B. B. B. a trial and learn why so many are using it exclusively

Blanke-Baer Extract & Preserving Co.

3224-34 South Kings Highway
ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.
St. Louis, Mo.

Ship at once....Gals.	PRICES.	Per Gallon
B. B. B. Vanilla Extract.	In Barrels	\$5.50
We have been looking	Half Barrels	5.75
for just such a Vanilla	10 Gallon Kegs.....	6.00
Extract as here described.	Single Gallons	6.50

Name

Address

Date



W. H. BORDEN,
"Minnesota."



L. B. BEARDSLEY, SR.,
North Dakota and Montana.

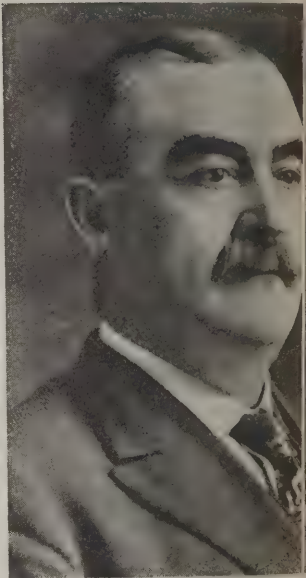


ROBERT CARSWELL,
"Wisconsin."

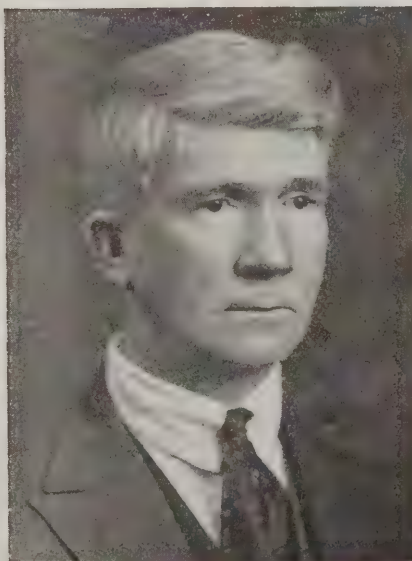


C. J. LONGENDYKE,
"Twin Cities."

A Few
Cherry Salesmen
Covering
Northwestern
Points



F. M. BROWN,
St. Paul, Minn.



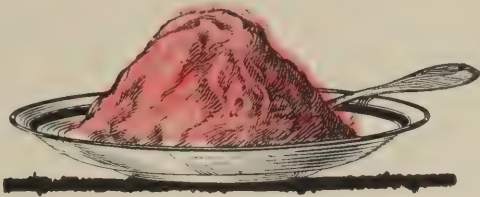
G. M. MILLER,
"Minnesota."



ARCHIE CAMPBELL,
"Cedar Rapids."



DE MARS F. BONST,
St. Paul.



Convention Booth 44 Invites You!

Come on over and let us treat you to some delicious samples of ices, ice creams and sherbets flavored with

Ella Brand Flavors

THESE are the same distinctive ice cream flavors until recently prepared by Orange-Crush Company. In June, 1923, we took over the entire Orange Crush Ice Cream Compound business, the Orange-Crush Company having expanded to a place requiring exclusive attention to the sale of beverage flavors.

We will continue to produce these delicious flavors under the identical formulas and supervision of the Orange-Crush Laboratories, assuring you of the same high grade quality, the unique flavor and deliciousness for which these compounds have become known from coast to coast.

You, of course, understand that we could not purchase the trade names, "Orange-Crush," "Lemon-Crush," "Lime-Crush," "Ward's Cherry" and "Ward's Grape," and although the products will be the same, we will market them under the Ice Cream Flavoring trade name of "ELLA BRAND."

CITRUS PRODUCTS COMPANY

54 East Kinzie Street
CHICAGO

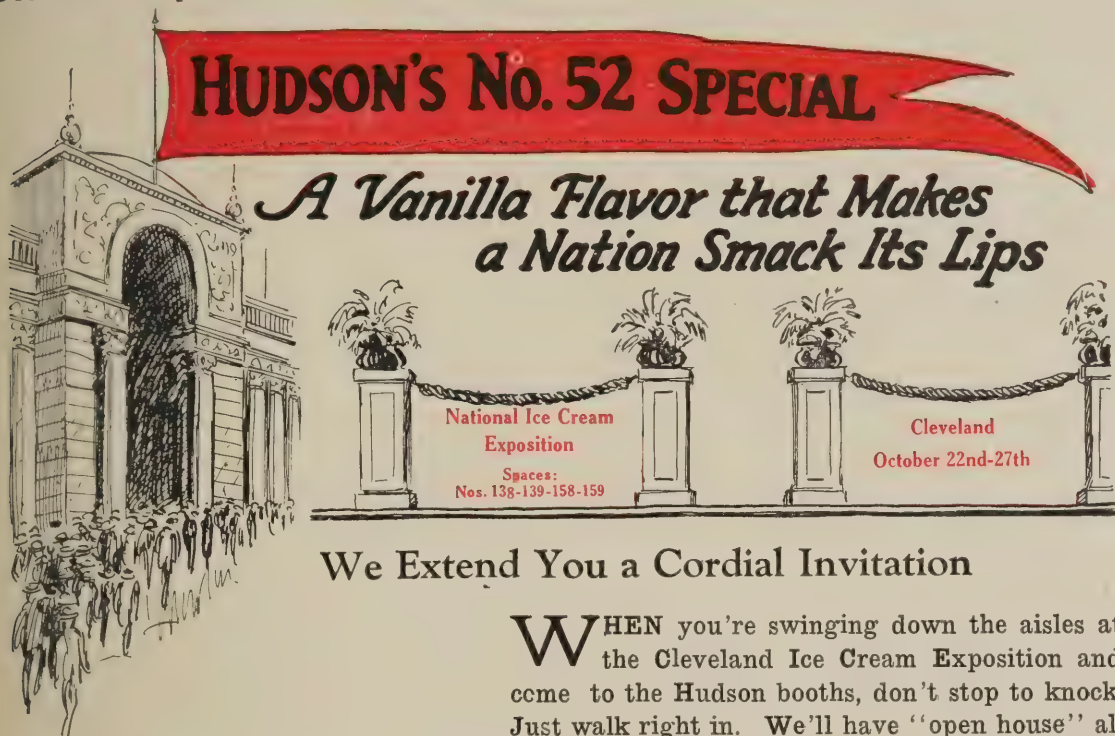
*For Ices, Ice Creams
and Sherbets*

ELLA BRAND
DRANGELLA
ELLA BRAND
LEMONELLA
ELLA BRAND
LIMELLA
ELLA BRAND
CHERRYELLA
ELLA BRAND
GRAPELLA

By L. M. TOLMAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

At the Exposition



We Extend You a Cordial Invitation

WHEN you're swinging down the aisles at the Cleveland Ice Cream Exposition and come to the Hudson booths, don't stop to knock. Just walk right in. We'll have "open house" all the time. There'll be free parking space—and you won't have to tip our bell hop to get service.

You will attend the Ice Cream Exposition to get better acquainted with the trade and to get ideas which will help your business. Don't fail to investigate **HUDSON'S No. 52 SPECIAL**. If you are not already using it in your ice cream we would appreciate the opportunity of demonstrating it to you.

HUDSON'S No. 52 SPECIAL is a vanilla flavor scientifically blended to meet the exacting demands of ice cream manufacturers who have made a reputation for the flavor and uniformity of their quality. It will not freeze out—it is 100% soluble and its purity and strength means economy. That's why it is so popular everywhere.

We Extend You a Cordial Invitation
to Visit Our Exhibit.

HUDSON'S FAMOUS ICE CREAM FLAVOR No. 52 SPECIAL

\$5.00 per Gallon.....in Barrels

\$5.50 per Gallon.....In Kegs

HUDSON'S FAMOUS ICE CREAM FLAVOR, CONCENTRATED No. 52

Six times stronger than Extract
\$25.00 per Gal. Special prices in quantities

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

gestion of other foods, and to furnish its quota of Amino Acids to make other proteins of greater nutritive value. Gelatine is a substance which stimulates the flow of the gastric juice; in other words, it has a stimulating value. As a source of protein itself, it cannot meet all of the body requirements, but in many combinations with other proteins, it makes a very superior food.

Prof. E. V. McCullom in the "Journal of Biological Chemistry," Vol. 28, Page 403, showed us a result of his experiments with the use of gelatine in connection with wheat and oats that the gelatine greatly increases the nutritive value of the proteins of both. Experiments made by Dr. Downey of the Mellon Institute have shown that the addition of gelatine to rye and barley bran brought about a satisfactory food, that is, the gelatine supplemented the vegetable protein and made them satisfactory for growth and development. Gelatine contains a relatively high percentage of amino acid lysine, and Prof. McCullom based his interpretation of his results largely on the lysine content of gelatine.

At the present time, there is being carried on at the Mellon Institute a very extensive series of feeding tests by Dr. Thos. B. Downey in confirming previous work which has been done along these lines, and so far these results have been very striking, in that they have shown that the addition of gelatine to wheat, barley, and rye has greatly improved the food value of them.

Another important development which has been brought out is the use of gelatine in Infant Feeding. In 1879, Dr. Jacobi, a prominent New York Physician, recommended the addition of gelatine to cow's milk for bottle babies. A few years later, Eustis Smith corroborated the experience of Dr. Jacobi in his book, entitled, "A Practical Treatise on Diseases" in which the casein of cow's milk may be made digestible consists in

mechanically separating the particles of curd by addition of some thickening substance, such as gelatine."

Jerome Alexander has recently explained this of gelatine in milk. He pointed out that casein is an unstable colloid, which is protected from coagulation by a stable colloid, lacto albumen, and he shows that milk is low in lacto albumen as compared with other milk. Therefore, the addition of gelatine acts as a protective colloid, so that when the milk enters the stomach the acid of the stomach coagulates it in minute particles, which are readily absorbed and quickly digested; whereas, ordinary cow's milk entering the stomach is coagulated in large size curds, which are difficult of digestion and often are not digested at all.

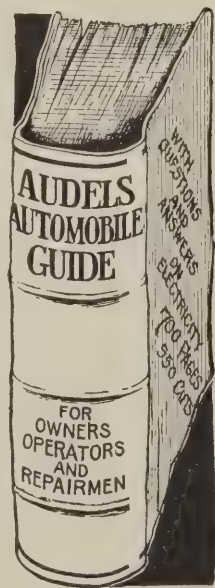
Dr. Herter found that the addition of gelatine to milk in serious cases of mal-nutrition was of very great benefit. As a matter of fact, recent literature is full of reference to the value of gelatine in connection with milk in infant feeding.

Recently, I made some tests on milk containing varying quantities of gelatine from one-half percent to 10 percent, coagulating the milk with a lactic acid starter. The difference in the sizes of the curds and the quantity of the serum was very remarkable. The milk containing 1 per cent to 2 per cent of gelatine was smooth in appearance and did not separate at all when standing. You can readily realize that in feeding infants and invalids, the physical difference of the curds would be a great factor in its digestion.

In conclusion, I want to say that the work done by the department of agriculture in this investigation of the manufacture of edible gelatine was undoubtedly the greatest value to the industry, and the establishment of standards for metallic contamination, although at the beginning seemed a hardship to the industry, has usually proved to be a great and lasting benefit. American made edible gelatines as a whole are superior to imported gelatines in freedom from metallic impurities.

I have no doubt but that the establishment of material standards would also be of great benefit to the industry as well as to the consuming public. The manufacturer, Ice Cream man or anyone using gelatine can improve the quality of his products by using a gelatine he knows to be as free as possible from mineral and bacterial contamination.

Be Your Own Trouble Fixer



Keep a copy handy of

Audel's Automobile Guide

and you will be able to promptly locate the source of trouble. The answers also tell you how to fix it. A single home repair may be worth many times the price of this book.

PRICE

\$1.50

Sent Postpaid on Receipt of Remittance

The Olsen Publishing Co.

Fifth and Cherry Sts.

Milwaukee, Wis.

REDUCED RAILROAD RATES TO ICE CREAM EXPOSITION.

Ice cream manufacturers attending the 23rd annual convention of the National Association of Cream Manufacturers at Cleveland, Ohio, October 22-25, 1923 and not visiting the dairy show will secure the benefit of a rate of a fare and one-half on the round trip on the certificate plan, according to announcement by Secretary N. Loewenstein.

"Purchase a regular one way ticket from your home station to Cleveland, Ohio, and ask the ticket agent for a certificate," says the secretary. The certificate will then be validated at the registered headquarters at the Cleveland Hotel and will entitle you to purchase a return ticket to your home station for one-half of the regular fare. Be sure to secure a certificate when purchasing your ticket. Tickets will be on sale as follows:

"British Columbia, Oregon and Washington, October 16-22. Colorado, Idaho, Montana, New Mexico, Oklahoma, Texas, Utah and Wyoming, Oct. 17-24. All points East of above, Oct. 18-24. Final round trip limit Oct. 31. Manufacturers attending convention from California and other Pacific coast points will be able to secure the regular reduced fare, "All Tourist Tickets," having nine months return limit."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What would this saving mean to you?

*Running Ice Cream Cabinets for two days on
one filling of the ice and salt now used daily.*

DryZero Insulation

(Fully protected by U.S. and Foreign Patents.)

Is by far the highest duty of all the commercial insulants.

A cubic foot of "D-Z" weighs one pound.

It is one of the factors in the startling results obtained by...

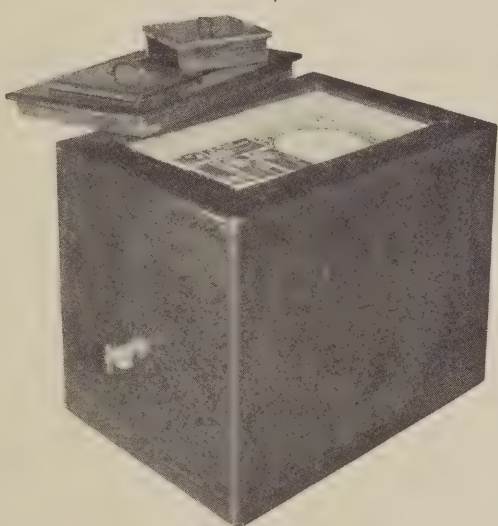
*In the 5 gallon size,
each hole will take
either a 5 gallon can
or 7 gallons of brick.*

Dry Zero Cabinets

A Dry-Zero 2-hole-5 will harden cream on average charge of 25 pounds of ice per 24 hours.

- Will keep cream in perfect condition two days on one icing of 50 lbs.
- Enable only every other day icing service to the small customer.
- Actually saves more than its cost every season.

*No corrosion of can.
No salt in the cream.
No floating of can.
Sanitary and dry.*



Universal Type

Dry Zero Cabinets are dry cabinets. They take brick or bulk without brick cans or skeletons.

The Dry Zero Insulation Company

San Francisco Office:
615 Balfour Building

Chicago Office:
654 Railway Exchange Building

CLEVELAND ENTERTAINMENT DETAILS.

(Continued from page 62)

land Ave., Cleveland; A. J. Miller, Sanitary Tinning Co., 3753 E. 93rd St., Cleveland; J. B. Wise, Merit Paint & Varnish Co., 3748 91st St., Cleveland.

Ice Cream Manufacturers Committee.

John Schindler, representing Ohio Ice Cream Manufacturers' Association; Harry Pratt, The Telling-Belle-Vernon Co.; David H. Schlegel, The Cleveland Ice Cream Co.; Harris A. Alberty, The Tabor Ice Cream Co.; I. Budin, The Peerless Ice Cream Co.; P. H. Baker, The Baker-Evans Co.; Dick Bauman, The Bauman Ice Cream Co.; L. H. Baum, The Baum Ice Cream Co.

Salesmen's Club Committee.

Thomas J. Stewart, honorary chairman, 1009 Mercantile Library Bldg., Cincinnati; M. J. Conaton, Jr., chairman, 758 Woodlawn Ave., Cleveland; C. H. Achelpohl, Citrus Products Co., 54 E. Kinzie St., Chicago; P. N. Miller, Jr., Crown Fruit & Extract Co., Birmingham, Ala.; A. T. Sponar, John Wood Mfg. Co., Conshohocken, Pa.; Lloyd Upton, Baeder Adamson Co., Richmond St., and Allegheny Ave., Philadelphia, Pa.; Elmer Mack, 755 Hippodrome Bldg. Annex, Cleveland; D. L. Beal, The International Co., 1838 E. 101st St., Cleveland; Geo. A. Mortland, Richmond Cedar Works, American House, Cleveland; Thomas Crouch, Van Houten, Inc., 156 Franklin St., New York, N. Y.; J. B. Morse, Cherry-Bassett-Winner Co., 1918 Market St., Philadelphia; Leo E. Levy, Aschenbach & Miller, Inc., 8610 McComb Ave., Cleveland; F. R. Merriek, J. B. Ford Co., 1037 Guardian Bldg., Cleveland; J. G. Pratt, International Salt Co., Williamson Bldg., Cleveland; H. W. Maurer, Taylor Instrument Cos., 1155 Leader News Bldg., Cleveland.

Ladies' Committee.

Miss Cecil M. Baldwin, representing The Telling-Belle-Vernon Co.; Miss Nell Gray, The Tabor Ice Cream Co.; Miss Pauline Toubel, The Peerless Ice Cream Co.; Mrs. Frank Neff, The Baker-Evans Co.; Mrs. Gerald Bauman, The Bauman Ice Cream Co.; Miss Carolyn Baum, The Baum Ice Cream Co.; Miss S. Jennie White, The Cleveland Ice Cream Co.; Mrs. Michael Conaton, The John W. Ladd Co.; Mrs. Fred R. Merriek, The J. B. Ford Co.; Miss Margaret Mahoney, The Widlar Co.

MECHANICAL MAN USED IN ICE CREAM WINDOW DISPLAY.

A. A. Comey, general manager of the Globe Ice Cream Co., Los Angeles, introduced to Los Angeles recently a very unique idea in the way of window advertising for the dealers—a mechanical man that sits in the window to advertise Globe ice cream. This mechanical man rolls his eyes, winks at the public, moves his eyebrows up and down, turns his head and moves his lips, and reaches into a mahogany case and pulls forth sixteen different ads calling attention to the merits of Globe ice cream.

Mr. Comey will attend the national convention to be held in Cleveland next October, and he states that he is willing indeed to explain to other ice cream manufacturers the value of good advertising from the ice cream manufacturers' and the ice cream dealers' standpoint.

Before entering the ice cream industry, Mr. Comey was successively an advertising, publicity and newspaper man, and this particular training naturally taught him just how and when a particular kind of advertising should be used to obtain nearly one hundred per cent results.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WHO'S WHO AMONG MAGAZINE ADVERTISING.

This is the second consecutive year that The C. Bell Company and Procter & Gamble Company have the list of advertisers in this country.

Of interest, too, is the fact that both of these companies market what might be termed inexpensive products.

Below are listed the thirty leading advertisers their expenditures in magazines during 1922:

Campbell, Joseph Co.	\$1.3
Procter and Gamble	1.1
Colgate Co.	1.0
Victor Talking Machine Co.	1.0
Palmolive Co.	7
Lever Bros.	6
Congoleum Co.	6
Cudahy Packing Co.	5
Postum Cereal Co.	5
Fels & Co.	5
Pepsodent Co.	5
Quaker Oats Co.	5
Swift & Co.	4
Fleischmann Co.	4
Jergens, Andrew Co.	4
Goodyear Tire & Rubber Co.	4
Cacuum Oil Co.	4
Northwestern Yeast Co.	4
Hudson-Essex Motor Car Co.	4
Watkins, R. L., Co.	4
American Radiator Co.	4
Maxwell-Chalmers Motor Car Co.	4
Liggett & Myers	4
General Electric Co.	4
Eastman Kodak Co.	4
United States Tire & Rubber Co.	4
Firestone Tire & Rubber Co.	4
Genesee Pure Food Co.	4
Bon Ami Co.	4
Southern Cotton Oil Trad. Co.	4



BRITISH TAKING TO ICE CREAM.

The American consul in London reports that the British are taking to ice cream and that the consumption this year increased 1,000 per cent. Perhaps the climate that has made the English, heretofore responsive to the appeal of ices but, having seen taste, like Oliver Twist, they want more. It is that grows, as is attested by the great increase in the manufacture of ice cream in this country. What many years ago there was one place dispensing ice cream and the various concoctions into which it entered seem to be a dozen now. They must thrive or not exist in such numbers. In the aggregate it is the ice cream industry and increases year by year. Possibly some recent legislation may have had an effect in stimulating the business, though it would seem able to stand on its merits, if we may judge from the manner in which it is sold in all classes, youthful and mature, wealthy and poor, and in its various forms.

Ice cream well illustrates how new industries grow to mammoth proportions. What is at first in the nature of a luxury becomes in time something of every-day consumption. It may be a not indispensable article but millions deem it desirable or it would not be so chasable on every hand. In delaying their appreciation the British have lost much that they might have gained but once learning its merits possibly they will make up for the omission.—Pittsburgh Gazette-Times



COMPARING
 THE **XLENT** ICE CREAM **FLAVOR BOARD**
 WITH
 THE **OLD STYLE FLAVOR BOARD**
 IS LIKE COMPARING
ICE CREAM SALES of 1923
 WITH
ICE CREAM SALES of 1910
 THE **TIN DECORATING COMPANY of BALTIMORE**
 BALTIMORE, M. D.

On The Job!

CLEVELAND, OHIO
OCT. 22 to 27, 1923

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

List of Exhibitors in the Second National Ice Cream Exposition

*These are just some of the firms to be represented at Cleveland,
the complete exposition list not being ready when this issue went to press*

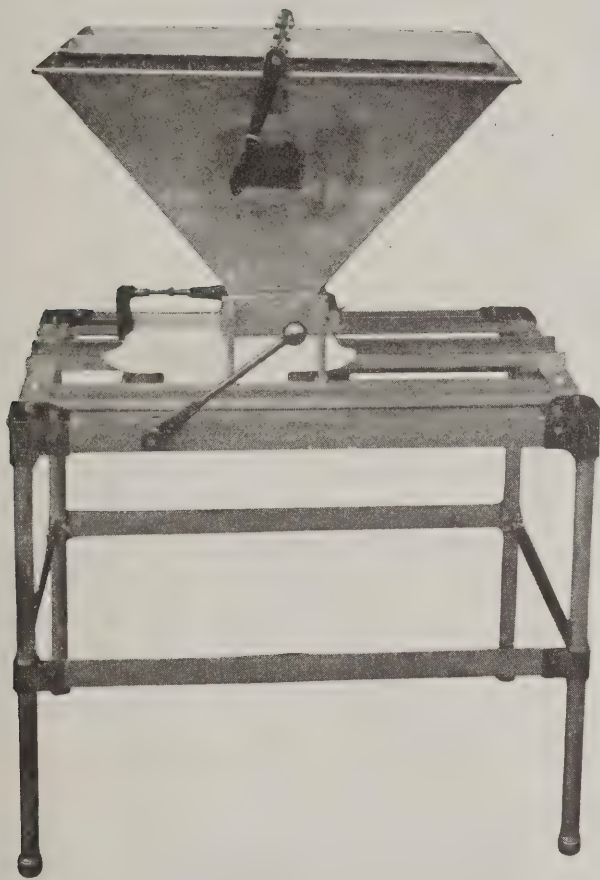
- | | |
|--|-------------------------------------|
| The Allman Gas Engine & Machine Co. | H. Kohnstamm & Co., Inc. |
| Anderson Brothers Mfg. Co. | John W. Ladd Co. |
| Anheuser-Busch, Inc. | Liquid Carbonic Co. |
| Armstrong Cork & Insulation Co. | Joe Lowe Co. |
| Aschenbach & Miller, Inc. | McCormick Co. |
| Atlantic Gelatine Co. | McLaren Products Co. |
| Wm. F. Baird Co. | The McSavane Co. |
| A. H. Barber-Goodhue Co. | The August Maag Co. |
| Barker, Duff & Morris | Manning Mfg. Co. |
| Beacon Mfg. & Sales Co. | Manton-Gaulin Mfg. Co. |
| F. Bischoff, Inc. | Frederick C. Mathews Co. |
| Brooks Cabinet Co., Inc. | D. A. Matot |
| Brown & Shaw | Menasha Printing & Carton Co. |
| Buhl Stamping Co. | Meyer Wagon Works |
| Chalmers Gelatine Sales Corp. | Merrell-Soule Sales Corp. |
| J. G. Cherry Co. | Merit Paint & Varnish Co. |
| Cherry-Bassett-Winner Co. | David Michael & Co. |
| Citrus Products Co. | H. H. Miller Industries Co. |
| Climax Engineering Co. | Milligan & Higgins Gelatine Co. |
| Cleveland Fruit Juice Co. | Mojonnier Bros. Co. |
| Clothel Refrigeration Co. | John H. Mulholland Co. |
| H. S. B. W. Cochrane Corp. | The National Paint & Varnish Co. |
| Commercial Truck Co. | National Homogenizer Corp. |
| Cone Company of America | C. Nelson Mfg. Co. |
| Corrizo Extract Co. | New Era Co. |
| Creamery & Milk Plant Monthly & Ice Cream Topics | Parker-Brawner Co. |
| The Creamery Package Mfg. Co. | The Peterson Parchment Paper Co. |
| Crown Fruit & Extract Co. | The Pfaudler Co. |
| Crystal Gelatine Co. | Rex Extract Co. |
| The Daigger Corp. | Rice & Adams Corp. |
| Davis Cooperage Co. | Richmond Cedar Works |
| Dominion Chemical Co. | Righter Mfg. Co. |
| Thomas W. Dunn Co., Inc. | W. C. Ritchie & Co. |
| T. M. Duche & Sons | G. R. Ryan Mfg. Co., Inc. |
| Edible Gelatine Manufacturers of America, Inc. | Salisbury & Wiltsey |
| Edison Storage Battery Co. | C. E. Rogers |
| Elite Chocolate Coated Baseball Co. | G. H. Robanson Co. |
| Emery Thompson Machine & Supply Co. | Sanitary Products Corp. of America. |
| Elyria Enameled Products Co. | Sanitary Tinning Co. |
| Essex Gelatine Co. | K. W. Schantz, Inc. |
| Federal Motor Truck Co. | B. B. Scott |
| Foote & Jenks | Sealright Co., Inc. |
| The J. B. Ford Co. | The Schuster Co. |
| The Mark H. Fox Co. | Sharples Separator Co. |
| The Frick Co. | A. L. Shaw & Co. |
| The Foxboro Co., Inc. | Harold A. Sinclair |
| Gearhart Sales Cabinet Co. | Shawmut Paper Box Co. |
| Gould Cream Co. | Smith & Mann |
| Grand Rapids Cabinet Co. | Solar-Sturges Mfg. Co. |
| John J. Grothe Co., Inc. | Standard Milk Machinery Co. |
| S. Gumpert & Co. | Star Extract Works |
| Haines-Carpenter Co. | Swift & Co. |
| Wm. A. Hazard & Co. | Stout Crate Co. |
| B. Heller & Co. | Taylor Instrument Companies |
| Homer Mfg. Co. | United States Gelatine Co. |
| Hopwood Retinning Co. | Van Houten, Inc. |
| The Hudson Mfg. Co. | Waldman Brothers |
| The Ice Cream Review. | Walker Vehicle Co. |
| The Ice Cream Trade Journal. | P. Wall Mfg. Supply Co. |
| The Impruv-Mix Co. | Ward Motor Vehicle Co. |
| Individual Drinking Cup Co., Inc. | The White Co. |
| International Co. | J. O. Whitten Co. |
| International Salt Co. | Wolf & Lavenson Co. |
| Jensen Creamery Machinery Co. | Wolf Advertising Co. |
| Keiner-Williams Stamping Co. | John Wood Mfg. Co. |
| Kleen Products Co., Inc. | York Mfg. Co. |
| Kemper Thomas Co. | Zipp Mfg. Co. |



See It At The Ice Cream Show

Rogers

Junior Brick Maker



The New Rogers Junior Brick Maker
with the new Automatic Valve will be exhibited for the first time
to Ice Cream Manufacturers—Oct. 22-27th.

Come to see this New Labor Saver at Booth No. 164

Distribution Directed By

JOHN W. LADD COMPANY

Detroit, Mich.

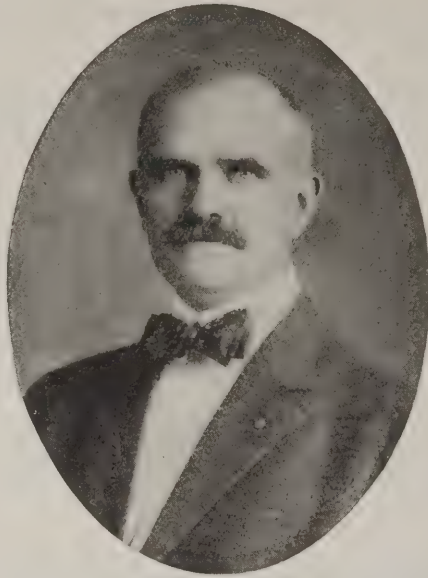
Columbus

Cleveland

Cincinnati



H. P. WINNER,
Cherry, Bassett, Winner Co.



R. J. DECY,
R. J. Decy Sales Co.



C. E. DOWNEY,
Downey-Turnquist Co.



PAUL MOJONNIER,
Mojonnier Bros.

Who's Who in the Exposition Hall

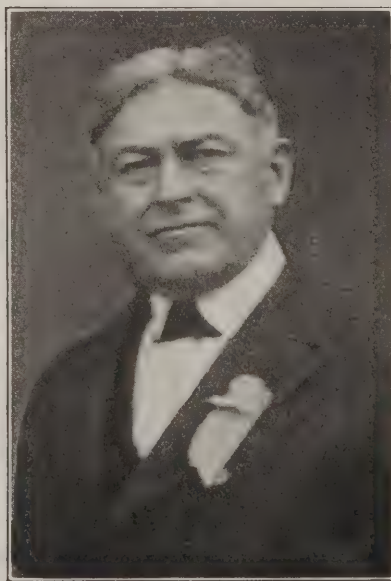
On this page are some of
the supplymen who will rep-
resent their Companies in
exposition booths at Cleve-
land.



A. B. MACKAY,
John J. Grothe Co.



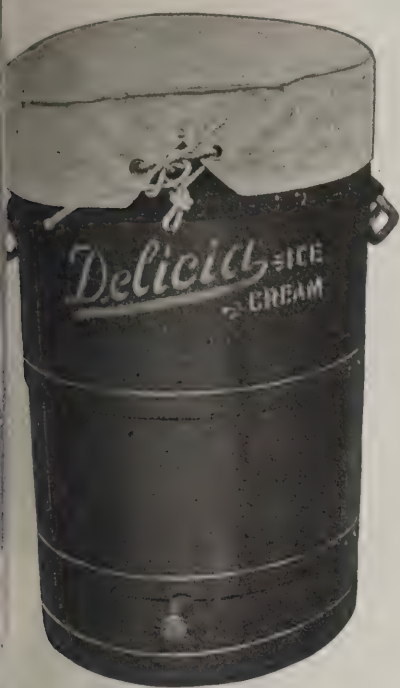
R. T. LALLY,
Cone Co. of America.



W. S. RECTOR,
Hudson Mfg. Co.



FRANK LOHR,
Grand Rapids Cabinet Co.



TUB COVERS!

At Greatly Reduced Prices

We recently made a large purchase of surplus U. S. Army Canvas, both Plain and Waterproofed, in 18 and 20 Ounce, which makes a wonderful strong, substantial tub cover.

AS LONG AS THIS MATERIAL LASTS OUR PRICE IS

In Lots of Less than 500.....42c each

In Lots of More than 500.....40c each

Freight Prepaid on Orders of 200 or more.

On Orders placed now we will make Terms:

5% Discount for Cash within 10 days of Invoice Date, or we will give you January 1st, 1924, dating.

Purchase Now for Next Season

SEND FOR SAMPLE

SCOTT MANUFACTURING CO.
501-3-5 Howard Street OMAHA, NEBRASKA

GETTING WISE.

On the eve of the exposition The Association of Ice Cream Supplymen issued an illustrated little folder with wise and snappy verses that we are passing on to our readers interested in the exposition, which includes about everybody:

There was a man in our town
And he was wondrous wise

BUT

When he reached the Cleveland Show
It opened both his eyes!

For there he saw machinery
Of every use and size

And there he viewed equipment
That answered "How's" and "Why's"

He saw among two hundred booths
A regiment of supplies

He learned from service experts
New profit "Noes" and "Ayes"

And when he left the Ice Cream Show
He said "Now I am WISE."



ASKANS TO MAKE CONVENTION PLANS.

Meeting to form plans for the next annual convention of the Nebraska Ice Cream Manufacturers' Association is to be called some time in October, as announced recently by Secretary C. W. McGinnis. The meeting will be in the nature of "a fall and winter camp" to work out matters that have been pending some time, in addition to laying convention plans, Secretary says. The officers and board of directors will meet at the end.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Mr. Ice Cream Maker and Bottler

Do You Know

HOW TO KEEP BUSY THRU
THE WINTER MONTHS?

You Can Make

BIG MONEY ALL WINTER
HANDLING OUR NEW LINE

No More Dull Months

FOR THE MAN WHO WANTS
TO WORK DURING HIS
OFF SEASON

OUR NEW DEPARTMENT IS NOW READY.
EXCLUSIVE TERRITORY TO LIVE WIRES.

Write for details now!

DOWNEY-TURNQUIST CO.

27 W. Illinois Street
CHICAGO, ILL.



C. M. CORY,
Creamery Package Co.



MISS SALLY MAHONEY,
Hudson Mfg. Co.



C. J. YUNKER,
Zipp Manufacturing Co.



LEWIS C. CHAMBERLIN,
C. Nelson Manufacturing Co.

Who's Who
in the
Exposition
Hall



DR. BEN H. BROWN,
Bessire & Co.



C. MORTENSEN,
Standard Milk Machinery Co.



N. W. BETTS,
Chalmers' Gelatine Co.



CECIL P. HOSTETTER,
J. B. Ford Co.

“HALLOWELL”
Steel Display-Sign Foot—
made of
Open Hearth Steel



Pat. Pending

Illustrating
the Beautiful
Contour of the “Hallowell”

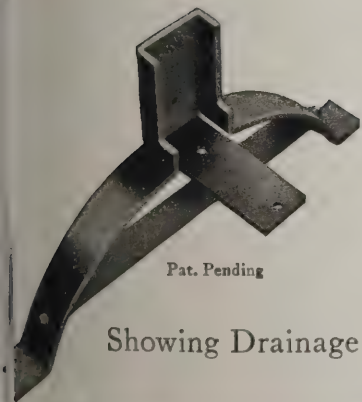
**Let Economy Be Your
Watchword**

Your signs deserve good supports, besides there is an economy in having the best made sign leg on the market.

The “Hallowell” one-piece display sign foot is so constructed that it is practically indestructible, and its beauty is worthy of any sign.

There is little wonder then, that we are the largest manufacturers of sign legs in the country.

Standard Pressed Steel Co.
Jenkintown, Pa.



Pat. Pending

Showing Drainage

**TEAR OUT
and
MAIL**

STANDARD PRESSED STEEL CO.
JENKINTOWN, PA.

GENTLEMEN: Kindly send me full Details and Prices on
“Hallowell” Sign Legs.

Name

Company

Address

The 23rd Annual Convention

OF THE National Association of Ice Cream Mfrs.

WILL BE HELD AT

CLEVELAND, OHIO
CLEVELAND HOTEL

October 22-22-24-25, 1923

All indications point to the fact that our next Annual Convention to be held in conjunction with the Second Annual Exposition of the Association of Ice Cream Supply Men, will bring to Cleveland the largest gathering of Ice Cream Manufacturers ever held in any one city in the country.

An attractive program of subjects of great benefit to all Ice Cream Manufacturers, is being prepared.

The following are a few of the addresses to be delivered:—

The "Motor Delivery Problem"—a symposium by four speakers.

"A Service Charge for Icing Cabinets"—another symposium by four speakers.

"Edible Gelatine" (illustrated by Lantern Slides.)

"Some Troubles of the Smaller Manufacturer."

"Spread in Cost between Brick and Bulk Ice Cream," etc. Also Committee Reports on Uniform Cost Accounting.

Standardization of Equipment.

Express Rates.

Standards and other subjects in which you are highly interested.

Copy of complete program will be sent you very shortly.

The Entertainment Features this year will surpass any heretofore given. Hostesses will look after the comfort of the ladies who will be elaborately entertained during the entire period of the Convention.

In addition to the foregoing, you will be able to inspect the most complete and latest types of ice cream manufacturing machinery, equipment and supplies. Furthermore, the opportunities afforded of mixing with your fellow manufacturers and discussing with them the various problems with which you might have to con-

tend and possibly learning their solution, are unparalleled.

Special railroad rates of fare and one-half for the round trip on the certificate plan, have been granted. Full details later.

A limited number of double and larger rooms are still available for Ice Cream Manufacturers, at the Cleveland Hotel, where all sessions of the Convention will be held. Make your reservations at once, specifying time of arrival and number of people to occupy rooms.

Come to Cleveland the week of October 22nd, 1923. Bring your fellow ice cream manufacturers with you and help to make up the 4,000 people who will attend this Convention and Exposition.

C. G. MORRIS,
President.

N. LOEWENSTEIN,
Secretary.

AND ADVERTISING PLAN FOR ICE CREAM.

der to advertise and sell with efficiency and it is necessary to have a plan. Probably no manufacturer's selling problem is quite the any other, but the plan outlined will serve as a r it has the merit of being elastic. A large urer would probably require an experienced ead each division with one or more assistants. l company on the other hand might put all of e in the hands of one man. It is important, that the sales end of the business be left to e of a man who is not connected with the oper- l, or the latter will demand the lion's share of and the sales be thereby hampered.

der to put the plan into operation, it is neces- ave an appropriation and to allocate a proper on of it to each division. Most concerns figure i percentage of expected sales, usually about 5 for advertising and 15 to 20 per cent for selling. method outlined contemplates practically every orm of publicity that will promote the sales of n. One form will reach one class of prospect ther will reach another class. Some ice cream turers favor one method of advertising and vor another because their favorite has proven ductive for them.

wiser for the small manufacturer to confine his o one or two mediums and do intensive work mediums than it would be to scatter his appro- thinly over all possible mediums. For the medium is used the more easily and abundantly ices. A salesman seldom makes a sale of any i the first call but the longer he calls on a cus- he larger share of business he secures and the e gets it.

the following plan in its entirety should be fol- y the manufacturer of large capacity who wants all of the business possible in his community. all manufacturer should adopt the mediums he rd to use and cultivate them intensively, branch- as his business and resources permit.—From "Advertising Ice Cream" by N. C. Tompkins.

WICK LEADS OKLAHOMA WOLFHOUSES.

e President C. H. DeRoche has given up his with the Oklahoma Wolfhouses to leave the ice ndustry, it has fallen upon C. R. Hauck, vice- at, to take the lead in preparations for the con- of that organization and the Oklahoma Asso- of Ice Cream Manufacturers. He is being as- by Secretary Otis B. Witte.

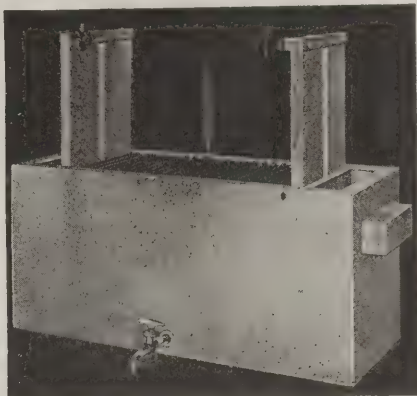
CLEVELAND WANTS TO BE ICE CREAM HEADQUARTERS.

at Cleveland interests want to induce the two ice national associations to establish their head- ts in that city is indicated by press reports from nd.

recent issue of a Cleveland newspaper appeared indicating that local convention officials would a move in this direction during the exposition onth. Secretary N. Loewenstein of the National tion of Ice Cream Manufacturers advises The Ice Review that he knows nothing of any such plan. s of The Association of Ice Cream Supplymen e report that no suggestion of this nature has ntertained at their headquarters. Cleveland is of its selection for two successive years as the am exposition city. Officials of that city have me time been seeking to make arrangements y their city would be made the permanent scene xposition.

Reduce Bacteria Count

Buy one of these cells—



Put salt water in it.
Turn on current of electricity.
Product is Sodium Hypo-
chlorite.

Cost about 2 cents per gallon.
Keeps down stale milk odors.
Reduces bacteria count.
Bacteria count is the index of
quality.

High quality increases busi-
ness.

Following is a City Bacteriologist's report
on a big ice cream plant using this Hypo-
chlorite freely:

	Bacteria per C. C.
Mix No. 3 Chocolate . . .	3,000
Mix No. 4 . . .	1,000
Vanilla Ice Cream . . .	2,000
Peach Ice Cream . . .	1,000
Strawberry Ice Cream . . .	2,000
Chocolate Ice Cream . . .	4,000
Harlequin Ice Cream . . .	2,000
"Milco" . . .	1,800

Bacteria count for Ice Cream usually
runs into the hundreds of thousands
per C. C. **Why Not Reduce It?**

Write for bulletins.

The Electro Chemical Company

Dayton, Ohio - - U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Pre-Exposition Trade Notes

We Invited Our Friends the Exhibitors to tell Something About the Products they Will Exhibit, and here is What They Had to Say

Creamery Package Manufacturing Co.

The Creamery Package Manufacturing Company will have an exhibit in spaces 166 and 167 at the national exposition at Cleveland, October 22-27. It will make a feature display of the Progress ammonia or direct expansion freezers and of the Ft. Atkinson and Progress brine freezers in their various sizes. This company in addition will have a comprehensive display of their various types of ice cream can washing and sterilizing equipment.

The exhibit will be in charge of E. F. Wellinghoff, director of sales, assisted by the following members of the CP staff: G. E. Wallis, manager of Boston sales branch; G. G. Donohue, manager of Philadelphia sales branch; C. A. Wiltsee, manager of Jersey City sales branch; J. D. Burnap, manager of Toledo sales branch; R. D. Britten, manager of Pittsburgh sales branch; B. F. Newton, manager of Buffalo sales branch and A. E. Greenwood, manager of Atlanta sales branch.

In addition to the above, the company will have several representatives present from the factories and the entire Eastern and Southern sales staffs. Visitors are cordially invited by officials of the company to make this booth their headquarters during the show.

EXPOSITION BOOTHS SOLD OUT.

Just before this issue went to press, The Ice Cream Review was advised by Roberts Everett, secretary-manager of The Association of Ice Cream Suppliers that no more exposition space is available for non-members of the association, unless some regular members, for some reason, fail to take space reserved. Space already has been denied many non-members, and there is a long waiting list for what space may be available at the opening of the show, we are advised.

Corrizo Extract Company.

This company will exhibit in booth No. 3 and will be represented by: J. Oscar Nunes (in charge) 492 Convent Ave., New York City; C. H. Parsons, 120 Welles Avenue, Boston, Mass.; K. P. Nauert, 442 Allenhurst Ave., Ridgeway, Pa.; and E. C. Krueger, 6009 Calumet Avenue, Chicago, Ill.

The McLaren Products Co.

Representatives who will attend the convention are: U. A. Kreidler, sales manager; J. W. Hill, R. S. McFarland, Laurence F. Flood, John J. Helbling and J. L. O'Keefe. The exhibit will consist of a display of McLaren's "Real Cake" (double-ring) ice cream cones.

The Daigger Corp.

This company will exhibit Washburn's ice cream improver—A material used to quickly increase the viscosity of the mix, insuring a smoother, more uniform, better-bodied and richer tasting ice cream, and permitting of obtaining a maximum yield without the sacrifice of quality, according to the company's claims. There also will be exhibited Washburn's chocolate concentrate—a concentrated chocolate flavoring for ice cream, prepared for immediate use; Washburn's vanilla concentrate—a concentrated vanilla compound; Survivors—cardboard ice cream cone carriers. The survivor accommodates five ice cream cones and is imprinted with the advertisement of the ice cream manufacturer; Survivor fountain stands—all-metal, white enameled stands manufactured especially for the prominent and permanent display of survivors. These will be found in booth No. 136.

Merrell-Soule Co.

The Merrell-Soule Company announces that it is a healthy bit of fun to its Cleveland exhibit. The year ice cream manufacturers have noted the the White Elephant, "Liquid Milk," in the Merrell-Soule advertisements. The announcement in the Exposition finds them offering to teach ice cream men how to handle these plans. He says there will be a big crowd come for all at Booth 58.

Crystal Gelatine Co.

Representatives of the Crystal Gelatine Company will be at the national exposition are: E. C. Wright, president; G. W. Gethro, assistant to sales manager; Owen, J. C. Richardson, O. C. Horn, L. N. Hostetler, Drew, C. B. Morrow and G. E. Breckenridge.

C. E. Rogers.

This company announces that "the whole gang is there"—C. E. Rogers, C. A. Rogers, E. D. Rogers and J. Rogers. They extend a cordial invitation for many to visit their booth.

Citrus Products Co.

This company will exhibit the entire line of "Electric" flavors. The booth will be No. 44, in charge of C. J. Pohl, assisted by J. P. Sowards and J. W. Sheridan. They have arranged to have samples of ice cream, ices and made up of the various flavors to "demonstrate the quality and pleasing flavor." This booth also will display our compounds uniquely displayed in glass, illuminated electric lights.

David Michael & Co.

This booth, No. 62, will be devoted entirely to the exhibiting of Michael's Mexican vanilla powder. The booth is on the lower floor. The company will be represented by: David Michael, Eli Rosenbaum, Robert Rosenbaum, Henry Cox, Henry Mann and Walter Roskam. These will exhibit Michael's gums and extracts.

The J. O. Whitten Co.

This company will exhibit its food gelatine. Representatives are: S. E. Perkins, Boston; T. O. Miller, and H. L. Haas, New York City. The company is located at Winchester, Mass.

Jensen Creamery Machinery Co.

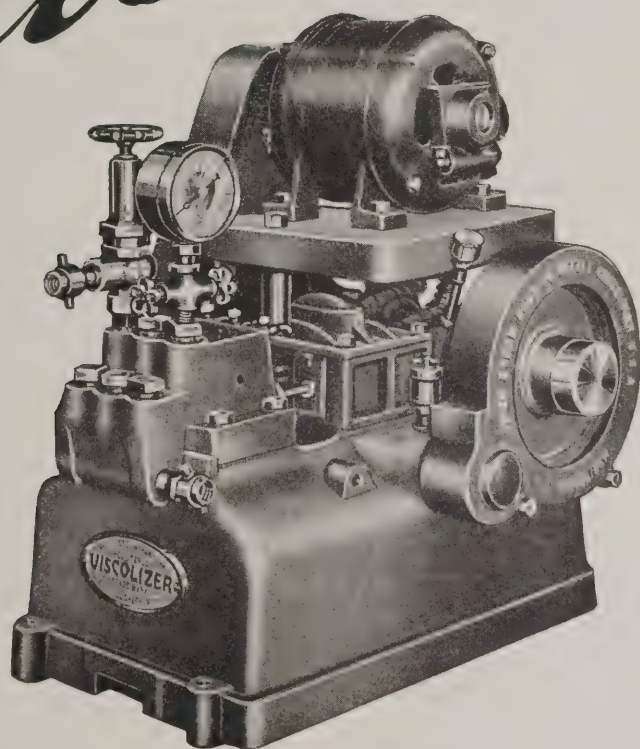
The equipment to be shown at the exposition includes: one 550 gallon square vertical lined, motor driven ice cream batch mixer; one Jensen standard circulating unit; one Universal homogenizer; a driven sanitary milk pump; one belt driven sanitary pump and one 20x36 double surface pre-heater. It contains the company's usual line with the addition of special units, namely, the double surface pre-heater machine is a decided step in advance over the old of pre-heating in the hotwell, official claim. They do away with the addition of steam direct to the thereby eliminating any possibility of re-contaminating through boiler scale and compound. The other special to be shown, the universal homogenizer, is a combination of two old line machines now on the market. It embodies several new principles and improved operation, officials say.

The following men will be in charge of the exhibit: G. Cornell, Jr., treasurer and general manager; McCandless, sales representative; J. B. Addison, secretary.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SEE IT AT THE ICE CREAM SHOW

The Junior Viscolizer



*Improves
Quality.
Saves Waste*

*Capacity
Fifty Gallons
Per Hour*

A NEW size Viscolizer designed especially to fill the needs of the smaller dairies and ice cream plants. Its comparatively low capacity and economical operation make it particularly adaptable to the small ice cream manufacturer or to the neighborhood creamery competing with large concerns on a quality basis. Though intended especially to provide Viscolizer service for even the smallest operator, the Junior size also lends itself to a multitude of special uses in a plant of any capacity.

Distribution Directed By

JOHN W. LADD CO.

Detroit, Mich.

Columbus

Cleveland

Cincinnati

and

CHERRY-BASSETT-WINNER CO.

Philadelphia, Pa.

Baltimore

New York

Pittsburg

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

sentative; F. A. Lowery, sales representative, and O. B. Foote, Jr., sales representative.

* * *

The National Paint and Varnish Co.

This company will exhibit its Derycote tub and can enamel, manufactured for ice cream tubs and cans; its Derycote interior wall paint, made in both flat and gloss for the painting of the walls of an ice cream plant or dairy; its Derycote cabinet stains for the refinishing of ice cream cabinets. A. E. Brookes, A. W. Miller and F. M. Baird, sales manager, will represent the company.

* * *

John J. Grothe Co., Inc.

This company, which is located at Woburn, Mass., will be in booths Nos. 183, 184, 185 and 186. Officials say they will have on hand at least one Zero refrigerator body with all the latest improvements, also on new Zero store cabinet, which they believe, is "a revelation" in this particular line. It is possible for one man to place it into a store. It is claimed to take less ice and officials say it will not absorb as much moisture as a cork insulated cabinet. The firm also will exhibit a new metal container for the handling of package ice cream in the hardening rooms.

The following representatives will attend: J. N. Curdy, president; A. B. Mackay, vice-president and general manager; J. E. Burke, Jr., treasurer; Frank L. Ruzicka, representing our St. Louis branch; M. T. Gardner, representing our Cleveland branch; John Mitchell, representing our Canadian branch; H. J. Schayer, Sr., representing Southern branch; C. A. Epperson or G. Hart, representing western branch. Also salesmen from the home office: Joseph Robbins, Charles Cronin, David Dobson and Ralph Lucas.

* * *

Essex Gelatine Company.

This firm will occupy booth No. 143. There will be present: L. B. Esmond, manager; H. M. Colman, R. E. MacFarland, Stanley Casler, R. C. Lawrence, John J. Treacy, and E. B. Richardson. This company manufactures edible gelatine of the "finest manufacture and quality." It has warehouses at Boston, New York, Philadelphia, Chicago, St. Louis and San Francisco; and in addition, this fall it expects to open warehouses at Atlanta, Ga., Los Angeles, Cal., and Portland, Ore. The requirements of the ice cream manufacturer are becoming more and more exacting as to the fineness of the gelatine they use in their product, and "by constant improved methods of the most exacting character, we have kept a step ahead the twenty years we have been in business," Manager Esmond says.

* * *

John W. Ladd Co.

This firm's booth is No. 164. It will have on exhibition its cut-away viscolizer as well as several standard machines, including the new Junior machine which is being exhibited for the first time. The company also will exhibit the Rogers brick maker in two sizes, the Junior being a new machine at a very popular price. In this booth will be: A. Drysdale, R. J. Ellmanger, N. J. Kestner, D. G. Kercher, H. A. Drennan, G. W. Rohrbeck, C. A. Grove, M. Conaton, Jr., E. C. Hanna, B. C. Stroud, R. R. Cundall, C. B. Hood, R. G. Gay, H. S. Mesloh, H. B. Sherman, J. A. Hamilton, A. Anthony, L. T. Moore, W. H. Petty and R. Strachan.

* * *

Harold A. Sinclair.

This company will have samples of gelatine on display at the Cleveland exposition. The names of its representatives that will attend are: Frank Coburn, Frank Z. Woods, Howland H. Sinclair and George Woods. The number of the booth is 41.

* * *

Smith & Mann.

This company will be represented at Cleveland by James A. Smith. It will occupy booth No. 154. The company is located at Philadelphia. It supplies the Smith & Mann one-piece valve for ice cream cabinets. It is claimed that this valve can not leak. The seam is cast in one continuous piece to fit the width of the insulated cabinet wall, the company says.

* * *

A. H. Barber-Goodhue Co.

A. H. Barber-Goodhue Company, 300 W. Austin Ave., Chicago, offer among all other requirements for the dairy trade, a viscolizer which thoroughly mixes the butterfat in the cream with the sugar, gelatine and other ingredients and resulting in a smooth, rich-feeling ice cream. A fine

quality cream may be developed from sweet butter and milk, or skim milk powder. The viscolizer unites the ingredients so that the butterfat will not separate standing in the can or bottle. It is furnished in motor belt drive—in five sizes, to meet the needs of any large or small, capacities 100 gallons to 800 gallons per hour.

* * *

Cincinnati Extract Works.

One of the attractive displays for the Cleveland exposition is that being arranged by The Cincinnati Extract Works. Those who will come from Cincinnati to represent the will be Emil I. Mayer, Alvin J. Lewis and C. P. Guiniv.

* * *

Consumers' Gelatine Co.

As usual, many of the ice cream trade will be glad to see the genial representatives of the Consumers Gelatine Co. of St. Louis at the Cleveland show and fall conventions.

* * *

United Cork Companies.

This company makes the tempore food box, a product designed to preserve and transport ice cream and Eskimo. It is said to be neat, light, handy, efficient and sanitary being made of cork. The company will exhibit at Cleveland. In its booth will be C. L. Parham, Cleveland district manager; E. H. Bartsch, assistant manager of that district and C. Johnson and C. R. Hibbard of the Cleveland office.

* * *

Wolf & Lavenson.

This company will exhibit its attractive window display and cut-outs for ice cream manufacturers to use in promoting retail sales. Its handsome products will be exhibited by: Frank Wolfe, Frank Jones, Fred Simon, N. Fraustein, Sidney Rice and Isadore Dressler. Mr. Jones reports heavy sales of these products following a recent trip through the middle western states. He is well known to ice cream manufacturers in that territory.

* * *

Rice & Adams.

This company will be represented at Cleveland by president, Charles S. Adams; W. C. Stephens, vice president; Orlando Adams, treasurer and general manager; G. I. Faden, W. E. Prescott and Frank Wolff.

* * *

Pfaudler Co.

The Pfaudler Co. will occupy booths Nos. 98 and 99. It will exhibit its glass enameled steel products. The company will be represented by P. S. Barnes, William E. H. S. Tvedt, I. C. Douglass, W. H. Klee, George M. George E. Gray, J. G. Moore, E. D. Bennett, A. J. Edwards, J. H. Davis, F. J. Bresnan, H. W. Pettengill, E. G. W. D. Pheteplice, H. A. Stuart, I. E. Colvin, R. B. Krag, D. E. Rusishauser, C. J. Portre and C. T. W.

* * *

Atlantic Gelatine Co.

The Atlantic Gelatine Co. will be represented at Cleveland by J. H. Cohen, vice-president, and David Cock, general sales manager. The home office of the company is at Woburn, Mass. Atlantic, super-clarified gelatine will be exhibited. Ice cream manufacturers are invited to visit this booth by Mr. Babcock. Other representatives will be J. A. Williams, W. H. Jose, M. G. Bardwell, C. S. A. F. Vyse, Geo. B. Woodward, W. T. Turner and Burges.

* * *

Taylor Instrument Companies.

This company will exhibit a complete line of industrial and recording thermometers, recording pressure and temperature regulators, dairy thermometers and meters, for all applications in the ice cream industry. These instruments will be included the following: recording index and industrial thermometers for ice cream factories, recording, index and industrial thermometers for pasteurizing holding tanks, pipe lines, coolers, hardening rooms, etc. The company will also feature recording, index and industrial thermometers and temperature controls for refrigeration plants.

The exhibit will be in charge of J. W. Schwartz, assisted by C. B. Carson. There will also be in attendance Herbert Mauer, Jr., manager of the Cleveland office, and Gaeckle of the Cleveland office.

* * *

Armstrong Cork & Insulation Company.

This company's space at the ice cream exhibit, Cleveland is number 74. It will exhibit Nonpareil corkboard for insulation of cold storage rooms, Nonpareil cork covering brine and ammonia lines, Nonpareil high pressure cork

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ice Cream Overrun Tester No. 4600

ACCURATE, RAPID, SMALL TEST SAMPLES

Hundreds
in Use



No. 4600

The mix (liquid) is placed in left hand container. The right with frozen ice cream; the dial pointer moved until scale balances. The pointer indicates percentage of overrun on dial.

CREAM TEST, BUTTER PRINT, BUTTER and CHEESE MOISTURE SCALES.

Christian Becker Analytical
Chainomatic Balances

FOR SALE BY DAIRY SUPPLY HOUSES

The Torsion Balance Co.

Main Office: 92 Reade Street, New York City

Factory: 147-153 Eighth Street, Jersey City, N. J.

Branch:

31 West Lake Street,
Chicago, Ill.

Branch:

49 California Street
San Francisco, Cal.

motile and Armstrong's cork tile floors. The exhibit
am lives, Nonpareil insulating brick for boiler settings,
e in charge of T. R. Nunan, manager of the Cleveland
assisted by P. W. Lamson and N. P. Waite, also of the
and office.

* * *

Cone Company of America.

is company manufactures only "Havacone pure cake
" which are packed 100 to the box, ten boxes per
ng case as well as 250 to the box with four boxes per
ng case.

avacone, officials say, are made without grease, coloring
r, preservatives or chemicals of any kind and are guar-
ed to remain in perfect condition for an indefinite period
ed in a reasonably dry place.

he company will be represented at the Cleveland show
vice-president, J. R. Wells; Herman Lapat, sales-man-
Chicago factory; H. H. Northup, eastern representative,
W. Johnson and R. T. Lally, western representatives.

* * *

Thomas W. Dunn Co.

is company's exhibit at Cleveland will consist of all
s of edible gelatine especially produced and blended for
n the ice cream industry. The exhibit will be in
e of F. E. Hollweg, vice-president of the company. The
ing salesmen also will be in attendance: A. C. Haas,
Galligan, A. M. Miller.

* * *

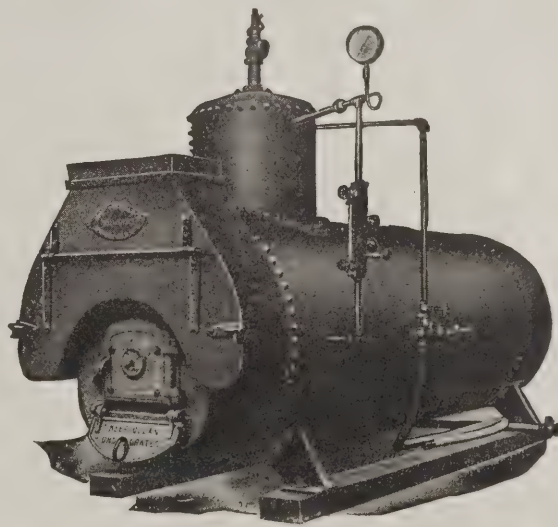
The McSavaney Company.

ie McSavaney Co. will have outside signs, Window
bracket signs, sidewalk signs, all electric. The men
will represent this company are: J. A. Cadle and H. S.
Savaney.

* * *

Van Houten, Inc.

is company, booth No. 83, will be represented by A.
and George E. Stevenson.
ie product to be exhibited is Van Houten's imported
cocoa for chocolate ice cream. The company has been
ng to the ice cream trade for a considerable length of



Before buying a boiler do not fail to investigate the
superior merits of the famous

Leffel Scotch Marine Boilers

built by this company for over 40 years in a variety
of sizes from 6 H. P. to 100 H. P., and to meet all
requirements of the different State Boiler Laws. This
boiler is confidently offered as meeting in fullest
measure and most satisfactory manner every require-
ment of the trade, as amply proven by the large num-
ber of pleased customers using them for many years.

Complete catalog with information of interest and
value on request.

The James Leffel & Company

Box 328.

SPRINGFIELD, OHIO

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

time and is constantly adding to its list representative ice cream manufacturers throughout the country, officials say. Our cocoa is strictly a high-class product and wherever used has given the ice cream manufacturers most wonderful results.

The founder of the firm of C. J. Van Houten & Zoon, C. J. Van Houten, was the inventor of Dutch cocoa—in fact, the inventor of cocoa powder—and the firm for nearly one hundred years has enjoyed the reputation of being pioneers in their line, according to officials.

Milligan & Higgins Gelatine Company.

This company's display at the exposition will consist of samples of granulated gelatines.

The representatives will be: Frank L. Carroll, Thos. J. Stewart, Charles Blake, A. W. Johnson, H. T. Hall, sales manager.

John Wood Manufacturing Co.

This company will have booths Nos. 4 and 5. Its exhibit will be practically confined to ice cream cans and equipment closely related to it.

Foxboro Co.

The Foxboro Company, Inc., will exhibit indicating and recording gauges and thermometers which are specially adapted for use in the ice cream industry, as well as a number of their standard power house and refrigerating plant instruments. Of particular interest will be the automatic temperature recorder-controller which will be in actual operation. This instrument not only controls the temperature used in such operation as pasteurizing but furnishes an accurate record of the complete operation.

International Co.

The International Co. will be represented at Cleveland by D. L. Beal and N. R. McVeigh. The company will exhibit flavors. C. M. Pitt is president.

Bessire & Co.

Bessire & Company is a rapidly growing firm with factories at Indianapolis, Memphis, Louisville, and Atlanta. They offer to the trade a very fine quality of tools, machinery and supplies for the ice cream maker and fountain service.

SANI-DAIRY PRODUCTS CORP.

This company will be represented at the exposition by Henry W. Sterne and others. These representatives will explain to manufacturers the company's simplified system of making and marketing "Goody-good." The company claims that ice cream manufacturers in more than 300 cities are getting five gallons more business every day from each store on its product.

RIGHTER MANUFACTURING CO.

Louis A. Linz, president of the company, will have charge of this booth. He will be assisted by Joseph J. Werner. The company will exhibit vanilla extracts. The company has been making vanilla for 20 years. They claim to offer service, quality and "the right price." The company is located at 136 Provost St., Jersey City, N. J.

Rex Extract Co.

The Rex Extract Co. will exhibit Caramala and Mexocine. Mr. Beall will be in this booth. The company is located at 257 Pacific St., Brooklyn. Mexocine is claimed to be a high-grade concentrate, a combined bean vanilla, vanillin, coumarin and tonka flavors. Officials say it is impossible to freeze out its true flavor.

Oakes & Burger.

O-B triangular packers will be exhibited at the exposition by this firm, which is located at Cattaraugus, N. Y. The company claims that through the use of these packers much labor and space can be saved.

Sanitary Tinning & Mfg. Co.

This company will be represented at Cleveland by A. J. Miller and O. C. Miller. It is located at Cleveland. Old, worn-out cans are made to look like new, they claim. Manufacturers are invited to visit this booth and to visit their place of business in Cleveland, at 3753 E. p3d St.

William F. Baird Co.

This company, located at Woburn, Mass., will booth 148 at the exhibition and will be represented by and Mrs. William F. Baird, Bart W. Baird and Al Warwick. The exhibit will consist of one or more motor bodies in operation.

Richmond Cedar Works.

This company, located at Richmond, Va., will space No. 91 at the Cleveland exhibit, and expects the following representatives on hand in its booth: George Mortland, John S. Parrish, H. C. Parrish and Marshall. The company will exhibit its regular line of ice creaming tubs, ice carry pails and ice pails.

John H. Mulholland Co.

Representatives of this company, located at Philadelphia, will be: John H. Mulholland, Harry H. Mulholland and Howard W. Black.

Sealright Co., Inc.

Sealright containers for ice cream will be exhibited by Wilbur L. Wright, vice-president and general manager. The company will be in charge of these booths—Nos. 36.

Cherry, Bassett, Winner Co.

N. M. Thomas, manager of the ice cream division, in charge of this exhibit. Messrs. Winner and Mr. Bassett be present, as also C. G. Chappell, Pittsburgh division manager and H. D. Green, New York City, division manager.

Hudson Manufacturing Co.

This company will occupy booths Nos. 138, 139, 159 at the National Ice Cream Exposition. The company extends a cordial invitation to manufacturers to visit its booths and make them their headquarters while in the show. The company claims that it never has missed exhibiting at an ice cream show, and its exhibit at this month also kept its record unbroken for exhibiting at the dairy show. In the Hudson booth will be President Wegener, W. S. Rector, Miss Sally Mahoney, Chris H. C. W. Smith, Gus H. Bulger and John J. Meyer.

Manton-Gaulin Manufacturing Co.

This company will occupy booths Nos. 141 and 142 at the ice cream show. Its 800-gallon homogenizer will be exhibited. Officials extend a hearty invitation for manufacturers to make themselves at home in the booth "and feel free to ask questions." The company is located at Boston, Mass.

S. Gumpert & Co.

In this company's booth will be: A. B. Westerman, W. Stolteben and F. G. Ladd. The company is located in Brooklyn and will exhibit Gumpert's ice cream flavors, textor, vanyl flavoring extracts, fruit emulsions and colors.

Thomas W. Dunn Co.

In this company's booth will be F. E. Hall, F. E. Weg and A. C. Haas. The company is located in New York City. It will exhibit its well-known gelatine—granulated, flake shredded and sheet.

Solar-Sturges Mfg. Co.

Believing that a can with a bum handle is as good as no can at all, the Solar-Sturges Mfg. Co. of Chicago has made great improvements on the handles of their cans, they say. It will pay ice cream manufacturers to visit the Cleveland show to make it a point to visit the Solar-Sturges exhibit and learn just why the handles on their cans can give such good service. Mr. Camille Sturges, Chicago office, sales manager of the company, will be in charge of the exhibit.

Swift & Co.

A more sociable bunch of fellows than the Swift gelatine salesmen is mighty hard to find. When at the Cleveland exhibition, drop into booth No. 65 and introduce yourself. You'll soon feel at home, and incidentally, they may tell you about the way the Swift product is made. You'll be welcome, we're sure.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Baird Refrigerator Bodies



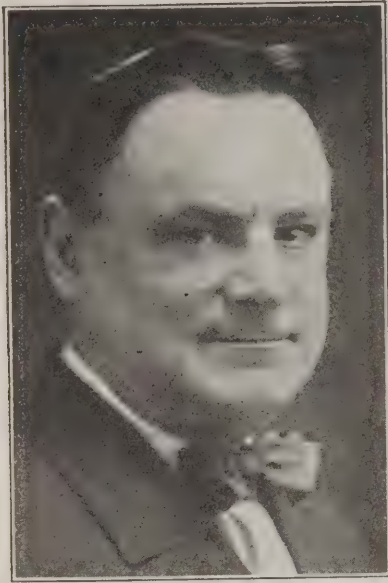
Improvements in Baird Refrigerator Bodies for 1924:

Welded Seams, re-galvanized after welding.
Drain Pipes welded in place.
Thicker Metal Linings throughout.
Better and Stouter Hardware.
Lighter and Stronger Hatch Covers.
Thick Metal Plates on all wearing surfaces.
Indestructible Door Mouldings.

WILLIAM F. BAIRD COMPANY

Offices: 401 Chamber of Commerce, Boston, Mass.

Factory; 1017 Main Street, - Winchester, Mass.



A. J. MILLER,
Sanitary Tinning Co.



GABE S. WEGENER,
Hudson Manufacturing Co.



C. S. BASSETT,
Cherry, Bassett, Winner Co.



A. C. HAAS,
Thos. W. Dunn Co.

Who's Who
in the
Exposition
Hall



CHAS. W. RUSS,
Crown Fruit & Extract




C. W. PECK,
Commercial Truck Co.



W. P. ABEL,
Impruv-Mix Co.



O. W. JOHNSON,
Cone Co. of America



BARBER

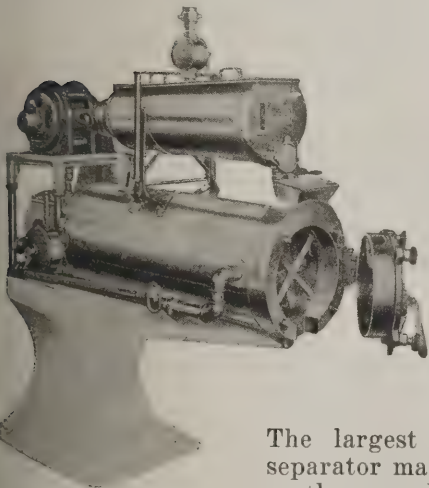
Everything for the Dairy Industry

Ice Cream Men: See The Barber-Goodhue Exhibit at Cleveland—

You will be particularly interested in a practical demonstration of the three products illustrated on this page—products that are making history in the progress of the ice cream industry.

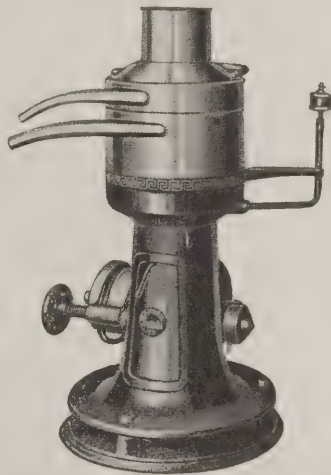
Improved U. S. Heavy Duty Brine Freezer

If you believe in the economy of good equipment it will be merely a question of time until the U. S. Heavy Duty Brine Freezer is standard equipment in your plant—the freezer that through sheer merit has won a place of indisputable leadership. Equipped with every modern device for the saving of time and labor and for the improvement of its product.



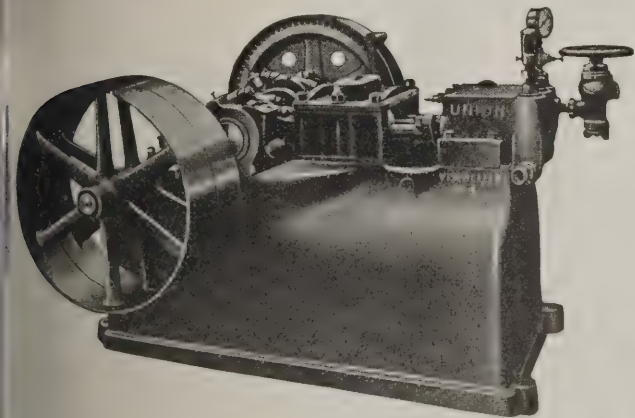
Titan Separator

The largest capacity, therefore the speediest, separator made. A single Titan will replace two or three smaller machines, with a profitable saving in time and up-keep expense. Guaranteed to skim to .01 of 1% by the Babcock Test—the only separator you can buy that is backed by such a guarantee.



The Viscolizer

gives you a smoother, richer feeling cream by finely dividing the butterfat and allowing it to unite inseparably with the filler, the sugar and the gelatine. Gives you a fine quality of cream from sweet butter, skim milk, or skim-milk powder. Furnished for either motor or belt drive.



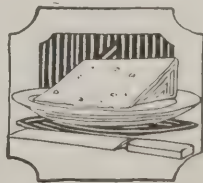
We are also Distributors for the Complete Line of Elyria Glass Lined Tanks. One of These Tanks Will be shown in our Cleveland Exhibit.

A.H. Barber-Goodhue Company

(Formerly A.H. Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Commercial Truck Co.

In the Commercial Truck Company's booth will be E. J. Hancock and C. W. Peck. Manufacturers are invited to visit this booth.

H. S. B. W. Cochrane.

The "Creasey" family of ice breakers, we are told, will attend the Cleveland show in person under the guardianship of The H. S. B. W. Cochrane Corporation, Philadelphia.

AUSTIN CO.

As constructing engineers who have won a national reputation for achievement by way of speed, practicability and immensity of the undertaking The Austin Company of Cleveland, Ohio, have a long record of accomplishment. Many are the results of their efforts that can be pointed to at Cleveland while at the National Ice Cream Show.

AYER & McKINNEY.

"Yes, we have no Bananas," may have done wonders for the United Fruit Co. and the sale of the elongated tropical fruit, but "We have the right kind of milk powder and condensed" is a popular expression conveyed by Ayer & McKinney of Philadelphia, who say they know what the ice cream trade needs in these products.

BEACON MFG. & SALES CO.

The signs of the times in the ice cream business will be on display at the Cleveland Ice Cream Show in the booth of the Beacon Mfg. & Sales Co. of Freeport, New York. They make a distinctive line of signs for the ice cream trade.

BOERNER-FREY CO.

Friends of the "Poodle-Dog State" will no doubt be accorded the usual pleasure at the ice cream show of meeting representatives of the Boerner-Frey Co., Iowa City, Iowa. Their flavors for the ice cream trade are growing in prominence each year.

Grand Rapids Cabinet Co.

Visitors to the Cleveland Ice Cream Exposition will be sure to find interest in the exhibit by the Grand Rapids Cabinet Co. of Grand Rapids, Mich. Hailing from the city of good furniture this concern never fails to exhibit a line representative of the good traditions of that city.

Crown Fruit & Extract Co.

Under the guidance of the versatile "Pete" Miller the Crown Fruit & Extract Co. of New York will find their exhibit at the Cleveland Show unusually busy this year and abounding in more than business congratulations for Mr. Miller.

Cream Production Co.

Condensing the surplus milk and cream for small plants is a problem the Cream Production Co. of Port Huron, Mich., has solved in a practical way with their special equipment. The genial Mr. Ruff, who is the inventor of this equipment on a new principle, is usually present at all leading conventions and the Cleveland registrations would hardly be complete without him.

Keystone Fruit Products Co.

Keystone Fruit Products Company of Cincinnati, Ohio, will have a line of fruits and syrups at Cleveland. Al. Isaacs, M. H. Hall, Frank C. Wagner and M. B. Abrahams will be the representative present, and if you don't have the treat of your life by tasting a sundae topped with some of their fruits, you 4,000 visitors to the show, it's your own funeral.

Chas. A. Berger.

The October issue of The Ice Cream Review carried an article about the new Ives Ice Cream plant in Minneapolis. This is one of the finest, and the newest large plant in the Northwest. The views of the interior of the plant, and the floor plans, which were reproduced in the October issue, reveal to the ice cream manufacturer that the plant was carefully planned to eliminate handling of materials, unnecessary labor, etc., just as much as possible. This plant was designed by Chas. A. Berger, refrigerating engineer and

architect, 401 Phoenix Bldg., Minneapolis. Other plants signed by Mr. Berger are the Crescent Creamery Co., Minnesota Milk Co. of St. Paul; the Kemps Ice Cream, Hayes Ice Cream Co., and Metropolitan Milk Co. of Minneapolis; the Flynn Dairy Co., Des Moines; the Wat Creamery Co., Omaha, and the Skoug Candy Co., Sioux Falls, S. D.

D. A. Matot.

D. A. Matot of Chicago will be at booths Nos. 180 and 181 at the Cleveland show. A full line of attractive cabinets will be displayed and shown interested visitors by D. A. Matot, E. J. Matot and W. J. Kreiter. Aviator Mac may be trying for a new altitude record, and coal may be used to do the same, but the Matots intend to break a record by showing a record breaking cabinet.

Walt's Welding Works.

You gentlemen of the ice cream industry who have come from the ranks, and who now come to the office only with your golf equipment, remember the time when you began that little wooden building on Main Street. You used to tote ice cream tubs weighing 150 pounds around all day long, and let the good wife put a mustard plaster on your back at night. Them days is gone forever, for there is a little change now with two wheels and a pair of hands that picks up the ice cream tubs, lifts them gently, moves them quietly to the place you want them, and gently places them on the floor, no scraping of tubs on the floor, ruining the bottom of the holes dug in your good floors. This truck is being made by Walt's Welding Works of Pendleton, Oregon, and will be demonstrated at the Cleveland convention.

Thompson-Bremer Co.

"Tell the ice cream men we will take the kinks out of their kinky kanks," says a representative of the Thompson-Bremer Co. of 1750 Carroll Ave., Chicago. This company are now distributing the "Electric Weld" can made by John Wood Mfg. Co., also other supplies for ice cream and milk plants. They make a specialty of doing high retinning work.

William Timm.

To build or not to build, is a question to be decided by the ice cream manufacturer himself. But "how to build" is a question that requires the minds of men who have made a specialty of the business of building ice cream plants. Wm. H. Timm, engineer and architect of Philadelphia, since ice cream has been made in modern plants and with modern machine methods, made a specialty of designing cream plants that require the minimum of labor and cost to produce ice cream at the lowest possible cost. Mr. Timm's organization can render valuable service to anyone considering the construction of a new ice cream or dairy plant. This is claimed.

U. S. Freezer & Machine Corp.

Visitors at the National Dairy Exposition were made thus over the new U. S. Heavy Duty Freezer, made by U. S. Freezer & Machine Corp. of Brooklyn, N. Y. The machine has many features about this machine which make it a desirable freezer to have in your plant when the best is desired in a limited time.

U. S. Gelatine Co.

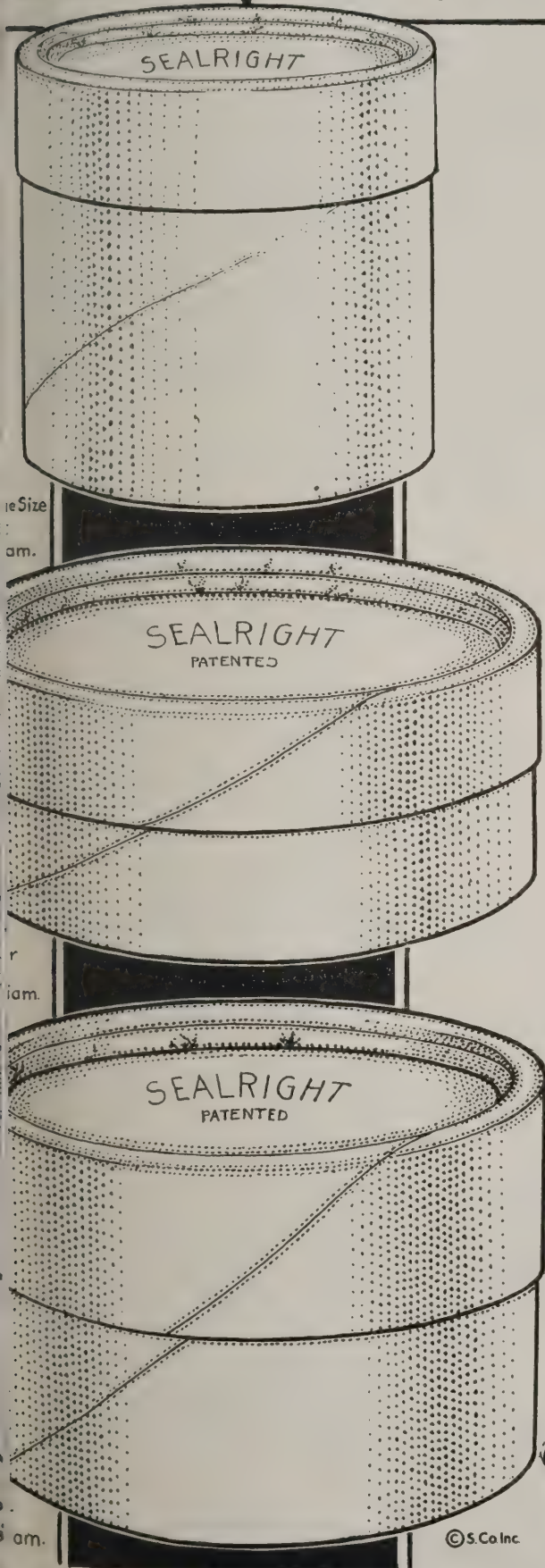
In the days—BP—Milwaukee was noted for the manufacture of a certain kind of beverage, unmentionable. Now, to ice cream manufacturers especially, it is known as the home of The Ice Cream Review and the United States Gelatine Company. In Carrollville, just beyond the limits of Milwaukee, is one of the city's finest manufacturing plants, where "U. S. Gel" is made. U. S. Gel will be exhibited from booths No's. 173 and 192 at the Cleveland exhibition. When you are there, give our Milwaukee friends a call.

Zipp Manufacturing Co.

The Zipp Manufacturing Company, Cleveland, manufacturers of extracts and crushed fruits for ice cream manufacturers, will have their exhibit at booth No. 182 at the Cleveland exposition. The company announces that its salesmen will be there to meet the trade. Manufacturers are welcomed to make the Zipp booth their headquarters. C. J. Yuncker, president of the Michigan Dairy Producers Association, will be in the Zipp booth to meet his trade, and in the evenings at the Winton Hotel, where he will be registered. Zipp salesmen will be at Winton Hotel.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Sealright *Liquid Tight* Paper Containers



BUILD Year-Round, Volume Sales
with these

POPULAR SEALRIGHT PACKAGES OF YOUR ICE CREAM

SEALRIGHT SUNDAE SIZE

Build bigger ice cream sales with this real selling feature—your ice cream packaged in Sealright $\frac{1}{4}$ pint Sundae Size Containers. Top of cream may be coated with any popular flavor or fruit dressing. A sturdy slip cover permits hardening up-side-down, so as to keep flavoring where it belongs. This ready-to-serve sundae makes a hit with dealers because it sells fast, serves fast and pleases customers. Many people buy them by the dozen for parties, etc. Many dealers retail them for 10c.

SEALRIGHT $\frac{1}{4}$ PINT, FLAT

Get \$1.60 for your ice cream packaged in Sealright $\frac{1}{4}$ pint Containers (flat size). Places your ice cream on the same rapid, profitable selling basis as chocolate bars, or any other "buy it and carry it away with you" commodity. Especially salable in public places where many people must be served quickly. When sold for 10c, with a paper spoon clipped under the crimp on the cover, a tremendous sales volume is possible.

SEALRIGHT $\frac{1}{2}$ PINT SIZE

Build and assure a year-round, carry-home business by packaging your ice cream in Sealright $\frac{1}{2}$ pint Containers. Sells to consumers for 15c, a popular price—a price within the reach of all. Here is a real chance to build up your plain flavor business, and create a tremendous sales volume for popular priced ice cream. Both manufacturer and dealer make a nice profit. The price, plus the size, places your product within the reach of multitudes. Remember, more people have 15c to spend for a carry-home package of ice cream than 30 or 60 cents.

Sealright containers may be filled direct from freezer,
or by Sealright Ice Cream Filling Machines

Write for samples of these popular Sealright sizes. Also for booklet BIGGER ICE CREAM SALES, and samples of Sealright window pasters, transparency, and other free advertising tie-up material that helps you cash in on Sealright national advertising in The Saturday Evening Post and Good House-keeping.

SEALRIGHT CO., Inc.
FULTON Dept. 682. NEW YORK



© S. Co. Inc.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

Jensen Creamery Machinery Co.

This firm will exhibit its vertical coil square pasteurizer at Syracuse. Ice cream manufacturers are invited to visit this booth and ask questions concerning "equipment of practical efficiency." Representatives will be on hand to explain anything visitors wish to ask, it is announced.

* * *

K. W. Schantz, Inc.

There is many a monument to the memory of the work of the firm of K. W. Schantz, Inc., Buffalo, N. Y., and the interesting part of it is these monuments are serving their owners most efficiently in the production of ice cream. K. W. Schantz, Inc., have for many years been specializing in the construction of ice cream and dairy plants. Their plans should be requested before a new plant is constructed. They will be represented at the Cleveland show.

* * *

Cincinnati Extract Works.

Yes, sir, when you are in Cleveland you must meet Mr. Emil I. Mayer, the president of the Cincinnati Extract Works, Cincinnati, or one of his representatives, and obtain samples of the well known "Reyam" brand products for ice cream. The Cincinnati Extract Works are offering fruit custard, orange pineapple, tutti frutti mixture, chopped walnuts in maple, crushed peach and apricot and cherries that will help considerably to boost your winter sales.

* * *

Hughes Gelatine Co.

Visit the Hughes Gelatine Company booth while in Cleveland at the convention and you'll find your old friends Lloyd L. Hughes, president; Charles H. Dunn, secretary; and Harry Selonke all there and a royal welcome awaits you. The company has headquarters in Detroit.

* * *

Manning Manufacturing Co.

The Manning Manufacturing Company of Rutland, Vermont, will be at Cleveland at the exposition with their line of cans, washers and mixers. R. A. Manning, G. W. Hammond, K. F. Stebbins, K. E. Webb, F. A. Rice and John Washburn will be the representatives present and when the news floats out from the Manning booth of what is going on at the convention, broadcasted by the radio, it will sound like a few noisy murders.

* * *

H. H. Miller, Industries.

H. H. Miller Industries from Canton, Ohio, will have their ice cream freezers all lined up like silent sentinels at the Cleveland show and the genial faces of the old bunch will grace the booth.

* * *

Allman Gas Engine & Machine Co.

R. J. Decy—you know, "The Old Dog with the New Bark" and oh yes, "The Cat's Meow"—will be in the Allman Gas Engine & Machine Company booth at Number 1 and 2, where Champion equipment will be displayed. Others in the booth will be "Sandy" McDougal and Frank A. Martin.

* * *

Homer Mfg. Co.

The Homer Manufacturing Company of Homer City, Pa., will be at Booth 72 to greet friends and make new acquaintances at Cleveland. The booth will be lit up by the usual headlight—"Red" Burns, the assistant sales manager who is a good dynamo in more ways than one. The Homer ice cream cabinets and packing tubs will be displayed. Other representatives will be J. L. Nix, president; C. K. Sutton, vice-president; M. F. Hasinger, credit manager; H. E. Kerr, superintendent.

* * *

Anheuser-Busch Co.

"Gone are the days" when Anheuser-Busch meant something different than builders of high-class refrigerating truck bodies for ice cream manufacturers. Their immense facilities and long practical experience in wagon building and refrigerating requirements has helped them put out a truck body that will be worth seeing at the Cleveland exhibit. Their home office and plant are at St. Louis, Mo.

* * *

Mojonnier Brothers Company.

Items to be exhibited—Mojonnier milk tester, Mojonnier ice cream overrun tester, Mojonnier ice cream packaging machines (two models,) Mojonnier vacuum condensing unit, Mojonnier culture controller, and several specialties includ-

ing rubber stoppered composite sample bottles, oil butter print scale, milk metal sanitary fittings, book nical Control of Dairy Products."

Special features of Exhibit—A brand new small semi-automatic packaging machine, Model D. T. packaging machines will be shown in operation. Culture controller will be connected up to show electric thermostat controls the temperatures.

People in attendance—P. C. Mojonnier, J. A. Coe Moon, W. W. Hixon, T. Mojonnier and J. J. M plan on spending as much time at the show as possi

* * *

B. B. Scott.

B. B. Scott will exhibit Scott's coffee flavor, "cent vanilla." He will have booth No. 50 at the ex Mr. Scott personally will appear in his booth. His at 24-26 Ormsboro Ave., Providence, R. I.

* * *

J. B. Ford Co.

The J. B. Ford Co. will have a host of represent the exposition. They will tell manufacturers abo Wyandotte cleanser. Manufacturers are invited themselves at home in their booth. The company is at Wyandotte, Mich.

* * *

Impruv-Mix Co.

In a recent issue of this company's folder entitle Talks," W. P. Abel, president of the company, s Impruv-Mix neutralizes the milk taste and expels pleasant odors. He says it "excites and brings out cream flavor or aroma and imparts a taste that g to a sensation of flavor to a degree of intellectual re enjoyment." This product will be exhibited at Cle

* * *

Widlar Co.

This company will exhibit its CW brand vanilla. No. 28. Officials say they are "justly proud of the i gallon age our customers are enjoying since using brand vanilla." The company is a member of The tion of Ice Cream Supplymen.

* * *

Barker-Duff & Morris.

Materials designed to make ice cream windows attractive and create the ice cream appeal will be c at the exposition by Barker, Duff & Morris, Pittsb officials of this company say they are engaged in p ice cream sales for a large group of ice cream ma ers in the United States and Canada.

* * *

Aschenbach & Miller.

This company will exhibit at Cleveland the colo and flavors it offers the trade. It will occupy booth The booth will be in charge of J. M. Comfort, ma the extract department, assisted by J. J. Klain.

* * *

G. R. Ryan Mfg. Co.

The standard vanillas and blends made by th Ryan Mfg. Co. have been known to the ice cream e many years, and can be depended upon to be u good. G. R. Ryan Mfg. Co. are staunch member Association of Ice Cream Supply Men, and will b products on exhibit at the Cleveland convention.

* * *

H. Kohnstamm & Co.

A little "Atlas" adds wonders to the shade of ice cream, it is claimed. "Atlas Century Color" w hibited by H. Kohnstamm & Co. of Chicago, acco Mr. Mayer, advertising manager of the company. F tamm & Co. have been organized and doing bus past 52 years.

* * *

James Leffel & Co.

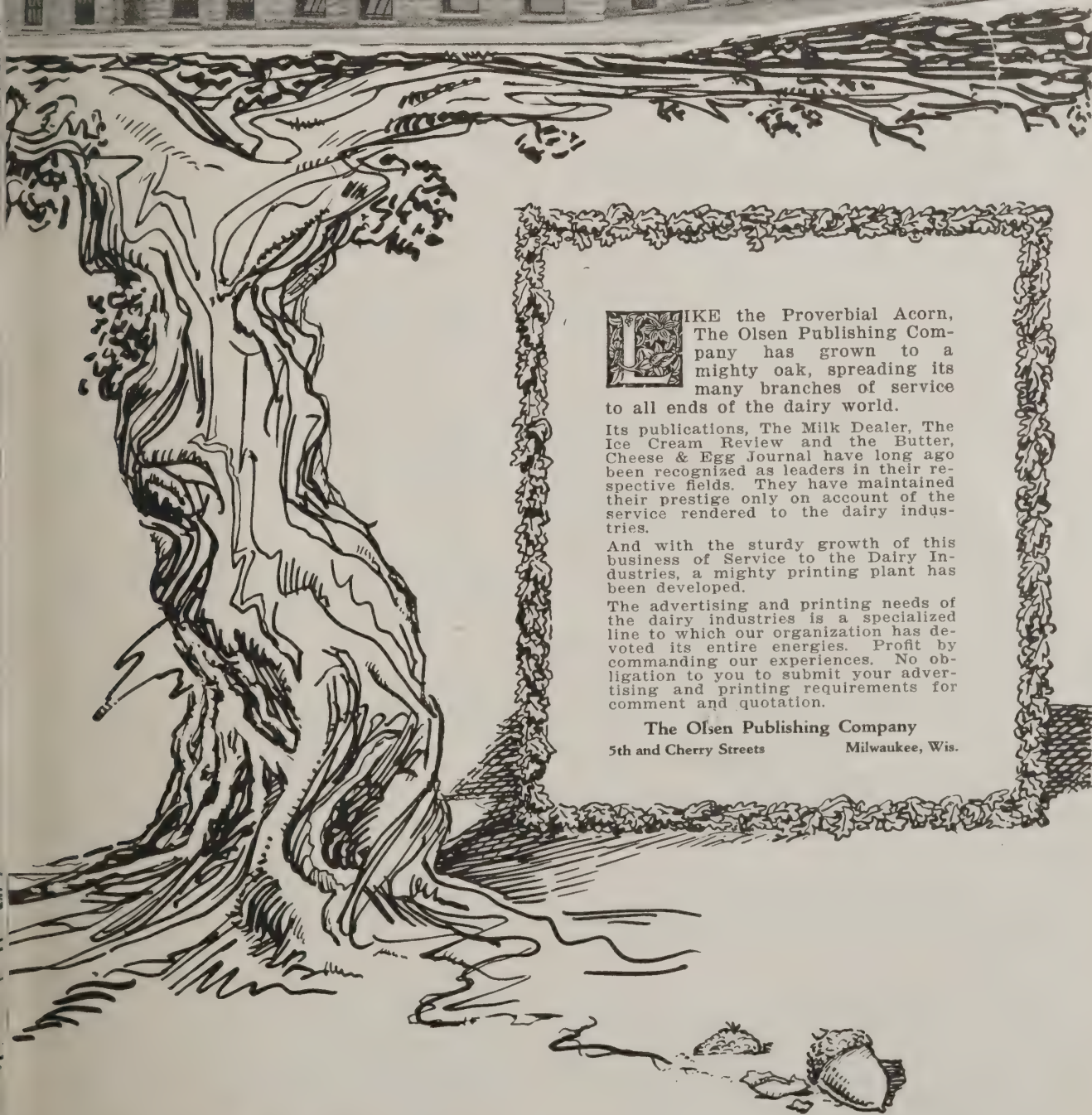
You don't have to go to Scotland to get a Scot boiler. Get A. L. Baylor on the wire when a ne is needed and he will gladly explain the merits of the Scotch Marine boiler as manufactured by the Jam & Co. of Springfield, Ohio. Many of these boilers giving very satisfactory service in milk, ice cream, ter plants throughout the entire United States.

* * *

McCormick Co.

A booklet entitled "Profitable Building" is ob anyone interested by the McCormick Co., Inc. of P

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



LIKE the Proverbial Acorn, The Olsen Publishing Company has grown to a mighty oak, spreading its many branches of service to all ends of the dairy world.

Its publications, The Milk Dealer, The Ice Cream Review and the Butter, Cheese & Egg Journal have long ago been recognized as leaders in their respective fields. They have maintained their prestige only on account of the service rendered to the dairy industries.

And with the sturdy growth of this business of Service to the Dairy Industries, a mighty printing plant has been developed.

The advertising and printing needs of the dairy industries is a specialized line to which our organization has devoted its entire energies. Profit by commanding our experiences. No obligation to you to submit your advertising and printing requirements for comment and quotation.

The Olsen Publishing Company
5th and Cherry Streets Milwaukee, Wis.

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

and New York City. The long experience of the McCormick Company engineers, specializing in ice cream plants, enables them to furnish more valuable advice on building problems. The booklet is free for the asking. Send for it. McCormick Co. were represented at the National Dairy Exposition, and will have spaces at the Cleveland exposition as well.

New Era Co.

Don't fail to call at booth No. 103 at the exposition and see the newest model of the New Era ice cream brick cutter, manufactured by the New Era Company of Oshkosh, Wis. The New Era cutter has been used since brick ice cream met a ready demand, and the original models have been greatly improved upon, the company says. The New Era cutter is distributed by the most prominent supply houses with branches from coast to coast.

Emery Thompson Freezers.

The latest models of Emery Thompson freezers will also be shown. Mr. Thompson is one of the pioneers in the manufacture of brine freezers, and has always had something of interest to ice cream manufacturers when exposition time rolls around.

Frick Co.

If you are looking for something different in the line of a refrigerator catalogue, write to the Frick Co., Waynesboro, Pa., for regular copies of their "Ice and Frost" booklet by Jack Frost, editor. The booklet is published every little while and is something which serves as an attractive catalogue and house organ at the same time, each individual little booklet covering a different phase of refrigeration as applied to different plants. This well-known refrigeration machinery company turns out equipment suitable for every plant where ice making is necessary, from a show counter to a large ice making plant. For the dairy line, the Frick Co. turns out suitable machinery for dairies, creameries, ice cream plants, storage houses, small ice plants, etc., and the machinery is designed and built to perform its work with a minimum amount of attention and it will last many years.

TRADE LITERATURE.

"Cold Selling Facts" is the title of a book issued by the Eskimo Pie Corporation, Chicago. Among other things, it contains discussions of methods adopted by licensees in manufacturing Eskimo Pies and computing costs, the Eskimo Pie machine, selling the dealer and cold selling facts from licensees.

The Waltham system of ice cream distribution is interestingly described in a folder recently issued by The Housing Company, Waverly, Mass. This company offers what it calls a patented method of refrigeration which eliminates the use of all ice and salt. The method of refrigeration used in the Waltham body differs entirely from all existing principles, it is claimed, the use of cracked ice and salt having been eliminated.

Waltham cabinets, made in from one to four pot sizes, use the same cartridges used to refrigerate the body, being transferred at the time of delivery, officials say.

Trade Notes

Ferguson-Lander Manufacturing Company, 1733 W. Austin Ave., Chicago, are large manufacturers of ice cream cartons, brick boxes, can liners, etc. They have sanitary, well-made products recommended especially for the ice cream manufacturers.

The Electro Chemical Company of Dayton, Ohio, are manufacturing a cell which produces Sodium Hypochlorite. This hypochlorite keeps down stale milk odors and reduces bacteria count. One of these cells is a valuable asset to any ice cream manufacturer.

The first seamless glass-enameled ice cream plant equipment was built and installed by the Elyria Enameled Products Company of Elyria, Ohio, it is claimed. Since then the company has grown rapidly and Elyria equipment can be found in all parts of the United States and in many places in Europe. They are among the largest manufacturers of glass lined equipment in the world.

"Tubs that last" are offered by Philip Spaeter & Philadelphia. These tubs are described as having tubs dovetailed and set in white lead, staves all dowelled, eating shifting; made of select white cedar, with extra hoops.

"Special seal" tub covers are supplied by the S. A. Awning & Tent Co., 800 N. Second St., St. Louis. Officials of the company say their tub covers are of ample size that plenty of lap is provided in all. A double sewing tough thread assures lasting seams, the company says.

Daly Brothers, Schenectady, N. Y., manufacture a handy device whereby tags can be snapped on tubs of ice cream. It is a great saving in the man's time has to tie tags on the tubs and also a saving in the use of strings or wires.

Guesswork is eliminated by the ice cream overruns offered by The Torsion Balance Co., Jersey City, N. J. According to officials of that company. They say their product also assures a uniform product. They claim it to be accurate, rapid, durable and simple.

The Union Fibre Co., Winona, Minn., offers insulation for cold temperatures. Union pipe cover, they say, is only entirely satisfactory covering at a reasonable price cold pipes of every description.

M. R. Carpenter, who for some time past has his headquarters at 72 W. Washington St., Chicago, specializing as architect and refrigerating engineer in the dairy trade.

In a recent court case The Glacifer Co. of 491 Mt. Cambridge, Mass., has won a decision whereby dry ice can be billed at 25 per cent less than actual weight for express shipment. This, no doubt, should prove a big saving for those using their ice less container for express shipping.

When the unexpected happens to the hoops on ice cream tubs, that's when the Gilmour Hoop Machine comes in for a share of praise. As a handy tool for doing a bit of tedious work with ease it is a marvel. And it is a tub that the company claims.

The Union speedway cutter is a product offered by Union Steel Products Co., Albion, Mich. It is described as a simple, accurate and speedy device which makes a dozen ice cream bars an hour, the bars being all alike, with no guesswork involved.

Gold medal ice cream cabinets are supplied by Grandberg, 1441 Sarsfield Place, St. Louis, Mo. Mr. Grandberg says his cabinets are made in all sizes, of the best grade redwood. He claims that they are economical in the use of ice. He asks manufacturers to write for literature.

Announcement has been made by the Virginia Dare Extract Co., Inc., that this firm has purchased the entire flavoring extract department of Garrett & Co., Inc., including trademarks, good-will, etc. The production department will remain under the personal supervision of the President, B. H. Garrett, who created "Virginia Dare" Flavors, and under whose supervision they have been produced since offered to the public. He was for a number of years chief of the United States Food Inspection Laboratory at Boston and has had extensive practical flavoring extract experience, and also served as a member of the Virginia Dare Extract Co. the entire flavoring extract department of the former manufacturers—this department is unchanged in any particular and the superiority of Virginia Dare Products will be strictly maintained, officials say.

Harry C. Hirsch, for many years sales manager of Van Duzer Extract Co., joins the Virginia Dare Company in a similar capacity. W. Frank Hope, treasurer of Garrett & Co., will be treasurer of the new organization, at the same time retaining his connection with Garrett & Co. Tucker will serve as office manager and assistant treasurer. As in the past, its laboratory will be prepared to cooperate with customers who have flavoring problems, officials say. In addition to its double strength household flavors, the

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

will continue to produce extracts, concentrates and is for bulk users and in connection with the sales the company will have practical experts who intimate knowledge of the needs and problems of the baker, confectioner and ice cream manufacturer, who lable as a part of this service, it is announced.

Canvas Products Corporation, Fond du Lac, Wis., manufacturing a very fine tub cover. These covers are the best material and is guaranteed not to shrink, say. They are large cut and will not be affected by conditions. It will not freeze stiff in cold rooms and not become oily in warm weather.

Chicago Carton Company of 4433 Ogden Ave., Chicago, to the trade a sanitary, well-made liner for cans. so make ice cream cartons and butter cartons. The of "Perfection" on these cartons and liners assures ing public that it is a first quality goods, we are

Acme Extract & Chemical Works of Hanover, Pa., ring to the trade a new "Acme" custard flavor. By to this a small quantity of fruit, such as cherry, le, peach, etc., the respective cherry custard, pine-ustard or peach custard may be formed. Their Sici-uit flavors, in concrete form, are not made from c fruits and are non-alcoholic. They will remain will not separate and are miscible with water or it is claimed. They are excellent for flavoring ice pastries, soda syrups, candy, etc., we are told.

Baker Ice Machine Company, Inc., of Omaha, Neb., ering free to all ice cream manufacturers, a book "Dependable Refrigeration." This book describes strates the Baker ice machine which is a very good eed machine and will save the manufacturing costs 0 to 75 per cent over ice and salt.

at is called "the perfect package for bulk individuals" ed the trade by The Perfect Package Co., Newark, N. J. mpany claims that the public takes to this manner ice. This package is described as an ideal container purpose, easily filled. Closed with a handy pull cover, be quickly opened by the consumer without the usual enience, officials add.

ul juice of ripe California oranges are contained in s crushed orange fruit product, which officials say im-ices and sherbets. They say it meets every test of uit because it is the pure juice of the fruit, sterilized veniently packed in No. 10 vacuum tins.

ifornia "climate" is not everything that puts that state map. The oranges have had a lot to do with it, and ay the California Crushed Fruit Co. of Los Angeles trate the sweetness of this famous fruit into their t "Suncrush Orange" leaves a lingering memory on the s of all who taste it. As a flavor for the ice cream it has a wonderful appeal.

Sanisco ice cream sanwich machine is offered by anisco Co., Milwaukee. The company says it has to be an excellent sales booster. Prompt deliveries made, the company says.

Schott Bros. Co., West Salem, O., offer to the ice trade "quality tub covers that are lower in price." claim to be the originator and patentees of their cover, o royalties to pay.

ange tangerine for sherbets and ice cream is offered ade by the well-known firm of H. C. Schrank Co., ukee. Officials say satisfaction is assured. They add ave specialized in flavors and colors for the last 40

cream manufacturers are buying more Sewell wheels ver before, according to the Sewell Cushion Wheel Co., t, makers of these wheels. A list of the company's ers includes leading manufacturers in all sections of ntry, with such cities as Philadelphia, San Francisco, ile, St. Louis, Milwaukee and New Britain, Conn., ented.

What officials of the company call an efficient and cap-able looking sign standard is being offered the ice cream trade by the Standard Pressed Steel Co., of Jenkintown, Pa. It is called the "Hallowell" and is a steel display sign foot made of one piece unbreakable open hearth steel. The stand-ard is simply and efficiently made, with graceful, simple lines, has a drainage facility, and is used by some of the largest and best-known ice cream manufacturers in the country for their dealers' supply officials say. The Standard Pressed Steel Co., is one of the largest sign leg manufacturers in the country. They claim that the "Hallowell" is a sales-getter for any brand of ice cream. Literature and prices will be furnished upon request.

The Cherry-Bassett-Winner Company has transferred J. H. Ashmead from New York to Washington, D. C., it was announced last month. J. S. Taylor recently joined the Pitts-burgh division of the company. H. L. Rhinehart has assumed duties of manager of the Philadelphia division.

The Walker Vehicle Company, manufacturers of Walker electric trucks with general offices and factory in Chicago, have opened a branch office and service station at 314 St. Joseph Street, New Orleans, Louisiana. Thomas H. Shields, formerly a dealer for Walker Vehicle Company, has been appointed manager.

C. Nelson Manufacturing Company, St. Louis, will ex-hibit at the National Exposition its well-known styles of Nelson ice cream cabinets, together with a new drain feature which officials expect to be of much interest. The company's booth is No. 80. It will be in charge of James L. Nelson, secretary-treasurer of the firm, assisted by Lewis C. Chamberlain and Rufus Vaughan.

This firm will exhibit at Syracuse. Officials invite ice cream manufacturers to feel at home in their space.

The Zipp Manufacturing Company, Cleveland, Ohio, manufacturers of extracts and crushed fruits for ice cream manufacturers, will have their exhibit at booth No. 153 at the Cleveland Exposition. The Company announces that all its salesmen will be there to meet the trade. Manufacturers are welcomed to make the Zipp booth their headquarters.

C. J. Yuncker, president of the Michigan Dairy Boosters, will be in the Zipp booth to meet his trade, and in the even-ings at the Winton Hotel, where he will be registered. All Zipp salesmen will be at Winton Hotel.

Completion of an addition to the new factory of the Walker Vehicle Company, Chicago, manufacturers of Walker balance drive Electric trucks was anticipated the latter part of September, officials of that firm announced early last month. The present factory at State and 87th Street in Chicago was erected two years ago. The new addition, is a strictly modern and fireproof building, 360 feet by 100 feet, of steel, concrete and brick. The new building is to house four new electric heat-treating furnaces and the frame as-sembly department.

The press of orders, which has kept the present Walker factory busy day and night, is responsible for the addition, according to Company officials. It is estimated that this ad-dition plus the new manufacturing facilities of Walker Vehi-cles, Limited, of England, will more than double the total Walker production this year.

The Gifford-Wood Co., Hudson, N. Y., has recently issued its complete catalogue No. 70. Approximately 18,000 copies of this catalog are being distributed among ice and ice cream manufacturers.

The company also has issued a four-page folder describ-ing its new model C power field saw.

"Cream City Cans" are going bigger than ever with the ice cream trade if production figures at the Geuder-Paeschke Fry plant, Milwaukee, are any indication for a basis of judg-ment.

Conley foil still "foils" the attempts of chocolate coated bars of any willful liquidation. The Conley Foil Co. are one of the largest producers of tin foil in the country. Their headquarters are at New York.

"Everything in steel stampings" is the work of the Beeh-ler Steel Products Co. St. Louis, Mo. Their special handles

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

for ice cream tubs have some qualities many others do not possess, they claim.

* * *

Much has been the variation in the price of sugar this year but the quality of the special sugar for ice cream manufacturers made by the Franklin Sugar Refining Co. of New York is as permanently fixed as the North Star. And it helps add quality to ice cream, the company says.

* * *

If outward appearances are a basis of judging quality as produced within the plant then there is nothing more to be desired in Eline's Chocolate. The plant and grounds of this institution these autumn days is certainly a symphonic poem of architecture and natural beauty.

* * *

A unique concern in the manufacture of metal products is the L. F. Grammes & Son Co., Allentown, Pa. Their catalog includes everything imaginable in the way of metal specialties. Their line for the ice cream trade is growing with each issue of their catalog.

* * *

Vermont, it is a general belief, leads the nation in maple syrup, but for a close second in producing the same flavor Mapleine, as produced by the Crescent Manufacturing Co. at Seattle, Wash., is sure giving the original a "run for the money."

* * *

Horine & Bowey Company of Chicago are putting out a nice extract and color catalog this year which should prove very interesting to the trade manufacturing ice cream. The company puts out a compound caramel flavor and it would be of benefit to manufacturers to try out a sample gallon.

* * *

The Individual Drinking Cup Company of Easton, Pa., are the original makers of the paper cup for the serving of individual ice cream as sundaes. They put out a snowy white container with a little cap top printed to advertise the company's brand of ice cream. The brand of cup is known as the "Dixie."

* * *

Kay & McClintock of Elyria, Ohio, have a universal ice cream cutter which they claim is speedy, safe and economical to operate. It can be adjusted to any size cut instantly. Many ice cream manufacturers will remember the interesting exhibit at the last convention in Cleveland.

* * *

The Meyer Dairy Equipment Company of Birmingham, Ala., and St. Louis, Mo., are showing a complete line of creamery, dairy and ice cream equipment and supplies this season. They have a large and well-balanced stock made by America's leading manufacturers of dairy equipment and supplies. The engineering department always offers its services to any firms interested in the dairy line. The firm is also headquarters for Cherry Perfection Equipment.

* * *

The Murray Iron Works Company of Burlington, Ia., are putting out a duplex creamery boiler which is gaining some notice in the creamery, ice cream and dairy field. They also have boilers for use in most any line of business. Their boilers are internally fired, self contained, and nearly smokeless and no brick work is required. Branches are at Chicago, Philadelphia, New York and Kansas City. Hawkeye Supply Co. of Mason City are handling Murray boilers in the several states west of the Great Lakes.

* * *

With the winter months, the season of big dinners, entertainments, etc., approaching, ice cream men dust off the ice cream molds that were more or less forgotten about during the summer months, and begin to watch the society columns for "coming events." Anticipating the average i. c. man's needs, W. W. Cassell of Vincennes, Ind., manufacturer and patentee of the Cassell Center Molds, calls attention to a few of the designs he is in position to furnish, in a full page ad in this issue. Turn to it now.

* * *

The famous B-K manufactured by the General Laboratories, Madison, Wis., is a very effective means for sterilizing milk cans, ice cream cans and other dairy equipment. It is one of the most efficient means known for killing the rapidly multiplying bacteria in milk and cream, officials say.

* * *

The St. Louis Gelatine Co. claims to supply "pure, hygrade gelatines, gums and ice cream powder." Service, quality and uniformity, is the company's slogan.

Blanke-Baer Extract & Preserving Company, Kings Highway, St. Louis, Mo., manufacture a vanilla known as BBB vanilla extract. One ounce excellent flavoring will flavor ten gallons of ice cream at a cost of less than four-tenths cents per gallon, it is

* * *

Pumps for all purposes in the ice cream plant offered by the Viking Pump Co. of Cedar Falls, Iowa, pumps are as lasting as the lives of the Vikings who sailed the northern seas hundreds of years ago. Pumps deliver a steady stream, eliminating splashing, excessive churning, which is of much importance in the weighing of ice cream ingredients from one holder to

* * *

There is something about the word "Elpam" that one a-guessing. Taste a brick of Elpam-flavored ice cream, however, and the mystery is solved, for it spells "reserve" if such a thing can be done. "Elpam" is a product of the G. W. Wardrop Co. of Boston, Mass., winning its own way into the list of ingredients for ican ice cream, the company says.

* * *

There are a half dozen or more of "red seal" ice cream manufactured by the Warner-Jenkinson Co. of St. Louis, Mo. that are used by ice cream manufacturers whose first site is quality. Among them are homo powder, vanilla, and tinted colors, extracts, milk of orange and ripe fruit. Year the Warner-Jenkinson Co. have added a large addition to their plant which more than doubles their capital. F. Meyer is president of the firm.

* * *

Wicander & Company, 50 Broad St., New York, offering the services of specialists to those installing ice cream cabinets or cold storage rooms. Wicander & Co. have manufacturers of cork products for more than 40 years and are in position to meet the requirements of the largest or the smallest plant.

* * *

"Now that the ice cream rush is over," says the Everhot Manufacturing Co. of Maywood, Ill., "ice cream manufacturers will have a little time to take the care of your equipment." This firm manufactures and solders iron, used very extensively by ice cream manufacturers for general repair work, and permanent branding of their cabinets and tubs. Write and clip and mail the coupon in their ad in this issue.

* * *

Standardized fittings, made according to the recommendations of the standardization committee of the National Association of Milk Dealers are being offered by Specialty Brass Co. of Kenosha, Wis. Their fittings on exhibit at the National Dairy Show in Syracuse, N. Y. are highly recommended. "Fittings to fit your needs" is a service by dealers everywhere in the United States. Quick service is assured.

* * *

To the average layman "Ucopco" doesn't mean much, but to the ice cream manufacturer it means quality. "Ucopco" is the product of the United Chemical and Products Co. of Chicago, who have met every demand for ice cream trade for a high grade gelatine. The "Ucopco" representative near you, at your service, is you may be.

* * *

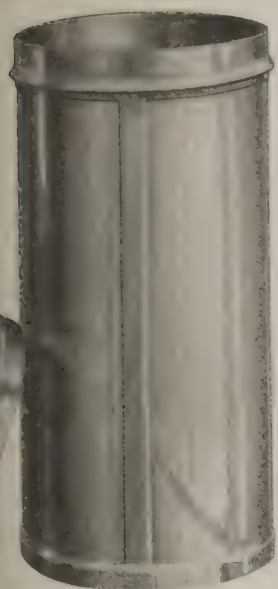
We wouldn't attempt to name all the cities where "Sterling" refrigerating equipment and "Sterling" service is obtained. This little paragraph is merely to emphasize that there are seven reasons, according to the company's advertisement in this issue, why "Sterling" is superior. See Bulletin No. CR-24 explaining the "Sterling" line in detail. It will be sent upon request. The home of "Sterling" equipment is Kansas City, Mo.—made by the United Iron Works.

* * *

Completion of an addition to the new factory of Walker Vehicle Company, Chicago, manufacturers of balance drive Electric trucks was anticipated the last of September, officials of that firm announced the month. The present factory at State and 87th St. in Chicago was erected two years ago. The new addition is a strictly modern and fireproof building, 360 feet by 100 feet of steel, concrete and brick. The new building is equipped with four new electric heat-treating furnaces and the assembly department.

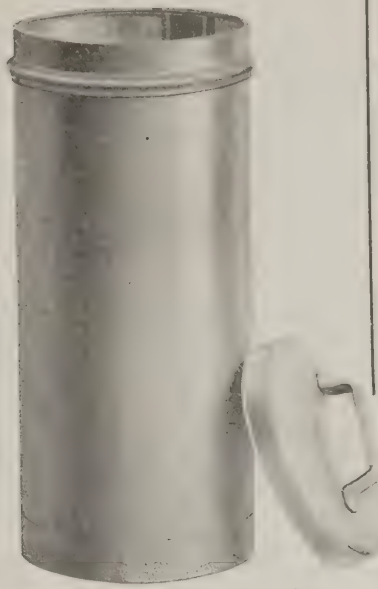
The press of orders, which has kept the present factory busy day and night, is responsible for the

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Soldered Ultra

Which Do You Prefer?



Solderless "Tinokeh"

For the first time you can get the facts on soldered and welded, or solderless cans, without bias.

Heretofore, every manufacturer of cans would loudly claim that his can was best—whether a soldered can or a welded can—according to the type he made.

No wonder ice cream men were bewildered—and got a lot of wrong ideas on the merits of these two types.

SOLAR ICE CREAM CANS

We Make Both Soldered and Solderless Cans —

and we can therefore honestly tell the truth about each—we need hold nothing back, nor camouflage.

This season we again offer the good old reliable Soldered Ultra, the can that put more pep in can making than any event in the industry. When the Ultra started, it started a march of improvements—and today the Ultra heads the list—millions in service attest its goodness.

Now for the "TINOKEH." Well—you have seen the other so-called welded cans—but if you want a common sense solderless can—that weighs more—that's stronger—that anyone can re-tin—that has no feather-edge fissures—that does not depend on tin to fill up cracks—then—you must see the "TINOKEH."

Pound for pound our prices are 10% lower! Surely write us!

SOLAR-STURGES MFG. CO.

50 Church Street, New York City

838 Congress Street, Chicago, Ill.

84 Clay Street, San Francisco



THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

according to company officials. It is estimated that this addition plus the new manufacturing facilities of Walker Vehicles, Limited, of England, will more than double the total Walker production this year.

* * *

Ask a dozen ice cream men at any convention what is their second best seller, and the majority of them will chorus "Chocolate." The grade of chocolate used in making ice cream has a great deal to do with the volume of chocolate cream sales, according to the officials of the Stollwerck Chocolate Co. of New York, Chicago and Los Angeles. Stollwerck have always tried to produce a grade of chocolate that is best suited for the making of ice cream. They also manufacture a high grade coating for ice cream bars. The factory is located at Stamford, Connecticut.

* * *

A company that produces cartons for the largest manufacturers of butter, butterine, lard, etc., is surely in position to supply quality and quantity for the average ice cream manufacturer. The Sutherland Paper Co. of Kalamazoo, Mich., offer their high grade "Character Cartons" at attractive prices, whether purchased in lots of 5,000 or 5,000,000.

* * *

All other factors being equal, a tall man is supposed to possess a better stomach than a short man, for he makes a little go a long way. The same may apply to the tall tub put out by the Texas Barrel Co. of Houston, Texas. The increased sales of this tub indicate that it is becoming a favorite, due no doubt to its lasting qualities. Write the company for information on the tall tub, or better still, get a few for a trial. This company also makes a circular cabinet that is very popular in some sections.

* * *

Don't wait till the holidays are here before purchasing the fancy ice cream forms need for making ice cream for the special occasions. Schall & Co. of 81 Barclay St., New York City make a specialty of fancy ice cream forms, of standard and special designs. Inquiries will be gratefully received and courteously attended to.

* * *

There is a lot of talk going around about "dealer helps," meaning advertising of one form or another, of course, but there is another form as advertised by the John Schroeder Lumber Company that holds its own with any of them. It is the Schroeder Perfection Cabinet that has given satisfaction wherever it has been used for many years. Yes, you may order a dozen cabinets or a dozen carloads from the John Schroeder Lumber Co. of Milwaukee, and the order will be given immediate attention.

* * *

Sethness Co. of Chicago, Denver and Pittsburgh are offering an exceptionally high grade line of fruits, extracts, colors, etc., under their well known Cosco brand, Sethness Company, have always endeavored to furnish ice cream manufacturers with the highest quality at all times, and they are now doing an ever increasing business with the ice cream trade, according to C. H. Sethness, secretary of the company.

* * *

For a great many years C. E. Downey, president of Downey-Turnquist & Co. of Chicago, has devoted his time to the development of the ice cream business during the winter months, and Mr. Downey's firm is now offering to the ice cream manufacturer the services of a new department with the view of boosting the ice cream man's profits during the dull season. Mr. Downey also announces the appointment of G. H. Steuer as vice-president, in charge of production for the firm. Both Mr. Steuer's and Mr. Downey's pictures appear on another page. Business has increased wonderfully, Mr. Downey reports, and they have been obliged to obtain another floor in the building they occupy, thus increasing their space 100 per cent. Part of the additional floor space is being used for the manufacture of new products, among them being new flavoring extracts, soft drink specialties, certified food colors, toiler preparations, and "Steuer's" household home remedies.

* * *

Where are your cans during the winter season? Are they lying in a storage room unprotected, rusting, deteriorating more rapidly than if they were in actual use? A few years ago such a condition was unavoidable, but today we do the impossible of the past. A product known as "No-Ox-Id," made by the Dearborn Chemical Co. of Chicago is guaranteed to prevent the rusting of cans and other metal equipment of the ice cream factory when not in use. If you are interested saving your equipment during the season

when it is lying idle, it would pay you to invest Ox-Id."

* * *

It is no longer necessary to ice cabinets ever according to the officers of the Dry-Zero Insulation Co. of Chicago, and Oakland, California. Their new Dry-Zero is said to keep ice cream in perfect condition 48 the same amount of ice and salt that is being used in 24 hours. Turn to their advertisement in one of the colored sections of this issue, to get the full details.

* * *

Even some of the most experienced makers of cream seem to be under the impression that if they make a hundred molds of fancy ice cream, they need 10 to 50 duplicate forms. They used to, but not Stechow of Shaw & Stechow, 904 Central Ave., who has perfected his new type of mold. The S. & S. mold is a convenient one, and economical one, for the manufacturer of fancy ice cream, for one form only is needed for any amount of fancy cream. Molds can be furnished in any size or shape, with any design. See the S. & S. advertisement in this issue, or write Mr. Stechow for particulars.

* * *

The manufacture of ice cream as demanded by the public today requires more than the mere mixing of sugar and vanilla. A firm in Boston, Chittenden Co., are offering ice cream powder preparations to enhance the richness, smoothness and viscosity of ice cream mix, and permit obtaining of a better uniform overrun with a shorter period of ageing.

* * *

Recent purchases of canvas goods from the U. S. Government at reduced prices has enabled the Scott Manufacturing Co. of Omaha, Nebraska to offer ice cream tubs at very attractive prices. Eighteen and 20 ounce tubs are used, making a very strong and substantial tub at low prices are effective as long as the material lasts.

* * *

At the ice cream conventions we hear a lot of talk about shipping out ice cream tubs, never again to return, record of where they are at. A convenient little device known as "Tag Bak" has been perfected by Tag O'Brien of Ogden Ave., Milwaukee, which keeps an accurate record of where tubs are, thus reducing the number of tubs for shipping business, and eliminating disputes with customers. This system was first used by the Luick Ice Cream Co. of Milwaukee.

* * *

Foil wrappers for ice cream bars that are sold by the guaranteed count, that are tough, hard to tear, backed with pure wax paper, made from guaranteed non-fading, brilliant lustre, beautiful in design, free from ink stains or off-set, and known as the Mac Wrappers, are being offered by the U. S. Foil Co. of Louisville, Ky. A postcard will bring to you samples of beautiful designs.

* * *

A machine that automatically cuts, dips and wraps a hundred dozen chocolate coated ice cream bars an hour can be shown in booth No. 89 at the Cleveland Exposition. Eighty dozen an hour is the daily average capacity of the machine, manufactured by the Anderson Bros. of Rockford, Ill.

* * *

Mr. Monrad who has been transferred to the Little Falls office of the Chr. Hansen Laboratories of Little Falls, N. Y. is doing fine and certainly is not slow in finding a lot of staunch friends and customers throughout this section. If you ever feel blue and down-in-the-gills, pick up one of his issues of "CHeeSE" and give yourself a laugh.

* * *

The Heathized Products Company which claims to put the pep into ice cream, and which company is headed by Paul Heath, is doing a lively business and keeps a large force and office people on the job. Heathized Butter Process is handled through The Heathized Butter Co. of Baltimore, Md., of which Mr. Rosenbery is manager.

* * *

The Kimble Glass Company of Vineland, N. J., Chicago, Ill., and New York, N. Y., can show a fine line of glassware. The company is one of the best-known in the field and put forth constant effort to improve its product to a perfect line as is. The glassware now has etched and graduation lines in permanent black enamel

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



See the Eskimo Pie Makers at the Convention

We will demonstrate the most economical way to make uniform Eskimo Pies. See the machines in actual operation, and you'll see the way to lower costs and more profit sales this year.

The Biggest Eskimo Pie Year

Manufacturers who sold 5c Eskimo Pies last year—are throwing the throttle wide open and are going full speed ahead this year. They know that Eskimo Pie is the sure way to increased, profitable winter gallonage.

September Breaks All Records

September was the biggest month in Eskimo Pie wrapper sales in our history. Those who made Eskimo Pies last year are doubling and tripling their orders. New manufacturers—big and little are coming in every day. October is showing even more pep than September.

Get In and Cash In

Someone in your territory is going to profit from Eskimo Pie this year. Why not you? It's easier to sell than compete against Eskimo Pie. The public preference—plus a big comprehensive, merchandising co-operation are the factors that make Eskimo Pie the one best bet this year.

Get the "Cold Facts" Book It tells all

This book shows in A B C form the most profitable and most economical way to make and merchandise Eskimo Pies for bigger gallonage at more profit. Get the book at the convention or write for it.

See us at Convention Hall or at our headquarters at the Cleveland Hotel.

Act Now—Write or wire your orders for wrappers—then meet us at the convention.

ESKIMO PIE CORPORATION

5 North Wabash Avenue
Chicago, Illinois

glassware leaving the factory and it will withstand the hardest kind of laboratory usage such as acid contacts, boiling water, soap and cleaning powders.

The Myles Salt Company of New Orleans, says it has a fine product for use in the handling of ice cream. It is excellent for the freezing and has lasting qualities. The company has an interesting slogan, "Insure your pack with Myles."

The Louis F. Nafis, Inc., well-known glassware company are very happy and doing very well in their new home on North Desplaines St. Chicago. Mr. and Mrs. Nafis are well known to the trade and usually make all the conventions together. The company has been in the field for twenty years and this backs the claim that Nafis scientific glassware has been recognized as one of the leading lines in the country.

Damrow Brothers Co., of Fond du Lac, Wis., has given full information of its extensive line listed in a fine catalogue which can be had for the asking. The company has a line of creamery equipment, condensing machinery, and storage tanks. Get their catalogue.

The Erecting Engineers Company of 9 So. Clinton St., Chicago are "builders of better plants." They are experts in the refrigeration line and for Sterling model plants it will pay a contemplating builder to get in touch with this firm, officials say.

The Duluth Cooperage Company of Duluth, Minnesota, the city of hills and beautiful complexions, can show a fir ice cream tub equally as attractive as the aforesaid. It is a durable, well finished tub, painted to any distinguishing color and a good advertisement for ice cream, officials say. The quality, finish and workmanship are of the highest caliber, it is claimed.

Ferguson-Lander Manufacturing Company of Chicago, puts out an ice cream carry-home bucket which can't be beat for neatness and attractiveness. It makes an appeal to the purchaser of any brand of ice cream. Comes in a variety of styles and sizes sufficient for average requirements. Samples and prices will be submitted by request to the company.

The Fortune Products Company of Chicago puts out a "Thinflo" coating of high-grade chocolate made especially for the purpose of coating ice cream pies in the right manner. Five cent pies go humming when coated with this excellent covering.

Epplesheimer & Company of New York City put out a line of fancy shaped ice cream molds for large and individual serving which would attract any ice cream manufacturer. They have a nice booklet which can be had for the asking and many molds of interest to the manufacturer can be found illustrated therein. Winter is the time for this special form of serving and many suggestions can be found in their booklet.

The Federal Asbestos Company of Milwaukee, Wis., puts a cork insulation in your cold storage room which will be permanent and of efficient insulation. Their double thick insulation for brine and ammonia pipe lines can't be beat. They are also dealers in cork board, granulated cork, cold storage doors, cold storage gasketing, asphalt and ice cream cabinets.

The Economy Silo Manufacturing Co., of Frederick, Md., has a paramount cabinet for ice cream which is very attractive. It is made of California Redwood. This is unsurpassed for insulating wood. The cabinets have removable bottoms and removable brass outlets. Tubs and metal lined cabinets are offered in all sizes and styles.

That ice cream manufacturers are ever seeking to impress the public with the care they take in delivering a sanitary product is reflected in the increased sales of Allen-One-Piece can liners as reported by the Allen Candy Co. of Pontiac, Illinois, who are manufacturers of this practical need for progressive ice cream manufacturers.

Where weight is a consideration and insulation a necessity, Balsa wood meets every requirement. The possibilities

of this strange wood is demonstrated at its best in the various styles of ice cream cabinets as put out by the Balsa Co. of New York City. If you want something to fool your friends, get a sample of Balsa wood and them to lift it. The surprise their faces will register worth photographing.

One of the achievements in 1923 dairy equipment was a new pasteurizer as developed by the American Brass Works of Cincinnati, O. The principle of operation is entirely new and practical. This new equipment has already been accorded a reception that speaks well for its future popularity.

With the oil controversy at its height every man that geographical location "Mid-Continent" would create the impression that nothing existed there but the auto product. One look at the immense deposits of salt coal by the American Salt & Coal Co. of Kansas City in that territory is sufficient to dispell this oily impression. The carload after carload of "American" salt going to the ice cream trade makes one hunger for the product forward to help preserve.

St. Louis business folks like to consider themselves being in the commercial hub of America. Their concentration and industrial variety makes them feel that way. And as a centrally located concern in the dairy manufacturing vacuum pans, hot wells, milk coolers, having extensive equipment for repairing all kinds of cream and dairy equipment, the Alois Aufrechtig & Co. Sheet Iron Mfg. Co. of that city has long held a prominence and satisfaction to its customers.

The Standard Pressed Steel Co., Jenkintown, Pa., has the ice cream trade steel display sign legs, products supporting display signs in front of stores. These signs are made in one piece, of open hearth steel, grooved sign frame to be fitted. They are claimed to be unbreakable.

The Vilter Manufacturing Co., Milwaukee, is in the business to supply ice cream manufacturers with machinery which to make their own ice. They invite manufacturers to consult them in regard to machinery for cooling the ice cream room.

This company is located at Louisville, Ky. It is the foil for the wrapping of Eskimo Pies. Officials will be glad to have manufacturers consult them about their needs in this line.

Water-proof, airtight, cushion gaskets for refrigerator doors and airtight sectional cooling coils and refrigerator-joints, are supplied by E. J. Wirfs, 17th St., St. Louis. They invite members of the trade to get samples and prices, stating size and quantity needed.

The Peerless Paper Box Manufacturing Co., Cleveland, O., offers ice cream cartons to the trade. Companies are invited to delegates to the national convention to visit their place of business, at 1137 W. Sixth St., while in Cleveland.

Universal Shops, Inc., Horseheads, N. Y., manufactures the Universal gauge protector, small brick or pipe machines, and Monel metal hoppers for freezing machines. Officials say they design and build anything for the ice cream and milk plant.

Ice cream tubs and cabinets are offered by the J. Verville Co., Hancock, Mich. The company has been active in the ice cream industry for several years. They claim that their products have given full satisfaction wherever they have been used.

Sanitary fittings and tubing are offered by the Wisconsin Specialty Co., Waukesha, Wis. These fittings, companies officials say, are made of solid nickel alloy. They are specially designed for wear and quality, service and economy, officials claim.

"Weiscans" are built to solve the manufacturing problems, according to the manufacturer, the Fibre Container Corporation, Monroe, Mich. They are built to stand rough usage, the company claims.

York refrigerating machinery is handled by the York Refrigerating Co., Chicago, Ill. The company invites

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

A Complete Line of

MILLER
Brine Ice Cream Freezers

will be on exhibition
at the

NATIONAL ICE CREAM
EXPOSITION

Cleveland, Ohio
Oct. 22-27, 1923

You are cordially invited to make
the Miller booth your headquarters

The H. H. Miller
Industries Co.

CANTON, OHIO

Originators and Manufacturers of
MILLER PASTEURIZERS, FINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY

THE NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

facturers to let it show them why this machinery is "in a class to itself." J. G. Hammerschlag, 1016 Majestic Building, Milwaukee, is Wisconsin manager.

Clifton Manufacturing Co. has announced the appointment of the following representatives: A. B. Avery, 220 N. State St., Chicago; A. M. Wooster, 1425 Chemical Building, St. Louis; L. S. Castle, 4858 Chemical Building, St. Louis. This will enable the company better to serve the northern trade, officials say.

In the new booklet issued by the Nutting Truck Co., Faribault, Minn., manufacturers, their truck is called the "Celebrated Truck." Nutting trucks save a great deal of time in transporting filled or empty cans and other equipment about the ice cream plant. They are exceedingly well made, stand up under the hardest kind of service and bear up well under the most extraordinary test, they claim. Send for the booklet.

"Packaging ice cream at the Plant Usually Results In Time and labor saved for Your dealers. People Are Partial to Easy-to-handle containers and Re-act favorably to purity paper cans. Constant Assiduity is Necessary to Secure the satisfaction of your customers"—so say the Purity Paper Vessels Co. of Baltimore, Md., in recent advertising. And the ice cream manufacturers silently signify their approval by continually sending in repeat orders, according to officials. W. R. Lenderking, general manager of the company, will gladly assist ice cream manufacturers in solving their bulk cream packaging problems.

Sales efforts and advertising of the right kind, properly directed helps wonderfully to stimulate sales of ice cream during the so-called dull winter season. The series of ice cream talks offered by Kunsman's Ad Service of Reading, Pa. takes care of the advertising end of a winter sales campaign to mighty good advantage, according to the company's claims. They say their line is worthy of investigation.

With those marketing ice cream in the little paper cup, the "Kleen Kup" met with instant favor, we are told. The "Kleen Kup" is free from wax, made of pure white spruce wood fibre, easily filled because of the large unobstructed opening, and requires little storage, it is claimed. These cups are made by the Mono Service Co. of Newark, N. J. They are intended to sell ice cream in winter.

The National Fruit Flavor Co. is offering a trial gallon of its noted flavor "Cremilla." Use as much of it as you choose for the trial, officials say, and if not perfectly satisfied return, and all charges will be cancelled upon receipt of the unused portion.

With the price of the chocolate coated ice cream bar reduced to five cents, there was need for a method of making the bars by machine at a cost much less than that of the old hand method. This need was filled by the Northwestern Corporation of Morris, Ill., whose new model machine reduced the cost of the ice cream bars to 20 cents a dozen.

"Ask Graham, he knows," according to a certain manufacturer of copper ware. Mr. Graham of the Graham Ice Cream Co., Omaha, spoke very favorably of the copper steam-jacketed gelatine melter which he purchased of the Hamilton Copper & Brass Works of Hamilton, Ohio.

You can fill 'em, fifty cartons a minute with the Little Lincoln filler made by the Icicle Sales Company of Lincoln, Nebraska, we are told. Theirs is a convenient little device for the filling of Icicle cartons. The manufacturers say it is very simple in design and nothing to get out of order. This company also promotes Icicle, and will be glad to give anyone interested information about them.

The "Open Door" policy and the Jamison cold storage door policy may sound alike, but they are, in reality, quite different. Jamison cold storage doors are noted for being efficient where efficiency is needed most, it is claimed. With the patented adjustable spring hinges and self-tightening fasteners, the Jamison door is all that can be asked for, the company says.

Exhibitors at the dairy show were very much interested in the new style of cabinets being put out by the Stout Manufacturing Company of Milwaukee. It is a self-serving brick cabinet with each size and flavor carried in its own com-

partment. Mr. Payne, manager of the company, reports that manufacturers of ice cream expressed their approval of design.

R. E. Tiffany, president and vice-president of Tiffany Company, Inc., of Carbondale, Pa., manufacturer of cream and soft drink cabinets, reports that the trade has expressed approval of the extra heavy gauge hard steel, which is very difficult to puncture. They are using picks used in icing cabinets, they claim. All are fitted with a one-inch brass nickel with a special and exceptionally well built.

OKLAHOMANS WILL ATTEND EXPOSITION

Reservations have been made at the Hotel C for at least four members of the Oklahoma Association of Ice Cream Manufacturers. Secretary J. B. advises The Ice Cream Review that at this hotel found J. W. Parker of Enid, F. J. Bouvy of Tulsa, W. Hauk of Tulsa and Gabe Parker of Muskogee.

ARKANSANS TO ATTEND NATIONAL CONVENTION

The Arkansas Ice Cream Manufacturers' Association will be represented at the Cleveland exposition by George F. Cress, Prescott Ice Cream Co., Prescott, Scott, A. J. Scott, A. J. Scott Ice Cream Co., Jacksonville, and Will Terry, Terry Dairy Co., Little Rock.

This is reported to The Ice Cream Review by Meyer, secretary of the Arkansas Ice Cream Manufacturers' Association, who made inquiry as to how many of his members would attend the national convention. Others from that state also are expected to go.

PLANS FOR LARGE ICE CREAM PLANT IN SEATTLE PLY ORIENT ANNOUNCED AT SEATTLE

Plans for the erection in Seattle, Wash., of a 1,000 ice cream plant, has been announced by F. V. president of the Seattle Ice Cream Co. This will be one of the finest plants in the West, it is promised. The erection of the new plant, says Mr. Fisher, was made necessary by the rapid expansion of the company's business, not only in Seattle and western Washington and but also in the shipment of the mix to the other states where frozen and distributed there.

Further information concerning this plant will appear in an early issue of The Ice Cream Review.

HAROLD SINCLAIR WILL MISS EXPOSITION

A letter from Harold A. Sinclair, who is now in Canada, conveys the information that physical conditions will not allow him to attend the exposition. Mr. Sinclair was at Lac La Pêche, Quebec. He stated that he will return to New York October 17 to resume work, but that he would not be able to attend the convention in December, when he will take in the Pacific coast exposition at Vancouver, B. C.

GEORGIANS READY FOR EXPOSITION

J. D. Kinnett, president of the Georgia Ice Cream Manufacturers' Association, advises The Ice Cream Review that 60 per cent of his membership will attend the national convention. The association has been holding meetings to make preparations to attend.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



R. S. JENNINGS,
Cannery Package Co.



HENRY W. STERNE,
Sani-Dairy Products.



G. H. STEUER,
Downey-Turnquist & Co.



O. C. MILLER,
Cannery Tinning Co.

Who's Who in the Exhibition Hall

Some more of the Supplymen
who will represent their com-
panies in the exhibition booths



C. H. ACHELPOHL,
Citrus Products Co.

Southern Association Officers to Attend Convention.

Clopton, secretary of the Southern Association of Ice Cream Manufacturers, will be at the exposition. National convention delegates about the Southern Association will meet at Little Rock in December. The Dixie convention will be held December 4, 5 and 6.

Clopton, of course, is greatly interested in the work of the national association, as well as the members, but he wants everybody to know that the association expects to have one of the best conventions in its history.

Other Southern officers are expected to attend the exposition. President M. J. Costa of Athens, Georgia, regular attendant at national conventions, as is Fred Scanlin of Atlanta, who represents the association as delegate to the convention.

NATIONAL ICE CREAM EXPOSITION MEANS OPPORTUNITY. LET NOTHING KEEP YOU AWAY.

PATENT GRANTED.

The United States has granted to the J. W. Hoodwin Co. of Chicago a complete patent covering the name, design and idea of Survitors, cardboard ice cream cone carriers, according to announcement to The Ice Cream Review by The Daigger Corp.

FARE AND A HALF.

When you purchase transportation ask the agent for a convention certificate. It will entitle you to a half-fare return ticket.

NEED ANY HELP?

If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.

WANT

DEPARTMENT

HELP WANTED

WANTED—Salesman. Experienced in selling supplies to manufacturers in the ice cream and dairy trade in the Middle West. State salary expected. Good opportunity with old established firm. Applications confidential. Address R-676 The Ice Cream Review. 11-23

EMPLOYERS!—Men, men, men—the crying need of the day! If you need any men in your business today, read the following ads and see if you can use any of these. The fact that these men are advertising here stamps them as unusually progressive. Write them and give them a chance to sell their services to you. "Ice Cream Review," Milwaukee, Wis. 11-23

POSITION WANTED

POSITION WANTED—Young man experienced in mixing, standardization of solids, overrun and acidity, viscolizing, freezing, factory management and sales. Can handle men. Desires position in ice cream factory or work in pasteurizing room of milk plant. Will go anywhere. Address R-683 Ice Cream Review. 11-23

POSITION WANTED—Are you a manufacturer of food products, or, electrical and mechanical apparatus for sale to ice cream manufacturers, confectioners and bakers? Do you desire representation by party thoroughly competent to handle your line? Have had ten years experience with this class of trade and am graduate of law. Have office at Baltimore where I represent three nationally known concerns. Want one additional account for reason that one of my company's can not fill all my orders. If integrity, clean record and efficiency counts to you, and will mean exclusive representation, address, Manager 510 Park Bank Building, Baltimore, Maryland. 11-23

FOR SALE BARGAINS
BUSINESS

FOR SALE—Complete ice cream factory in a rapidly growing Southern city, with 20,000 population. Excellent going business with everything in the very pink of condition, with three railroad and one steamer line, located within twelve miles of one of the finest seaside resorts on the South Atlantic coast and a real bargain for one looking for such opportunity. Address: R-644, The Ice Cream Review. 11-23

FOR SALE—CREAMERY—Fully equipped, with all machinery to make a creamery complete. Only run a few months. Will sell equipment and rent building if so desired. Everything is run with one large motor. Will sell very cheap if sold this fall. Plant is running at present. Thompson Bros. Ice Cream Co., Butler, Pa. 11-23

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND
Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 9-23tf

FOR SALE—Owing to the purchase of two of the local ice cream companies, we have the following equipment for sale: Four Tyson 40-quart freezers, motor driven; two Cherry 60-quart freezers, motor driven; one Emery Thompson 40-quart vertical freezer, belt driven, used one month; one Allman Gas Engine Co.'s tub freezer, self-emptying; one 400-gallon Cherry pasteurizer, used one season; eight delivery trucks with Meyer bodies; one trailer, 5 or 7 tons capacity, which has been in use for a short period for carrying ice cream to the Niagara Falls branch; one Creasey 50Y ice crusher, with hopper attachment. Any further information will be gladly given. Rich Ice Cream Co., 470 Spring St., Buffalo, N. Y. 9-23tf

FOR SALE—One 150 gallon coil pasteurizer without circulating tank. In excellent condition, \$150.00. Address R-585 Ice Cream Review. 11-23

2c A
WORD15 cents extra for
blind address

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

FOR SALE—Owing to the purchase of two local ice cream companies, we have the following equipment for sale: Four Ripon 40-quart freezers, motor driven; two Cherry 60-quart freezers, motor driven. One Allman gas engine, Co's tub freezer, self-emptying; two 500-gallon Cherry pasteurizers, used one season, light delivery trucks with Meyer bodies; one trailer, 5 to 7 tons capacity, which has been in use for a short period for carrying ice cream to the Niagara Falls branch; one Creasey ice crusher, with hopper attachment. Any further information gladly given. Rich Ice Cream Co., 470 Spring St., Buffalo, N. Y. 11-23

FOR SALE—A number of glass lined and tin lined mixing kettles, churns, wrapping, packing and labeling machines, etc. Acme Sales Corporation, 189 No. Clark St., Chicago. 12-23

FOR SALE—One 60-ton horizontal double acting H. & C. safety compressor, direct connect to Murray Corliss engine, in first class condition, with complete high side. Address W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 11-23

FOR SALE

One of the best equipped ice cream and ice plants in the state of Wisconsin. Having excellent shipping facilities. Well established ice cream trade. Situated in the heart of Wisconsin dairy industry. You will do well to investigate this proposition. Address: R-657, The Ice Cream Review. 11-23

For Sale—Belt Driven
Ice Machine

1 35-ton De La Vergne ice cream
7 ton can plant, high side and
Motor, \$4,000.00 on cars Buffalo.
1 30-ton York upright Dupl
pressor with Corliss engine, \$1,00
1 35-ton same style as above,
200 ice cans, 41 inch by 10 in
inch, \$1.00 each.
Write Charles S. Jacobowitz, 18
ara St., Buffalo, N. Y.

WANTED TO BUY

WANTED TO BUY—Used ice
equipment. Forty quart C. P
homogenizer or viscolizer. 300
teurizing vat. 200 gal. pasteur
Set cooling coils. 100 ice cre
200 ice cream cans. 100 gal. st
or holding vat. Address: R-614
Cream Review.

COMPEND OF MECHANICAL
AND REFRIGERATION
ENGINEERING.

FOR YOUR ENGINEER

A book that will assist him in
efficient and economical operation
your plant.

GENERAL ENERGETICS AND

1. Matter, Motion and Energy.
2. Light and Electricity.
3. Heat.
4. Fluids; Gases; Vapors.
5. Molecular Dynamics.

THERMODYNAMICS.

1. Thermodynamic Principles.
2. Modern Energetics.
3. Thermochemistry.
4. Calorific Media.
5. Calorific Transfers.

PRODUCTION OF REFRIGERATION

1. Types of Refrigerating Machines.
2. The Ammonia Compression System.
3. Other Compression Systems.
4. The Absorption System.
5. Air, Vacuum Machines, etc.

APPLIED REFRIGERATION.

1. Distribution of Refrigeration.
2. Ice-Making, Storing, etc.
3. Cold Storage.
4. Refrigeration in the Brewery, etc.
5. Refrigeration for the Pulp and Other Industries.

OPERATION OF PLANT.

1. Boilers.
2. Motors and Pumps.
3. Miscellaneous Auxiliary.
4. Management of Plants.
5. Testing of Plants.

RULES AND TABLES.

1. Mensuration.
2. Weights and Measures.
3. Tables on Light and Electricity.
4. Tables on Heat.
5. Tables on Liquids and Gases.
6. General Engineering.
7. Refrigerating Machinery and Efficiency.
8. Tables on Piping and Cold.

EXAMPLES.

1. Production of Refrigeration.
2. Application of Refrigeration.
3. Operation of Plant and Engineering.

Plates (Illustrations)
PRICE, \$3.50 (Postpaid)

ORDER NOW.

OLSEN PUBLISHING CO.

Fifth and Cherry Sts. Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ag. Kimmick

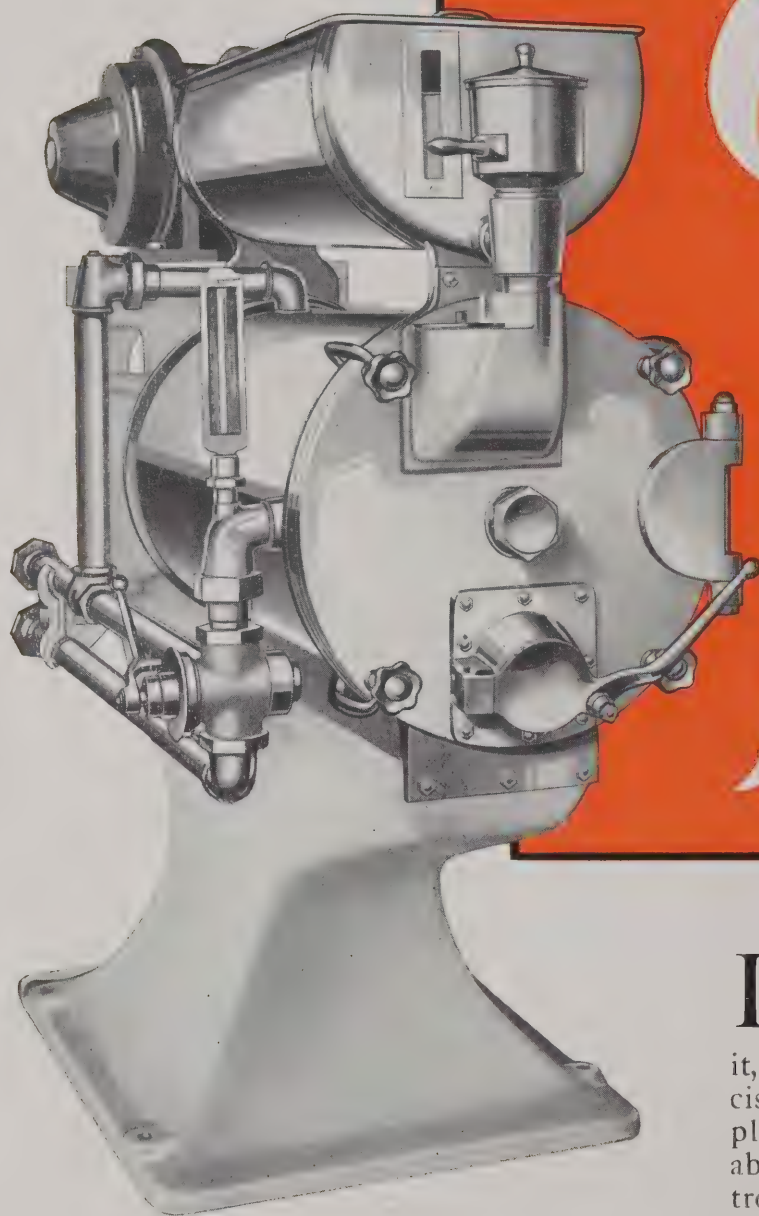
The ICE CREAM REVIEW



Number 4

MILWAUKEE, WISCONSIN — November, 1923

Two Dollars a Year



the Cherry 80 Quam Freezer

IMPORTANT though it is, do not think of this freezer only in terms of its unusual over-capacity. Think of it, too, in terms of its wonderfully precise and excellent construction—its simplicity—its fast and easy operation—its absolute dependability—its freedom from trouble—the ease and speed with which it can be cleaned—its long life—its ridiculously low cost of operation and upkeep—the perfection of its output.

Think of it as a freezer which is so precisely built that every part of the driving mechanism is machined to two-thousandths of an inch. Think of it as a freezer which is so substantially built of such fine quality materials that *there is no wear* on it.

And, then, think of it as a freezer which is marketed at a price which is little if any more than that of freezers of *less* capacity and *less* excellent construction!



J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tampa, Fla. Peoria, Ill.



Table of Contents

EDITORIALS.

The National Exposition—A New Triumph for the Industry.....	4
Convention Season in Full Swing.....	4
Growth of National Conventions.....	5
The Urge for New Accounts.....	5
Trouble in the Old Home-Town.....	5
"Distribution," the Great Cry in Trade.....	5
Introducing Ice Cream to the Movies.....	6
Ice Cream is the Democratic Dish.....	6
Oklahoman Plans Conventions in Business-like Way	6

CONVENTION NEWS.

Texans Gathering for Stirring Convention	8
Oklahoma Ready for Lively Convention..	12
West Virginia Association Expects Large Convention Attendance	14
Pennsylvania and Jersey Manufacturers to Meet	16
Tentative Program of Pa. and N. J. Convention	42
Record Ice Cream Brick at National Convention	46
Golf Match to Open Pacific Convention....	46
Michigan Show set for February 5-6-7...	46
New York State Manufacturers meet in December	46
Kansas Preparing for Convention.....	46
New England Association Meets January 16, 17, 1924.....	46
Convention Programs announced.....	47
Plans for Michigan Dairy Show.....	54
Pacific Convention Near.....	57
Californians Meet in January	57
Mississippi Association to Meet January 8 and 9.....	104

ARTICLES.

Mighty Outpouring of American Ice Cream Manufacturers	26
President's Address—Charles G. Morris..	30
Secretary Loewenstein's National Convention Report	32
Why Business Man Should Attend All Meetings of his Trade Association.	52
By W. W. Campbell	52
Advisability of a Weekly Service Charge.	58
By J. E. Dunne.....	58
Reducing Delivery Costs by Reducing Delivery Service.	62
By Harry J. Tait	62
Profitable Billboards.	64
By Miles D. Anderson.....	64
An Ice Cream Health Display.....	66
Sandy Ice Cream.	68
By Chester D. Dahle.....	68
Keeping Cabinets Working Winters—Letters from Manufacturers.....	70
Prof. Baer's Inquiry Department.	76
By Prof. A. C. Baer.....	76
Interurban Packing Routes.	82
By P. P. Miller.....	82
Report of Express Committee.	86
By Thos. H. McInerney.....	86

Cones and their Importance to the Ice Cream Industry.	88
By J. R. Wells.....	88
Carolina Firm Solves Problem of Keeping up with Tubs	90
Ice Cream Improvers.	92
By M. Woldenberg	92
Cleanliness in the Ice Cream Plant.	96
By T. S. Blair.....	96
A Convention Diary	122
Consumption and Manufacture of Ice Cream	148

NEWS AND PERSONALS.

New Officers of National Association.....	4
Snapshots of Visitors to the National Convention at Cleveland	25
More snapshots of Convention Visitors.....	31
Photos of State Association Officers.....	39
Pennsylvania Plant Builds Additions....	46
Pacific Association Promotes Dealer Cooperation	47
Trade Marks Department.....	48
"It's A Girl".....	48
Photos of three of the Convention Speakers	50
Minnesota Plant Purchased	57
"Miss Florence" visits Alabama.....	66
Hollinger Visits Coast	66
Sx Bulletin Again a Convention Feature..	104
Holly Made General Manager of St. Louis Plant	118
Northwestern Plant one of best in Country	120
Some Social Stuff picked up at the Convention	120
Photos of some Texas Longhorns.....	121
Trade Literature	141
Shots from Sx Convention Bulletin.....	126
Convention Flashlights and Sidelights....	128
Improvements for Northwestern Plant....	130
Lookin' on at the National Exposition with Lester S. Olsen.....	132
Notes on National Dairy Exposition.....	134
Notes of the Trade.....	142-144
News From Far and Near.....	145
Views of Booths at Dairy Show and Ice Cream Exposition	152

WAY DOWN SOUTH IN DIXIE.

Southerners eat "Bread of Friendship" at Cleveland	98
Topics of Wide Interest in Southern States to be discussed at Dixie Convention..	100
Putting over Ice Cream Specials in New Orleans—by F. E. Robinson.....	102
Wolfhounds	102
The Dixie Flyers' Little Sister.....	104
One of the "Roses of Little Rock" aids in Southern Convention Preparations...	106
Dixie Mail Bag—Gordon L. Moublo....	106
Dixie Flyers Announce Ice Cream Exposition Details	107
South Carolina Manufacturers Organize...	107
Southern Officials Complete Convention Plans at Cleveland Conference.....	108
Ladies' Auxiliary to S. A. I. C. M. and Other Organizations	118
Tennessee Lady Expects Lots of Fun at Little Rock	118
Secretary Dixon Tells Carolinians of Trip to Cleveland	145



Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	87	Ladd Company, John W.....	33-119
Allen Candy Co.....	107	Leffel & Company, The James.....	149
Anderson Bros. Mfg. Co.....	49	McCormick Company, Inc., The.....	123
Ass'n of Ice Cream Supply Men.....	3	Manning Manufacturing Co.....	61
Atlantic Gelatine Co.....	53	Manton-Gaulin Mfg. Co., Inc.....	20
Baird Company, William F.....	95	Matot, D. A.....	24
Baker Ice Machine Co.....	78	Merrell-Soule Sales Corporation.....	83
Barber-Goodhue Company, A. H.....	67-111	Michael & Co., David.....	77
Beehler Steel Products Co.....	28	Miller Industries Co., The H. H.....	133
Berger, Chas. A.....	13	Milligan & Huggins Gelatine Co.....	91
Bessire & Company.....	16	Mojonnier Bros. Co.....	91
Blanke-Baer Extract & Preserving Co.....	126	Mono Service.....	22
Canvas Products Corporation.....	140	Mulholland Co., John H.....	103
Cassell, W. W.....	110	Nyles Salt Co., Ltd.....	112
Cherry-Bassett-Winner Co.....	33-75	Nafis, Inc., Louis F.....	66
Cherry Co., J. G.....	Cover II	National Paint & Varnish Co.....	103
Chittenden Turner & Co.....	86	Nelson Manufacturing Co., C.....	15
Cincinnati Extract Works, The.....	89	New Era Company, The.....	63
Clifton Manufacturing Company.....	28	Nizer Corporation.....	146-147
Commercial Truck Co.....	76	Northwestern Corporation.....	93
Corrito Extract Co.....	85	Nutting Truck Company.....	82
Creamery Package Mfg. Co.....	81	Oakes & Burger Co.....	97
Creamery Package Mfg. Co.....	Cover III	Pfaudler Co., The.....	116
Crescent Manufacturing Co.....	84	Purity Paper Vessels Co.....	80
Crown Fruit & Extract Co.....	35	Richmond Cedar Works.....	92
Crystal Gelatine Co.....	130	Rogers, C. E.....	55
Daigger Corporation.....	Cover IV	Ryan Manufacturing Co., Inc., G. R.....	139
Dairy World.....	86	Sanitary Tinning & Manufacturing Co.....	122
Daly Brothers.....	118	Schall & Co.....	66
Decy Sales Co., R. J.....	38-83	Schantz, Inc., K. W.....	40
Downey-Turnquist & Co.....	94	Schott Bros. Co., The.....	109
Drew, James F.....	16	Schroeder Lumber Co., John.....	102
Dunn Company, Thos. W.....	131	Scott Manufacturing Co.....	124
Electro Chemical Co., The.....	57	Sealright Co., Inc.....	17-37-44-45
Elvria Enameled Products Co.....	19	Sethness Company.....	129
Eppelsheimer & Co.....	54	Sinclair, Harold A.....	87
Eskimo Pie Corporation.....	27	Smith & Mann.....	55
Essex Gelatine Co.....	68	Solar-Sturges Mfg. Co.....	143
Everhot Mfg. Co.....	114-115	Stollwerck Chocolate Co.....	58
Ford Co., The J. B.....	93	Sutherland Paper Co.....	71
Fortune Products Co.....	81	Swift & Company.....	70
Geuder, Paeschke & Frey Co.....	47	Taylor Instrument Companies.....	78
Glacifer Company, The.....	149	Texas Barrel Co.....	54
Gifford-Wood Co.....	85	Thompson-Bremer & Co.....	109
Grand Rapids Cabinet Co.....	65	Timm, Wm. H.....	11
Grothe Co., Inc., John J.....	150-151	United Chemical & Organic Products Company.....	72-73
Gumpert & Co., S.....	113	United Iron Works, Inc.....	1
Harris & Company, Arthur.....	90	United States Foil Company, Inc.....	125
Heathized Products Company.....	41	U. S. Freezer & Machine Corporation.....	51
Homer Manufacturing Co.....	89	United States Gelatine Co.....	18
Horne & Bowey Co.....	21	Viking Pump Co.....	134
Hudson Mfg. Co., The.....	29	Vilter Manufacturing Co.....	74
Hughes Gelatine Co.....	96	Want Ads.....	153-154
Hopwood Retinning Co., Inc.....	135	Wardrop Co., Inc., G. W.....	64
Impruv-Mix Co., The.....	43	Westerlin & Campbell Co.....	104
International Co., The.....	23	Whitten Co., J. O.....	36
Jamison Cold Storage Door Co.....	67	Wicander & Co., Inc.....	132
Kohnstamm & Co., H.....	129	Wirfs, E. J.....	60
Kunsman Ad. Service.....	88	Wood Manufacturing Co., John.....	7
		Zipp Manufacturing Co.....	137



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



EVER more widely and with added lustre shines this Seal of Safety for Ice Cream --- A National Industry. Ever more solidly behind it is being built the organized selling principle of FAIR PRACTICE.

The Seal



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN

1328 Broadway

New York City



of Quality

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Arkansas Association of Ice Cream Manufacturers
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

NOVEMBER 1923

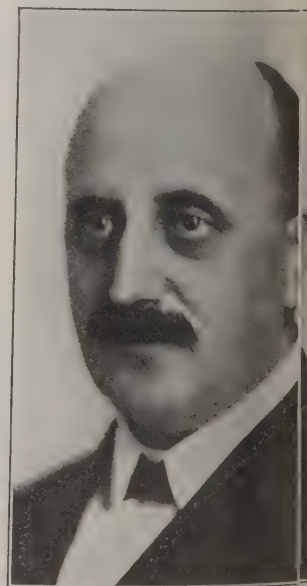
National Association Officers for 1923-24



VERNON F. HOVEY,
Schenectady, N. Y.
President.



N. LOEWENSTEIN,
Chicago
Secretary.



W. W. CAMPBELL,
Shreveport, La.
Vice President.

MANY gratifying impressions linger after the ice cream carnival at Cleveland last month. A passionate reflection brings out many cheering upon the stability of this industry and continued advancement.

Convention officers must feel fully content with the fruit of their labors. Cleveland was a veritable Mecca for ice cream men of virtually every part of the country. For one week the city literally was America's "ice cream capital."

Both the exposition and the convention were up to all expectations. Interest and enthusiasm were maintained throughout all convention sessions. Optimism was everywhere. The exposition hall was a treasure-trove of information. Every machine, device and substance connected with the industry was displayed. It seemed as if the entire supply industry was on dress parade. The greatest gathering of spectators in the history of the industry.

All in all, it was a job well done. Every ice cream man has great cause for pride in an industry where two groups can so effectively collaborate for advancement, such as held at Cleveland. It was the national ice cream industry's greatest convention, leaders agree. It was the ice cream industry's greatest co-operative achievement. A new triumph is recorded.

THE convention season is on in full swing. The state associations have announced their meeting dates. Officials, without exception, express themselves as looking forward to record gatherings. In addition to the conventions are the ice cream courses. Leading universities are announcing their winter classes in ice cream making. There is a liberal education to be gained both at your convention and at short courses.

Cleveland convention emphasized the fact that association rapidly is approaching the point where separate sessions will be necessary. Growth in attendance has brought about a problem.

It would not be surprising to see the association next year have two separate programs, or maybe so alter them on one program that they may address different bodies of delegates. Hotel conference rooms are proving inadequate to accommodate the delegates who now attend the national convention and learn.

The Georgian room of the Hotel Cleveland literally overflowed with humanity at every session of the association. Relief from this congestion will be sought in 1924, it seems sure, after hearing association officers press themselves in this connection.



Ice cream manufacturers disappointed with the margin between income and outgo wonder where it has gone. The man who does not like to face reality will never figure out his difficulty.

In the past we have too greatly followed the urge for more accounts. Some of us still are blindly rushing for more accounts and not studying how to get the best out of the ones we have. Such people always will be in more trouble.

It must be remembered that every extra dealer or patronage you get costs you so much in service and the point to be decided is whether a new dealer is worth the effort that you could just as well put into an old account in pushing his sales. It is much better to push up the volume of a "live," reliable dealer to the extent of five gallons than to let him stand still and go after another man whose total volume is only to five gallons.

Some of us blindly rush after new accounts without giving proper attention to the old. That's generally the matter with the manufacturer who thinks he is doing good business but can't see it in the figures.



Like in the old home-town, where you grew up wild with the flowers, they continue that sweet, old-time habit of gathering loving hearts together in ice cream socials, every once in a while. You probably remember the many evenings you have perspired over the ice in a desperate battle between elbow power and the forces of home refrigeration. If someone had at first suggested sending out to the corner soda stand a dozen bricks, he would have had your vote on the ballot, and your everlasting gratitude to boot. If he would have had the endorsement of the local health officer.

Slipping that came to our desk the other day, we are wondering where the good brothers of the church in the old home-town assembled for an "ice cream festival" and were quite shocked at the extrava-

gance of the brother deacon who was chairman of the preparations committee and incidentally was the local health officer. This radical and worldly man had the nerve to turn his back upon the ancient freezer of the church's sewing society and ordered some manufactured ice cream. This precipitated a situation that turned the festival into a free for all debate, with the apostles of missionary thrift on one side and worldly advocates of sanitation and common sense on the other. The local paper took up the debate at some length, and the last ringside accounts showed the brother deacon of the preparations committee leading on points—several of them.

Every youngster in the village that had ever been sentenced to the task of "turning the crank" was rooting hard for him. Also all the citizens who know bacteria from bed-bugs.



AS YEAR after year passes in the ice cream industry, manufacturers gradually work away from many plant problems. The same can not be said of sales troubles, for though we are learning something every day about expanding our market, this proposition is so net-worked with other matters that we are continually untangling one ravel and facing another knot in the same place.

"Distribution" is the great cry in trade today. It is one thing to develop sales in a certain nearby locality and quite another to make this business profitable. The manufacturer must give more attention to trucks, their proper care, cost of upkeep, etc.

One manufacturer is losing money because the lure of a comparatively small piece of business leads him to serve customers at great wear and tear to his trucks—customers that really should be served by someone else.

Going after all the **new** business that can possibly be developed is something to be encouraged. But be sure it is **new** business that you are after and not just conquest for the glory of another man's business. Also be sure that you are equipped to handle this business. That is very important.

The truck has done much for the ice cream industry. It should be appreciated more. It has bridged many gaps for the ice cream manufacturer.

Every manufacturer should study distribution. He should give careful thought to his surroundings and seek a connection with points where wholesale ice cream is not served.

Boost your roads. Strive for improved highways. Equip yourself with trucks. Study distribution from every angle.



IF YOU are among the people who occasionally go out to seek the vain pleasures of this world, you probably have seen many movie comics showing a freckled face boy or a bewhiskered tramp burying his face in a juicy pie with much enthusiasm and satisfaction.

The thought probably has occurred to you, why

don't the movie people break the monotony once in a while by introducing an ice cream cone or a dish of frozen cream when they want to suggest relish and contentment? One answer from the movie people is, ice cream doesn't "register" well in the films. The answer is far from satisfying. Printers and lithographers have succeeded in portraying ice cream on paper with all its appeal to the imagination.

The truth of the matter is, the ice cream industry is bucking an American tradition. The movie people are slow to realize that this tradition is crumbling and that ice cream is now taking the place in the American home formerly held by mother's pies.

In this way we understand that it is a good idea to keep after mother for she decides the dessert proposition for several people.

A cone manufacturer in the South recently had movie people "shoot" the interior of his plant, showing cones in their various forms of production, till the time when they were filled with ice cream and eaten. This publicity was valuable to the ice cream industry. It would do the industry much good to have ice cream scenes "shot" at every opportunity and in every form, showing ice cream in the freezers, in dishes and in containers ready to take home.

Everybody is more or less subject to subtle suggestions. When you see the movie hero gracefully select a smoke, it makes you fairly hunger for your favorite "pill," "boiler," or "weed," depending upon your form of indulgence. An ice cream scene would be sure to send scores of people scurrying to a soda fountain after the show.



IF THE colonel's lady and Judith O'Grady ever were to compare notes as to their choice in ice cream flavors, they both would better understand that they are "sisters under their skin," as the poet declared. Judith might express a preference for one or another of vanilla, chocolate or strawberry flavors, while the colonel's lady, no doubt, would show more familiarity with a certain ice cream custard or combination of fruit flavors. But the point is, they would be on perfectly common ground over a plate or cone of any kind of ice cream.

Ice cream is the democratic dish of a nation born of democratic impulse. It is the great leveler of ranks and stations and classes.

At Cleveland last month, ice cream manufacturers co-operated in manufacturing a gigantic brick of ice cream. They sent it to his excellency, the president of the United States. There was much more ice cream in that brick than the president ever could eat.

It would be interesting to know just how many different people, of different classes and ranks, ate of the president's brick, for he must have divided with his retinue and attaches.

It is very probable that the list of people who aided Mr. Coolidge in "killing" that brick might include, say, ambassadors, chauffeurs, senators, waiters, consuls, foot-

men, generals, chefs, and secretaries, with maybe governesses, scrub women and ministers plenty thrown in. Most everybody having any business around the White House probably got

The one thing auguring for the security of cream industry is its democracy.



IN DISCUSSING preparations for the Oklahoma Convention, President J. W. Parker, at Cleveland, paid a tribute to his association's secretary, J. B. Porter, to whom much credit for Oklahoma's good convention records, he said.

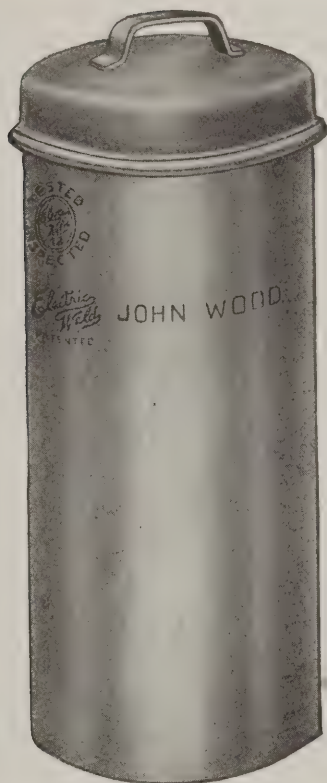
"Porter," said Mr. Parker, "plans for a convention like he handles his business, laying out every detail of the affair systematically and checking off every item after it has been taken care of. He studies his convention plans like he studies his business. His membership lists his customers; he literally sells them his convention. First he makes it something good, a quality convention. Then he goes after the customers."

Mr. Parker believes the convention this year will be the best on record for his association.

BULLETIN OF EVENTS

- Association of Ice Cream Manufacturers of Pennsylvania**—Annual Convention, Nov. 13 to 15, 1923. Convention headquarters, Penn-Alto Hotel, Altoona, Pa.
- Ice Cream Manufacturers' Association of West Virginia**—Convention, Parkersburg, November 19 and 20. Convention headquarters, Hotel Chancellor. Secretary, C. F. Huntington.
- Oklahoma Association of Ice Cream Manufacturers**—Annual Convention, Tulsa, November 21, 22 and 23. Convention headquarters Hotel Tulsa. Secretary, J. B. Porter, Tulsa.
- Texas Ice Cream Manufacturers' Association**—Annual Convention, Galveston, November 26, 27 and 28. Secretary, White, Mistletoe Creameries, San Antonio.
- Southern Association of Ice Cream Manufacturers**—Eleventh Annual Convention, Little Rock, Ark., December 4. Convention headquarters, Marion Hotel. Secretary, Clopton, Decatur, Ala.
- Pacific Ice Cream Manufacturers' Association**—Annual Convention, Vancouver, B. C., Dec. 3, 4 and 5. Secretary, Walker, Tacoma, Wash.
- Arkansas Ice Cream Manufacturers' Association**—Annual Convention, Little Rock, December 3. Convention headquarters, Marion Hotel. Secretary, G. A. Meyer, Stuttgart.
- Association of Ice Cream Manufacturers of New York State**—Annual Convention, Rochester, N. Y., December 5 and 6. Secretary, A. M. Le Messurier, Box 676, Syracuse.
- Association of Ice Cream Manufacturers of Iowa**—Annual Convention, Mason City, December 10, 11 and 12. Convention headquarters, Hotel Hanford. Secretary, P. N. Crockett, Good Block, Des Moines.
- Metropolitan Ice Cream Manufacturers' Association**—Annual Convention, Newark, N. J., December 11. Convention headquarters, Newark Athletic Club. Secretary, W. H. Little, Tan Ice Cream Co., 596 Market St., Newark, N. J.
- Illinois Association of Ice Cream Manufacturers**—Annual Convention, Chicago, December 11 and 12. Convention headquarters, Hotel Sherman. Secretary, N. Loewenstein, Clark St., Chicago.
- North Carolina Ice Cream Manufacturers' Association**—Annual Convention, Winston-Salem, January 15 and 16, 1924. Convention headquarters, Robert E. Lee Hotel. Secretary, E. Dixon, Fayetteville, N. C.
- Kansas Association of Ice Cream Manufacturers**—Annual Convention, Wichita, January 22, 23 and 24, 1924. Secretary, B. T. Perkins, Pittsburg.
- Louisiana Association of Ice Cream Manufacturers**—Annual Convention, Baton Rouge, sometime in January, 1924. Secretary, N. F. Manning, Monroe.
- California and Southwestern States Ice Cream Manufacturers' Association**—Annual Convention, Los Angeles, Cal., January 11 and 12, 1924. Secretary, Robert F. Grosse, 5792 Santa Ave., Oakland, Cal.
- New England Association of Ice Cream Manufacturers**—Annual Convention, Boston, January 16 and 17, 1924. Convention headquarters, Copley Plaza Hotel. Secretary, W. P. Wood, 51 Cornhill, Room 401, Boston.
- Mississippi Ice Cream Manufacturers' Association**—Annual Convention, Laurel, January 8 and 9. Convention headquarters, Hotel Pinehurst. Secretary, N. D. Brookshire, Meridian.
- Michigan Allied Dairy Association**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. Secretary, R. F. Frary, Lapeer.
- Michigan Dairy Boosters**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. President, Yunker, Zipp Manufacturing Co., Cleveland, O.
- Western Canada Ice Cream Manufacturers' Association**—Annual Convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.

The
Electric Weld
For 1924



Solderless

Leak-proof

No Leaks

Electric Weld Cans are water tight before they are tinned. They are tested in the black and are made water tight by accurate mechanical processes. They are made with the accuracy of a watch case. The parts are forced together by hydraulic pressure of 2500 pounds to the square inch—then interlocked or welded.

Send us your order now and assure yourself of having cans when you need them—at moderate prices.



JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.

Texans Gathering for Stirring Convention

Great Attendance Expected at Gathering of Manufacturers of the "Lone Star" State at Galveston this Month
Texas Longhorns Active in Convention Preparations

TEXAS is preparing for its greatest ice cream convention. Manufacturers throughout the state are making ready to attend the annual gathering, which will be held at Galveston November 26, 27 and 28, according to association officers. Hotel Galvez will be convention headquarters.

A program featured by addresses from men prominent in the ice cream industry of that state and leaders in research work in the ice cream industry is an attraction that has created wide interest, it is indicated by letters to Secretary A. J. White of San Antonio.

Advance preparations for the convention, as related in the October 15 issue of The Ice Cream Review, were

H. T. Pangburn, Fort Worth; George Boedeker, A. E. Pimenthal, Austin. D. J. Carithers, Wichita; Fred Peale, Kansas City, and Paul Mojonier, Chicago.

J. B. Huff, Fort Worth, president of the Texas Longhorns, advises The Ice Cream Review that his association is rapidly shaping up plans to help "put the convention over big." He expects the coming gathering to be one of the best ever held in the Lone Star state.

Entertainment features include boatrides, drives, bathing parties, dinner dances, theater and the annual initial exercises of the Texas Longhorns.



Surf Bathing at Galveston.

begun at a meeting of the ice cream manufacturers' officers and board of directors and officers of the Texas Longhorns, held at Hotel Galvez, September 29.

In addition to a business program, the directors of the two bodies drew up an entertainment program that they believe will meet with the greatest satisfaction by delegates.

The forenoon of the first day of the convention, Monday, November 26, will be taken up with registration. There will be a meeting of the board of directors at 11 o'clock. The convention will open at 2 o'clock. After the president's annual address is delivered by J. J. Sullivan of Houston, Tex., the association will hear Professor Ruehe of the Illinois University, Urbana, Ill.; J. M. Rideway, Mistletoe Creameries, San Antonio, Tex.; Prof. T. O. Walton, director of extension, Texas A. & M. College, Tex., and John L. Darrouzet, Galveston attorney.

Among others to address the convention at subsequent sessions are: Prof. A. C. Baer, Oklahoma A. & M. College, Stillwater, Okla.; W. W. Wren, Fort Worth;

The bathing party feature of the program is planned by the fact that Galveston rarely has a day when a dip in the surf is not enjoyable.

Galveston Expects Record Attendance.

The meeting last year was held in San Antonio and was a very successful one but the ice cream manufacturers of Galveston are confident that not only will attendance be greater this year but that more good will be accomplished.

It is rather fitting that this convention should be held in Galveston since the climate at this season of the year is delightful. When Galveston was first mentioned for the 1923 meeting the exponents of its cause drew attention to the fact that this was the only city in Texas or in this section of the Southwest, where there was so much ice cream consumed in December as in July. It is just possible that this is not exactly correct, for the average temperatures of these two respective months are not the same. However, their relationship is so close that the average temperature for the year runs about 56 degrees while that of the summer months will average but

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Texas Ice Cream Manufacturers' Association PROGRAM

Sixteenth Annual Convention

GALVEZ HOTEL

Galveston, Texas

November 26-27-28—1923

NOVEMBER 26th, 1923

9:00 A. M.

REGISTRATION

11:00 A. M.

Meeting of Executive Committee and Board of Directors.

2:00 P. M.

President's Address.....J. J. Sullivan,
Houston, Texas.
Report of Secretary-Treasurer.....A. J. White,
San Antonio, Texas.

Relationship Between the Extension
Service and The Manufacturing
Industries in Texas.....T. O. Walton,
College Station, Texas.

Businessmanship, Its Relation to Success J. W. Ridgeway
Director Dairy Development Department,
Mistletoe Creameries.

Address.....Dr. A. H. Ruehe,
University of Illinois, Urbana, Illinois.

Local Co-operation.....John L. Darrouzet,
Attorney, Galveston, Texas.

Addresses by selected Members of Texas Longhorns.

NOVEMBER 27th, 1923.

2:00 P. M.

Address.....Galveston Druggist
Ice Cream Cabinets.....Geo. Boedeker,
Dallas, Texas.
Value of Ice Cream Associations.....W. W. Wren,
Fort Worth, Texas.
Address.....Representative,
State Food & Drug Dept., Austin, Texas.
Advertising.....A. S. Pimental,
Houston, Texas.
Addresses by selected Members of Texas Longhorns.

NOVEMBER 28th, 1923

Manufacturing Costs.....A. P. McLendon,
M-B Ice Cream Co., Waco, Texas.
Chocolate Ice Cream Bars.....H. T. Pangburn,
Fort Worth, Texas.
Ice Cream Standards.....D. J. Carithers,
Wichita Falls, Texas.
Co-operation.....Fred Peal,
Kansas City, Mo.
Address.....Paul Mojonier,
Chicago, Illinois.
Addresses by selected members of Texas Longhorns.

ENTERTAINMENT PROGRAM

Monday, November 26th, 3 P. M. Auto Ride for
the Ladies. Compliments of the Galveston Commer-
cial Association.

8 P. M. White Caps Initiation and Dutch Lunch
at Rogers Oyster Resort.

Theater Party for the Ladies, Compliments of the
Galveston Commercial Association.

Tuesday, Nov. 27, 10 A. M. Boat Ride for all—
compliments of the Galveston Commercial Associa-

tion. Lunch on board boat—Compliments of "Long-
horns."

2 P. M. Bathing Party for the Ladies. 8 P. M.
Dinner Dance—Compliments of "Longhorns" at
Galvez Hotel.

Wednesday, November 28, 2 P. M. Picture Show
for the Ladies—Compliments of the Galveston Com-
mercial Association.

5 P. M. Dinner Dance at Rogers Oyster Resort—
Compliments of the Association.

OFFICERS.

J. Sullivan, President.....Houston, Texas. N. C. Mathewson, Vice Pres.....Marshall, Texas.
A. J. White, Secy-Treas.....San Antonio, Texas.

DIRECTORS.

H. T. Pangburn.....Fort Worth, Texas. J. M. Studdart.....Houston, Texas.
O. D. Dillingham.....Ranger, Texas. H. T. Thames.....Beaumont, Texas.
T. L. Alexander.....Breckenridge, Texas. Geo. Boedeker.....Dallas, Texas.
D. J. Carithers.....Wichita Falls, Texas. S. S. Lard.....Ft. Worth, Texas.
R. L. Hargrove.....Texarkana, Texas.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

over 70. Freezing weather has only been experienced one time here within the past four years, which would indicate that the Galveston delegation in its zeal was not so far wrong after all.

It is a common boast that surf bathing in Galveston can be practiced with equal pleasure both in summer and winter. However, it is somewhat unusual to see local people take advantage of this state of affairs, although it is very common to see Northern tourists indulging at all seasons. The temperature of the water in winter runs around 70 degrees and it is but slightly higher than that in the summer time. Bathers stay in the water for hours without serious results.

For a great many years Galveston has been considered the leading resort of the Southwest, and this state-

modations are concerned, this convention will far pass any the association has held in the past.

There is rather a general impression among the people that Galveston is a summer resort exclusively and most of them pay little or no attention to the claim the city advances for itself as a winter resort. However, there are amusement and entertainment of all kinds there, even during the winter months. With mild temperatures and the spongy soil which quickly soaks up the heaviest rain, the golf links offer an ideal outing for the followers of this ancient pastime.

During the hunting season ducks and geese abound in all of the little sloughs and inlets flowing into Galveston Bay. Fishing, particularly of the deep sea variety, is guaranteed to give even the most hardened



Waterfront View of Galveston.

ment means no disparagement to the many other resorts located in this section, but Galveston has an established clientele and offers many varied attractions which serve to bring visitors here again and again. The railroads have co-operated by placing in effect excursion rates of an attractive nature and with the improvement of the automobile roads leading to all sections of the Southwest there has been an increasing number of automobile tourists; in fact, at the present time automobile camps are the rule rather than the exception, although three years ago very few of this type of tourist were in evidence.

Convention Headquarters.

The convention headquarters will be at Hotel Galvez which faces the Seawall Boulevard and overlooks the Gulf of Mexico. Arrangements have been made to take care of the entire delegation, or at least as many of those as care to stay, under the one roof and all convention sessions will be held there. Special arrangements have been made with the management to look after the comfort and convenience of our guests and all the local interests are confident that in so far as living accom-

modations are concerned, this convention will far pass any the association has held in the past.

The city itself is interesting—in fact, there are few in the United States which can offer as much to stimulate the imagination as Galveston. The quaint style of its architecture is unique but is easily explained when one takes into consideration the necessity which prevails here. There is an absolute dearth of hardwood trees in this delinquency is more than made up by the unusually large number of beautiful and stately palm trees which are found in all sections of the city. Oleanders thrive in the salt laden soil and bloom the major portion of the year and remain green during the entire year. The principal winter blooming flowers, however, are Hibiscus and Poinsetta, with an occasional rare flower which some enthusiast has gathered from a remote corner of the earth and is experimenting with. The Oleanders are particularly attractive and Galveston has become known almost as the home of this flower.

(Continued on page 56)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

Engineer and Architect
for the
Dairy Industry

Perry Building PHILADELPHIA

Oklahoma Ready for Lively Convention

Tulsa will be Scene of Oklahoma Association of Ice Cream Manufacturers' Convention November, 21, 22, 23, 1923



Skyline of Tulsa.

OKLAHOMA has had its troubles in late tumultuous months, but nothing has come up to dampen the enthusiasm of members of the Oklahoma Association of Ice Cream Manufacturers and their friends, the Wolfhounds, over the convention to be held at Tulsa November 21, 22 and 23, according to officers of these associations.

Extensive preparations have been going on for some time for this convention, and readers of The Ice Cream Review have the promise of Secretary J. B. Porter that

his home town is prepared to give delegates a warm reception and a delightful convention.

The secretary says that preparations are taking shape for a "well-balanced" affair, including both educational and entertainment features. This is Tulsa's first opportunity to entertain ice cream manufacturers of the state. They will be aided by the Wolfhounds, already famous for their hospitality and delightful entertainments.

Hotel Tulsa will be convention headquarters.

The Convention City.

The success of a convention depends to a large extent on the convention city. Accommodations, entertainment features, local and side must all be considered. And Tulsa has those facilities. Great as is Tulsa's oil industry, she has many allied industries as well. Visitors will be singularly disillusioned upon visiting the town. Instead of the usual derricks, oil tanks and hasty constructions will be the magnificent fifteen story buildings, beautiful laid parks, and handsome residences.

Hotel Accommodations.

A recently compiled list of hotels show 90 now operating in the city. The steel work on the Mayo, Tulsa's two million dollar hotel, is now up fifteen stories. When completed, the Mayo will be the largest individual building in the state of Oklahoma and will have 600 guest rooms and a total capacity of approximately



Looking West on Fourth St.

(Continued on page 56)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying
the Berger Specialized Service to
which free reference can be made

Crescent Creamery Co.	- St. Paul, Minn
Minnesota Milk Co.	- St. Paul, Minn
Kemps Ice Cream Co.	- Minneapolis, Minn
Ives Ice Cream Co.	- Minneapolis, Minn
Hages Ice Cream Co.	- Minneapolis, Minn
Metropolitan Milk Co.	- Minneapolis, Minn
Flynn Dairy Co.	- Des Moines, Iowa
Waterloo Creamery Co.	- Omaha, Neb.
Skoug Candy Co.	- Sioux Falls, S. D.

For Ice Cream Making plants
covering Buildings, Machinery
and Equipment.

Twenty-five years experience
in designing and supervising
equipment of manufacturing
plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

401 PHOENIX BUILDING

MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.
Registered Engineer and Architect in the State of Minnesota.

THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

West Virginia Association Expects Large Convention Attendance

Manufacturers of the Mountain State will meet at Parkersburg November 19 and 20

OFFICERS of The Ice Cream Manufacturers' Association of West Virginia are preparing for a large attendance at their annual convention at Parkersburg November 19 and 20, according to announcement by Secretary C. J. Jamison of Huntington.

Good topics and good speakers are promised to delegates, the secretary notifies The Ice Cream Review. Hotel Chancellor will be convention headquarters.

The West Virginia association, though not as large as some of the associations of its neighboring states, has a reputation of providing lively conventions, full of interest and enthusiasm. Visitors are extended a cordial invitation.

S. B. Haffner of Elkins is president of the association, and he expects a good attendance. J. T. Swager of Clarksburg is vice-president. The directors are: Mr. Haffner, J. H. Cline, Charleston; G. W. Shelter, Wheeling; D. B. Woods, Bluefield; A. M. Johnson, St. Albans; J. T. Swager, Clarksburg; E. E. Livesay, Lewisburg.

Parkersburg is a thrifty little city located on the main line of the B. & O. Railroad and on the Ohio River, in the midst of an oil and gas belt. It has a population of 25,000 people and is surrounded by a fine agricultural and dairy country.

Concerning the Convention City.

Parkersburg, the county seat of Wood County, in the northwestern part of West Virginia, is 373 miles west of Baltimore, 195 miles east of Cincinnati, 160 miles southwest of Pittsburgh, and 432 miles southeast of Chicago.

The 1920 population was 25,000 people within corporate limits. With industrial districts included this city is credited with a population of 35,000 inhabitants. Parkersburg lies at an elevation of about 638 feet above sea level and the average annual temperature is 54 degrees. The temperature seldom reaches 100 degrees in summer or zero in winter. The average rainfall is about 40 inches. Greatest precipitation usually occurs during June and July, and the least during September, October and November, but little snow falls during the winter.

Transportation.

Parkersburg is located on the main line of the Baltimore and Ohio from New York to Cincinnati and St. Louis. Also on the Ohio River Division of the Baltimore & Ohio to Pittsburgh and Kenova. This little city is also served by many other railroads, including the Norfolk &

Western, the Pennsylvania, and the New York & Monongahela Power and Railway Company furnishing interurban service between Parkersburg and Ma and Beverly, Ohio. Several lines of steamboats operate between Parkersburg and points on the Ohio and Kanawha Rivers, both being navigable for coal freight transportation. Boat lines operate regularly from Pittsburgh to Charleston and also to Cincinnati.

Industries, Sites, Labor, Fuel and Raw Materials.

The principal products of Parkersburg are oil supplies, shovels and post-hole diggers, furniture, porcelain, shoes, mattresses, boilers, clothing, glass-ware, machinery, building supplies, brick, refined oil and gasoline, floor tile, imitation marble.

The Afton Creamery Company, managed by Williams of Afton, Iowa, produced 5,000 pounds of butter each week, which is all put in one pound print sold in the state of Iowa. No butter is shipped in.

The creamery is a 60x34 two story structure, enameled walls and ceiling. The machinery is enameled white. A 600 gallon Jensen vat; one 300 gallon Wizard vat; one 50 gallon starter can, and one pound Perfection churn is in use daily. Electric operate these machines is obtained from an adjacent town. In the event no current is obtainable, a steam engine can be put into work in just a few minutes.

This creamery was at one time a Farmers' Cooperative plant, but five years ago the defunct company was taken over by Mr. Williams.

CALIFORNIA ASSOCIATION.

The directors of the California and Southwestern States Ice Cream Manufacturers' Association have requested me to ask you to attend the Pacific Slope Show, to be held October 29, to November 3rd, 1921, in Oakland.

The California and Southwestern States Ice Cream Manufacturers' Association are obligated in many ways to Dr. Roadhouse and Prof. Turnbull of the University of California, who have been untiring in their efforts to advance the dairy and ice cream industry of the state.

Dr. Roadhouse and Dr. Turnbull are vitally interested in the Pacific Coast dairy show and your desire to ask that you show your appreciation of their work by attending the show.

Fraternally yours,
C. J. ALFRED, President



S. B. HAFFNER, President.



One of Parkersburg's Beautiful Pikes.

How Are Your Cabinets Lined?

SOME CABINET MANUFACTURERS CLAIM THAT A METAL LINING IS BEST, ON ACCOUNT OF THE FACT THAT IT CAN BE REPLACED EASILY, AND REPAIRED WHEN A LEAK DEVELOPS.

Nelson Cabinets

ARE LINED ENTIRELY OF WOOD AND ARE NOT AFFECTED BY BRINE. WHY NOT HAVE A PERMANENT LINING, ONE WHICH DOES NOT NEED TO BE REPLACED AND WILL NOT CORRODE IN A SHORT TIME?

Forty Years Experience in the Building of Cabinets has Taught us the Best Type and Quality of Materials Adapted to Their Construction.



ough cabinet with taper lining instead of metal. nial, efficient and like e cabinets, attractive in ance.



42-Quart Brick with Ice Rail.
Patented Nov. 11, 1919, 1321120.
Sheet Cork Insulation.

C. NELSON MFG. CO.

2306 DIVISION STREET

ST. LOUIS, MO.

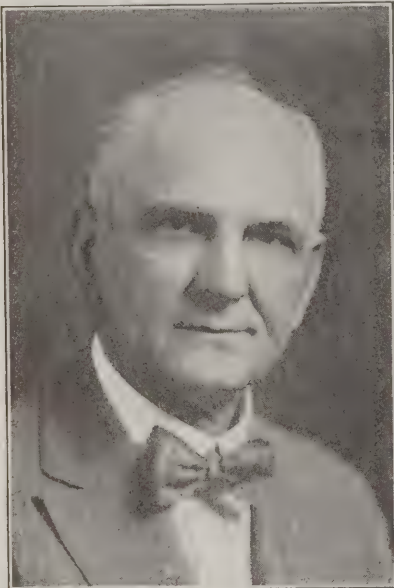
EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Pennsylvania and Jersey Manufacturers to Meet

Interesting Program Being Shaped up for Seventeenth Annual Convention

THE Association of Ice Cream Manufacturers of Pennsylvania and New Jersey will meet November 13, 14 and 15 at Altoona, Pa. Officials expect a large attendance. This will be the first state convention to follow the meeting of the national association.

The association formerly comprised only the manufacturers of Pennsylvania but now also include New Jersey manufacturers. E. E. Rieck of Pittsburgh is president of the association, succeeding the late Robert Crane of Philadelphia, whose recent death ended many years of association service in the Pennsylvania industry.



E. E. RIECK,
President.

James W. Neuman, secretary of the association, has issued a tentative program which indicates that the association will have its usual live, interesting, constructive meeting.

If Mayor C. E. Rhodes is on hand to deliver the address of welcome

President Rieck then will open the seventeenth convention of his association and deliver the presidential message.

Secretary Neuman advises The Ice Cream that he hopes to have cost accounting thoroughly covered. The tentative program provides for reports of committees following the president's address after which Glenn F. Cowan of the Arctic Ice Cream Co., Detroit, will speak on "Iceless Cabinets," giving practical demonstrations. An address by Dr. Kimberley, Dairy Laboratories, New York City, is scheduled. N. W. Ayer will speak on "Why Should Ice Cream be Nationally Advertised." Thomas J. Stewart, president of the Salesmen's Club of The Association of Ice Cream Supplymen, will speak on "Friendly Competitive Salesmanship." "Developing initiative will be the subject of Oliver S. Jordan, president of the supplymen's association.



J. W. NEUMAN,
Secretary.

Other speakers will be: O. E. Williams, U. S. Department of Agriculture; Hon. James Foust, Pennsylvania, director of food; George R. Moffitt, bacteriologist for city of Harrisburg; and W. R. Jennings of the Parker-Brawner Company. There will be open discussion.

Social features will include the following: ride for the ladies to the home of Charles M. Loretta, Pa.; Theater party to musical comedies; ladies as guests of the Pennsylvania Manufacturers' association; matinee and theater party, the ladies as guests of the Central Pennsylvania ice cream manufacturers.

The annual banquet will be featured by singers, vaudeville acts and other entertainment.

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

Tools, Machinery and SUPPLIES for the ICE CREAM MAKER CONFECTIONER and FOUNTAIN SERVICE

Our constantly growing patronage and large stock of supplies enable us to quote lowest prices and make prompt delivery.

BESSIRE & COMPANY
INCORPORATED

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA

DREW'S Egg Yolk

SOLD IN ORIGINAL PACKAGES

Particulars on Request

JAMES F. DREW
382 Pearl Street New York City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Two important members of the Ella family—Mr. and Mrs. C.H. Achelpohl, Citrus Products Company, Chicago.



P.J. Cochran, "Elyria", H.K. Cochran, "Elyria", W.H. Richman, John Wood Manufacturing Co., and John Holmes, "Elyria".



Southern Association Pres.—M.J. Costa, Athens, Ga. Miss Sally Mahoney, Chicago, and Geo. A. Sancken, Augusta, Ga.



F. Sartain, London, Canada, O.H. Gridley, London, Canada and H.E. Van Petten, Washington, D. C.



C.D. Russel, St. Louis, Carl Glitsch, Oklahoma City and "Pete" Miller, Birmingham



Jim Nelson, director, and Ollie Jordan, president, Association of Ice Cream Suppliers, and R.C. Hutchinson, Pittsburgh and Clark K. Dixon, California



Three Tarheels—Phil DeVoto, Vice President C.E. Landreth, President and J. C. Grimes, Executive Committee, North Carolina Association



L.B. Esmond, Mrs. J.J. Treacy and J.J. Treacy, Boston, Mrs. E.C. Coppock and E. C. Coppock

ILLINOIS AND JERSEY MANUFACTURERS WANT TO BREAK ALL ATTENDANCE RECORDS THIS MONTH.

Mighty Outpouring of American Ice Cream Manufacturers

Five Flags Represented in America's Great Ice Cream Trade Classic—
New Orleans Gets Next Convention

CLEVELAND, O.—October 30—(Special to The Ice Cream Review). Floodgates of American highways and byways opened upon Cleveland the week of October 22-27, when the rank and file of the ice cream industry passed in review before the most elaborate trade exposition in the history of the "rose of the dairy industry."

This city, the stormiest point on the great lakes, was a storm center in more than one way during ice cream week. Manufacturers traversed the length and breadth of the land to make this port of entry and keep their appointment with opportunity.

Stormy weather greeted them upon their arrival. But it did not dampen the enthusiasm of the visitors, who walked wet streets virtually the whole week to attend convention sessions, visit the exhibits, and in the evening to take their fun and frolic at the various social and entertainment affairs.

Ice cream men who have attended national conventions for many years agreed that in point of all-round interest as well as general attendance, the 1923 convention reached a high-water mark. Not only was the attendance greater but it was more representative. The South and the Southwest had greater representation than ever before.

Vice-President Morden Neilson led more of his friends from Canada than ever before attended an American convention from the old dominion.

Five flags were represented at America's greatest ice cream trade classic, not counting the Stars and Bars of Dixie, represented by a veritable deluge of the South's manufacturers and their fair ladies.

The Stars and Stripes and the Union Jack faced convention delegates when President Charles G. Morris dropped the gavel opening the twenty-third annual convention of the National Association of Ice Cream Manufacturers.

Two hours earlier Oliver C. Jordan, president of The Association of Ice Cream Supplymen, opened the Second National Ice Cream Exposition to the strains of

"My country 'tis of thee,
Sweet land of liberty,"

and then told the gentlemen assembled how proud he was of the ice cream industry, its exposition and the outlook for future growth as evidenced by the magnificent exposition provided and the wide interest shown in it by manufacturers of every state.



Ice cream royalty—Left to right:
Retiring Vice President Morden Neilson of Canada, H. L. Edwards,
an English visitor, and Convention President
Charles G. Morris, New Haven.

The exposition, according to Roberts Everett, secretary-manager of The Association of Ice Cream men, was 40 per cent greater than last year's show.

Geographically and in variety of products, most representative. Attendance and general were up to the fondest hopes of officials. Ice cream manufacturers of uttermost points, many of them with the enthusiasm spread by visitors, were "packed up their trouble in the old kit bag" and a week with Alice in ice cream wonderland. There were 213 booths in ninety thousand square feet of Machinery and supplies estimated in value, by exhibition officials at 150,000 dollars, were exhibited. A larger exposition it would be necessary to hold in a larger hall, which may be available next year if land officials carry out their plans to double the size of their Public Hall by building an addition.

Evidences Growth of Ice Cream Industry.

The exposition fairly bespeaks the growth of the ice cream industry which in itself is a trade revolution such as to delight the heart of every American who has watched this industry emerge from humble beginnings to become one of the nation's leading trade pursuits.

Probably nothing except the automobile industry could eclipse the ice cream trade pageant. In its description. On display was every product entering into the production of the "frozen beverage." Nearly all of the leading supply firms had exhibits. Many newcomers had displays. Many of the leading ice cream houses were disappointed in their efforts to secure space at the eleventh hour.

* * *

Record Convention.

THE twenty-third annual convention of the National Association of Ice Cream Manufacturers easily proved to be the best ever held by that organization. Speeches featured the sessions, which were largely attended. Ushers were kept busy at every session who showed that they have made an earnest study of the ice cream trade problems were on the program had interested audiences. The discussions brought about lively debates. The interest shown was most marked. The convention hall in the Hotel Cleveland was crowded at every session. Many delegates listened to speakers on their feet, in spite of heroic efforts of ushers to provide chairs for all.

Long after the last session was over and most delegates were on their way home, the 1923 convention program came in for much praise. The program covered every angle of ice cream manufacturing production. The order of the program showed that much thought had been given to linking up subjects and leading from topic to topic as they best inter-related. Official giving Secretary N. Loewenstein great credit for an excellent program when the trains were taking the remnants of the great ice cream army at the close of the week.

To say that delegates were royally entertained was to put it mildly. Cleveland manufacturers extended themselves in exemplifying "Buckeye hospitality."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Sure of BIGGER WINTER GALLONAGE

is a real Eskimo Pie year. Ice cream manufacturers have stopped experiment, and are banking on the demand for Eskimo Pie. That's why one manufacturer sends an order for a million wrappers for a year. Another asked for half a million—clear down line to hundred thousand orders.

There are no ifs or ands about it. The ice cream manufacturers of the country are concentrating on one name, one size and one plan for bigger winter gallonage. The public knows and likes the one and only Eskimo Pie. It is easier to sell than compete against it.

1923-24 Selling Plan Now Ready

A proven plan—full of brass tack facts—no theories. Shows actual cost of production—cost of Eskimo Pie wrapper, cost of wrapping, cost of operating. It shows actual successful methods used by manufacturers,

large and small, which increased winter gallonage and made profits right from the start.

With this complete plan you can start the season with a rush and mark the winter on the credit side of the ledger. Think it over but don't forget to put it over. Now is the time. ACT!

Fill out, cut out and send coupon to-day.

ESKIMO PIE CORPORATION,
5 No. Wabash Ave., Chicago, Illinois.
Gentlemen: Without obligation send me full particulars of your 1923-24 selling plan for bigger ice cream profits.

Name
Address
City

Distributors of Eskimo Pie Wrappers

NES-CARPENTER COMPANY
St. Louis, Mo.

EASTERN PAPER & BOX CO.
46 Portland St. Boston, Mass.

THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

Association of Ice Cream Supplymen long famed for its lavish entertainment, overstepped all bounds in providing diversion for the ladies and gentlemen who traveled long distances to verify The Ice Cream Review's reports that great profit was in store for all who would attend the national convention exposition. They were convinced of the accuracy of these reports, if enthusiasm may be taken as evidence.

It was a stormy affair. That best describes the National Ice Cream Exposition. Manufacturers stormed the city of Cleveland from all sides. Special trains bore delegates from all parts of the country.

International Color.

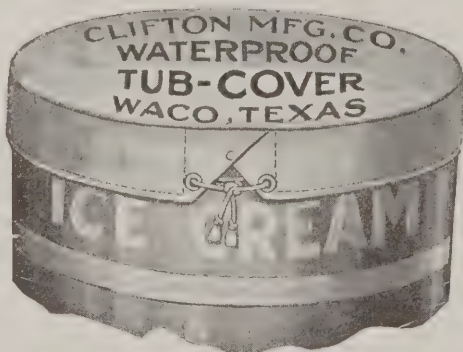
THE opening of the convention found impressions aroused over the cosmopolitan aspect. The international color was heightened as the convention progressed and the convention president found the opportunity to present delegates to the World's Dairy Congress from England, Belgium and Canada. Visitors from South American countries also were on hand to study the methods of the country that has led the way in the development of the ice cream industry. For the first time in the history of national ice cream conventions, delegates heard languages different from colloquial

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities,
buying or selling equipment

Rate 2c a word per insertion,
15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.



Made of Olive Drab Waterproof and Mildewproof Duck, which will outlast five ordinary Tub Covers, without this special treatment.

One Customer says, "We have found from past experience that your cover fits better than any other we have purchased in the past."

Prices quoted on application.

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

Branch Offices and Warehouses are:

Los Angeles, Calif.	747 Warehouse
San Francisco, Calif.	339 Larkin Street
Kansas City, Mo.	202 Bryant B'dg.
Denver, Colo.	1526 16th Street

American speech. An Englishman, H. G. Edwards, London, told the delegates of the status of ice in his country, employing choice English, pure and filed to do so. Louis Greenens of Gands, Belgium, conveyed the greetings of his country, giving American novelty of hearing a diplomatic language spoken. Edwards translated that speaker's French.

Cleveland was confronted with an embarrassing situation. This city was forced to divide its host with the mighty host of ice cream manufacturers. Lloyd George, former British premier and idol of English masses. Early efforts to induce the Welshman to address the ice cream manufacturers without avail. But Cleveland played its roll well. Ice cream men were not neglected.

The manufacturers felt compensated for Lloyd George, who was ably counterparted by Mr. Lloyd George, who is head of England's greatest ice plant, and Lloyd George is most striking.

Every state in the union was represented. Carolina, with fourteen delegates, led the Southern delegates in attendance. Tennessee was a close second with eleven delegates, after which came Arkansas, manufacturers will entertain delegates to the Southern convention this year. The luncheon and conference of the Southern delegates, held at Hotel Cleveland on the second day of the convention, was a distinctive feature. Sixty-five Southerners were present.

Ohio, Pennsylvania and Illinois led the Northern representation.

The convention consumed four days. The sessions were so arranged as to enable manufacturers to visit exposition booths each day. This opportunity was seized with great enthusiasm.

Every evening was taken up with entertainment features. The Association of Ice Cream Supplymen broke the ice with an informal "get acquainted" session on the first evening of the convention. It was held at Hotel Cleveland. The supply association also presented vaudeville features for the annual banquet of the National Association of Ice Cream Manufacturers at the Winton Hotel the second evening. It was the largest attended banquet ever held in Cleveland, with more than 2,000 ice cream manufacturers and their families sought accommodations. The banquet overflowed into extra floors of the hotel. Entertainment features were most were in the nature of a three-ring circus, it was necessary for the performers to repeat their acts in different parts of the hotel. Cleveland newspapers commented upon this remarkable banquet.

The smoker given by The Association of Ice Cream

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th St. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



HUDSON'S No. 52 Special

is a vanilla flavor that has won its wide popularity among ice cream manufacturers by virtue of its smooth, distinctive taste appeal—its strength, solubility and economy. It will not freeze out.

Vanilla mexicana

HUDSON'S No. 52 SPECIAL

with its purity and delightful flavor, will add a pronounced richness to your product which will be quickly reflected in your sales volume.

It is made from the purest of materials, blended under strict laboratory accuracy and has been proving its superiority for years.

Why not give it a trial and determine its excellent flavoring qualities and its economical value?

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

Suppliment at Masonic Temple the third evening was most enjoyable. There was a large attendance.

The high light of the entertainment program was reached the fourth evening of the convention when the supply association staged its remarkable "danse diable" at the Masonic Temple. This event will linger long in the minds of the guests.

The ladies suffered not a dull moment in Cleveland. There was a most interesting entertainment program for them. Mrs. L. B. Cummings, wife of the assistant secretary of the national association, handled the ladies' entertainment program most ably.

Opening Session.

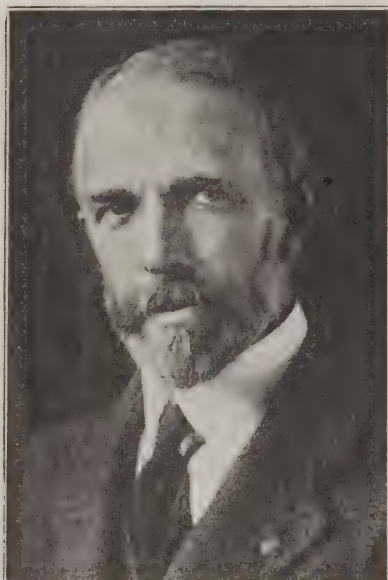
THE opening session of the National Association of Ice Cream Manufacturers was late in getting away, President Morris calling the body together at 10:30 o'clock in the ball-room of Hotel Cleveland, which was greeted by a large audience.

The president introduced Mr. Holcombe, who presented the mayor of Cleveland in extending the welcome. The response was by F. N. Martin, wood co., Spokane, Wash. The president's address followed.

President's Address

THE past year has had no very high spots in the history of this organization, and if the saying is true as applied to nations, "Happy is that nation which has no history," it is certainly true as applied to an organization such as this is.

The several matters that were of more considerable moments last year have, it is true, carried over into this year. The suit of the American Conservation Corporation and the Heathized Products Company against a group of members of this association has not yet been tried in court. Such matters always are tedious in their delays. A lawsuit is a contest which is waged under a code of very technical rules, commencing with rules as to the procedure to be followed in filing the original complaint, and hedged about with more rules at every step from answer to trial and judgment. While it seemed probable that



CHARLES G. MORRIS

the case might have been thrown out of court on technicalities some months ago, the executive committee in discussing the matter decided that it was to the advantage of the industry as a whole to have it tried out on its merits. We hope that it can soon be assigned for trial.

Eskimo pie and its cousins, the various chocolate-coated ice cream bars, have apparently become a standard portion of the ice cream manufacturers' seasonal business. As an association we are deeply interested in whatever new development brings our membership wider business opportunities. It is not the duty of the organization to pass on the relative merits of the several inventions that serve as building factors for the industry, or the machinery and supplies that serve as tools and materials for our use. It is only when and if the owners of some one of them may trespass on trade ethics in advertising or promotion, or introduce harmful features which react on the ice cream industry as a whole, that the association may properly become involved in any controversy concerning them.

The complaint, made by this association of the attempt of the Smith-Kirk people of Toledo to misappropri-

ate the popularity of the chocolate coated ice bar to their own use in promoting and advertising candy bar containing no ice cream, but using the "ice cream" on the label, was brought to a hearing before the Federal Trade Commission on October 13. The result has not yet been published. Several similar cases are waiting for the outcome of this one.

The committees of this association have done a large volume of work this year. The new vigilance committee has been in solving difficulties in several cases which have been referred to it. It seems wiser not to go into the details of any of the matters which this committee has handled. The very purpose of having such a committee is to smooth over difficulties by friendly and delicate negotiations. Publicity would tend to produce harm rather than good in such matters. Membership on the vigilance committee carries with it a self-sacrificing obligation and the acceptance of an assignment to it is a service which cannot be too deeply appreciated by the membership.

We have not had as yet a satisfactory return on our questionnaire on standards. The tabulation of the results would be immensely valuable. The tabulation of the results by a slender minority may be somewhat interesting, but it is lacking in the value which a complete poll of the members might give to it.

The Committee on Uniform Cost Accounting has done a large volume of work over a series of years. There is not a member of this association who does not benefit his business by utilizing some part or all of the work. To many of us there is a bit of mystery about the accounting system of any sort. We naturally are suspicious of an imperfect system that we have developed for ourselves, and therefore understand. It is only as we try to realize that the accounts of a business are the life of that business that we sense their real importance. An individual with a bad memory or a poor name may succeed, but he is severely handicapped as compared with an individual who has a really good memory. The same is equally true of a business and its accounts.

In conclusion, I want to thank all of our members for the cordial response we have had to our claims we have made on their time and energy in association matters. The strength and the value of our association to its whole membership has depended on

* * *

Dr. T. B. Downey, fellow in gelatine Mellon Institute, Pittsburgh, scientific investigator for the Gelatine Manufacturers' Association, then spoke of "Edible Gelatine."

* * *

W. S. Campbell former president of the Southern Association of Ice Cream Manufacturers was heard

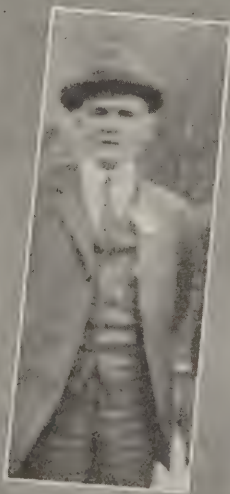
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



SOME
RANDOM
SHOTS



AT ENTRANCE
To
NATIONAL
EXPOSITION
HALL



great interest when he spoke on "Why the Business Man Should Attend All Meetings of His Trade Association." Mr. Campbell is head of the Campbell Ice Cream

Co., Shreveport, La. He is recognized as one of the South's most progressive ice cream manufacturers and in national circles he is highly regarded.

Secretary's National Convention Report

By N. LOWENSTEIN.*

TO the officers and members of the National Association of Ice Cream Manufacturers:

I take pleasure in submitting herewith a report of my work as your secretary during the past twelve months:

Financial Report.

Cash on hand October 1, 1922.....6,100.57

Receipts.

Active members	\$25,810.45
Associate members	2,762.50
State Associations	525.00
Cost Accounting Forms	49.00
Interest on Liberty Bonds	1,683.05
Interest on bank balance	219.87
Membership lists	30.00
Discount on Badges	2.40
Victory Liberty Bonds retired.....	13,000.00
	<u>44,082.27</u>
	\$50,182.84

Disbursements.

Reporting 1922 convention	309.95
1922 Convention expenses	260.27
1922 Banquet expense and tickets	144.50
Printing 1922 Convention Programs	68.50
Printing 1922 Convention Proceedings	405.15
Balance on 1922 Badges	60.00
Booklets, Carbonated Ice Cream Investigation	502.29
Membership Certificates	274.00
Printing and Stationery	769.64
Postage & Office Supplies	524.19
Telegrams, Long Distance Phone Calls	68.98
Exchange on Checks	28.44
National Dairy Products Committee	3,000.00
World's Dairy Congress	250.00
U. S. Chamber of Commerce dues	150.00
Legislative Service Bureau	440.00
Special Attorneys' Fees	3,325.38
Traffic Attorney's Fees and expenses	909.62
Salaries	8,165.92
Traveling Expenses of officers and committees	1,716.41
Refunds account overpayment of dues	12.50
Miscellaneous Items	135.44
Purchase of Liberty Bonds and accrued interest	19,893.90
	<u>41,415.08</u>
Cash in hands of treasurer Oct. 1, 1923.....	\$ 8,767.76

Unpaid Dues.

74 active members in arrears for 1923 dues, as follows:		
57 Class "U" \$25.00	\$1,425.00	
7 Class "T" 50.00	350.00	
4 Class "S" 75.00	300.00	
4 Class "R" 100.00	400.00	
1 Class "L" 250.00	250.00	
1 Class "A" 500.00	500.00	

Total	\$3,225.00
5 Associate members in arrears for 1923 dues \$25.00	125.00
3 State associations in arrears for 1923 dues 25.00	75.00
	<u>\$3,425.00</u>

Membership Report—Active Members.

Membership, October 1, 1922.....	578
Members secured during 1923.....	76
	<u>654</u>
Members lost during 1923	23
Members suspended for non-payment of dues.....	149
	<u>172</u>
Total Active Membership Oct. 1, 1923.....	482

* Report for 1923 before the National Association of Ice Cream Manufacturers, October 22, 1923.

This membership is divided into classes as follows:

Class "A"	\$500.00
Class "D"	400.00
Class "F"	375.00
Class "G"	350.00
Class "H"	325.00
Class "J"	300.00
Class "K"	275.00
Class "L"	250.00
Class "M"	225.00
Class "N"	200.00
Class "O"	175.00
Class "P"	150.00
Class "Q"	125.00
Class "R"	100.00
Class "S"	75.00
Class "T"	50.00
Class "U"	25.00
Branch House Members.....	

Total Active Membership Oct. 1, 1923.....482

Associate Members.

Membership Oct. 1, 1922.....

Members secured during 1923.....

Lost during year

Total associate membership Oct. 1, 1923.....

State Associations.

Members Oct. 1, 1922

Lost during year

Total state association membership Oct. 1, 1923.....

Since October 1st, when the books for the fiscal year 1923 were closed, we have secured eight new active members and collected \$925.00 for dues, the greater part of this being from members who were in arrears.

General Report.

During the period covered by this report, 10 Bulletins were sent out, also a number of circulars, covering a very wide range of subjects of practical interest to ice cream manufacturers.

Bulletin No. 60 contained a tabulation of results

tained from a questionnaire submitted to the members on depreciation for ice cream manufacturers as reported at the 1922 convention by the cost accounting committee.

Bulletin No. 61 was entitled "Taxability of Surplus of Corporations" under Section 220 of the Revenue Act of 1921, and gave excerpts from a decision rendered by counsel of the National Association of Manufacturers on this important subject.

Bulletin No. 62 called attention to a treasury decision regarding claims for refund under the Income Tax Act of 1921, as well as giving definitions and standards on

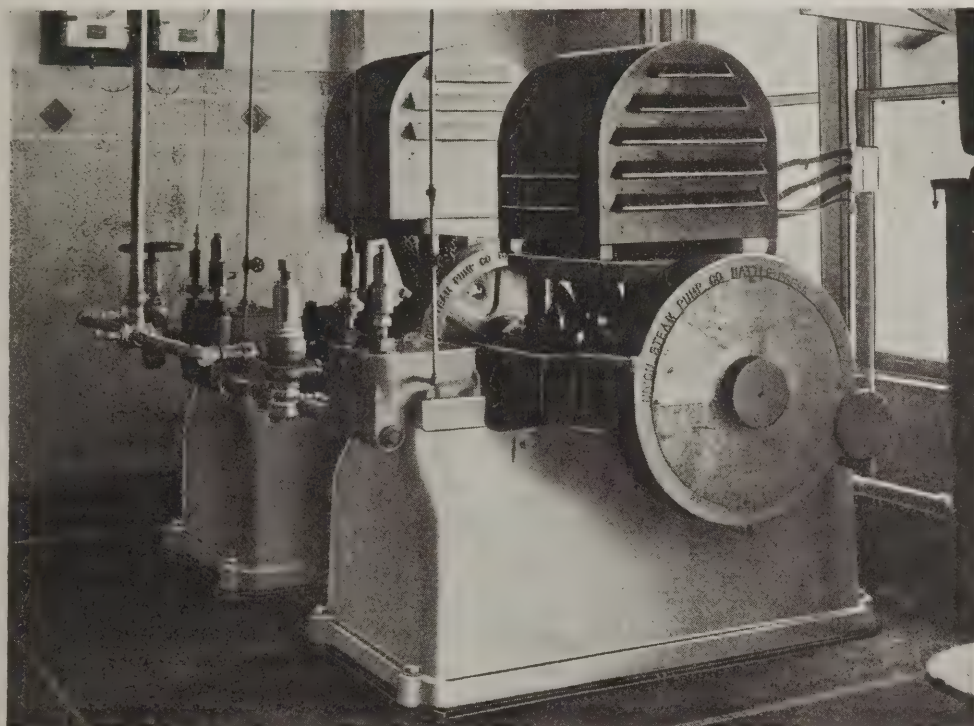


N. LOWENSTEIN.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

LUICK Uses *The* *Viscolizer*

"The Machine of Many Uses"



2—800 Gallon Viscolizers

Installed at

LUICK ICE CREAM CO., Milwaukee, Wis.

Let us tell you
how you can use

The
Viscolizer

in your plant

Built by Union Steam Pump Co.

Distributed by

John W. Ladd Co.

Detroit Columbus Cleveland Cincinnati

Cherry-Bassett-Winner Co.

Philadelphia Baltimore Pittsburgh N. Y. City

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

condensed, evaporated and concentrated milk as promulgated by the secretary of agriculture, upon recommendation of the joint committee on definitions and standards. Attention was also called to the new steel engraved membership certificates being issued by the association. This bulletin was accompanied by the following enclosures:

Copy of Code of Ethics adopted at the 1922 convention: A pamphlet entitled "Depreciation—It's Treatment in Production" (issued by the U. S. Chamber of Commerce.)—Copy of a pamphlet entitled "Overhead in the Ice Cream Industry" (published by the Illinois Association of Ice Cream Manufacturers.)

Bulletin No. 63 called attention to the fact that the express committee had filed a formal complaint before the Interstate Commerce Commission, asking for a reduction on the estimated billing weight on interstate shipments of ice cream from 115 pounds to the old basis of 100 pounds on 5 gallon shipments. A questionnaire accompanied this bulletin asking for certain information to aid in the preparation of our case.

Bulletin No. 64 informed the members that some sessions of the World's Dairy Congress would be held at Syracuse in connection with the National Dairy Show and that matters of interest to the ice cream industry would be discussed. Members were also asked to send in suggestions for a slogan which might be adopted by the association. A copy of the constitution and by-laws revised to October, 1923, was enclosed with this bulletin.

Bulletin No. 65 was a questionnaire prepared by the committee on standards, asking for opinions of members regarding an ice cream standard.

Bulletin No. 66 contained a questionnaire similar to that sent with Bulletin No. 63, urging the members to furnish information on traffic matters, that our classification case against the express companies might be properly prepared.

Bulletin No. 67 entitled "A Statement from the Cost Accounting Committee," called attention to the unusual service rendered by some ice cream manufacturers without adequate returns.

Bulletin No. 68 contained a partial list of members suspended for non-payment of dues.

Bulletin No. 69 was an announcement regarding the 1923 convention and urged members to make hotel reservations. Reservation blanks were sent out for this purpose.

Bulletin No. 70 was accompanied by a communication from the secretary of commerce urging manufacturers to co-operate with the railroads, particularly on the advance storage of winter coal, the loading of cars to full capacity and prompt discharge of cars. This bulletin again urged upon the members to return the questionnaire on standards. A preliminary canvass of ballots cast in Referendum No. 41 of the U. S. Chamber of Commerce on the "Report of the Committee on Trade Associations" was also sent.

Bulletin No. 71 referred to the progress being made on the convention program and again asked for the return of standard questionnaires. A letter from the acting secretary of commerce, further urging manufacturers to secure advance storage of coal before the heavy demands of the fall and winter seasons, was also enclosed.

Bulletin No. 72 called attention to some of the more important subjects to be discussed at the coming convention, and urged members to make their hotel reservations that they might be properly accommodated.

Bulletin No. 73 referred to the reduced rate round trip excursion tickets being sold for the World's Dairy

Congress, National Dairy Show and Cleveland tion.

Bulletin No. 74 referred to the coming convention procedure to be followed in securing reduced rates, and was accompanied by a copy of the convention program.

Bulletin No. 75 referred to a treasury amending regulations regarding tax on beverage constituent parts thereof under the income tax. Reference was also made to a Bureau of Internal Revenue ruling on the auditing of income tax returns. This bulletin was accompanied by a pamphlet entitled "Acceptance and Installation of Uniform Method of Cost Accounting," prepared by the Fabricated Ice Cream Division of the U. S. Chamber of Commerce.

Many Inquiries Prompted.

These bulletins prompted a large number of inquiries for additional information on the many subjects which they referred. The volume of our correspondence has increased tremendously during the past year. Increased correspondence, however, is particularly gratifying, indicating, as it does, appreciation of the services of the secretary's office is rendering.

A review of the correspondence in our files indicates that a voluminous number of letters on various subjects were written during the year, in addition to circular letters, requests for payments of dues. Many of the communications received from our members referred to matters which necessitated a large amount of detail work to supply the desired information.

A new field of service for the industry was opened up by the association during the past winter, when we contracted with a legislative service bureau to supply the secretary with copies of all bills introduced in the present state legislatures which might in any way affect the ice cream manufacturer. These bills ran into hundreds and were of a varied nature, applying not only to ice cream subjects but to milk, condensed milk, co-operative measures, taxation and kindred subjects. Officers of state associations were promptly notified whenever any legislation was offered in which members were in any way interested. The progress of all such bills or resolutions was closely followed by the secretary. To illustrate the value of this service, a few days ago I received a wire to the effect that a bill introduced in the Arkansas legislature imposing a tax on the sale of ice cream. This bill had an emergency clause attached, making it immediately effective upon the event of its passage. Your secretary wired at once to the president and secretary of the Arkansas association, informing them of the introduction of this bill, and pointing out the danger, not only to the manufacturers of the state of Arkansas, but the precedent which it created for other states, should a bill imposing a tax on a food product such as ice cream be passed. As a result, prompt action was taken by the Arkansas association to head off this bill and advices just received indicate that the proposed tax on ice cream has been stricken from the bill.

I attended the convention of the Illinois association at Chicago, Ohio, Michigan, Wisconsin and Minnesota associations also held two special meetings of the Indiana association and also attended a meeting of the St. Louis manufacturers' association with reference to some ice cream bills pending before the Missouri legislature. I made several trips to St. Louis in connection with convention arrangements, a trip to Toronto, Ontario, in connection with rate matters affecting our Canadian members. I also attended a rate case hearing pending before the Interstate Commerce Commission, and assisted our attorney in this matter, as well as in our case

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Fig Walnut for Ice Cream

Delicious
Nutritious



Everybody
Eats It.

Everybody
Likes It.

A delightful combination of

**Choicest Smyrna
Figs and**

**Finest Imported
Walnut Halves**

No Husks :: No Shells

WRITE FOR PARTICULARS

Crown Fruit & Extract Co. Inc.

418-420 West Broadway - New York, N. Y.

case wherein we applied to the I. C. C. for a reduction on the estimated billing weights of 5 gallon ice cream shipments when moving by express from 115 to 100 pounds. I also attended the convention of the American Dairy, Food and Drug Officials, at Duluth, Minn.

A persistent campaign for an increased membership has been kept up during the year, as a result of which 76 new active members were secured prior to the closing of our books October 1st, and eight since that time.

I take this opportunity to thank the officers and members of the association for their kind co-operation during the past year.

Respectfully submitted,

October 1, 1923.

N. LOEWENSTEIN, Secy.

* * *

The international color of the occasion was injected the second day of the convention, when president Morris halted the regular order of procedure long enough to introduce for speeches H. L. Edwards, London, Eng.; H. E. Van Norman, president of the World's Dairy Congress, and Louis Greenens, Gand, Belgium.

Mr. Edwards, after telling the Americans of England's late start in ice cream manufacturing, then proceeded to give his audience some good, practical business points on keeping up with production costs, points such as followed in his plant, he said. He told his audience that every detail of cost of ingredients, labor, general expenses of delivery, etc., is kept up with by this company. When he was seated president Morris asked all Americans who knew these facts about their plants to rise. There was no response. Louis Greenens said the ice cream industry is just starting in Belgium.

He is head of the Gand Dairies, Belgium. He intends to open a small ice cream manufacturing plant in his city soon.

P. P. Miller, Kirk Maher Co., Watertown, Mass., opened the second session, October 23, with an address on "Interurban Packing Routes."

His speech appears on page 82 of this issue.

Mr. Miller was followed by D. M. Dorman, Creamery, Los Angeles, who spoke on "Truck vs Route Salesmen."

Harry J. Tait, Tait Bros., Springfield, Mass., gave the manufacturers some interesting information in his speech on "Reducing Delivery Cost by Reducing Delivery Service." It was a most practical view of one of the industry's greatest trade evils.

"In August, 1922, we operated two Ford trucks, requiring four chauffeurs, to deliver 7,623 gallons of ice cream," said Mr. Tait. "In August, 1923, we used one two-ton truck, one Ford half the time, and two wagons, requiring three and a half drivers, to deliver 8,178 gallons. The real costs are not available, since our records for 1922, are not complete, but calculating that minimum, we find .09950 per gallon in 1923 and .1575 in 1922—a saving of .7557 per gallon. It is unfortunate that the period in which data could be collected was just as the costs given are only indicative and not final. This year's operations will result in dependable statistics, but they will not be available until next spring.

"In the meantime, however, the consumption of fuel and ice has been reduced one-half, the amount of ice given away by drivers has been reduced to practically nothing, and we firmly believe that the reduction in price per gallon in price will be more than met by the reduction in service costs. We are looking forward to the winter months when our customers, instead of having their cabinets iced every time the drive calls, will use ice only as actually needed. While no definite savings have been obtained for the cost of icing in the winter months, it is certain that the cost is considerably less than the 10c additional we used to get. If, in the winter to that, we can operate at a 7½c less cost compared to a 10c less price during the summer, we are bound to be taking the twelve months together."

Prof. Ben H. Petty, associate prof. of highway engineering, University of California, spoke to the delegates on "Reducing Trucking Costs." He prefaced his remarks with an apology for "not more resembling president Morris so much as better look the part of a college professor."

The speaker was amazed over the lack of detailed data on his subject among men in classes of business which necessitate the use of fleets of motor trucks. He kept the most detailed records of the cost of things entering into their business. He fixed the headings that go to make up the cost of operating a truck under two headings, "fixed" and "variable costs," which were subdivided into thirteen divisions, including interest on investment, taxes, license fees, garage overhead under the heading of fixed costs, and under the heading of variable costs he listed depreciation, drivers' wages, gasoline or electric current, lubricants, repairs and overhaul.

He declared fixed costs to be an item frequently neglected in cost estimates. He said it was the single item in operating cost. He did not express his opinion as to whether it is best to base depreciation on a "mileage basis" or "age basis."

"Those who use the age basis," he said, "place more emphasis on the fact that a truck depreciates to a certain extent."

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

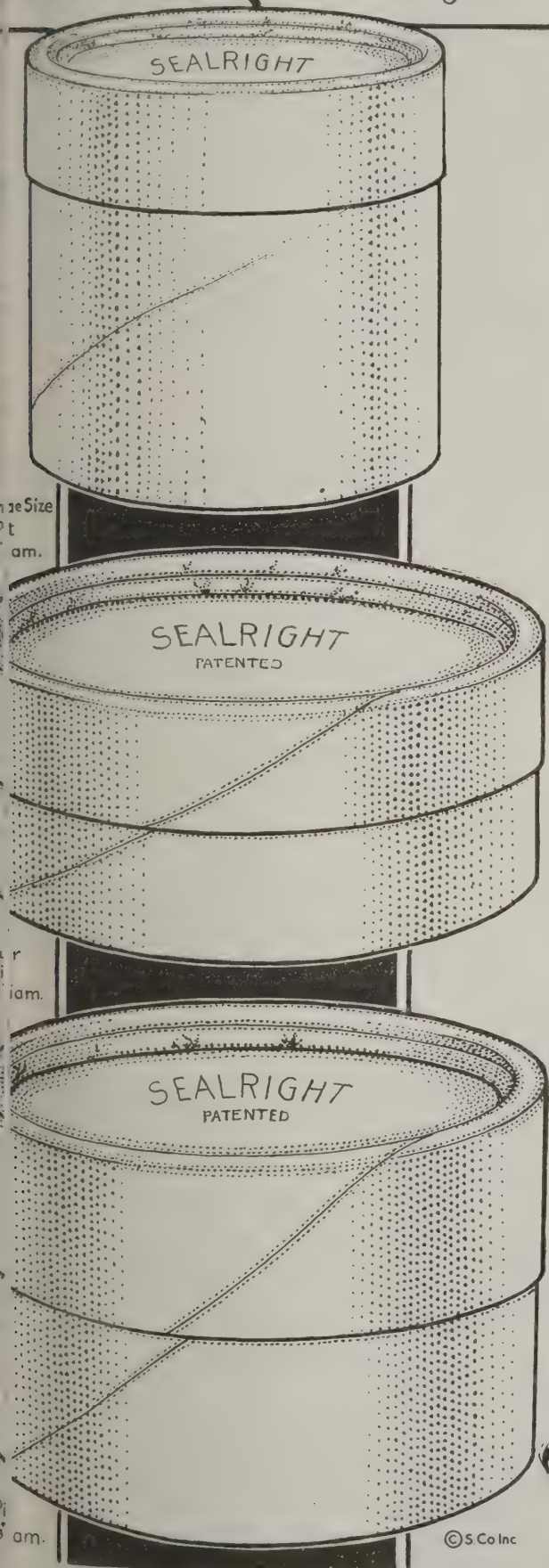
Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Sealright *Liquid Tight* Paper Containers



BUILD Year-Round, Volume Sales
with these

POPULAR SEALRIGHT PACKAGES

OF YOUR ICE CREAM

SEALRIGHT SUNDAE SIZE

Build bigger ice cream sales with this real selling feature—your ice cream packaged in Sealright $\frac{1}{4}$ pint Sundae Size Containers. Top of cream may be coated with any popular flavor of fruit dressing. A sturdy slip cover permits hardening up-side-down, so as to keep flavoring where it belongs. This ready-to-serve sundae makes a hit with dealers because it sells fast, serves fast and pleases customers. Many people buy them by the dozen for parties, etc. Many dealers retail them for 10c.

SEALRIGHT $\frac{1}{4}$ PINT, FLAT

Get \$1.60 for your ice cream packaged in Sealright $\frac{1}{4}$ pint Containers (flat size). Places your ice cream on the same rapid, profitable selling basis as chocolate bars, or any other "buy it and carry it away with you" commodity. Especially salable in public places where many people must be served quickly. When sold for 10c, with a paper spoon clipped under the crimp on the cover, a tremendous sales volume is possible.

SEALRIGHT $\frac{1}{2}$ PINT SIZE

Build and assure a year-round, carry-home business by packaging your ice cream in Sealright $\frac{1}{2}$ pint Containers. Sells to consumers for 15c, a popular price—a price within the reach of all. Here is a real chance to build up your plain flavor business, and create a tremendous sales volume for popular priced ice cream. Both manufacturer and dealer make a nice profit. The price, plus the size, places your product within the reach of multitudes. Remember, more people have 15c to spend for a carry-home package of ice cream than 30 or 60 cents.

Sealright containers may be filled direct from freezer,
or by Sealright Ice Cream Filling Machine

Write for samples of these popular Sealright sizes. Also for booklet BIGGER ICE CREAM SALES, and samples of Sealright window pasters, transparency, and other free advertising tie-up material that helps you cash in on Sealright national advertising in The Saturday Evening Post and Good House-keeping.

SEALRIGHT CO., Inc.
FULTON Dept. 682 NEW YORK



MENTION "THE REVIEW"—IT IDENTIFIES YOU.

whether it is operating or not, also that it is easy to distribute the depreciation charges in this way."

His speech will be published in an early issue of The Ice Cream Review.

Dr. H. A. Ruehe, dairy husbandry department of the University of Illinois, spoke on "Research and What It Means to the Ice Cream Industry."

Charles J. Stewart, Decatur, Ill., was assigned the subject of "Some Troubles of the Smaller Manufacturer." The speech was presented at the close of the second session.

This speech warned the delegates that the perilous point in an ice cream manufacturer's business career is when he reaches the 50,000-gallon mark and seeks to go higher. It is at this stage, it was pointed out, that the manufacturer must give careful attention to credit, collections. At this stage the competitor's co-operation is especially valuable.

At 2:00 o'clock the afternoon of that day the delegates inspected the exposition hall. The annual dinner of the association was held at the Winton Hotel that night, with the supplymen furnishing the entertainment.

Third Session.

THE third session was opened with a speech by A. P. Schneider, president of Jacoby Co., Allentown, Pa., on the subject of "A Cabinet and Service Charge and Why."

"If the ice cream industry will establish a new system of charging, whereby the dealer pays a cabinet and service charge, separate and apart from the cost of ice cream, it is self-evident that the number of holes would immediately become automatically controlled and kept at a minimum by the dealer himself, since it would be to his financial interest to keep the number of holes

at a minimum," said Mr. Schneider. "An additional cost to the dealer of a standard charge per gallon, therefore, make each gallon of business profitable to the ice cream manufacturer."

"The result in net cost per gallon to the dealer then vary from \$1.66 to \$1.02 per gallon, depending upon whether or not he used three gallons per hole, or twenty gallons per week per hole."

"Where there used to be one confectionery a given block we have now five and six 'places' ice cream is sold. Now mark this, that no matter the increased consumption has been, it has not increased so much for that block that it could be divided into parts, each of which would equal the gallonage of the original single store sold."

"As a result of this false expansion, manufacturers have had to buy more trucks, more cabinets, they had more repairs, and more grief all around. Yesterday in a given area they had a one thousand gallon cabinet with a three hole cabinet; today in the same area they have six six-hole customers selling not to exceed one thousand gallons. By dividing the three holes by one thousand gallons, we have the result of 333 per hole per year. By dividing the six six-hole cabinets into thirty-six holes, into the two thousand gallons, a result of a fraction over fifty-five gallons per hole. By now dividing the 333 gallons by the 55, you will see that the cost per hole has increased one-half times in proportion to the number of holes of ice cream sold."

"Do not fear the loss of these 'Ice Customers' they are the parasites of your profits. It is safe to say that on the average about 80 per cent of your gallons is sold by less than 50 per cent of your stops. Is this the profit? Is it had from the 50 per cent of stops selling 80 per cent of your output? Yes, that is the answer. And furthermore, it is safe to assume the gallonage formerly sold by the 'Ice Customers' pass through the cabinets which you continue to use, thereby increasing both dealer and manufacturer's sales, and by so doing increasing your ultimate sales. Your ice cream will always be fresh, and therefore of better quality."

F. Hovey, Schenectady, president of the Association of Ice Cream Manufacturers of New York, spoke on "A Fundamental Change in Service Policy," and said a change is needed to "correct an ill that we have developed."

He said free service made it possible for the ice cream industry to maximum gross sales, and was good for the ice cream industry that there be a retail customer handling the product near the consumers. But with the reaching of the point where there are two or three retail dealers close to every customer.

"When we have 600 stores selling no more than was formerly sold by four hundred stores, the expense of serving the 200 stores extra is going to be paid for," he said. "We have suffered from a decrease in sales per customer, meaning that the maintenance of a certain volume of business has required more cabinets, more ice, more salt, more trucks, more labor. We owe it to ourselves to conduct our business economically and efficiently."

"Theoretically, it would appear that we should establish a proper base price for ice cream, when ready to use our platforms, and then charge separately for each item of service we give, however, this would require great detail, and probably considerable friction with our customers, and therefore, would be more statistically than some other system. A service charge

"The Cat's Meow"

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
New York City

Room 555

Phone Fitzroy 3688

Manufacturers and Sales Agents for
ICE CREAM EQUIPMENT
AND SUPPLIES

• Eastern Representatives for
U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS

Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



GEO. BOEDEKER,
President, Texas White Caps.



H. T. PANGBURN,
Director, Texas Ass'n.



J. W. PARKER,
President, Oklahoma Ass'n.



J. D. KINNETT,
President, Georgia Ass'n.

Some State
Association
Officers Now
Getting Ready
for Convention
in the State



A. J. WHITE,
Secretary, Texas Ass'n.



C. R. HAUK,
Secretary, Oklahoma Wolfhounds.



EARL A. CASS,
Director, Oklahoma Ass'n.



J. B. PORTER,
Secretary, Oklahoma Ass'n.

cabinet hold, per week, seems to be fundamentally sound.

"Service costs are usually spoken of as including ice, salt, cabinet expense, horse delivery and auto delivery. Usually a little less than one-half of our delivery equipment is given up to the carrying of ice cream, itself, and there seems to be no good reason why this part of our service cost should be included in our service charge to be paid by our customers, as that part of our service cost which is applicable to the delivery of ice cream itself, would not be reduced by increased sales per cabinet hold.

"It would seem sound logic that our service charge should not exceed that part of our cost which covers cabinets, ice, salt and the delivery and packing thereof, in other words, it would seem that our service costs should cover those items, the cost of which would be reduced by the efficiency resulting from a service charge, and not that part which would cover the cost of delivery of ice cream, which would remain a fixed cost, per gallon."

H. H. Littlefield.

"Our definition of 'service charge,'" said H. H. Littlefield, Detroit, speaking on 'Service Charges as an Economic Factor,' "is a necessary charge made to small customers to enable us to show a small profit on ice cream sold to them. Theoretically the definition should read, the same profit on every gallon of ice cream sold."

He said the cost of packing has climbed every year and has in many cases "eaten up all the profit and often shown a loss."

"Under the system of selling ice cream for a set price per gallon including packing service until the ice cream was consumed, the cost of packing has climbed steadily, year by year, until in some cases it has eaten up all the profit and in some cases shown a loss," he said.

"This has become apparent to every manufacturer who keeps an ice record for each of his customers.

"Large numbers of small retail dealers have carried too many flavors and sold only a small quantity of each, thereby increasing the packing cost and cabinet investment per gallon. The difficulty has been further increased by the increase in number of retail dealers in advance of the per capita consumption.

"We have had, in our brief experience, customers who used as little as 20 pounds of ice per gallon and others who used as much as 120 pounds of ice per gallon. Such a situation brings up the question: How much ice can we afford to give in selling a gallon of ice cream? From a theoretical standpoint, the ideal way to

meet this situation is to sell ice cream as one item, packing service as another item. The customer pays for exactly what he gets. This seems to be the only way to make every gallon of ice cream the same profit. This has, however, always seemed a drastic change and too difficult in detail for action.

"Due to differences in state standards, selling prices of milk products, ice, salt, transportation and local conditions affecting the price and cost of ice cream, every manufacturer has his own individual problem in deciding how much ice he can use in packing a gallon of ice cream.

"Under our own conditions, we decided that we could go as high as 40 pounds of ice and salt per gallon of ice cream. We decided further that we would have great difficulty in charging for ice over this figure, due to necessity for exact weighing and large increase in clerical work. As a result we adopted a flat rate service charge based on the ice cream sold to the dealer for a weekly period. This charge is \$1.00 for every cabinet compartment in use by a dealer who buys less than 16 gallons per week. If he buys 16 gallons or over in the week, no charge is made. Sales to the dealer are compiled every week and in case they are less than 16 gallons, we bill him \$1.00 for each cabinet compartment he has in use. This line of demarcation is sharp, but it has the advantage of simplifying clerical work.

Reduces Cabinet Investment.

"This charge has the effect of making the customer careful not to ask for more cabinets than he needs, which reduces our cabinet investment per gallon. In addition to giving us payment in a rough way for excess ice and salt. It enables us to remove cabinets and discontinue service promptly from customers when the sale season ends with the advent of cool weather. A dealer is quick to see that it does not pay him to continue when his sales have fallen below a certain point. He asks to have service discontinued, when he no longer wanted all winter service which was a loss of us.

"As a result of increased packing cost during the last few years, some manufacturers have felt that they should not serve a customer who does not buy enough ice cream to show a profit. A service charge makes it possible to serve this class of customer at a profit. By so doing, ice cream is made more easily profitable by the buying public. Furthermore, the small customer this year may be a good customer next year.

"There are probably few of you who do not find it difficult to serve some customers at a loss and the net result on all business is the profit from the good customers less the loss on the small ones. A service charge enables the small customer pay his own way.

"As a result of this plan we have been able to serve several hundred small customers at a profit, ones which we would otherwise have lost money during the weeks of the season. It has enabled us to sell 10 per cent more ice cream at a profit during the year.

"We believe in the economic value of a service charge and while we know that many objections have been made to our present plan, we offer our one season's experience for your consideration."

F. E. Wheeler, Producer's Dairy Co., Brockton, Mass., gave "A Summary of Service Costs."

J. E. Dunne, Hazelwood Ice Cream Co., Portland, Ore., discussed the "Advisability of a Weekly Service Charge" for the delegates but was unable to attend personally deliver his address.

"In 1912 one of the wars was on in our community."

(Continued on page 50)

Ice Cream and Dairy

Plants

K. W. Schantz, Inc.

Architects and Engineers

BUFFALO - NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Heathization—Getting Back to Nature

ALL life on this planet is absolutely dependent upon the existence of from three to four parts of carbon dioxide in every ten thousand parts of air. Remove this tiny percentage, and life would be extinct within a year—just as soon as the food supply should be exhausted. For all food is built up out of carbon dioxide from the air and moisture and mineral salts from the soil. The plant leaf breathes just as the human does. Through the tiny pores on the underside of the plant leaf the carbon dioxide from the air passes. There, under the influence of direct sunlight acting upon the chlorophyll of the plant leaf, the carbon dioxide is transformed in Nature's own laboratory into food. The moisture and mineral salts are drawn from the soil and combined with the carbon dioxide. These myriads of food factories a beneficent Nature has provided in order that life should exist upon this planet.

The cow eats the blade of grass and transforms it into butterfat or meat tissue. No matter what the human family eats, the food owes its origin in the beginning to the combination of direct sunlight, chlorophyll, carbon dioxide, moisture and mineral salts.

The carbon dioxide is compounded into food and stored within the apple, in the nut or in the wheat berry, and then a wise Nature protects these foods from air with the skin, the peel, or the bran coat. When you break through Nature's protective peel, the apple turns brown, deterioration starting in at once.

Nature employs her food atmosphere, carbon dioxide, in other ways. We call milk our ideal food. Milk, when drawn fresh from the udder, contains 10 per cent of carbon dioxide by volume. The carbon dioxide functions in milk to keep a perfect emulsion, to inhibit bacterial growth, to preserve the vitamins, to stimulate digestion and to improve the flavor.

A wise Nature also provided that the bubbles in bread should be filled with carbon dioxide through the natural fermentation, due to

yeast. When Nature puts bubbles in bread, she singles out in her wisdom carbon dioxide for this natural process.

Carbon dioxide is indispensable to the fountain man. Take a glass of ginger ale and pour it from glass to glass a few times to replace the carbon dioxide with air. The ginger ale has lost much of its palatability, due to the fact that carbon dioxide, the natural atmosphere for beverages and foods, has been replaced by air.

For generations we have known that air is food's most destructive enemy with its by-products of oxidization due to air-contact. That is why the housewife so carefully seals her foods air-tight in order that they shall not spoil.

Food chemists, recognizing the destructive action of air, endeavored to work out a solution by vacuum means. Attempts were made to churn butter in a vacuum, because ordinary butter contains 10 per cent of air. Coffee and other products have been sealed in a vacuum to prevent the access of air, which deteriorates the flavor. Today food products are sealed in cans in an atmosphere of carbon dioxide, the products retaining their freshness indefinitely.

Heathization, the new science in keeping air out of food, is merely getting back to Nature—imitating Nature's process as nearly as modern science and invention will permit.

Heathization is now used by hundreds of food manufacturers. They represent a combined capital of over \$100,000,000. The foods involved are ice cream, butter, bread and candy products, for which the American public spends billions of dollars annually. In the ice cream industry, manufacturers in all parts of America are Heath enthusiasts. As it is only possible to use the very best materials in the making of Heathized Ice Cream, manufacturers welcome the Heath process because it certifies to the purity of their product.

Advertisement.

TENTATIVE PROGRAM

Association of Ice Cream Manufacturers
of Pennsylvania and New Jersey

ALTOONA, PENN.

NOVEMBER 13-14-15, 1923

Address of Welcome.....	Hon. C. E. Rhodes, Mayor of Altoona, Pa.
Response	
Presidents Message	E. E. Rieck, Pittsburgh, Pa.
Report of Treasurer.....	E. Walker, Warren, Pa.
Report of Secretary.....	J. W. Neuman, York, Pa.
Report of Directors.....	W. E. Hoffman, Tyrone, Pa.
Report of Committees.	
Address	Prof. A. A. Borland Dairy Husbandry, State College.
Iceless Cabinet, Practical Demonstration.....	Glenn B. Cowan, Arctic Ice Cream Co., Detroit, Mich.
Address	Dr. Kimberley, Dairy Laboratories, New York, N. Y.
Why Should Ice Cream Be Advertised Nationally?..	N. W. Ayer & Son, Philadelphia, Pa.
Friendly Competitive Salesmanship.....	Thos. J. Stewart, Pres. Salesmens Club, Ass'n of I. C. Sup. Men.
Developing Initiative	O. S. Jordan, Pres., Ass'n. of I. C. Supply Men.
Side Lines.....	Open Discussion
Unsolved Problems in the Ice Cream Industry..	Geo. M. Brink, Treas., Crane Ice Cream Co., Philadelphia, Pa.
The Value of Young Blood in the Industry.....	W. E. Hoffman, Pres., Pres. W. E. Hoffman Co., Tyrone, Pa.
The Benefits of Homogenization on Ice Cream Making..	O. E. Williams, U. S. Dept. Agri., Washington, D. C.
Address	Hon. Jas. Foust Director of Foods, State of Pennsylvania.
Elementary Bacteriology	Dr. Geo. R. Moffitt, Bacteriologist, City of Harrisburg, Pa.
Intense Cultivation of Your Own Territory.....	W. R. Jennings, Parker-Brawner Co., Washington, D. C.

SOCIAL FEATURES

The Social Features will consist of the following:

Auto Ride for Ladies to Home of Chas. M. Schwab, Loretta, Pa.
Theatre Party to Musical Comedy, Ladies as Guests of Ass'n.
of Ice Cream Manufacturers of Pennsylvania.

Matinee, Theatre Party for Ladies, Guests of Central Pennsyl-
vania Ice Cream Manufacturers.

Banquet—Dance with Noted Singers, Vaudeville Acts and Other
Entertainment.

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

RECORD ICE CREAM BRICK AT NATIONAL CONVENTION.

The largest ice cream brick ever made was displayed at the "dance diable" at the Masonic Temple the fourth evening of the convention. It was approximately six feet long, three feet wide and three feet high. There were three layers—chocolate, vanilla and strawberry. It contained 150 gallons of ice cream, 50 gallons to the layer. The services of six men were used in making the brick, this requiring 10 days. It was hardened in a room 18 degrees below zero. The gigantic brick weighed 675 pounds. It was large enough to serve 5,000 people.



GOLF MATCH TO OPEN PACIFIC CONVENTION.

Delegates to the annual convention of the Pacific Ice Cream Manufacturers' Association will enjoy the novelty of seeing an ice cream convention opened with a golf match. The eighth annual Pacific convention will be held at Vancouver, British Columbia, December 3, 4 and 5. To make it interesting the association is offering a cup for the delegate who turns in the best golf stroke.

Evidence of the interest being felt in the Pacific Northwest over the coming convention is given by the fact that the officers did not have to change their tentative program, every man scheduled to speak having accepted the invitation.

Bert H. Walker, Tacoma, Wash., secretary of the association, invites Eastern friends to attend the convention. Hotel Van Couver will be convention headquarters. The secretary advises all contemplating attending the convention to make early reservations. He promises that all visitors will be royally entertained.

Canadian members of the association are deeply gratified over the visit of their association, and will make every effort to make the visit interesting and entertaining, we are told.



MICHIGAN SHOW SET FOR FEBRUARY 5, 6, 7.

Kalamazoo again has been selected for the annual convention of the Michigan Allied Dairy Association and the show by the Michigan dairy Boosters.

This announcement concerning convention plans comes from R. F. Frary, secretary of the Michigan Allied Dairy Association. C. J. Yunker, president of the Michigan Dairy Boosters, advises The Review that his organization is making extensive plans for the best exposition ever held in the Michigan dairy industry. The dates selected are February 5, 6 and 7, 1924.

Those who attended the convention-exposition at Kalamazoo last year understand the importance of this event, and there is no doubt that the affair this year will be largely attended.



NEW YORK STATE MANUFACTURERS MEET IN DECEMBER.

The sixteenth annual convention of The Association of Ice Cream Manufacturers of New York State will be held at Rochester, December 5 and 6, it was announced late last month by President Vernon F. Hovey and Secretary A. M. Le Messurier. They promise important discussions. The Rochester committee now is making arrangements "to make this convention a complete success," it is announced.



Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. He collects the profits daily.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

KANSAS PREPARING FOR CONVENTION.

Preparations are going forward for the eighth annual convention of the Kansas Association of Ice Cream Manufacturers, according to officers of that association. The convention, as announced in the preceding issue, is to be held at Wichita, January 22, 23 and 24, 1924.

Officers say they are striving to uphold Kansas' reputation for making its annual convention one of the best of any state association in the industry.

"We are arranging a program full of interest for every ice cream manufacturer, and we assure you that the time will not drag while you are in Wichita," says Secretary B. T. Perkins, in a recent bulletin. You will remember that three years ago Wichita gave us the best entertainment we had been given and you may expect better in 1924.

"It is expected that those that insisted on a three-day session will come forward with suggestions as to program. If any member has a subject he wants discussed or some special speaker would like to have we will be glad to have any such suggestions. We will try to have something new as well as entertaining and instructive."

"Kansas has the reputation of the best annual convention and we are intent on retaining it. You can always rest assured we will set a new standard. Now, fellows, it is up to you to help do this as you will realize it requires the united effort of all members."



NEW ENGLAND ASSOCIATION MEETS JANUARY 16, 17, 1924.

Officials of the New England Association of Ice Cream Manufacturers have decided upon January 16 and 17, 1924, the dates for their annual convention, the secretary recently announced. The convention will be held at the Copley-Plaza Hotel, Boston.



PENNSYLVANIA PLANT BUILDS ADDITIONS.

Additions and improvements to the plant of the Fries Ice Cream Co., Reading, Pa., 136-144 Maple Street, which started on October 8, will be completed about March 1, next, entailing an expenditure of upwards of \$23,000.

The company is erecting a garage of concrete block and brick, 24x110 feet, with frontage of 137 South Tent street and connecting with the rear of the the Maple street plant. It is designed to accommodate the 20 motor trucks used in the firm's business.

The garage will be completed about December 1, at which time the contractor at once will start to construct a 20x60 foot brick and concrete addition to the freezing room of the plant. This will be erected to the north of the plant and will house a new ice manufacturing unit with a capacity sufficient to produce all the ice used by the company in the manufacture of ice cream.

Heretofore its ice making plant was inadequate to provide sufficient ice, and some of the frozen products had to be purchased. A new and modern refrigerating system will be installed in the ice cream manufacturing department.

The work is being pushed as rapidly as possible to insure its completion by March 1, to make certain that the new facilities will be in readiness for the heavy spring and summer business.

J. M. Fries is president of the Fries Ice Cream Co. Clayton M. Fries is general manager and E. A. Fries is treasurer.

PACIFIC ASSOCIATION PROMOTES DEALER CO-OPERATION.

The Pacific Ice Cream Manufacturers' Association which includes in its membership most of the progressive manufacturers of Washington, Oregon, Idaho, Montana and British Columbia, is an organization that recognizes that the all-important link between the manufacturer and the consuming public is the retail dealer, and is not ashamed to admit it. As an association, its members are eager to foster the friendly community of interest between the manufacturers and the dealers which is so essential to the welfare of both.

An attractive booklet containing the "Declaration of Principles" which was adopted at the 1922 convention of the association as well as many valuable dealer-suggestions has been prepared by President W. V. S. Robb, Seattle, and Secretary Bert Walker, Tacoma. This booklet is sold to and distributed by members of the association to their dealers.

Among the valuable dealer suggestions and selling points offered are:

"You cannot successfully sell a product on which you yourself are not 'sold.'" Acquaint yourself with the many valuable properties of ice cream so that you can expound them to the best advantage to your customers.

"Devote to its handling and sale the same careful attention that you give to any other important part of your business."

"Take advantage of the advertising material furnished by the manufacturer to aid you in building business, and see that it is attractively displayed to get the maximum results."

"See that your ice cream is kept in good condition at all times, and that it is neatly and attractively served."

"In the preparation of sundaes, sodas, etc., use the best syrups and syrups obtainable, and see that they are carefully compounded according to the best formulas."

"See that all containers, dishes, spoons, etc., in which ice cream is handled and served are kept clean and in good condition."

"Assist the manufacturer by promptly cleaning and returning empty cans and packers. Carelessness in this respect results in a heavy item of expense which must be added to the manufacturer's cost, and consequently to the price paid by the consumer."

"Remember that the manufacturer who serves you is anxious to assist you in every possible way, and do not hesitate to call upon him for help or suggestions. In this regard contact with a great number of dealers, he may have gained just the knowledge or ideas which are needed to make your ice cream sales the highly profitable part of your business which they should be."



CONVENTION PROGRAMS ANNOUNCED.

The association secretary who is puzzling himself over suitable subjects for his convention program will do well to go through this issue and take some points from the subjects handled at the national convention last month, and also to study the programs of other associations announced in this issue.

The Texas, Pennsylvania and Pacific associations announce programs more or less incomplete, all notable for their vital subjects listed.

The Southern association announces a very striking preliminary program.

A subject to be discussed by the Illinois association, whose program was not complete at this writing, is sure to be heard with great interest. It is, "What Constitutes Quality in Ice Cream?" It is a point to be earnestly considered. We hear much of quality and many of us have many different ideas on the subject.

Every manufacturer believes he makes quality ice cream. But how many can say offhand just what is necessary to quality—just what the word actually means? It is a point that should be given careful thought.



Cream City

"THE CANS WITH THE STRONG STRAIGHT BREASTS"
SANITARY-DURABLE-CORRECT CAPACITY



GEUDER, PAESCHKE & FREY CO.
MANUFACTURERS · MILWAUKEE, WIS.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Trade Marks Department

Conducted by National Trade Mark Co.,
Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers, The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

Ser. No. 177,268. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Bridgeman-Russell Co., Duluth, Minn. Filed Mar. 12, 1923.



Without waiving any common-law rights, applicant hereby disclaims the words "Velvet," "Delicious" and "Ice Cream" apart from the mark shown in the drawing. The lining of the drawing indicates the color blue.

Particular description of goods.—Ice Cream.
Claims use since about 1906.

* * *

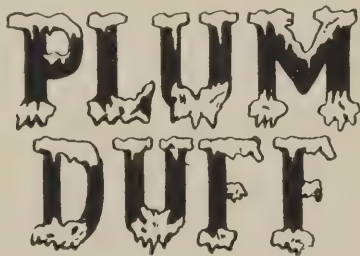
Ser. No. 180,841. (CLASS 2. RECEPTACLES.) Canadian Wm. A. Rogers, Limited, Toronto, Ontario, Canada. Filed May 19, 1923.



Trade-mark consists of the word "Konex."
Particular description of goods.—Cones. Particularly Paper Cones Used for Drinks and Edibles.
Claims use since Oct. 1, 1920.

* * *

Ser. No. 178,791. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) White Stokes Co., Inc., Chicago, Ill. Filed Apr. 7, 1923.



Particular description of goods.—A Semiprepared Fondant and Base in Candy and Ice Cream, a Topping for Ice-Cream Sundaes, an Icing and Filler for Pastry.

Claims use since Jan. 18, 1923.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ser. No. 175,590. (CLASS 50. MERCHANDISE NOT OTHERWISE CLASSIFIED.) New Jersey Paper Tube Company, Englewood, N. J. Filed Feb. 5, 1923.
No claims made for the words "Soda Straws."

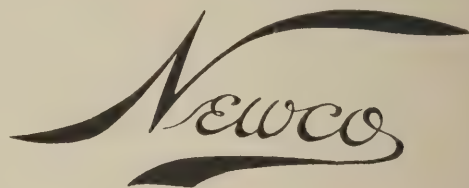


Particular description of goods.—Paper Drinking Soda) Straws.

Claims use since Nov. 15, 1921.

* * *

Ser. No. 160,938. CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Carl A. Hay, doing business as The New Ice Cream Company, Newton, Kans. Filed Mar. 20, 1923.



Particular description of goods.—Ice Cream.
Claims use since October, 1920.



ILLINOIS ASSOCIATION MEETS IN DECEMBER.

Illinois manufacturers will meet at Hotel Sherman, Chicago, December 11 and 12, for their twenty-fourth annual convention, it was announced recently by officials of the Illinois Association of Ice Cream Manufacturers.

This association, the pioneer in the ice cream industry, has a long record of successful conventions. The meeting next month is sure to be largely attended, officials believe.

Secretary N. Loewenstein has announced the following subjects as a partial list of those to appear on the program: "Refrigerated Cabinets," "Service Charges," "Truck Delivery," "Electric Trucks," "Some Trade Abuses," "Edible Gelatine," "What Constitutes Quality in Ice Cream."

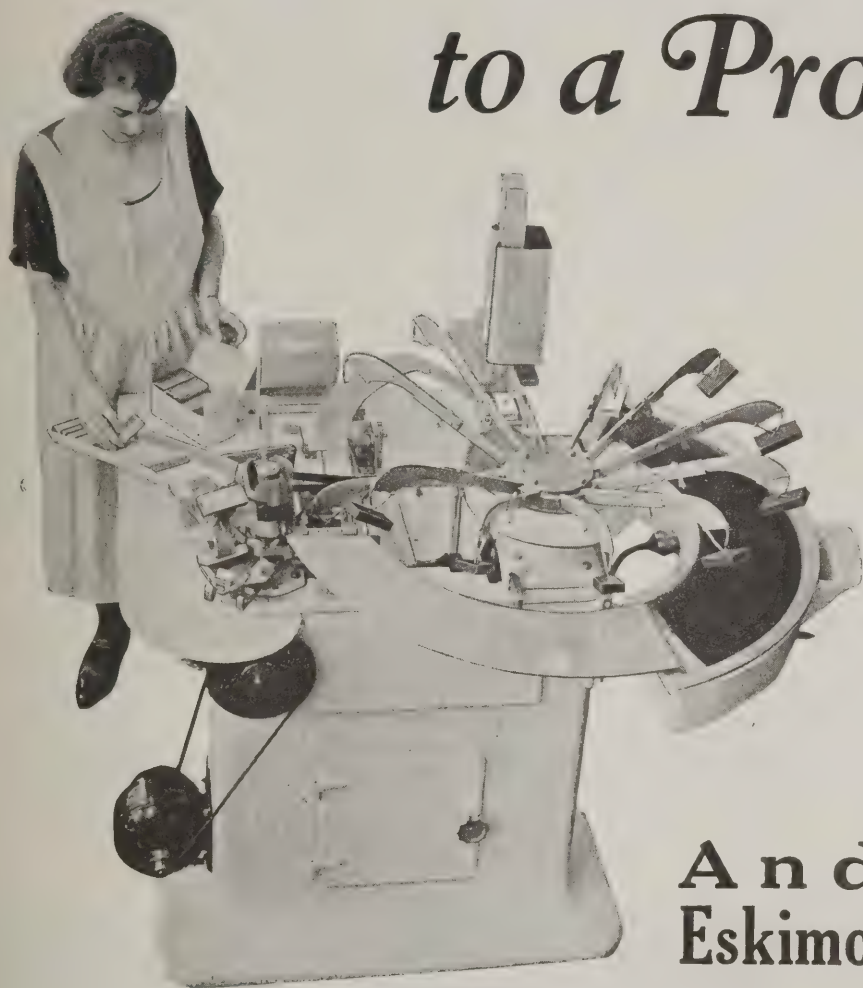
The secretary invites members to send in suggestions for subjects in completing the program.



"IT'S A GIRL."

A. E. Parks, Columbus, O., representing Sturges was called home the first day of the Cleveland exposition to attend the arrival of a baby girl. Parks travels Ohio, West Virginia and a part of Pennsylvania.

Here's the Solution to a Profitable



5¢
ESKIMO
PIE

A n d e r s o n
Eskimo Pie Machine

*The cost is within reach
of any average plant.
Write for price and de-
tailed circular.*

AUTOMATICALLY
Cuts, Dips and Wraps

100 Dozen per Hour
At its Maximum Capacity

Anderson Bros Mfg. Company
1923 Kishwaukee Street
ROCKFORD, ILL.

Mighty Outpouring of American Ice Cream Manufactures

(Continued from page 40)

A scheme had been in vogue charging so much a pail for ice. One of the large companies was making their own ice and forgetting to charge for it," Mr. Dunne said. "The result was war; a needless price cutting war with its resultant loss to every one involved.

"Something had to be done. The writer felt that a service charge should be established and talked with his associates about it. About this time the other fellows, as well as ourselves, were so heavily in the red, that we all felt the necessity of a conference. At this conference my weekly service charge was broached.

"It did not meet with instant pleasure and many plans and counter plans were considered before we finally adopted a service charge of \$1.00 per week, collected in advance by some, and at the end of the week by others.

"At first there was considerable misunderstanding, since we had unfortunately called it an icing charge, and many customers considered this a fine opportunity to discharge their ice men, and proceed to ice up their store for all purposes, one Greek merchant taking five ten gallon tubs of ice off the truck one day, with which to ice up his water melons.

"This was about the limit, so we all agreed to work and find a solution of this new trouble, and again more conferences.

"We wanted to get the merchant to understand that the ice belonged to us, that it cost money, time to renew the supply, and delay among the rigs, so that customers at the farther end of the route were entirely without ice and had soft ice cream, while the rigs were away replenishing the supply, or waiting for a new supply to be brought to them.

"Sometimes a threat to reverse the route so that the

ice taking customer himself would be the last one have its effect. We still have our trouble along this line but we will ultimately reduce this practice to a minimum.

"We now call it a service charge, because service is the correct name; and why not? Does any other business in the world do all the advertising, send its men daily to a store, assume the responsibility of keeping the stock a man sells in perfect condition, replenish the same daily, give him additional service should necessity demand, and assure him of a turnover, that is second to none in his store?"

N. J. Dessert, Detroit Creamery Co., spoke on the "Spread in Cost Between Brick and Bulk Ice Cream."

"The cost of labor in manufacturing bricks is .040 per gallon," said Mr. Dessert. "The cost of supplies is .0521. Difference in delivery is .1789. Shrinkage .31. Total difference .3030.

"The difference in cost of **delivery** of bulk and brick ice cream is estimated on the basis that it takes as much ice and salt, space and time to deliver three gallons of brick as five gallons of bulk cream.

"You gentlemen are all familiar with what constitutes **labor costs** on brick cream, but anyway I will mention that our charges include operating Mojonnier brick machines, lining cartons with parchment, filling slabs by hand, cutting hand-filled slabs into pints and quarts, wrapping hand-made bricks, also cutting brick individually for push carts.

"The item of **supplies** includes cartons, wrapper rubber bands, cardboard circles and miscellaneous supplies used in operation.

"I mentioned 'shrinkage' costing us three cents a gallon. This is the item I wish to call particular attention to. You have all heard the old adage that 'small

THREE OF THE CONVENTION SPEAKERS



THOS. B. DOWNEY,
Mellon Institute
"Edible Gelatine."



F. N. MARTIN,
Spokane.
Response to Address of Welcome.

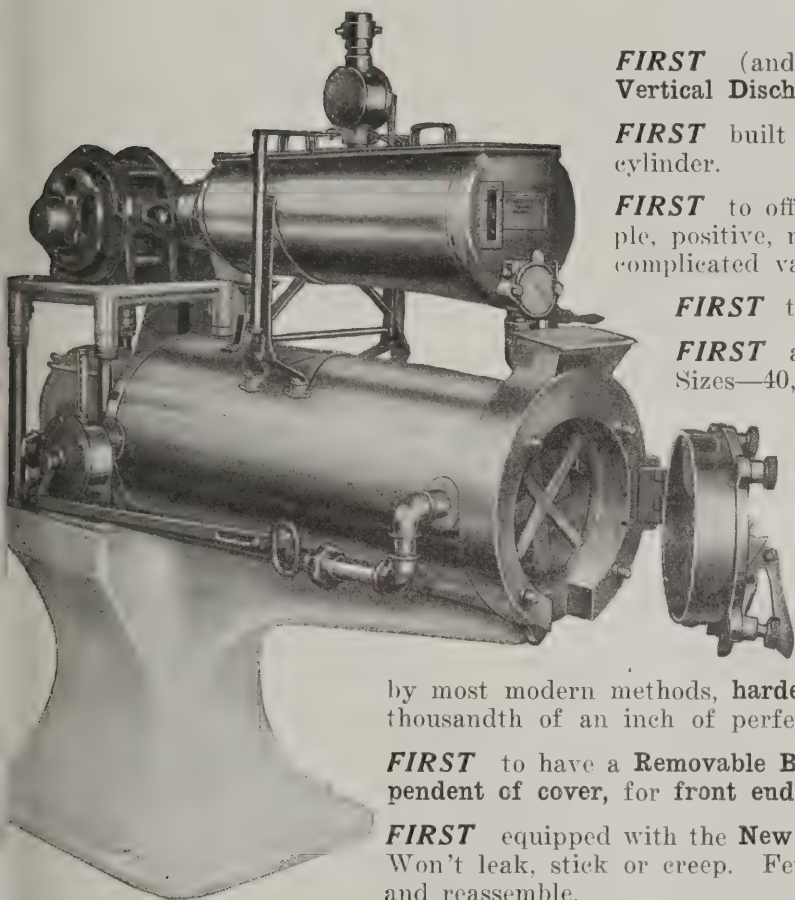


PROF. BEN BETTY,
Purdue University.
"Truck Operating Costs."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

J. S. Heavy Duty Freezers

Always First!



FIRST (and still the only ones) designed to give a **Rapid Vertical Discharge.**

FIRST built with a seamless drawn **nickel-silver** freezing cylinder.

FIRST to offer a **Practical Automatic Batch Weigher**, simple, positive, reliable, gravity operated. No floats, springs or complicated valves and levers. Optional on all sizes.

FIRST to make **160 Quart Giant Size Freezers.**

FIRST and only ones to develop a **Complete Range of Sizes**—40, 50, 60, 80, 120 and 160 quart capacity, (40 quart made in **vertical** as well as **horizontal**).

FIRST to use **Roller Bearings.**

FIRST to demonstrate a **Practical Automatic Freezing Control and Recorder.**

FIRST to adopt **Chrome Nickel Forged Steel Gears** in Roller Bearing machines, annealed by careful heat treating, **machined**

by most modern methods, **hardened** by scientific tempering, **ground** within one thousandth of an inch of perfection.

FIRST to have a **Removable Bearing** (Patented) and tripod support, independent of cover, for front end of dasher.

FIRST equipped with the **New Rotary Disc Sanitary Cream and Brine Valves.** Won't leak, stick or creep. Few and simple parts. Easy to take apart, clean and reassemble.

FIRST to have Cream Can Outlet Valve cast solid in one piece with bronze end of can.

FIRST to be **Easily Convertible** from motor drive to belt and vice versa in the owner's plant.

FIRST "Really Heavy Duty Freezer," Extra Heavy Construction Throughout.

There Are Many Other Advantages!

which make U. S. Heavy Duty Freezers so Easy, Safe and Convenient to Handle,—so Economical and Efficient, while maintaining High Rates of Production in making Sanitary, Exquisite Ices and Creams of the Most Delicate Texture.

Satisfied Successful Users Everywhere

We will gladly give you the names of those near you, so you can ask them what they think about U. S. Heavy Duty Freezers.

Jobbers and Representatives In All Parts of the United States and Canada.

Write any of the following for complete information:

A. H. Barber-Goodhue Company, Chicago, Ill., Blanke Mfg. & Supp'y Company, St. Louis, Mo., Cannon Supply Company, Salt Lake City, Utah, Chester Dairy Supply Company, Chester, Pa., R. J. Deey Sales Company, New York City, N. Y., Hughes Sales Company, Seattle, Wash., Hurley Company, Denver, Co., A. E. Kaestner, Baltimore, Md., Liebers Equipment Company, Lincoln, Neb., National Dairy Equipment Co., Utica, N. Y., T. Fellows Mason, Dunmore, Scranton, Pa., Manning Mfg. Company, Portland, Vt., Oakes & Burger Company, Cattaraugus, N. Y., Premier Machinery Company, San Francisco, Cal., W. E. Stout, Yorksburg, W. Va., B. Trudel & Company, Montreal, Canada.

Or Write Us Direct

J. S. FREEZER & MACHINE CORPORATION
 North 11th Street and Driggs Ave. **BROOKLYN, N. Y.**

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

leaks will sink a great ship.' Now in this case the small leak did not sink a great ship because we plugged it up in time. But just the same that small leak cost us over \$900.00 in the month of July alone. In other words, we lost something over three cents a gallon on 32,000 gallons of brick ice cream. Here is how it happened:

"We have been using cartons which were made to take hand-made bricks. You must make some allowance for the irregularity of cutting hand-made bricks. The cartons must be a trifle large because sometimes the bricks are not sliced perfectly straight. I don't want to bore you gentlemen with figures but when this matter of over-run or shrinkage was brought to my attention, I determined to dig right down to the bottom of the case and see what was wrong. And here it is in figures:

"The standard quart carton contains 57.75 cubic inches of space. The carton we were using measured $3\frac{1}{2} \times 2\frac{11}{16} \times 6\frac{9}{16}$ inches or 61.73 cubic inches.

This difference, practically four cubic inches on a quart carton, is what caused that shrinkage—it made our brick ice cream cost more than three cents a gallon above what it would have cost had we thought of it in time that the old carton for hand-cut brick was larger than it should be for a Mojonnier filled brick. Now we are having cartons made which measure $3\frac{1}{2} \times 2\frac{3}{4} \times 6$ or 58.09 cubic inches. This is just a trifle larger than the standard carton (57.75 cubic inches) but we are making allowance for the parchment lining."

The association's executive session was held October 25. At this meeting officers were elected as follows:

President, V. F. Hovey, Schenectady, N. Y.; vice president, William W. Campbell, Shreveport, La.; treasurer, A. J. Weller, N. Loewenstein, Chicago, was elected secretary. New Orleans was selected as the next convention city, winning over Los Angeles, Calif., St. Louis and Kansas City.

Why Business Man Should Attend All Meetings of his Trade Association

By W. W. CAMPBELL*

THERE are many reasons "Why the business man should attend all meetings of his association." I shall only attempt to give you a few reasons as I see them:

This association was formed some twenty odd years ago, with the following objects for its platform: 1. To promote and safeguard the common business interest of its members; 2. To establish and maintain friendly relations among those engaged in the manufacture of



W. W. CAMPBELL.

ice cream; 3. To take united action upon all matters affecting the trade at large. How well the association has lived up to and carried out these principles, the enormous growth of the industry of the ice cream

There is no person in any line of industry that fulfills his obligations to the public at large who does not attend the meetings of his trade association. Meeting men in your own line of business puts you directly in touch with your competitor. The friction in your mind against that of a competitor

sharpens your conceptions of what you are doing as against his way of doing it. The friction between two minds having the same inspirations, but possibly working from different angles, naturally sharpens both minds, so that while your competitor may gain something from you, you are bound to get something from him. This does not mean following his line of constructive thought or copying his methods, but is a mental cock-tail. There is a natural stimulant when many minds having the same basic thought are brought together. The psychology of this is apparent whether one is a believer in the trans-

ference of thought or not. The will to do this or that being in numerous minds is brought to affect all minds present and adds force to the thought, for this reason the progressive manufacturers of ice cream throughout the United States and Canada come together annually to discuss new methods, economic conditions, and the best possible means of improving our industry.

For purely business reasons it is well to mingle with men of one's own business. The time for concealment of methods in business is past. A free interchange of ways of bettering things or improving products, is the motive that moves men's minds in trade meeting. The progressive manufacturer of to-day who has worked out some problems for the betterment of the industry is different from what it was some years ago. He is glad and willing today to give to those in the industry the benefit of his knowledge which will help to promote and elevate the ice cream business. It is through the co-operation of the ice cream manufacturers, one with the other, and the supply men that we have been able to make the advancement in the ice cream industry that we have made in the past several years. It is through the trade association that we have put ice cream no longer as a luxury, but as one of the most essentials of foods. Science and necessity have taught us many things about food, so many things we once thought as indispensable as food we have since found wholly unnecessary, others we thought of only as luxuries we have found are food necessities. Ice cream has been found to be an essential food. Science and actual experience both in the home and hospitals have proven it to be necessary and nourishing food. These things have all been made possible by our trade association.

When a competitor shows a greater advance in business than you, don't say that he has used underhanded methods or that he hasn't played the game fair, possibly he has done deeper and better thinking than you. Meeting him at trade conferences may reveal his methods, whether intentionally or not, at the same time it supplies a tonic to your mind.

Concealment of your business methods or ways of bettering the trade reveals the fear that you are not as strong as others in your trade.

Loyalty to your organization should spur you to attend your trade meetings, take part in their deliberations, and I am sure that you will derive a great benefit

* Address before National Convention.

Standardize on a Safe Gelatine

To safeguard the reputation of your product you must be sure of the quality of your ingredients. You must please the public! You do this best and easiest by standardizing on materials that are of unvarying good quality.

Save yourself concern—uncertainty—in the matter of the gelatine you use by standardizing on “Atlantic”—a gelatine so pure, so clear and of such uniformly fine quality that it is described as a “super-clarified” gelatine.

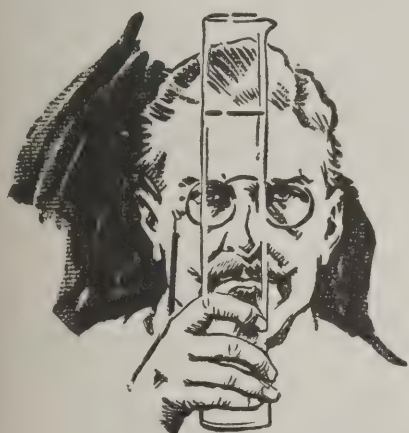
Painstaking care in manufacturing, using only the finest raw materials obtainable, is what accounts for the consistent high quality of our gelatine. Atlantic passes the pure food requirements of every state in the Union. It's dependable!

Tie to Atlantic super-clarified Gelatine—and play safe.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches

Chicago Suite 510, 118 N. La Salle Street
New York City: Room 1081 Woolworth Building



*“Purest and best —
It Stands the Test”*

**See If It Isn't
Better —**

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

ATLANTIC ^{Super-Clarified} GELATINE

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

No manufacturer can say that he can not spare the time or can not stand the expense of attending these trade meetings and be content to let the more progressive men carry on the work of the organization. It has been my experience that a man generally gets out of an organization what he puts into it. If he puts nothing in he certainly cannot expect to get anything out. Your organization is a basic institution, and all who belong to it must derive a benefit from whatever concerted action results. There is no other way of which a full concert of action can be had.

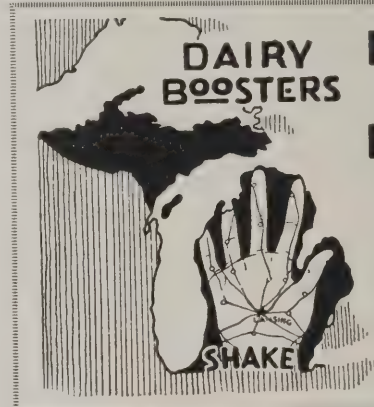
The annual meeting of the ice cream manufacturers, together with the supplymen, is looked forward to by the majority of those engaged in the industry as one of the greatest and most educational events in the year's work. It is to some of us our vacation. While we are busy and have our industry in mind at all times, yet the pleasure of meeting not only those who deal directly in the manufacture of ice cream, but it brings us in closer touch with those from whom we purchase our supplies and equipment. It is at these annual meetings that we see displayed every piece of machinery used in the ice cream plant, we not only see it and have it explained to us, but in a great many instances we see the machine in actual operation.

In this progressive age every line of industry and profession has its organization and societies, the doctor, the lawyer, the dentist, the wholesale merchant, the retail merchant, the manufacturer, all hold their annual meetings. They do not hold these meetings for the purpose of regulating prices, but to discuss the best methods, what is best for the industry in their particular line, and for the best way of serving the public.

Trade organizations are necessary in any line of in-

dustry. It is through these associations that the public is protected from unscrupulous methods in the manufacture of food products and advertising that is misleading to the consumer.

Having attended these trade meetings for the past several years I cannot possibly see or conceive of any reason why the progressive business man should not attend the meetings of his trade association.



MICHIGAN ALLIED DAIRY ASS'N

Dairy Booster Officers:

Pres., C. J. YUNKER
1112 Radcliffe Drive,
Toledo, Ohio.

Secy., C. J. W. SMITH
c/o Creamery Package
Mfg. Co., Detroit.

PLANS FOR MICHIGAN DAIRY SHOW.

All arrangements are being made readily for the next Michigan Allied Dairy Show to be held in February at Kalamazoo, Mich. So get ready to attend it.

The Cleveland convention was a great success and sales were good.

Michigan Dairy Boosters' officials are now planning for great exhibits and other entertainments. They also wish to call the attention of their members to pick the spaces just as soon as floor plans are issued and make them out. So do not delay any for so many are now asking about it.

Look out for the next great dairy convention to be held at Kalamazoo in February. It will be larger and better than ever. The floor plans will have 94 booths.

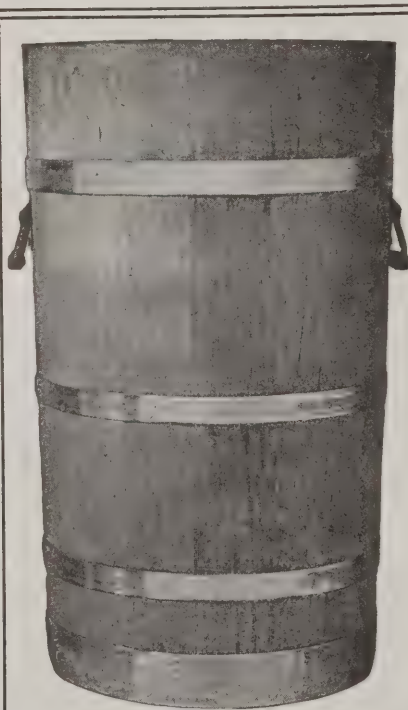
Michigan Dairy Boosters will entertain those who attend the Michigan Allied Dairy Association show. They will make you all wake up and take notice. They are known for being great entertainers. Those who attended last February will vouch for that.

Now, everybody, get ready and make arrangements to attend it.

C. J. YUNKER, Pres.



Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. It collects the profits daily.



The Texas Barrel Company

is still manufacturing the best Ice Cream Tub on the market. Our increased sales assure us of that fact.

We were the pioneer makers of the TALL TUB and all other makes are imitations. While we are improving this TUB all the time, our imitators are content to stand still and hang on.

Before ordering Ice Cream Cabinets see the new style Cabinet we are manufacturing. Will keep cream in frozen state for 48 hours with one icing. It has many advantages over the old box Cabinets.

Equipped with casters and handles and easily moved from one position to another. Does away with leakage and water wastage.

We handle a full line of ice cream cans in all sizes.
Can make immediate delivery.
Write for prices Prices are right

Texas Barrel Company
HOUSTON Box 665 TEXAS

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Summer Sales

Send for Our Booklet

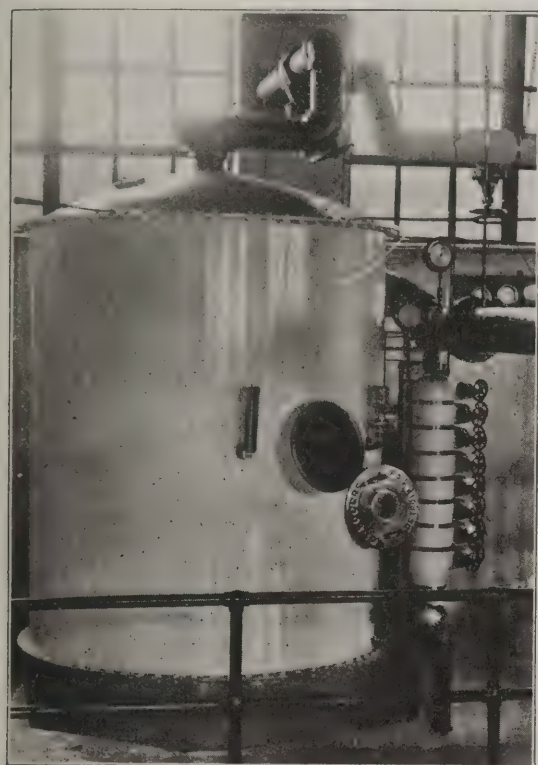
Order through your jobber or direct from us.

EPPELSHEIMER & CO.
Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



6' Vacuum Pan at Wellington, Ohio, plant of
Telling-Belle Vernon Company,
Cleveland, Ohio

THE TELLING-BELLE VERNON CO.

CLEVELAND, O.

EXECUTIVE OFFICES

September 23rd, 1922.

C. E. Rogers & Sons,
Detroit, Mich.

Gentlemen:

We take pleasure in saying that the Rogers condensing pan installed in our new Wellington plant is a great improvement over the pans heretofore used. We find that we can boil at a lower temperature with water at a higher temperature, and with less entrainment loss than has been our experience with other pans. The pan also has a decidedly greater capacity. We are very glad in this way to express our satisfaction with this installation.

Yours very truly,

THE TELLING-BELLE VERNON COMPANY.

J. H. Knudsen
Vice President.

JHC:BN

Capacity and Economy

are built into our

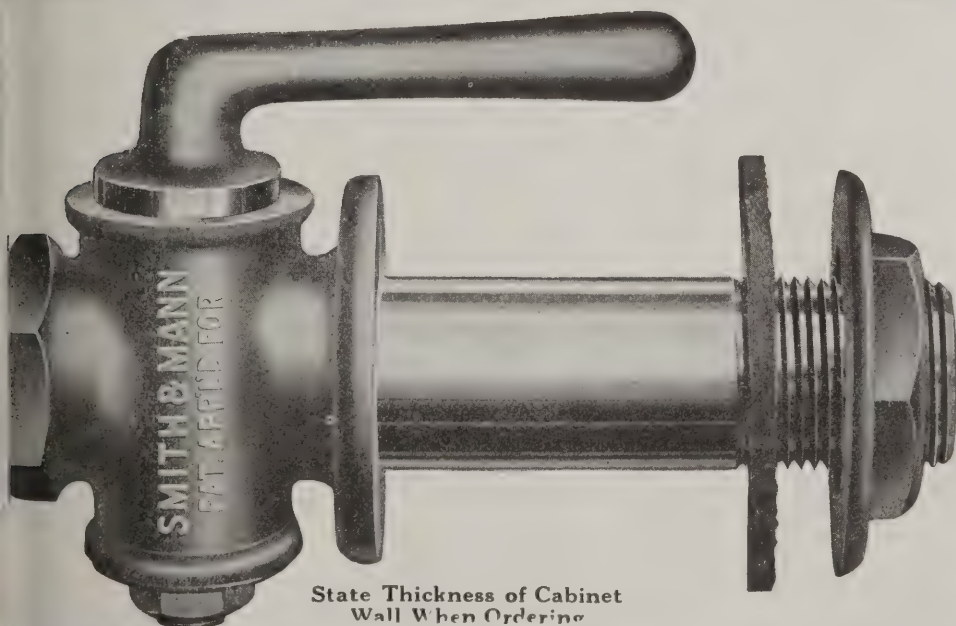
VACUUM PANS

for Condensed Milk, Ice Cream Mix and Milk Powder

C. E. ROGERS

8731 Witt Street

DETROIT, MICH.



State Thickness of Cabinet
Wall When Ordering

"Where
Pride and
Ultimate
Economy are a
Consideration
Smith & Mann
Cabinet Drains
Predominate"

The non-corrosive metal used in Smith & Mann drains gives them a life that will outlast your business. Their one-piece construction makes them leakproof—a desirable feature ice cream dealers appreciate. Their larger capacity hastens brine drainage—a time saver for the busy dealer.

Send in a trial order. You will find satisfaction in making Smith & Mann drains your standard cabinet equipment

SMITH & MANN, 914-18 West York St. Philadelphia, Pa.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

OKLAHOMANS PREPARE FOR LIVELY CONVENTION.

(Continued from page 12)

1,000. Ranging from the Tulsa, with 380 rooms, and the Ketchum with 130 rooms, down to the smaller one, Tulsa's hotel accommodations are unsurpassed anywhere in the Southwest.

Theaters.

Tulsa has the finest motion picture theaters in the state with the largest professional orchestras between Kansas City and Denver. In fact, the music in Tulsa



Tulsa Has Some Skyscrapers.

theaters has become the outstanding feature of the city's playhouses. The Majestic Theater has one of the most thoroughly equipped pipe organs in the country. With its seventeen sets of pipes, while many good organs have only five, there is scarcely a limit to the combinations that can be worked out upon it.

Hard Surfaced Road System.

Tulsa is the center of a hard surfaced road system that reaches every post office in the county. One hundred miles of concrete highway have been constructed and are now connected up with other systems of adjoining counties, making wonderful drives through the rich Arkansas river valley to the foothills of the Osage. Numerous bus lines, handling both freight and passengers, maintain regular schedule.

Railroad Facilities.

Tulsa has excellent railroad facilities. The city is served by the Frisco main line from St. Louis and the Santa Fe from Kansas City, Chicago and eastern points. The M. K. & T. runs from Muskogee to Osage and gives Tulsa the same service from St. Louis and eastern points as the Frisco. The Midland Valley Railway runs from Wichita to Ft. Smith and gives to Tulsa direct service from Colorado and the west and Memphis and the eastern territory. The two interurban electric lines do a large volume of freight traffic as well as heavy passenger traffic. The convenience of such transportation has brought about marked increase in the business of Tulsa merchants.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Churches and Schools.

Tulsa is not only a city of big business but it is also a city of beautiful and commodious church building. Catholics, Protestants, Hebrews and Christian Scientists, are all well represented in Tulsa and housed in splendid church structures.

The public school system is known throughout the United States as one of the most complete, standardized systems in operation. The high school, which is the largest west of the Mississippi and third largest in the United States, is four stories in height, covers an entire city block, and has 175 thoroughly equipped rooms.



TEXANS GATHERING FOR STIRRING CONVENTION.

(Continued from page 10)

the United States. There are many grafts which have been developed locally and it is commonly claimed by horticulturists that as many as twenty-six different varieties abound there.

The effect of the coloring of the houses, running from ordinary to quaint buffs and reds, coupled with the purplish green of the lawns and the blooms to be found at all seasons in almost every dooryard, form a combination of entrancing beauty such as one will hardly find outside the tropics, and with the added advantage that it does not have the abominations that usually exist in such tropical centers.

Galveston is one of the oldest cities in Texas, having been established as early as 1818 and has always been considered a principal outlet by water for all the Southwestern territory. It has not grown as rapidly as some of the interior cities with their advantage of enormous rich agricultural lands around them and the increasing use and efficiency of the rail lines, but it has grown to be one of the first three ports in the United States, the leading cotton port of the world, and it also handles enormous quantities of grain, sulphur, oil, cotton seed products, spelter and many other commodities. Ship foregather here from every corner of the globe, flying nearly every flag and carrying every kind of commodity from peanuts to pianos to their various home ports. It is distinctly worth while for a person not familiar with ships and shipping, to spend a half or a full day, if possible, on the water front studying the methods used in carrying on the world's commerce. As a matter of fact, the water front is almost as popular with the tourists who visit Galveston as is the beach front and very few of them come here without at some time paying a visit to the largest steamers.

The details of the program of the ice cream manufacturers' convention have not been worked out thoroughly, but the two local companies are working on them already and promise that very soon a public announcement will be made. However, they break the bonds of secrecy enough to say that the entertainment provided will be very lavish and that every person who attends the convention will not have an idle moment to spend and will thoroughly enjoy himself during his entire stay.

This clearly emphasized the advantages of organization, officers of the Arkansas association point out. Success in this fight would have been impossible, they assert, if the different industries affected had not been so closely organized.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

PACIFIC CONVENTION NEAR.

Preparations for the Pacific Ice Cream Manufacturers' annual convention at Vancouver, B. C., December 3, 4 and 5 are rapidly moving forward, according to announcement by Secretary Bert H. Walker, Tacoma.

The following statement regarding the convention sent The Ice Cream Review by Mr. Walker last last month:

"We are going to hold the convention in Vancouver, B. C., which is much the same that it will be A D to old days and some of the conditions that prevailed in the good old U. S. A. prior to the advent of that highly praised and roundly condemned statesman, will have effect during the meeting.

"Anyone who has attended a Pacific Association convention will tell you it is an event to be remembered. Ask H. P. Olsen if you need anyone to substantiate my statement, we had the pleasure of having him with us one year, and on the night he was leaving, after saying good-bye to the bevy of ladies he was surrounded by he said; Bert this is the best convention I have ever attended.

"We can assure anyone who is interested in ice cream, that if he happened to be in this section at that time, one day, our British Columbia friends are royal hosts. A wire from Bert Hoy states the price of permits will not be raised during our stay.

"Special notice to golf addicts: Bring your clubs and you and compete for the Pacific Cup, George York Vyandotte fame will handle the event which is to be played on the course of the Vancouver Golf and Country Club on Sunday, Dec. 2. Some of you easterners who think you play the game, just come out and see a few stars like George Burt or Joe Dunne, some of these players have to take their pills with them; they just drive from the tee in Portland and their families gather up the balls on the Vancouver grounds, don't believe it? Then come out and see for yourselves.

"We will be pleased to welcome any ice cream manufacturer or supplyman who is in the territory, Dec. 2."



MINNESOTA PLANT PURCHASED.

W. Hamlin of Madison, Wis., has purchased the machinery and equipment of the Guernsey Ice Cream Co., Rochester, Minn. According to report, Mr. Hamlin plans to start up this business again, and he plans to build a model modern ice cream factory in the spring of next year. The Guernsey company has not been operating for some time, but Mr. Hamlin will use the present equipment in operating the new business in the meantime until he can move into his own factory.



CALIFORNIANS MEET IN JANUARY.

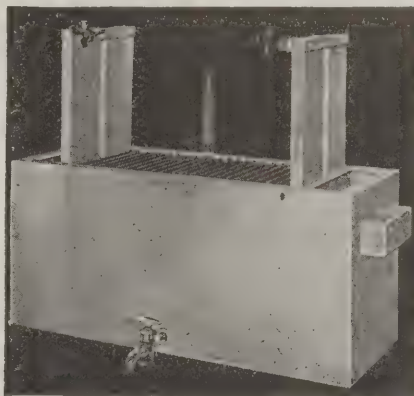
At a special meeting of the directors of the California and Southwestern States Ice Cream Manufacturers' Association, it was decided to hold the eighth annual convention at Los Angeles, January 11 and 12,

committees and subjects to be discussed will be announced later. In the meantime the secretary has asked members to set aside these two dates and make arrangements to attend.

The announcement was made last month by C. J. Woods, President.

Reduce Bacteria Count

Buy one of these cells—



Put salt water in it.
Turn on current of electricity.
Product is Sodium Hypochlorite.
Cost about 2 cents per gallon.
Keeps down stale milk odors.
Reduces bacteria count.
Bacteria count is the index of quality.
High quality increases business.

Following is a City Bacteriologist's report on a big ice cream plant using this Hypochlorite freely:

	Bacteria per C. C.
Mix No. 3 Chocolate	3,000
Mix No. 4	1,000
Vanilla Ice Cream	2,000
Peach Ice Cream	1,000
Strawberry Ice Cream	2,000
Chocolate Ice Cream	4,000
Harlequin Ice Cream	2,000
"Milco"	1,800

Bacteria count for Ice Cream usually runs into the hundreds of thousands per C. C. **Why Not Reduce It?**

Write for bulletins.

The Electro Chemical Company

Dayton, Ohio - - U. S. A.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

Advisability of a Weekly Service Charge

By J. E. Dunne*

THE service charge in the ice cream business is more necessary even than an insurance policy to protect against fire.

Undoubtedly many of the factors that have caused the ice cream firms in our city to decide on a service charge are the same problems that you have in your daily management, hence a preamble is scarcely necessary and a recitation of actual practice due to years of experience is of vastly more import to you.

In 1912 one of the "wars" was on in our community. A scheme had been in vogue charging so much a pail for ice. One of the large companies was making their own ice and forgetting to charge for it. The result was "war;" a needless price cutting war with its resultant loss to everyone involved.

Something had to be done. The writer felt that a service charge should be established and talked with his associates about it.

About this time the other fellows, as well as ourselves, were so heavily in the red, that we all felt the necessity of a conference. At this conference my weekly service charge was broached.

It did not meet with instant pleasure and many plans and counter plans were considered before we finally adopted a service charge of \$1.00 per week, collected in advance by some, and at the end of the week by others.

At first there was considerable misunderstanding, since we had unfortunately called it an icing charge,

* Hazelwood Ice Cream Co., Portland, Ore. Address before 23rd annual convention, National Association of Ice Cream Manufacturers, Cleveland, O., October 24, 1923.

and many customers considered this a fine opportunity to discharge their ice man, and proceed to ice up the store for all purposes, one Greek merchant taking ten gallon tubs of ice off the truck one day, with which to ice up his water melons.

This was about the limit, so we all agreed to work and find a solution of this new problem, and again met in conferences.

We wanted to get the merchant to understand that the ice belonged to us, that it cost money, time to replenish the supply, and delay among the rigs, so that customers at the farther end of the route were entirely without ice and had soft ice cream, while the rigs were away replenishing the supply, or writing for a new supply to be brought to them.

Sometimes a threat to reverse the route so that the ice taking customer-himself would be the last one to see its effect. We still have our troubles along this line, but we will ultimately reduce this practice to a minimum.

We now call it a service charge, because servicing is the correct name; and why not? Does any other business in the world do all the advertising, send its man daily to a store, assume the responsibility of keeping the stock a man sells in perfect condition, replenish it the same daily, give him additional service should necessary demand, and assure him of a turnover, that is second to none in his store?

Is this not a factor to be weighed when considering the correct price for ice cream? Should one man be made to pay for ice his more slick brother down the street gets for nothing?

The man who says to your driver, "Do you like Camels? Good smoke are they not? Help yourself, I don't forget my pop, the root beer barrel, and I chipped ice for my drinks, and you might incidentally put a pail of ice in the ice box."

It may be that only 20 per cent of your trade is sufficient enough to get this extra ice. Then what about the other fellow who does not do this thing? You are charging him a premium. Then the fellow who helps himself is still a greater menace than one who asks the driver to bring it in. He will take all kinds of ice because there is no restraint placed upon him, as the driver is busy packing and is not observing him closely.

Service Charge A Regulator.

Therefore, the service charge becomes a necessity, a regulator, and a surety of a square deal to each and every customer, regardless of size, location or any other consideration.

Our charge is \$1.00 per week. We do not limit flavors or the number of holes in the cabinet. The service charge acts as a leveler in another way. For example:

A 100 gallon a week customer pays one cent for service. Thus, if ice cream costs him \$1.20 per gallon his price would be \$1.21.

A 50 gallon a week customer pays two cents for service, or \$1.22 for his ice cream.

A 10 gallon customer pays 10 cents for his service, or \$1.30 per gallon for his ice cream.

A five gallon a week customer pays 20 cents for service, or \$1.40 a gallon for his ice cream, and he will not remain long on the list because of the additional cost to him.

This automatically cuts him off in the fall when business drops, because he cannot see his way clear

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK CHICAGO LOS ANGELES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PROGRAM

Pacific Ice Cream Manufacturers Association

VANCOUVER, B. C.
December 3, 4 and 5 — 1923

- "Worlds Dairy Congress—Its Influence on the Ice Cream Industry."
Sam H. Greene, California Dairy Council
- "What should we learn from the National Conventions?"
C. J. Alfred, President California and Southwestern Association
- "Stop, Look and Listen!"
E. B. King, Tacoma. A man with a real message
- "What the Ice Cream Industry Means to the Dairy Farmer."
W. L. Macken, Frazer Valley Dairies, Vancouver, B. C.
- "Legislation—State and National."
F. B. Flood, Spokane, Wash., Broadview Dairy Co.
- "Getting Your Product Over to the Public."
Harold A. Sinclair, New York
- "Advertising—Should It Be Local Or General?"
L. M. Voorsanger, Magnus Fruit Products Co.
- "Trade Abuses—Their Relation Or Competition."~
To be assigned
- "Co-operation Between Manufacturer and Dealer."
To be assigned
- "Packaged Ice Cream—Does It Justify Paying Premiums?"
Harry C. Stokes, Seattle
- "Your Plant and Its Possibilities."
Wm. Dreyer, Acme Ice Cream Co., San Francisco
- "The Ice Cream Mix. and Results Desired."
W. Paul Heath, Chicago
- "Plant Administration and Uniform Cost Accounting."
A. E. Burt, Weatherly Ice Cream Co., Portland, Ore.
- "Your Equipment, Its Care and Protection."
C. H. Palmer Dairy Machinery, Seattle
- "The Future of the Industry—The End to Be Accomplished."
To be assigned
- "Has the President Anything to Say?"
W. V. S. Robb

pay this additional charge, and keep him from coming on in the early spring, because of the same reason.

In 1912, when we started this work it was not uncommon to have two grocery stores, one meat market, two drug stores, and one confectionery store all in one block selling yours, or the other fellow's ice cream.

Almost within a month there were 200 less stops, and within a year 500 less customers, but the ice cream production showed a gain of almost 30 per cent over the preceding year.

Soon the high class confectionery and the better class drug store, and the utility confectionery and grocery, that keep open late at night and Sunday had all the business. Only one butcher shop kept ice cream, so far as my observation would permit last year, and he was in an obscure location where some of the companies were fighting for representation. The regular grocery stores have long since dropped the sale entirely.

Tripled Business.

It is now profitable to stores who are carrying ice cream to make a business of it and in the ten years since we went into full swing with the service charge we have tripled the ice cream business.

While there has been some loss of customers because of this service charge, yet the difference has been offset, in that the customers who remain have almost tripled their business, and the result is that everybody is better satisfied with the new program.

That you may have a vision before you what this actually means in practice, there are seven companies competing here. I have the positive figures from five and estimates of the others, and there has been returned the year 1922 as follows:

Company No. 1—	\$11,628 collected through service charges.
Company No. 2—	11,182 collected through service charges.
Company No. 3—	5,126 collected through service charges.
Company No. 4—	6,896 collected through service charges.
Company No. 5—	3,469 collected through service charges.
	(Estimated.)
Company No. 6—	3,400 collected through service charges.
Company No. 7—	1,700 collected through service charges.

or a total of nearly \$40,000, and already a sum equal or beyond this figure is in the hands of the ice cream companies for the year 1923.

This means a lower price can be maintained and better service rendered.

This is a proven fact, since our wholesale price delivered is lower than any other of the big cities on the Pacific Coast.

For example: City No. 1 gets \$1.50 for vanilla and \$1.40 for colors. City No. 2 gets \$1.40 for vanilla and \$1.30 for colors. City No. 3 gets \$1.30 for any bulk, and we get \$1.20 on all bulk, and standards are practically alike everywhere on the coast.

The writer, being the father of this icing charge, is naturally proud of its accomplishments, but it has short comings in several respects.

We do not provide a depreciation charge for our cabinets, which should be done, and allow the customer as many as he insists on having.

We use moral suasion in an effort to try and get a man to see the value of keeping down the cabinets on his premises. There are many who carry too many ice creams, and I am treating with this a little farther in the paper.

Yesterday in a neighboring factory one of the salesmen was asked to visit a complaining customer. Upon investigation he found the man carried eleven different kinds of ice cream and the chocolate about which he was complaining was forty-two days in his establishment, though we have a law, which says that ice cream should not be more than ten days old.

The solution of this is only one thing. The service charge should be maintained because it is the quantity price regulator, but an additional charge should be made on the basis of each hole iced up on the premises. In three holes a low price and more a higher price. This is to reduce the number of kinds of ice cream carried by the agent, and insure the customers fresh ice cream and assist in retaining the name that you work so hard to create.

How many of you, for instance, would want to see ice cream that had been slopped around in a cabinet for forty-two days? The company salesman, who formerly was engaged in the hay and grain business said, "It's old enough to sprout; my 'Gawd' ain't it awful?"

There is one factor that must be weighed carefully in putting on a cabinet hole charge, and I caution you to consider; that is the question of delivery. The charge should be arranged so as to enable the agent to carry enough ice cream, or should be made so that storage cabinets shall provide one hole for each hole at the fountains, or a fair proportion thereof.

Because if this is not adhered to, you will have an aeroplane service to supply the demands and it will come, due to the agents unwillingness to pay for the additional holes which he needs.

As a stop gap you could make a delivery charge for each service you rendered. For instance—you could

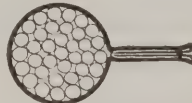


\$STOP COLD-AIR LEAK\$

WIRFS WATERPROOF "AIRTITE" CUSHION GASKET

FOR REFRIGERATORS AND COLD STORAGE DOORS, AIRTIGHT SECTIONAL COOLING ROYS, REFRIGERATOR-JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES FOR MAKING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-COR

MADE IN 4 SIZES:
(ANY LENGTH)



NO. 1 LARGE



NO. 2 MEDIUM



NO. 3 SMALL



NO. 4 SMALL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]

REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED

GET SAMPLES AND PRICES, STATING SIZE AND QUANTITY NEEDED
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 SO. 17TH ST., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

an arbitrary charge of 25 cents for each delivery in three miles from the plant, and 50 cents between 10 miles, etc. This, for example only, because it had not had my serious consideration and that, and is a thought for the sake of putting up a problem for deration.

The "Ice Thief."

hen, the ice thief; how can we find out who is steal-
he ice and how can we make him pay?

ach month draw up a record of the men on each
Find the amount of ice and salt he is using, the
per of pounds of ice and salt per gallon of ice cream
ered. Publish this on a blackboard, or a card ar-
ed so that each and every rig salesman can see it.

you have a series of down town routes it would
ell to put them in; a series of suburban routes; a
s of long distance routes may be put in other lists,
at the men would have a fair chance, when consid-
them from a competitive standpoint.

\$25.00 prize for every six drivers over routes where
ar conditions prevail, is a sufficient incentive to
the men work. This \$25.00 is split; \$15.00 for the
prize, \$5.00 for the second, \$3.00 for the third, \$2.00
he fourth, and two men have no prize. I find that
men take up with the service mangaer immediately
mount of ice that is given away or stolen on their
e, so that they can help themselves win their prize.
hen the service man must get busy with the sales
ger. The sales manager is notified that truck
er so and so has a customer on his route taking so
ice a day, and the sales manager calls Mr. Rig
er in and explains to him: "This is the method I
d use if I were you in handling this man."

all his attention to the fact he is on a contest route,
that on this route there are some very acceptable
s given, which he will be anxious to win, and that
prize goes on each month. Ask him if he won't
you by signing for all of the ice he takes that is
used for the packing of ice cream. In this way you
have an exact record of the amount of ice that is
used for that purpose, and ask him to sign the slip
a he presents it for his ice cream.

his the customer will quite often do very readily,
ough once in a while the sales manager has to take
nd in it and make a personal visit, because he is
ous to work with the man on the route and will
him in every way that he can.

When these slips come into the office the sales man-
then has an exact check on the amount of ice that
ing sold and given away on the route, and it is his
o call upon this fellow, and usually the sales man-
has to call upon him personally, because nobody
in authority can quite do this job exactly right. In
e words, he must speak as one of the big guns, to
e it very plain to this man, that this ice costs money,
and usually a reasonable business man is not hard
lk to. But there are times that the sales manager
to have lime in his spine, and stand up and refuse
ke care of this customer any longer, unless he de-
from this practice.

a quitting the other fellow he earns the approbation
ll his competitors as well as the legitimate trade.
ways see to it, when I quit one of those fellows,
all of the rest of the ice cream firms in the city,
ds and foe alike, know all about what is happening,
at when they get this new customer he is not get-
ice free anyway, because they don't want to take
on.

hey soon learn that it is bad practice to take on
her fellow who wants more ice, because it costs too
money, and since the man who is cutting down on
ee is going to cut his price sooner or later, because

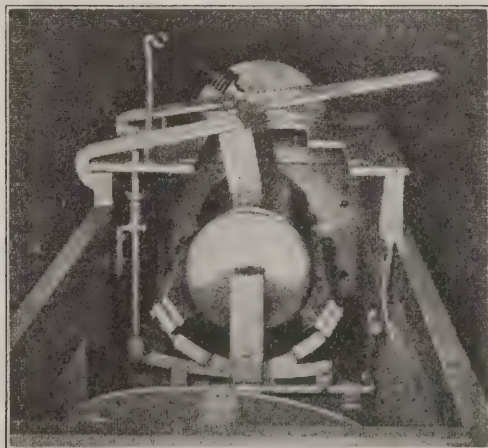
**The Manning Can
Washer takes care of
any size ice cream cans
without a change of
brushes.**

**The brushes are
made to conform to
the curves of the can,
inside and out.**

**Pressure is regulat-
ed by the operator to
suit the condition of
the can—a sensible,
practical method that
makes good under
practically any condi-
tions!**

MANNING MANUFACTURING COMPANY

Rutland Vermont
U. S. A.



**The Washer That Grips
The Can!**

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

he has commenced to learn the value that can be given to the customer through the saving of ice, and he will be obliged to do that or get out of the game.

It does not take the concern, that is willing to give ice away free, long to learn that high ice costs spell failure in a business done on so close a margin as ours and subject to so many seasonable changes.

Almost a Necessity.

In conclusion, a service charge is almost a necessity. The cabinet charge, a coming certainty within the next few years, and will be generally practiced, unless the new small refrigerating device offers a greater solution than that now presented.

A checking up by the secretary of the National Ice Cream Men's Association's office will give the information as to the amount of ice and salt per gallon the other fellow is using. The dissemination of this information to all who are members of this association, that they may know how to judge what their own service rigs are doing, thus creating standards of service.

And if no other way can be found to license cream and ice rigs for the sale of ice or ice cream respectively, so that the men taking the ice from the could be prosecuted, and companies enforce their

And last, contests between the men, that you thus, through your own organization, reduce your But let me say one thing. I have found that men once in a while when these contests are on, so for a complaint on soft ice cream, due to the fact that men have been cutting here and there, I deduct 20 cent. That stops that source of complaint almost immediately.

I regret my inability to be present and to personally present this paper to you. I know you will have one who will present facts from their experiences, and have, in a small way, been able to bring a new thought to you through our long experience, since we are only people charging a service charge for anything so long a time, I shall deeply appreciate the privilege that has been thus afforded me.

Reducing Delivery Costs By Reducing Delivery Service

By HARRY J. TAIT*

IN various industries and at different times, careful studies have been made to determine the relative delivery costs of wagons, gasoline and electric trucks. We have used gasoline trucks exclusively until June 1st of this year; at that time in our Holyoke, Mass. plant, we converted a low-down sheet steel milk delivery wagon, drawn by one horse, into a wagon for the delivery of ice cream to dealers. We put a back in the wagon, and a cave in the front.

Holyoke, Mass., is a city with a population of approximately 60,000. On June 1th a second wagon was put into service, due to the natural increase in business at that time, and withdrawn on August 24th due to the seasonal falling off in business.

plant and with the stops close together, and it is such conditions only that wagons are adapted. These wagons were used for morning delivery only the time of the driver left for other work at the end of the day was used in the plant. We find it easier to get wagon drivers than chauffeurs; they are, as a rule, men of settled habits who find wagon work comfortable. We believe using the wagons is a good practice and expect to do more of it in the future wherever conditions warrant.

All this, however, is preliminary to a short statement of how costs were reduced through reducing service. Early in the season just past, two other manufacturers and ourselves agreed to discontinue the practice of

	No. Stops.	Length of Route	Hours Delivering	Gals. Sold	Total Cost	By Months Cost per Gal.	For Month Cost per Gal.
Trucks	43	27 miles	8	4051	Jul. \$662.13	.16345)	.1550)
				3549	Aug. 518.10	.14598)	
Wagon No. 1	17	6 miles	7	1516	Jul.		.1213)
				1120	Aug. 345.09	.09891)	
Wagon No. 2	22	5½ miles	7	1973	Jul.		
				1503	Aug. 395.63	.15083)	
Saving on delivery costs, per gallon							.0340)

Our tentative conclusions as to cost per gallon between wagons and trucks are as follows:

In the cost of auto trucking is included: Chauffeurs' wages, gas, oil and grease, depreciation, insurance and taxes, tires and tubes, repairs and miscellaneous upkeep, interest on the investment, "Overhead"—share of general and administrative expense.

The cost of operating wagons includes: Drivers' wages, depreciation, insurance and taxes, repair and upkeep, interest on the investment, "Overhead."

The period covered is hardly of sufficient length to draw positive conclusions that wagon delivery is cheaper than truck, although these data seem so to indicate.

These wagons were used on routes closely packed with cabinets for customers as in the past, and instead of working along the following lines:

On April 1, the price was raised 10 cents a gallon on account of increased manufacturing costs. On the 1st day, the new price was reduced 10 cents a gallon in view of the discontinuance of icing service. The service is "dry pack" delivery, the cans of ice cream being placed in the cave in the wagon and only a layer of salt and ice packed around the cave—not around the cans—to keep the ice cream hard. No salt is carried in the wagon. There is a compartment for broken ice cream placed therein is readily seen, and the driver is supplied with that amount of ice at the rate of 25 cents a gallon. The tub referred to is an ordinary butter tub.

* President, Tait Bros., Inc., Springfield, Mass. An address delivered before the National Association of Ice Cream Manufacturers' Annual Convention at Cleveland, O., October 23, 1923.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

nd to contain 42 to 45 pounds of ice; the 25 cent
rge is identical with that of the ice man. In fact,
y of our customers buy all of their ice from the ice
1, and we would be glad if they all did. Ice, by the
y, is strictly C. O. D. to all customers. Our regular
ek will deliver salt (by the bag only) if a customer
fers to buy from us, but again we do not cater to the
le in salt.

A wagon carries approximately 40 tubs of ice and
gallons of ice cream. Also two or three empty tubs.
have just two customers on these routes who prefer
delivery. To accommodate them, we left a tub at
store; the can is placed in the tub, and iced right
n the wagon. For this ice cream they pay 10 cents
gallon over the regular price—the equivalent of 50
ts for two tubs of ice if a 5 gallon can—but buy their
salt. Also, we charge 10 cents per gallon over the
ular price for afternoon delivery in tubs, by trucks.
s has the effect of making customers place the whole
s order in the morning, and delivery costs are re-
ed through elimination of duplication.

In August, 1922, we operated two Ford trucks and
2-ton trucks, requiring four chauffeurs, to deliver
23 gallons of ice cream. In August, 1923, we used
2-ton truck, one Ford truck half the time, and two
ons, requiring 3½ drivers to deliver 8,178 gallons.
respective costs are not available, since our records
August, 1922, are not complete, but calculating that
th on the same basis as August, 1923, when figures
definite, we find .09950 per gallon in 1923 and .17507
922—a saving of .07557 per gallon. It is unfortunate
period in which data could be collected was so short,
the costs given are only indicative and not final. A
r's operations will result in dependable statistics,
they will not be available until next spring.

Ice and Salt Consumption Reduced Half.

n the meantime, however, the consumption of salt
ice has been reduced one half, the amount of ice
en away by drivers has been reduced to practically
hing, and we firmly believe that the reduction of 10
ts per gallon in price will be more than met by the
uction of service costs. We are looking forward to
winter months when our customers, instead of hav-
their cabinets iced every time the driver calls, will
ice only as actually needed. While no definite
res have been obtained for the cost of icing in the
ter months, it is certain that the cost is considerably
re than the 10 cents additional we used to get. If, in
ition to that, we can operate at a 7½ cent less cost
pared to a 10 cents less price during the summer, we
bound to win, taking the 12 months together.

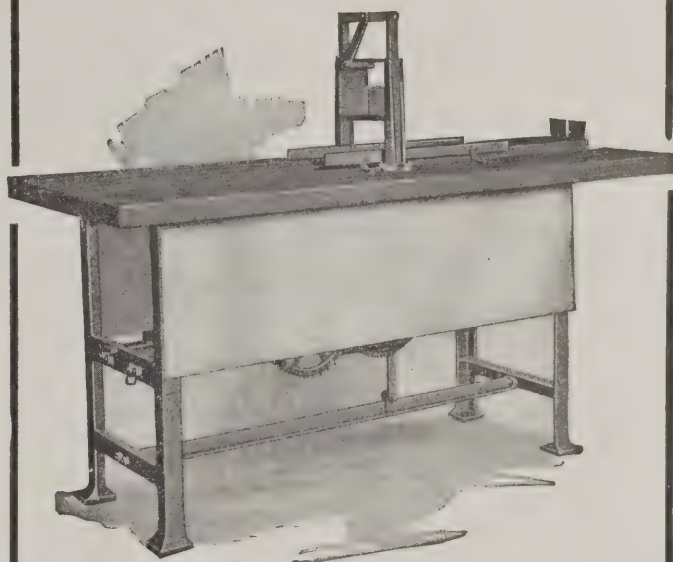
Very shortly we will lay up our Holyoke trucks for
winter and put back into service the two wagons.
ual experience will demonstrate the practicability
his plan, but it is our belief it is practical. We hope
be able to adopt the same plan at other plants, but
s too soon to make any predictions. We are "sold"
the proposition, and our competitors and our cus-
ers lick it too. When the year rolls around we con-
ntly expect to find a greater profit per gallon as a
ult of the reduction of service.

This paper was prepared before receiving a copy of
convention program. It appears that the symposium
tomorrow morning on "A service charge for icing
inets" might be its proper place. Nevertheless, the
rice plan adopted results directly in a reduction of
very costs, not only by substituting wagons for
eks where feasible, but through the ability of either
ek or wagon to carry a bigger load of ice cream and
make a greater number of stops. It is obvious that
very costs will be reduced under such circumstances.

The New Era

Ice Cream Brick Cutter

The most PRACTICAL, DURABLE, EFFI-
CIENT ICE CREAM BRICK CUTTER
on the Market.



Past the Experimental Stage

WE CAN REFER YOU TO A GREAT
MANY SATISFIED USERS.

The NEW ERA enables you to furnish your
trade with a uniformly cut brick of ice cream.
Can be adjusted to cut slices of any size.

Our representatives are the leading Ice
Cream Supply Houses.

HERE THEY ARE

Baltimore, Md.	Cherry-Bassett-Winner Co.
Philadelphia, Pa.	Wright-Ziegler Co.
Pittsburgh, Pa.	John W. Ladd Co.
Boston, Mass.	J. G. Cherry Co.
Columbus, Ohio	A. H. Barber-Goodhue Co.
Detroit, Mich.	Geo. W. Prising Co.
Cincinnati, Ohio	Cannon Supply Co.
Cedar Rapids, Ia.	
St. Paul, Minn.	
Chicago, Ill.	
St. Paul, Minn.	
San Francisco, Cal.	
Salt Lake City, Utah	

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

PROFITABLE BILLBOARDS

ICE CREAM MANUFACTURERS SHOULD
CAPITALIZE LOCAL CONDITIONS

By MILES D. ANDERSON*

BILLBOARD advertising is not a recent innovation. In fact billboard advertising dates back before the time when the old sanscrit writings of the Egyptians decorated the walls of the King's palace. Even King Tut was surrounded by a host of caricatures carved upon the walls of his tomb. So after 3,000 years we have uncovered these to study billboard advertising as it used to be.

Recent developments in billboard advertising have been astounding. Formerly a billboard was read by pedestrians and passers-by driving in slower vehicles, such as ox-carts and horse drawn carriages. The copy was lengthy and the pictorial designs were elaborately worked out, but with the advent of the automobile, accompanied by its faster means of locomotion, billboard advertising to be effective, has had to be shortened and revised.

Various advertising specialists throughout the United States have tried to set a maximum and a minimum length for ideal billboard copy. The average amount of copy set by these specialists is from eight to fifteen words. It has been the author's experience in California at least, for traffic moves very rapidly there, that the ideal length of copy for billboards is from one to eight words—"tell your longer story in news print," has been found a good motto to follow. The ideal length of copy for a billboard is one word, if that one word can convey the entire message.

*Advertising manager Crescent Creamery Company, Los Angeles, California. This was written especially for The Ice Cream Review.

Will Your Maple Flavor
Score Forty?
Percent?

TRY

Elpam



G. W. Wardrop Company, Inc.

BOSTON

450 Broadway

MASS.

The ice cream manufacturer in the use of billboard has to decide whether or not he will use a board of straight lettering or whether he will use a board embodying some cleverly gotten up pictorial design. If a pictorial design is used, immediate attention should be paid to entire simplicity and the use of but a few colors. We cannot expect by the means of a metal board to interpret all the fine details of a finished sketch, regardless of what may be said, no artist can reproduce exact fidelity scenes or figures either in the studio or on the billboard itself, for he has to contend with sunlight, changing atmospheric conditions, and the annoyance of gazing passers-by.

When a pictorial design is used, a very simple design should be selected and under ordinary circumstances no more than four colors should enter into the painting. Many clever schemes can be worked out, such as the use of black and white silhouette figures—the black figures against a white background. As much as possible use vivid coloring—for instance: a light blue will appear to better advantage on a billboard if paired with a purple, etc. The fewer figures on a billboard the better, for figure artists are at a premium, and poor figure work is very detrimental to the general effect of the display.

Must Tie Up A Selling Thought.

"Copy" on a pictorial billboard must tie up the picture with some selling thought that the manufacturer wishes to put across; for instance—if a manufacturer wishes to convey a high quality impression to his customers he will probably depict a scene embodying the element of quality and in his copy use such words as "increase this impression." It is possible to produce a pictorial billboard that is self-descriptive and does not require a single word of copy, except the name of the concern. This is an ideal for billboard advertising concerns attain.

On a billboard where straight lettering or "copy" is used without a pictorial design, the problem becomes one of constructing a sentence of a few words that carries "punch" and a selling message. I will give you an illustration; although it is not ice cream "copy," it will explain my idea thoroughly.

The Paul G. Hoffman Co., Studebaker dealers in Los Angeles, Cal., ran some very timely "copy" which was favorably received by everyone. During the time when the traffic problem was most talked of, the Paul Hoffman Company came on the boards with the following copy—

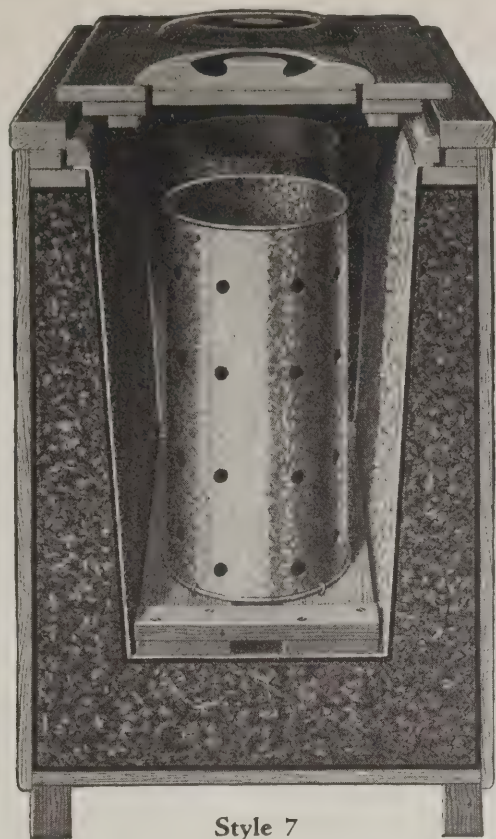
NOTICE TO MOTORISTS

TAKE CARE WHEN CROSSING THE STREET
THIS TOWN IS FULL OF STUDEBAKER.

This was decidedly "punch copy" and won general approval.

Capitalize local conditions with your billboard. Local problems, local events, make your copy tie up with local conditions. If your city has an event meriting a great deal of public attention, attempt to tie-up this event with your copy. Since your problem of distribution is local, rather than national, you have usually a better opportunity to bring out local events than a national advertiser who must think in terms of the entire United States.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Style 7

The Grand Rapids
ICE CREAM CABINET OF QUALITY

The Grand Rapids
ICE CREAM CABINET OF QUALITY



Make This Quality Count for YOU!

Grand Rapids Ice Cream Cabinets sell in greater volume than any other cabinets in the world. Why? Simply because in actual use covering a period of over a quarter century they have out-demonstrated all competitors.

The hundreds of manufacturers who standardize on this equipment enjoy the big advantage of rendering their clients the utmost service at the least possible **final** cost to themselves.

There can be only one answer to the great preference for Grand Rapids Cabinets — **QUALITY** through and through. If this famous quality is not now paying you dividends, get in touch with us. Write for our catalog; it will show you clearly why you can profit greatly year in and year out by making Grand Rapids Quality Cabinets standard equipment.

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Ave. N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,
CENTRAL SALES OFFICE AND WAREHOUSE,
NORTH WESTERN SALES OFFICE AND WAREHOUSE,

MERROW BROS. INC., 44 N. Market Street, BOSTON, MASS.
CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
CHERRY-BASSETT-WINNER CO., 1139 Penn. Ave., PITTSBURG, PA.
A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

An Ice Cream Health Display

THE display that brings out some strong selling point of the goods being displayed is sure to result in more sales than one which does not make a feature of some such point. One good selling point in connection with ice cream is that it is virtually a health food. In many cases doctors advise its use when patients are on a diet.

Therefore, one good selling point about ice cream and one which can be featured any time of the year is the fact that ice cream is a health giving food. Such a display can easily be made around the idea of "The Bridge to Health."

An easy way to make such a display is to secure some black paper, lay it on the floor of the window and over it place a large sheet of glass. Now on this glass and in the center of the window back near the background build a model of a bridge, either just an imaginary bridge or some bridge that is well known. It does not matter so much what the bridge is a model of so much as that it looks like a bridge. Use empty ice cream cartons for the building blocks. By using the cartons of the different sizes, and those in which the bricks are sold as well as the bulk cream, it is possible to make a very realistic looking bridge.

Next, cover the floor of the window with green crepe paper, leaving part of the glass placed on the floor exposed in such a manner as to give the appearance of a stream winding from the bridge to the glass edge of the window. If desired a few toy trees and toy people may be arranged on this green paper to make it appear more real. If this is to be done, it will be better to lay a few pieces of board or small paste board boxes on the win-

dow floor to form a slight elevation upon which to place the paper. This will give the appearance of a bank on the river.

While this elevation is being built up it will be necessary to arrange an elevation at each end of the bridge so that a road can be shown running from one side of the window, across the bridge to the other side of the window. Empty ice cream cartons and other empty boxes may be used for the purpose, or the desired shapes and elevations may be constructed with pieces of board and card board glued or tacked into place. If one wishes to go to a little more trouble and expense he could use imitation grass instead of the green paper, make a stream by using a metal trough filled partly full with gravel and have real water flowing under the bridge from a hose concealed behind it. Then, of course, the road would be a real gravel one. A strip of grey crepe paper, however, can be used for the road bed.

After the display has been completed, place a large card over the bridge with these words, "The Bridge to Health." Since the words ice cream appear on the cartons, it is not necessary to say anything about ice cream. No other card in fact will be needed other than this center one but if desired a card may be placed in each corner of the window. A good way to make the display effective is to use rather small cards and treat them as warning signs are treated on the highways. Elevate them on a stick at the side of the road, and have them give some sort of health warning such as "Ice cream is prescribed as part of the diet of invalids." and on the other side, "Ice cream is served at the training table of athletes."



"MISS FLORENCE" VISITS ALABAMA.

Word from Mrs. Florence Miller Evers comes to the members of the Ladies' Auxiliary from Birmingham where she went early in October to spend a month with her home folks. She wants all her lady friends to know that she is looking forward to the Little Rock convention. Her sister, "Miss Ruth," also will attend the convention this year.



HOLLINGER VISITS COAST.

Chris Hollinger has joined the chorus in boosting California. He recently made a trip to the coast and found business so good that he forthwith posted a letter to The Ice Cream Review stating that he thought they have a wonderful ice cream industry in the making in the Far West.



Nafis Scientific Glassware

For Testing Milk and Its Products

Stands in a Class by Itself

Years of experience and specializing in making testing glassware have enabled us to produce apparatus of an unusually high degree of

ACCURACY, QUALITY and ECONOMY

There is a tremendous weight in the fact that most of the representative manufacturers of Dairy Products as well as the Dairy Schools and Experiment Stations use NAFIS GLASSWARE, but the strongest proof for you is the proof of your own experience.

If your dealer does not stock NAFIS GLASSWARE, write for our catalog and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

*Manufacturers of Scientific Glass Apparatus
for Testing Milk and Its Products*

17-23 North Desplaines St.

CHICAGO

ASK THE MEN WHO USE IT.

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring

THE HOLIDAYS

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulpes and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Leakproof!



*If your rooms
were filled with gas—*

WERE it possible to replace the cold or dry air in your storage rooms with inflammable gas, you would have an opportunity to test Jamison Doors "under fire."

To learn whether the doors were absolutely leakproof, you could pass a lighted torch around the exterior frame of the door. The gas would not explode—it would not seep through to reach the flame of the torch! It is well to remember that your plant is only as good as its doors. The doors will either keep in profits or allow them to escape. "Door Efficiency" is necessary. It minimizes changes in temperature due to leakage and through heat transmission.

Jamison Doors have proved themselves efficient. They are sturdily built and properly insulated. They bear unusually heavy hardware—three times the weight of the hardware on other doors and embody exclusive Jamison patented features that make the hardware the "Strong points" of Jamison Doors.

In equipping your plant, give consideration to the door made leakproof through its double seals of contact and kept leakproof through the practicality of its hardware. We shall be glad to mail you a copy of our catalogue which describes all of the Jamison equipment, explains their construction, and outlines uses.

JAMISON COLD STORAGE DOOR CO.
Hagerstown, Md., U. S. A.



Write for copy of our catalogue
"No. 10". It describes all of
the Jamison Products in detail.
Address "Desk 6" please.

Jamison Doors
*for better
refrigeration*

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Sandy Ice Cream

By CHESTER D. DAHLE*

SANDY ice cream is due to the crystallization of some of the lactose in the ice cream. This does not occur unless condensed milk or powdered milk have been used to build up the solid content of the milk. Additional serum solids as furnished from these sources increase the lactose content of the mix.

Lactose or milk sugar is not as soluble in water as sucrose or cane sugar. It has been demonstrated that lactose is soluble to the extent of about 10 per cent at 0 degrees C. At higher temperatures the water is capable of dissolving more lactose, while a lowering of the temperature will cause some of the sugar to crystallize out. This phenomena occurs in ice cream mixes. An unfrozen mix may show no indication of sandiness but as soon as it is frozen and held a few days, crystals may begin to form. This is brought about by the temperature changes. While it is possible to have sandiness in the unfrozen mix, there is more danger in the frozen mix.

Lactose crystals may be added directly to the mix in highly concentrated condensed milk. This sandiness will usually be noticed as soon as the mix is frozen unless the mix is pasteurized before freezing. Pasteurization eliminates these crystals but this practice will not prevent the occurrence of sandiness later in the frozen ice cream. This is true if the amount of lactose present is greater than can be held in solution by the water of the mix.

* Instructor of Dairy Husbandry, University of Minnesota, St. Paul, Minn. Writer of papers and bulletins pertaining to dairy products. Served with A. E. F. 1918-1919. Above are excerpts from address before World's Dairy Congress in October.

Protective colloids, rennet extract, and other sugars have little if any practical value in preventing lactose crystallization if the amount of lactose present is greater than can be held in solution by the water when cooled to hardening room or cabinet temperatures. Gelatin, unless used in prohibitive amounts, offered no real protection. Glucose, additional sucrose, and corn syrup are of little practical value.

The degree of concentration of lactose is the greater factor in the occurrence of sandiness. It was possible to produce sand with an amount of lactose equal to 10 per cent when calculated on the basis of the amount of water present in the mix.

The total serum solids in the mix which gave a concentration equaled 10.8 per cent. The amount of serum solids in the mix does not denote the concentration of lactose on the basis of the water of the mix. 10 per cent of other solids such as sugar and fat, which is high, mean that less water is present in the mix, and less will be available for dissolving the lactose. A mix and eight-tenths per cent serum solids in a low solid mix gave a concentration of 8.5 per cent lactose on the basis of water, while the same amount of serum solids in a high solid mix gave 9.6 per cent lactose on the basis of water. Sand was experienced in this later mix several weeks before it occurred in the low solid mix. When mentioning the per cent lactose on the basis of the water of the mix it must be remembered that the water content is not pure water, in fact it is a sucrose solution.

Temperature Is Prominent Factor.

The temperature at which a mix containing a certain lactose content is held is a prominent factor in causing sandiness to appear. Temperatures of 15 to 20 degrees F. were very conducive to sand occurrences while a temperature of 0 degrees F. was not so conducive—yet should not be gathered that sandiness cannot occur at this temperature. The rate of diffusion is much slower at this low temperature than at 15 to 20 degrees F.

The practice of permitting the ice cream to become semi-soft and later refreezing it hastened the occurrence of sandiness more than any other single factor, probably of course, the milk sugar is present in amounts which will cause crystallization.

There is but little danger from sandiness if the lactose content is kept below 9 per cent figured on the basis of the water present. As has been pointed out, this amount present may cause sandiness if the temperatures fluctuate greatly and the ice cream is held a long period of time.

Trouble from sandiness can be easily eliminated by lowering the serum solid content to a point where the trouble abates. The amount of lactose which can be safely used will depend on the water content of the mix, the temperature of hardening room or cabinets and the time held in storage.

“**Sx**”
**Known for
Assured Value**

Mail Inquiries Promptly
Answered.

ESSEX GELATINE COMPANY

MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK	CHICAGO	ST. LOUIS
175 South Street	94 Board of Trade	400 So. Broadway
PHILADELPHIA	SAN FRANCISCO	
708 South Delaware Ave.	Second and Brannan Streets	



MAILING FOLDERS
MAGAZINES AND
HOUSE ORGANS
BUSINESS CARDS
CONVENTION
PROCEEDINGS
LETTERHEADS
CATALOGUES
STATEMENTS
BILL HEADS
ENVELOPES
CIRCULARS

**LET US DO YOUR
PRINTING**

High grade work at reasonable
prices. Send us a sample of
what you want and we will
quote you prices.

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



ELEVATED TO ALL PARTS
OF THE CITY. CHICAGO
NORTH SHORE AND
MILWAUKEE STATION
1 1/2 BLOCKS NORTH

Chicago Plant

300-306 W. Austin
Avenue

at
Franklin Street



A Convenient Place to Buy

No other manufacturer and distributor of dairy equipment and supplies is better equipped to give prompt, satisfactory service to its patrons than the A. H. Barber-Goodhue Company.

Our merchandise stocks, both in Chicago and in the Twin Cities, are large and complete. Shipping facilities are unexcelled. Erecting and Engineering Departments are maintained as part of our service.

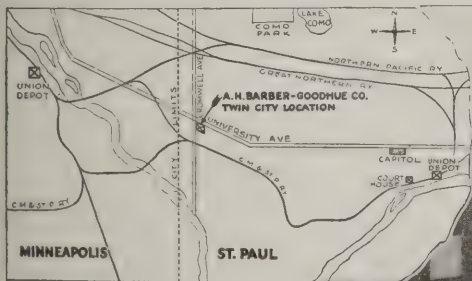
In Chicago we are close to the principal railroad stations and down-town hotels. Visitors coming in from the north on the Elevated or North Shore Electric should get off at Grand Avenue station and walk two

short blocks south. Easily reached from any part of the city by the elevated or surface cars.

Our Twin City branch location is in the Midway district, equidistant from the centers of Minneapolis and St. Paul. Take any University Avenue car and get off at the door.

You are cordially invited to visit our show rooms and personally select your equipment and supplies. Our Department heads will be able to give you helpful suggestions.

A. H. Barber-Goodhue Company



TWIN CITY BRANCH
2490-2494 University
Ave., St. Paul, Minn.

This branch, which serves Minnesota, Dakota and the northern parts of Nebraska and Iowa, enables us to give our patrons in the big northwest dairy country a prompt and thoroughly satisfactory service.



Keeping Cabinets Working Winters

A Few Letters from Ice Cream Manufacturers on the Winter Business Problem

IT has always been the policy of this company to keep out as many cabinets as possible during the winter months. Cabinets are withdrawn from dealers only where it is absolutely necessary, as from parks and amusement resorts. In all other cases winter withdrawals are made during the winter season only, when cabinets require repairs.

To keep our product before the public at this time of the year we adopt various plans. The first and most important is to lay particular stress on the purity and food value of ice cream in all our advertising. We emphasize the content of heat producing fats and sugars, as well as the beneficial effects of ice cream as a dairy product on account of the vitamins it contains.

As another means of keeping up public interest, we introduce novelties and specialties during the winter season. The holiday period lends itself to this particularly. In addition to specialties in bulk, special packaged cream is also introduced. This takes the form of attractive and tasty brick packages, sealrights and chocolate covered novelties.

Our winter advertising does not take the form of newspaper advertising alone. We have large signs painted for display on the sides of our trucks. This winter we introduced a very effective form of advertising by utilizing some of our extra sleighs and horses to give free sleigh rides to school children of the towns we are serving. This plan has attracted favorable comment from the school boards and the local press and in addi-

tion popularizes our company with a large number of potential ice cream consumers.

Last, but not least, we do not reduce the quality of our ice cream or our service during the winter months. If anything we watch our manufacturing process more closely than in the summer. During the rush season it is not always possible to have everything just exact as it should be to turn out the best product but in winter every operation is carried as close to perfection as is possible. This has the effect of increasing the desirability and use of the cream.

PENNSYLVANIA

* * *

This subject of the small ice cream dealer in the winter months is worthy of a great deal of discussion.

We naturally all would like to keep our gallonage as high as possible during the slow months, but it is a question whether it is possible to lose more money by doing so than to have these smaller dealers, mostly grocery stores, discontinue during the winter.

It is very easy to understand that you could put a five gallon can of ice cream in a corner grocery store and it remains there a week or ten days, being repacked daily, which is a very expensive proposition. For this reason, it has been our policy not to encourage the small accounts to continue throughout the winter.

We do not ask them to turn in their cabinets, if they wish to keep on handling ice cream, but we do not encourage them to do so, as we feel we are running a greater loss than we would otherwise.

* * *

WISCONSIN

Unquestionably everyone nowadays is trying to keep up the cream business during the winter—trying to lengthen the summer season. It is up-hill work, but nevertheless it pays and we find it profitable to cater to hotels and home entertainments because two or three retail stands make their own and therefore we compete with them for the retail trade. A few years ago we closed our ice cream department October 1st, and later November 1st, and then January 1st, but for three or four years we have never closed it. So, while I offer a plan to you, it is apparent that it pays to work on the fall and winter business.

MONTANA

* * *

Regarding the ice cream cabinet problem, we would like to hear this question discussed, but our city is so small for us to have any good and practical experience in that part of the ice cream game. However, our experience with the cabinet (other than the fountains) has been very unsatisfactory, and we are now using a set of nicely painted packers. A cabinet is much harder to pack than a packer, and if you let the customer do his own packing, he neglects the job, and especially with the cabinet. So we find the packer the most satisfactory.

MONTANA

* * *

In regard to the question about cabinets, the majority of our customers own their own cabinets and, therefore, we will not have to take any of these cabinets in. Our company has adopted — ice cream, "A Food and Fad," and we will endeavor to sell ice cream all through the winter.

WEST VIRGINIA

* * *

Regarding the keeping of cabinets in the small stores in outlying districts, etc., will state that we have re-

(Continued on page 74)

FOR more than fifty years the Swift name on various food products has been an indication of quality. You know that. But do you know about Swift service?

Write us for particulars.

Swift & Company

U. S. A.

Makers of
Swift's Edible Gelatins



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



DRYING WHEEL

tion of WHEEL DRIED Gelatine also extends to the selection of the raw materials from which it is made. You cannot imagine—much less produce—a better, purer, more wholesome gelatine than UCOPCO. And yet it costs no more than ordinary gelatine.

No user of gelatine—large or small—who is seriously endeavoring to make his product the best possible can afford to ignore UCOPCO—the super-gelatine. Orders can be placed with the nearest branch listed below. Stocks are carried at points convenient to you.

You can improve your product by the use of UCOPCO without additional cost.

United Chemical & Organic Products Company

Home Office

4200 South Marshfield Ave., Chicago

Branches

New York New Orleans Milwaukee
Detroit San Francisco



FROM WHEEL TO BARRELS

Food Gelatine

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

KEEPING CABINETS WORKING WINTERS.

(Continued from page 70)

done nothing along these lines, as it generally results in a loss to us, even when we charge cabinet service, if their business runs below seven gallons per week.

We have been giving this considerable thought in the last few months, wondering if, in time, the business in these districts wouldn't develop to such an extent that it would not only help keep up our output but actually pay us a profit that would really be worth while.

Of course, this is our great problem, where we have real winters, to get people to eat ice cream during these months. It seems to me that a campaign of advertising with the co-operation of these same small dealers a great deal could be accomplished in a year or two's time—always extolling the value of ice cream as a food and a delightful one at that.

We might devise different methods of serving, especially for cold weather, such as pouring warm cranberry sauce over vanilla ice cream, which is really delicious. Also, we are now selling in small quantities butterscotch, caramel and chocolate fudge to families to warm and pour over the servings the same as the fountains do.

Will anxiously await the issues of The Ice Cream Review with articles along these lines, as we are all vitally interested in a larger winter output. Will certainly get valuable information from others who have really developed this business if they will only pass it along to those of us who have not done all that could be done along these lines.

NEVADA.

* * *

We are located in a thinly populated district. The towns which we serve are small, populated fifty to seventy-five per cent by negroes, who, in the fall and win-

ter months, refrain from eating ice cream, on account of being out of work. With them, it is a hand to mouth existence during the cold months. Not working the farms, consequently they have no cash to buy what they need. If they had the cash they would be the best eaters of cream in the land, but, as stated above, that is the reason the ice cream business in the South falls to zero in the winter months.

GEORGIA

* * *

We have only one ice cream cabinet loaned out. The balance of them have been sold at our cost on the monthly payment plan. We find this by far the most satisfactory arrangement for this part of the country.

We tell the merchants by handling the matter in this way they are independent and can buy their ice cream wherever they wish. It is then up to us to furnish the right kind of goods and service.

We do not think that 25 per cent of the trade that has cabinets loaned them appreciate it and there is no reason why cabinets should be loaned them any more than candy cases, or any other fixture. The old saloon method of doing business should not enter into the ice cream business, although it has been in force a long time.

MINNESOTA.

* * *

We have few suggestions to offer, as to how to keep customers handling ice cream during the winter. Of course, if a salesman can show that there is demand for ice cream in their community which they did not realize dealers can sometimes be persuaded to keep on when they would otherwise stop. Various sorts of advertising, no doubt, would help, but we know of nothing better than personal argument.

DELAWARE.

* * *

It has been quite a hard matter to decide really which is the proper thing to do. However, it has been customary for us to try and have the best customers in the small towns keep ice cream all the year around, and, in quite a few instances, it has been both unprofitable for them as well as ourselves.

Of course, we realize that we should try to get the public educated up to the point of eating more ice cream during the winter months and at the same time we know that the ice cream business is only in its infancy, and the public will eventually realize the food value in ice cream, which is both pure and wholesome and we believe as time goes on there will be more ice cream consumed during the winter months than there is at present.

CONNECTICUT.

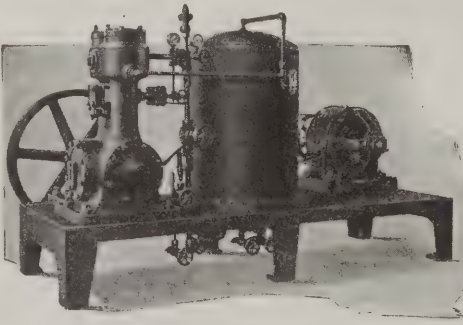
* * *

In our territory we are discouraging the use of cabinets furnished by the manufacturers. As a rule the average amount of ice cream handled by the dealer does not justify the expense of a cabinet. Quite often a new cabinet does not last through the season. We do not run a service wagon in the city. Our experience proves that furnishing a country dealer with an ice cream cabinet does not mean anything towards holding his business, as he usually buys from whom he pleases. We have several accounts on our books the parties of whom have been buying ice cream steadily from us for over two years. The other fellow, of course, was the sucker who furnished the cabinet. He is afraid to recall his cabinet for he fears that by doing so he will lose all chance of ever selling the fellow again. In a few instances we are in the same boat.

LOUISIANA.

✻

You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.



Vilter

■ **Ice Making and Refrigerating Machinery** ■

A self-contained unit built in capacities up to Four Tons Refrigeration.

Bulletin No. 29-R describing this and larger size equipments will be promptly forwarded on request.

The Vilter Manufacturing Company
Established 1867
889 Clinton Street Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

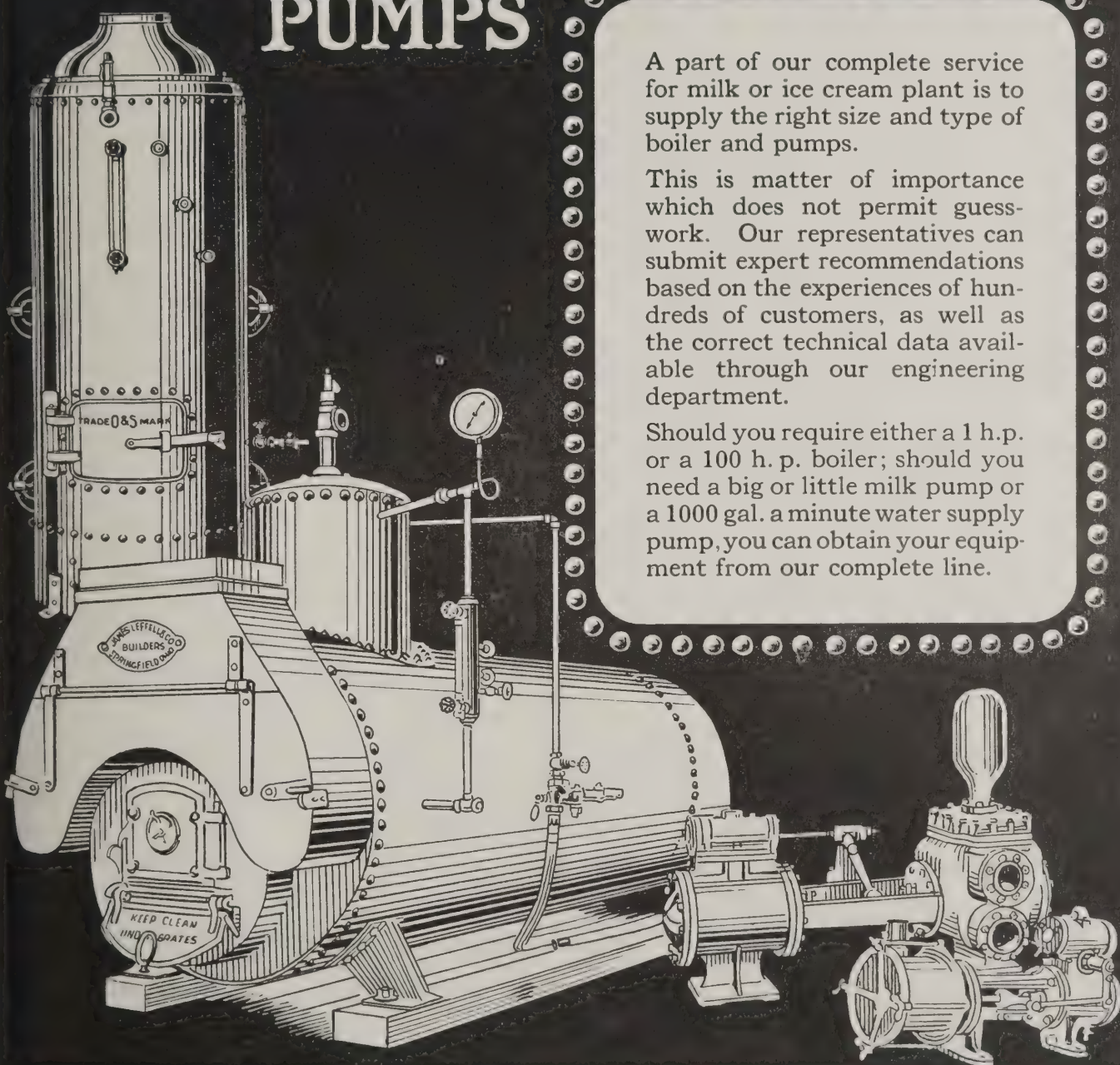
THE BESTOV CALENDAR

EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER

BOILERS AND PUMPS



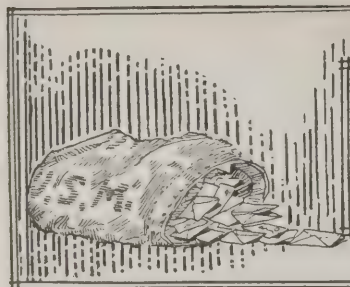
A part of our complete service for milk or ice cream plant is to supply the right size and type of boiler and pumps.

This is matter of importance which does not permit guesswork. Our representatives can submit expert recommendations based on the experiences of hundreds of customers, as well as the correct technical data available through our engineering department.

Should you require either a 1 h.p. or a 100 h. p. boiler; should you need a big or little milk pump or a 1000 gal. a minute water supply pump, you can obtain your equipment from our complete line.

Cherry-Bassett-Winner Company

1918 Market St., Philadelphia
 33 So. Charles St., Baltimore
 1139 Penn. Ave., Pittsburgh
 10 E. 16th St., N. Y. City
 400 Canal St., Syracuse



PROFESSOR BAER'S INQUIRY DEPARTMENT



Answers to Inquiries

Dear Sir:—What would you consider low acidity test for an ice cream mix? I do not mean, what in your opinion would be the proper acidity for increase of overrun, but just about the lowest acidity that you could get from an entirely pasteurized mix.

Reply: I am quite sure you understand that the acidity of an ice cream mix depends first, on the amount of milk serum solids it contains. Second, on the acidity due to lactic acid development in the milk and cream. The acidity will vary in different mixes from about .20 to .33 per cent. I do not believe it would be possible to have a mix testing lower than .20 per cent acidity if it contained some extra milk solids added in the form of milk powder or condensed milk. Without extra serum solids it might be possible to have a mix test as low as .16 to .18 per cent.

* * *

Dear Sir:—Will you please give us some information on our mix? On May 7th we made up a mix as follows:

93 gals. 4% milk.
143 lbs. cane sugar.
5.50 lbs. gelatine.
66.00 lbs. milk powder.
90.00 lbs. sweet butter.

Out of this mix we got a good swell or overrun, 95 to 100 per cent.

On the 10th we made up another mix as follows:

70 gals. 4% milk.
116.00 lbs. cane sugar.
5.00 lbs. gelatine.
46.00 lbs. milk powder.
80.00 lbs. sweet butter.
3.00 lbs. sugar syrup.
4 gals. 25% sweet cream.
About 50% sugar.

On this last batch we lost about 2 gallons to the batch in overrun and we do not know how to account for it.

It was all made under practically the same conditions, only the last butter seemed to be not so good, the only differences in the two mixes were the 4 gallons of sweet cream we used.

When we found that we were not getting the swell that we should we thought it had not aged enough and lacked acidity (we had aged it 24 hours) so we added one gallon of sour milk and let it stand for a couple of hours but it made no material difference.

Both of these batches were pasteurized by holding at a temperature of 145 degrees for half an hour, then run through the homogenizer into the holding tank where the mix was cooled down to 39 degrees and held over night, which was about 24 hours, when we started to freeze the temperature of the mix in the holding tank was about 42 and we used 10 degrees brine in the freezer.

* * *

Reply: I have analyzed both of your mixes and you will find the calculations given below in table one and table two:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
800.00 lbs. 4% milk	32.0	68.36	100.36
143.00 lbs. sugar	135.88
5.50 lbs. gelatine	5.22
66.00 lbs. milk powder	62.70	62.70
90.00 lbs. sweet butter.....	75.6	75.60

1104.5	107.6	131.06	379.76
Per cent	9.7	11.8	34.4
Per cent sugar.....	12.9

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
602.0 lbs. 4% milk	24.08	51.45	75.53
116.0 lbs. sugar	110.20
5.0 lbs. gelatine	4.70
46.0 lbs. powder	42.60	42.60
80.0 lbs. butter	67.20	67.20
32.8 lbs. sweet cream 25%...	8.20	2.19	19.38
30.0 lbs. sugar syrup	15.00

961.8	99.48	96.24	325.61
Per cent	10.3	10.0	33.9

Both of your mixes are pretty nearly alike and you should not have a big difference in the amount of the overrun. Your second mix, however, contains the sugar syrup which may be the cause of a little trouble and your second mix does not quite contain the amount of sugar that the first one does, bringing your total solids down about $\frac{1}{2}$ per cent.. The sweet cream used in the second formula should help rather than retard the amount of overrun.

You stated in your letter that you tried to increase the swell by adding a gallon of sour milk to ripen the mix, thus increasing the acidity. Your formula No. 1 also had a higher acidity than No. 2, but this acidity was due to the 1.8 per cent more serum solids and not a larger amount of lactic acid.

You absolutely gain nothing by trying to ripen a mix increasing the amount of lactic acid. We have a

*They cut the long costs out of
short hauls—*

WRITE FOR BOOKLET THAT TELLS HOW

C-T

Commercial Truck Co.
PHILADELPHIA

ELECTRIC TRUCKS

$\frac{1}{2}$, $\frac{3}{4}$, 1, 2, $3\frac{1}{2}$ and 5-TON CAPACITIES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Reputation-Builder: VANILLA

SPECIAL styles and fancy flavors of ice cream often make a hit, and sometimes become for a season or two great sellers; but they do not often build great reputations. That is rarely done except by makers whose VANILLA cream is finer than the average.

To make the BEST vanilla cream you must use the Mexican bean,—no other is quite the same; and to get that mellow, delicious bean flavor which, once tasted, is never forgotten, no other preparation is quite the same as

MICHAEL'S MEXICAN VANILLA POWDER

NEW YORK TYPE
does not show the bean in the finished ice cream. Used in districts where the showing of the bean is an objection.

PHILADELPHIA TYPE
shows the bean in the finished ice cream. The accepted standard for use in French and Philadelphia ice creams.

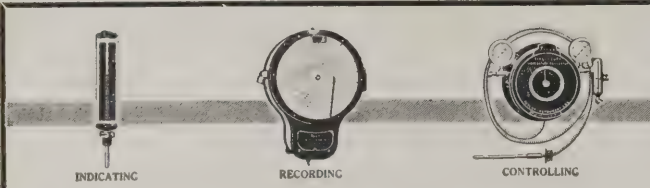
Our Standing Offer to New Customers

Send us an order for Michael's Mexican Vanilla Powder. Use freely all that you need to give it a full, fair trial, and if it is not satisfactory, return the remainder at our expense, and we will cancel the entire charge.



DAVID MICHAEL & CO.
VANILLA
FRONT AND MASTER STREETS
PHILADELPHIA





Tycos Hardening Room
temperature instruments

temperatures are important. A 24 consecutive hour record supplied by Tycos Recording Thermometers tells you a valuable story.

The Bulb is placed in the room and the recorder is placed where convenient—over the superintendent's desk.

Every morning you can tell when and how much temperature has risen during the night.

Ice Cream Plant Catalog Part 500-A should be in your files. Ask for it.

Taylor Instrument Companies
Rochester, N.Y., U.S.A.

There's a Tycos and Taylor temperature instrument for every purpose



BAKER

System Refrigeration



Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

large number of practical tests showing that acidity is not a factor in the overrun. Undoubtedly you just had some variation in the method of processing these two mixes which caused the variation in the overrun.

* * *

Dear Sir:—I am having quite a bit of trouble with my mix. I use the following formula for 100 pounds of mix:

17 lbs. butter, 16% moisture.
14 lbs. sugar.
.5 lbs. gelatine.
8 lbs. skim milk powder.
60.5 lbs. water.

This mix I heat to 145 degrees F. The gelatine is mixed with the sugar and added at that temperature.

It is run through the homogenizer at 2500 pound pressure. Now, where I think the trouble is, is this when the mix comes to the homogenizer it is about 12 degrees and must be held until the vat is emptied before it can be cooled. As soon as the mix is run through, it is all cooled to 36 or 40 degrees, but some of it is held an hour or so at 120 degrees.

Now, my trouble is this: I do not get the necessary viscosity and consequently cannot average more than 85 per cent overrun. The cream is ripened for 48 hours.

Reply: I have analyzed your mix and you will find the calculations below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	13.30
.5 lbs. gelatine47
17.0 lbs. butter, 84%	14.28	14.28
8.0 lbs. skim powder	7.6	7.60
60.0 lbs. water
100.0	14.28	7.6	35.65

You will notice that you have about 14 per cent butterfat and better than 35 per cent total solids. With a mix of this kind you should have no trouble in getting a satisfactory overrun.

I believe the trouble is not in your mix, but possibly in the method of processing. It is possible that your trouble might be in not using quite enough gelatine and also that your mix could stand just a little more milk serum solids.

Try using nine or ten pounds of skim milk powder and see if that will help any.

If your mix is properly aged for forty-eight hours and your freezing process carried out right and your freezer is not overloaded, I see no reason why you should not get 100 per cent overrun.

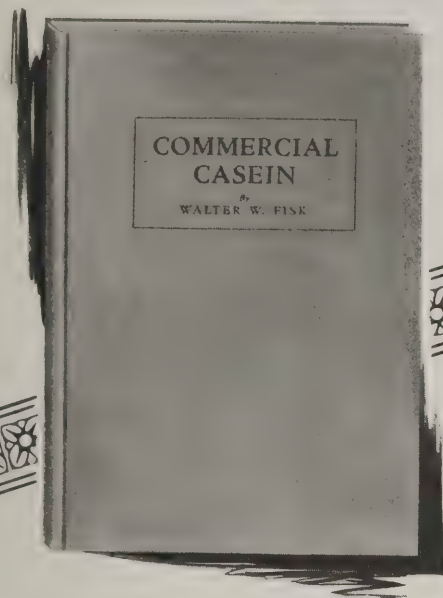
* * *

Dear Sir:—Last year you were kind enough to give us some help in locating the trouble in an ice cream mix which we were using. We are having some trouble again and would like to ask your advice in the matter. Our formula is as follows:

Ingredient	Wt.	% Fat	S. N. F.	Fat	Sugar	T.
Milk	800	3.5	67	30	...	1
Butter	143	120	...	1
Condensed	175	...	124	...	77	1
Sugar	110	...	110	...	110	1
Egg (powdered yolk)	6	...	6
Gelatine	6	...	6
Melaine (ozs.)	10
Total	1240	...	313	43

Our cream has a very good body but we are having trouble in getting it to stand up in the dealer's cabinet and also it does not dip as well as it should. The mix

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Commercial Casein

What it is and how to make it—

THE only commercial book on the subject of converting skim milk into the valuable product of Casein. It tells how to make it, the equipment needed, how it is marketed, in fact everything of importance about this product.

*Order a Copy Today—and "brush up"
on marketing Skim Milk as Casein.*

Sent Anywhere
Postpaid
on Receipt
of—
\$1.00

The Olsen Publishing Co.
Milwaukee, Wis.

THE OLSEN PUBLISHING CO.,
5th and Cherry Streets, Milwaukee, Wis.

Enclosed find \$1.00 for copy of "COMMERCIAL CASEIN", by Walter W. Fisk.

Name
Street Address.....
City State.....

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

Packaging ice cream
at the plant
Usually
Results
In
Time and labor saved for
Your dealers.
People
Are
Partial to
Easy-to-handle containers
and
Re-act favorably to
PURITY PAPER CANS
Constant
Assiduity is
Necessary to
Secure the Satisfaction
of your customers.



with
the famous
"locked crimp"
top and
bottom
construction.

Samples Sent on Request!

**THE PURITY PAPER
VESSELS COMPANY**
BALTIMORE - MARYLAND

trouble in the dipping is in the way it "pulls" when the disher is filled. For some time in this territory manufacturers have put out cream with only about 100 per cent overrun whereas we are getting 100 per cent overrun.

Does the use of such an improver as Meloine or similar products have any bad effect on the standing qualities of the cream?

Reply: I have checked your formula given in your letter and you will find my figures given below in table one. You will notice there that the per cent of fat is about 11 per cent, the serum solids 9 per cent, but your total solids nearly 37 per cent. You will also notice that the per cent of sugar is a little better than 15 per cent. Your trouble is not in the amount of serum solids, but rather in the total solids and undoubtedly the egg yolk, gelatine and meloine is causing the "pully" condition.

Table 1.

800 lbs. milk	28.00	68.7	96.0
143 lbs. butter	120.1	120.0
175 lbs. condensed	47.2	124.0
110 lbs. sugar	104.0
6 lbs. egg yolk	5.0
6 lbs. gelatine	5.0
10 ozs. meloine
1240	148.1	115.9	456.0
Per cent	11.1	9.3	36.0
Per cent sugar	15.1

I suggest that you reduce the sugar at least 1 per cent, as 14 per cent will be sufficient sugar, and if you desire to continue to use the egg yolk powder you had better reduce the amount of gelatine. I would suggest that you try a batch, leaving out the meloine and see if that will not overcome your trouble.

It is also possible that your dealer has allowed your cream to become rather soft. If this is the case and your cream pulls very badly on dipping, you are using too much gelatine for the amount of solids.

Dear Sir:—Will you please advise me what you consider the very best ice cream formula of a thousand pound weight, composed of the following ingredients: sweet butter, 4% milk, Merrell-Soule powdered milk, United Chemical and Organic Products Co. 6X gelatine, C. W. brand vanilla, Washburn's improver. In other words, if you were manufacturing an ice cream from the above or other ingredients we can obtain here in Arkansas and wanted to make the very best piece of goods you could, exactly what proportions and what method would you use of the above ingredients in order to make the very highest quality ice cream, how long would you age it, at what temperature would you freeze it, and what overrun would you obtain? Also, how long would you pasteurize it, and at what temperature would you emulsify it? I am using a De Laval emulsor, 1 gallon size.

Reply: You will notice that in table 1 I have used both sweetened condensed milk and skim milk powder while in the second I am making up the serum solids with skim milk powder alone. I am presuming that you have a sufficient supply of whole milk to make up for these mixes at all times.

Table 1.
1000 lb. Mix.

Ingredients	Fat	Serum Sol.	Total
96.0 lbs. sugar	92.0
5.0 lbs. gelatine	7.0
110.0 lbs. sweet cond.	29.7	77.0
25.0 lbs. skim milk powder	23.7	27.0
87.0 lbs. 84% butter	73.0	70.0
677.0 lbs. 4% milk	27.0	57.9	83.0
vanilla and improver
1000.0	100.0	111.3	352.0
Per cent	10.0	11.1	35.2

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ESKIMO PIES

If you are making 5 cent Pies you need a
Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" is a High Grade Chocolate Coating
made especially for this purpose.

Ready to Use—Nothing to Add

Manufactured By

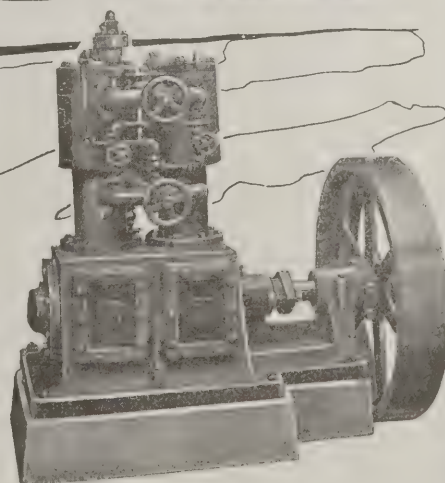
Fortune Products Company, 416-422 S. Desplaines Street
CHICAGO



WINTER TEMPERATURE IN SUMMER WITH CP REFRIGERATING MACHINE

The man who has a CP Refrigerating Machine does not have to worry about hot weather. Regardless of outside climatic conditions, he knows that he has ample refrigeration in his plant for all requirements.

CP Refrigerating Machines are made in both vertical and horizontal designs in capacities ranging from one-quarter to fifty tons. Over 5,000 now in operation. Let us send you complete catalogue.



Front View of CP Vertical
Refrigerating Machine with
capacity 5 tons and upwards.

The Creamery Package Mfg. Company

GENERAL OFFICES: 61-67 W. KINZIE ST., CHICAGO, ILL.

Interurban Packing Routes

By P. P. MILLER*

WHEN our secretary, Mr. Loewenstein, asked me to join in this discussion of the "Motor Delivery Problem," I promptly replied that I would have to be excused inasmuch as the organization with which I am connected had no "motor delivery problem." We solved that problem early in the year by discontinuing all out-of-town packing routes. He came back with the suggestion that if such was the case I ought to be willing to tell about it, and so here I am. Undoubtedly the question is in all of your minds—why did we discontinue the practice? You can all surmise the answer—we were losing money through it and any practice that loses money for you is a bad one, and no business can enjoy a healthy and successful growth until that unsound element has been eliminated.

A combination of circumstances caused our company to feel that unless we gave our customers in some of the outlying districts the same service that our competitors were willing to give and in some cases were giving them, we should lose their patronage. So we added one route after another until our trucks were covering the country pretty intensively within a radius of 40 to 50 miles of our plant in all directions. The area thus embraced is a typical farming country. The towns are not close together and very small in size, the roads are as a whole quite good and covered with the usual crop of road stands.

At the end of the first year we were a bit doubtful as to the success of our venture, but thought we really ought to give it a little longer trial, and so the second

* With Kirk-Maher Co. Watertown, N. Y. An address before the National Convention, October 22, 1923.

year found our trucks again speeding around the countryside dispensing good cheer and ice to our numerous enthusiastic dealers. By the end of this second year, however, facts and figures showed us in a very convincing manner that the only people who were really cashing in on our trucking routes were the gasoline station, the tire salesman and the repair man. We called a halt right then and there. This year we have had our trucks running out of the city with the result that our books are happily free from red marks so far, and we have enjoyed a substantial increase in gallonage.

I have gone into this detail concerning ourselves merely to form a background for what I have to say regarding the interurban packing route and to tie it with the idea that perhaps numerous other organizations in this great industry could tell similar stories at the present time. If a statement of what we have done can be of any use to you, I give it for what it is worth.

Do not misunderstand me and get the idea that my experience has been such that I am against the interurban packing proposition first, last and always. I believe that undoubtedly there are many localities in which this practice is being pursued in a manner profitable to all concerned, but unfortunately all of us are not ideally located. This fact, however, does not seem to stop many of us from trying to imitate our more fortunate friends.

In order to give you some idea of the interurban packing problems in our state, I wrote to a number of the manufacturers in different sections asking for their opinion on the matter. Were they running these packing routes, did they find them a paying proposition under what conditions did they think they could be made to pay, and what induced them to commence this practice? Had I not assured these good gentlemen that the information contained in their letter would be used only in a general manner, I would like nothing better than to read their letters to you.

I never thought it could be possible for an individual of the ice cream manufacturing type to rise to such heights of eloquence in denunciation of an existing policy as did some of these men in expressing their thoughts to me. Others, of course, were more calm and restrained in their utterances. Like ourselves, all have been obliged to institute this practice because someone else had started it. You know, so far, no one has ever discovered the parties really responsible for this action. Somebody has always been forced into it through the efforts of someone else, but if the burden of responsibility can ever be definitely placed, I advocate nothing less than a "shooting at sunrise" for the guilty party.

All the manufacturers stated with one exception that the out-of-town packing routes were the most unprofitable elements in their business, but felt that they would have to stay with it until some united action could be taken. Their opinions were based upon the fact that the average route only did real business on Saturday and Sunday, and also because several competing companies would run large trucks over the same territory and together sell about as much ice cream as could be nicely carried on a Ford one-ton job.

Many Different Ideas.

One man was of the opinion that a packing route in order to be profitable could not be over 60 miles in length and should dispose of at least 100 gallons of ice cream a day for a period of six months. Another stated that in the majority of localities the only profitable



The extra strength put into every part of Nutting Trucks explains why thousands of them are still in daily use after 28 to 30 years of service.

Nutting

Floor Trucks for the Dairy Industry

Get our Bulletin C-6 and note the platform construction, the wheels and the casters of Nutting Trucks and you'll see why they give long, dependable service.

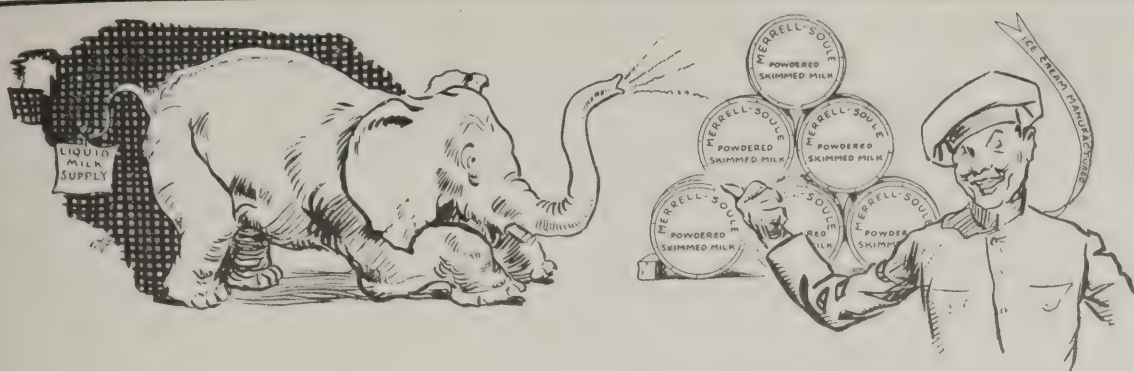
This bulletin also shows and describes several trucks for dairy uses, including the Nutting Ice Cream Can Truck. Write us today for your copy.

Representatives in Principal Cities.

NUTTING TRUCK CO., 1143 Division Street
FARIBAULT, MINN.

Floor Truck Specialists Since 1891

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



You can laugh at the White Elephant

WHEN there's a month's supply of Merrell-Soule Powdered Skimmed Milk in your store room, you can laugh at the old days when you worried about your milk supply. No more worrying over deliveries, no more fussing with "watery" grades, no more loss through having milk standing around to sour!

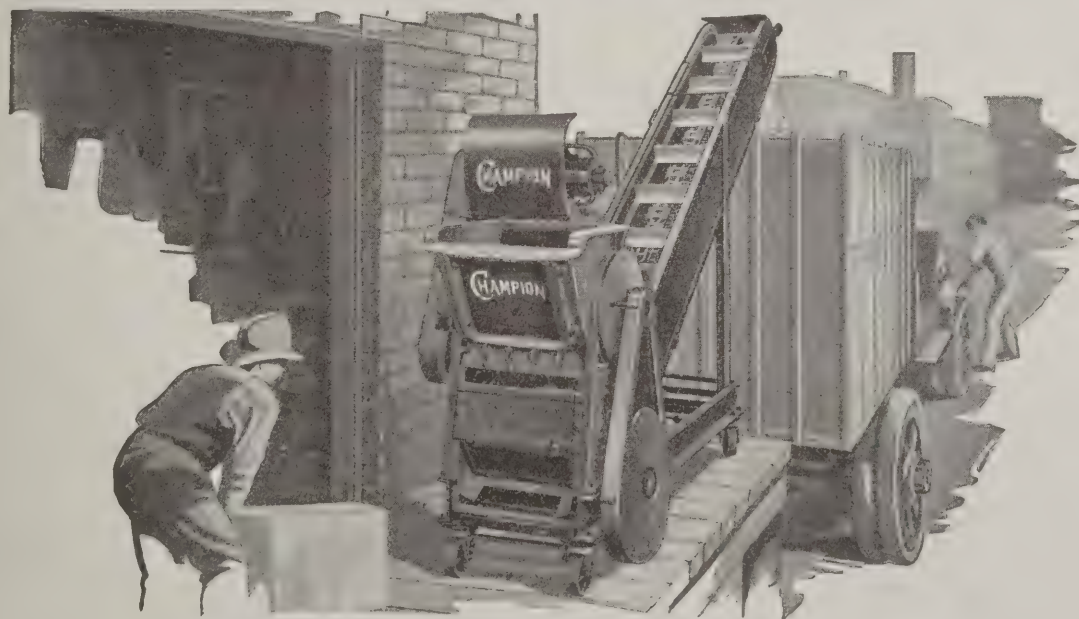
Ask the ice cream manufacturers who are

using Merrell-Soule Powdered Skimmed Milk. Let them tell you how they now order milk just as they do sugar or salt, how they keep it without ice in the store room and mix up just the amount needed for the day or for the occasion. The manufacturer who wants his full profit and a product that he can guarantee for uniformity of quality will investigate the advantages of using

MERRELL-SOULE Powdered Skimmed Milk

MERRELL-SOULE COMPANY, Syracuse, N. Y.

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time

Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
NEW YORK CITY

THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

route would be one upon which you had all the business. In other words, when competition entered that particular field of endeavor, profits went out. Many other ideas were expressed along this line, but it would seem that the question is really too large to be held down or governed by a certain set of specified rules.

Judging by the frequency with which this subject is placed upon convention programs and taking due note of the expressions of the manufacturers just mentioned, I am inclined to believe that the same questions are being asked in all parts of the country, and that a frank admission of our faults and a little analysis of the faults of this packing business may be a good thing for all of us.

Competition we must all agree is a wonderful incentive to progress and is the medium through which all business must pass in order to be judged successful. Our industry, young in comparison to some others, has in its youth stepped right into this age of intensified competition, and we are waging a war of the survival of the fittest amongst ourselves with quite disastrous results. As a by-product of this competition, the interurban packing route has done its share to bring about the chaotic conditions existing in our industry today.

If any of you read the magazine called the "Nation's Business," which is edited by the National Chamber of Commerce, you will recall the seven very interesting articles which ran in different issues under the heading of "Problems of Distribution." The theme of all the articles was that we are requiring too much diversification in all lines of work with the result that ineconomical and inefficient practices are necessitated. The packing route is the result of diversified service in our industry and there is no gainsaying the fact that for most of us it has proved most ineconomical. Competition has forced

this diversification of service on the ice cream manufacturer just as it has forced it on the shoe man and the clothier, and so on. Competition has added an unnatural and unnecessary significance to the interurban packing route. It has accentuated and magnified its importance to such an extent that many of them have been swept off our feet. The majority of you gentlemen will remember that greater profits were made under more sane conditions before the advent of the packing rouse than since that time. Those same conditions will come back to us if we will but go after them.

I am purposely omitting all figures in this discussion because I feel sure that some of the other speakers will have had more experience than I in this matter will deal with it in a more detailed and concrete manner. My plea is based upon an appeal to your good judgment in the sense that you appreciate the fact that you owe something to the industry as a whole besides just to yourself. Ask yourself what the packing route has done for you, what it has done for your competitor, has it bettered the relations between yourself and your dealers, has the industry as a whole profited by the extended expansion of this policy?

The answers to my questionnaire may be taken coming from a group of manufacturers no different than any group of men you might pick anywhere, and they have claimed that the packing route had done nothing for them, that it served to intensify competition, that it pleased their dealers because they received ice for less than their needs, and that the industry had not profited. The interurban packing route is a dangerous plaything if you are not equipped to handle it and thinking that you are equipped does not equip you. How many of you men have instituted packing routes simply because your dealers demanded, because you thought you were going to increase your gallonage, or for the reason that your competitor was already giving that service?

Well, those are just some of the reasons which prompted us to take the step, but that does not mean that these reasons justify the action taken. Some of us have found that unless we stopped these routes, they would stop us, but more of you are still carrying on with the hope that somehow luck will break. It is a long shot and you would be doing a service to yourself as well as to your industry to apply the brakes before you start going down the hill. If your competitor is running a packing route over a territory covered by yourself and to all outward appearances he is making money and you are not, my advice would be to pull out and get your gallonage out of more profitable fields.

If you are quite sure that your competitor can make no more out of the route than you can and still he will not give up the practice, I would advise teaching him a lesson and there are numerous legitimate ways of doing. This may sound very drastic to some of you men, but I am firmly convinced that one of the solutions for this question is action—drastic, and lots of it.

Develop Mutual Trust.

It would seem only logical that a paper of this sort should advocate some remedy for the many ills upon which it has dwelled more or less in length. I have heard many remedies discussed but the one that appeals to me the strongest and upon which I place the most hopes for a happy solution of the packing problem embodies the idea that we must get a better grip upon that spirit of mutual trust and regard for our fellow workers which our state and national associations are trying to foster.

We are so afraid that a competitor will put something over on us that we camp on his trail, watch him more closely than we do ourselves and then because of

A Keg Buyer Becomes a Barrel User in Less Than a Year

As an example of the way demand for Mapleine Ice Cream grows—

Last December we received an initial order from a manufacturer for 5 gallons of Mapleine. He repeated in July for 10 gallons; early in August he ordered 20 gallons and 16 days later, wired us to rush him a barrel of Mapleine. In less than a year this sale for Mapleine Ice Cream!



MAPLEINE

Make Mapleine Ice Cream known to your trade, and you, too, will experience a steadily growing demand for this flavor.

Send us your Mapleine order now —we guarantee satisfaction.

Crescent Manufacturing Co.

6 W. CONNECTICUT STREET
Seattle, Wash.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
We warn the trade against worthless imitations having similar sounding names claiming to be "the same as *Vanoleum.*"

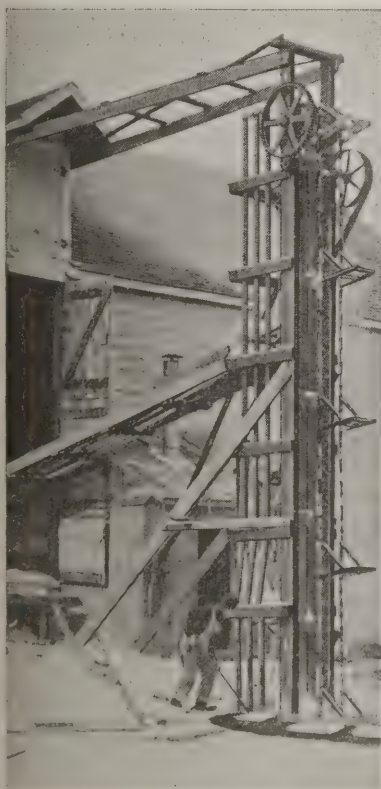


Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.

G-W Perpendicular and Gig Elevators



GIFFORD-WOOD Elevators are available in a number of forms and sizes. Those illustrated are designed for small houses, are very compact, and permit construction close to the water.

The perpendicular type shown on the left is particularly adapted to small houses where a capacity of twelve cakes per minute is sufficient. The Double Gig Elevator shown at the right has a capacity of from four to six cakes per minute. The Ice may be discharged at any level.

Write to the nearest G-W office for information and prices.

Ice Tools of every description—ask for Catalog No. 70

MAIN OFFICE: HUDSON, N. Y.

District Offices:

New York: 50 Church Street Pittsburgh: Peoples Bank Bldg.
Chicago: 565 W. Washington St. Boston: 24 Milk Street
Plants: Hudson, N. Y., and Oakmont, Pa.

Gifford-Wood Co.
ICE HANDLING MACHINERY AND TOOLS



strikes off on a certain tangent we follow right after him. Our seeming inability to make a promise and then in the face of competition to play square and carry it out is causing a lot of unnecessary worry and unhappiness in our business relations.

All the time that is spent at our annual gatherings and all the effort that goes into preparing papers to be discussed there is practically lost because we lack the courage and the trust of each other to get together in our own localities and carry out some of the suggestions to which we so heartily subscribe at the meetings. The convention discussion may help to point out the way, but it cannot compel anyone to follow it.

The convention discussion on this interurban packing problem cannot run out of business the manufacturer in your locality who through his unwise practices has proved himself to be a detriment to the industry, but it does provide the collective manufacturers in your

locality with the thought to get after this black sheep and set him going straight. The action of so doing up to your group alone.

More frequent meetings on the part of local groups such as the New England manufacturers are having will make for greater co-operation. A more intimate knowledge of your neighbor is in most cases bound to bring with it a greater feeling of respect for and trust in him. We must get out of our heads the idea somebody is continually trying to doublecross us for that, exactly the way our competitor feels about us. As long as we hold each other in mutual mistrust we shall stay in the same place and you all must agree that the solution of this packing business has been standing there a long time. Let us all make one honest effort when we go home to get together with our neighbor on this packing problem and see if all this talk won't for once bring just a spark of action.

Report of Express Committee

By THOS. H. McINNERNEY, Chairman*

THIS has been a year of more than usual activity for the express committee.

In July, 1922, the Interstate Commerce Commission instituted a general investigation into the reasonableness of rates and charges of the express carriers. We, of course, with a full realization of the serious effect on our industry of the recent high level of express rates, interested ourselves actively in the proceedings with the hope that some relief might be procured through a reduction in the rates on our commodity at least. Hearings, which we followed closely, were conducted by the commission at many places throughout the country. We employed counsel, assembled a great volume of statistics and presented our case at the Chicago hearing March 21 and 22, 1923. Our counsel also filed a brief in our behalf and subsequently appeared at the final hearings in Washington where oral argument was heard. No decision or orders have, as yet, been published, nor has the commission intimated what its conclusions will be, but we feel we made a showing of conditions in our industry which warrant relief and are hopeful of favorable results. The proceedings will be actively followed to completion and all possible done to further the interests of our industry.

Late in 1922, the Canadian Association of Ice Cream Manufacturers requested assistance in the prosecution of their appeal to their governor in council from a decision of their board of railway commissioners refusing

to grant a second class express rating on ice cream. We gladly loaned them the active assistance of Secretary Loewenstein and our traffic counsel.

Despite the fact that Illinois shippers of ice cream enjoy an estimated billing weight of 100 pounds per five (5) gallon shipment and rates lower than other states (both billing weight and rates being lower than the interstate weights and rates) it was found the shipping business in Illinois continued to rapidly decline to such a serious extent that the Illinois association filed a complaint with the Illinois Commerce Commission asking immediate relief by means of a drop of the scale numbers (approximately 20 per cent) in rate and a cartage allowance of 25c per shipment where shippers are obliged to perform their own drayage service. Our traffic counsel, with the active support and assistance of Secretary Loewenstein and this committee, handled the case for the Illinois association. No decision has been published.

Pursuant to the instructions carried in a resolution adopted at our last convention, the express committee employed counsel and in February of this year filed a formal complaint with the Interstate Commerce Commission asking for the establishment of estimated billing weights on shipments of ice cream based on 100 pounds per five (5) gallon shipment; also asking repayment. Realizing fully the importance and seriousness of this proceeding and the absolute necessity for success to insure the further development of the ice cream shipping business, our counsel, Secretary Loewenstein

* Reporting at the Annual Convention of the National Association of Ice Cream Manufacturers, October 25, 1923.

Write for the new

Ice Cream Powder Preparations

Improve
Ice Creams
and Ices at
reduced costs.

Supplied only in
100 lb. containers.

HELP **Richness**
Smoothness
Viscosity
Ageing
Overrun

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,

LONG WHARF

Importers

BOSTON, MASS.

Know Your Industry

READ...

The Dairy World

A Journal for the Dairy Industry

The subscription price is only one dollar per year. Sample copy mailed anywhere on request. Send for it NOW—FREE.

The Dairy World

608 S. Dearborn Street

Chicago, Ill., U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montréal, Can.

There is Solid Satisfaction in Using DELFT GELATINE

Taking a chance with inferior gelatine is a poor business proposition; it does not pay.

But with every shipment of Delft, the certificate of analysis tells you exactly what you are getting, and you can depend upon its absolute uniformity and freedom from harmful and liquefying bacteria. Expressions of satisfaction from every quarter prove that Delft Gelatine has won an enviable reputation throughout this country.

If you are not familiar with Delft, let us send you free samples and prices. You will find it the best and most economical gelatine you have ever used.



Harold A. Sinclair

EXTRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turpidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME"

Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

USTARDS

COLORS

TEXAS OFFICIALS WANT TO MEET EVERY TEXAS MANUFACTURER AT GALVESTON NOVEMBER 26-27-28.

and this committee spared themselves no time or effort in the preparation of the case. Our efforts to secure vital statistics from our members met with poor response at first, but we finally gathered sufficient information to build a convincing case which was presented to the commission at the hearing in Chicago, June 27 and 28, 1923. The carriers, no doubt realizing our determination and the justice of our appeal, brought forth an imposing array consisting of over fifteen attorneys and traffic officials representing the railroad interests as well as the express companies, bitterly contesting the case at every step. Briefs have been filed, but the examiner who heard the case has not yet filed his report to the commission. There is still a great deal of work to be done in this case and this committee is watching it closely, determined to carry it to a successful con-

clusion. We and our counsel are firmly of the opinion our showing should result in the relief asked for, which will put our ice cream shipments back on the billing weight basis prevailing prior to the 1920 increase.

The express committee is at all times working in harmony with officials of the express companies in the suppression and correction of traffic violations and abuses by ice cream shippers and it is gratifying to report that due to these activities the carriers have not deemed it necessary, during the past year, to impose upon our shippers any new or changed rules and regulations.

Respectfully submitted,

T. H. McINNERNEY,

Chairman, Express Committee

Cones and their Importance to the Ice Cream Industry

By J. R. WELLS*

IN these days when much thought is being given by ice cream manufacturers as to the methods of increasing their field of distribution, it may be timely to consider the possibilities of the ice cream cone, not only in respect to increased gallonage but also safety to the manufacturer's reputation.

The writer has had considerable experience in the cone field and could enumerate many instances where ice cream manufacturers have demanded absolute purity of the cone they purchase, with the result of immensely increased sales immediately following.

In these days of adulterants and cheapened products,

* Vice-President Cone Co. of America. Written for The Ice Cream Review.

it is wise for manufacturers generally to adopt a very strict attitude in respect to the cones they themselves distribute; to use every legitimate endeavor to force the retailers who sell their ice cream to use containers of undoubted and guaranteed cleanliness and purity.

On August 20th, last, the Boston Post came out with a flaming headline on its front page, announcing the fact that the health authorities had seized and condemned a million ice cream cones as unfit for human consumption. Such unfortunate publicity as this necessarily reacts on the ice cream industry generally and does incalculable harm to the trade.

Manufacturers who are indifferent as to what vehicle is used to convey their ice cream to the mouths of their children must cease this indifference for their own good. It behooves them to use every possible endeavor to see to it that the cone is on a par in respect to its purity of materials as those used in the manufacture of their own ice cream.

Again, some months ago, seven hundred thousand cones of a certain brand were condemned by the health authorities of one of our states, the reason given being that they were compounded of putrid vegetable matter and unfit for human consumption. You can well imagine the dreadful impression as to cones that must get in the minds of the people from such things as this. Mothers and fathers, if such things continue, will eventually prohibit their children from buying ice cream cones at all and the millions of nickels and dimes spent in that manner for ice cream will be diverted to purchases of fruit and candy.

All ice cream manufacturers must realize as we have seen the introduction, especially by the confectionery trade, of the very attractive five cent packages of candy and other confections which have been developed to attract the patronage of the children throughout the length and breadth of this country. Naturally, if the ice cream cone is not up to the highest of quality and attractiveness, the children will discontinue spending their nickels and dimes in that direction and naturally buy the attractive candy package, which is so freely offered today.

Is it not time that the ice cream manufacturers as a body began to take an active interest against the wretched methods of distributing their ice cream by bad cones and stopped them? The ice cream cone business is generally increasing all over the country. Truly remarkable results have been obtained wherever ice cream manufacturers have sought the business through the use of cones. Very many of the largest industrial plants

*"He who advertises wisely and well
knows no dull seasons"*

BUILD UP

the winter demand for
Your Ice Cream

KUNSMAN'S AD SERVICE WILL HELP YOU

Original, interest-compelling,
complete and result-getting—
you'll find this the most
reasonably-priced advertising
service on the market.

WRITE TODAY

For Exclusive Use in Your Field

KUNSMAN AD SERVICE

528 Washington St.

Reading, Pa.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Make Holidays Your Clean-Up Days with

Reyam Fruit Custard

No need to gamble on fickle public taste—here's the best bet in years—one they all smack their lips over, Fruit Custard Ice Cream made from Reyam Fruit Custard. Easiest to handle, too, because no mixing is required. Ample fruit, color and flavor in a half-gallon to make forty quarts of the richest golden-cream fruit custard ice cream. Order it now!

Tutti Frutti Mixture

Mixed fruit ices and ice cream give full satisfaction when made with Reyam Tutti Frutti Mixture; keeps perfectly; always uniform and dependable.

Chopped Walnuts in Maple

for more Maple Walnut Cream. Holds record of 60% sales increase.



Crushed Peach and Crushed Apricot

Solid pack—cold process—for making fresh fruit cream.

Broken Assorted Glace Fruits

25-lb. pails. Complete assortment of fruits of various colors.

Cold Process Strawberries

Just like fresh berries—in barrels and No. 10 cans.



CINCINNATI EXTRACT WORKS

422-424 W. FOURTH ST.,
CINCINNATI, O.

ECONOMY CABINETS

Mr. Manufacturer:—

You were no doubt at the Cleveland exhibition of the Ice Cream Supply Men's Association, and had the opportunity to examine the Economy Ice Cream Cabinets. These Cabinets are handsome, durable and efficient. We can supply you with any type you desire. Metal-lined and Tub-lined Cabinets insulated with granulated cork. Also Metal-lined Cabinets insulated with 3 inches of corkboard on sides and 4 inches on bottom. These cabinets are truly Economy Cabinets. Anticipate your requirements for next season and place your order early.

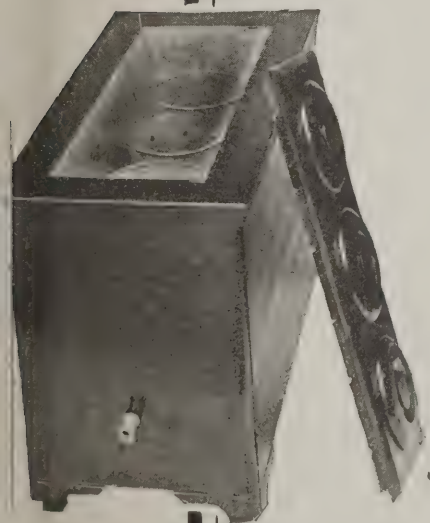
Write for Catalog and Prices

Homer Manufacturing Company

HOMER CITY, PENNA.

RICE-DURFEE COMPANY, Springfield, Mass., *New England Distributors*

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.



the country have adopted the cone as a means whereby ice cream is sold at their lunch counters in their plants.

The cone saves the continual re-washing of dishes, the breakage of same and loss of spoons, besides the cone itself, if it is properly made, is a fine adjunct to the meal. At many social functions, particularly at dances, in various parts of the country, ice cream cones are being passed around as a means of serving ice cream. Many of the large chain store organizations are doubling and trebling the size of their soda fountains; the enormous sales they make of ice cream cones is truly astounding.

The desire for the ice cream cone today is established in the minds of millions upon millions of children all over this country. It is up to the ice cream manufacturers to cultivate this trade for all it is worth. The cone industry generally welcomes all the novelties that may be brought out whereby any prejudice may be removed at present existing in the minds of many against eating anything out of the hand. Many novelties for eating ice cream come and go but the cone is firmly established in the desires of the people as an added pleasure in eating ice cream.

Carolina Firm Solves Problem of Keeping up With Tubs

SOLUTION of the problem of keeping up with its tubs has saved many hundreds of dollars for the Quality Ice Cream Company, Spartanburg, S. C.

A mammoth bulletin board, somewhat similar in appearance to a checkerboard, enables the Quality plant to ascertain at a moment's notice the whereabouts of all of its tubs and other ice cream containers, and the bulletin board has cost nothing except the original outlay for lumber, hooks and cardboard tickets. Since the installation of this system, the Quality plant has lost no containers and has never been forced to spend valuable time in looking for a misplaced tub.

How Record Is Kept.

When a truck starts out with its load of ice cream, its driver visits the big bulletin board and registers the numbers of the tubs on his truck. One-gallon tubs are

numbered 1 to 100; two-gallon tubs are numbered 2 to 300, and so on. Every square on the bulletin board is numbered to correspond with the numbers carried by the hundreds of tubs used to carry Quality ice cream to its customers throughout the Piedmont region of the Carolinas.

The truck driver, for instance, has tubs numbered 104, 167, 228, 13 and 542 on his truck. He places hooks firmly attached to the squares on the bulletin board yellow cards which state exactly where the tubs on the truck are going.

If tub No. 104 is going to a drug store in a nearby town, a card is hung on the hook in the square numbered 104, and this card gives the name of the drug store, the town in which it is located and the number of the street on which the drug store stands.

No driver is ever permitted to leave the Quality plant until he has attached the proper cards to the little hooks on the bulletin board.

This bulletin board is located in the office of the Quality plant, and was designed by E. W. Kennedy, the company's bookkeeper. F. C. Walter, manager of the Quality Ice Cream Company, states he has never used a system so admirably adapted to use in a busy ice cream plant and yet so nearly infallible.

Ready Check Every Night.

At the end of every business day the bookkeeper at the Quality plant goes to the bulletin board and checks to ascertain in a moment how many tubs are out, the numbers, in whose possession they are, and how long they have been away from the plant. No cards are ever removed from the bulletin board until the tubs with the corresponding numbers have been returned to the plant.

The Quality plant's bulletin board adds to the pleasing appearance of the plant office. The board is yellow, to correspond with the color of the company's big trucks, while the numbers on the little squares are red, to correspond in color scheme with the lettering on the Quality trucks.

The Quality plant has found that system pays whether in manufacturing ice cream or in keeping track of tubs. This bulletin board has stopped a leak that cost the Quality plant a surprisingly large sum annually, and a somewhat similar plan might be adopted with success by many other ice cream plants.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

An Ideal Gelatine MIXER



This double jacketed "Harris" Copper Gelatine Mixer enables you to keep the melting mass at the correct temperature desired and the agitator produces just enough action to keep the mass uniformly in motion.

RIGIDLY built of heavy copper with every precaution toward sanitation.

Easily and quickly emptied and cleaned.

Write for prices on these standard mixers.

Submit your special requirements for our quotations

**Arthur Harris
& Company**

212-218 Curtis Street
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Quality Ice Cream at Low Cost



Mojonnier 3' Vacuum Pan at the plant of the
Crockery Ice & C. S. Co., E. Liverpool, Ohio.

Users of the MOJONNIER VACUUM CONDENSING UNITS have featured among its advantages, the following:

1st. **PRODUCES A BETTER FLAVORED PRODUCT.** The milk boils vigorously at 145° F. This temperature is never exceeded. This prevents any possibility of "cooked" flavor. The steam driven off and condensed contains all of the "off flavors," leaving only the real milk flavor. This method makes possible the use of fresh skim or whole milk, sweet cream or butter.

2nd. **A BETTER PASTEURIZED PRODUCT.** R. W. Peterson and P. H. Tracy (University of Illinois) in their Bulletin, May, 1922, on the "Condensation Process of Preparing an Ice Cream Mix," under caption of "Conclusions," state:

1. A uniformly prepared ice cream mix may be made by the condensation process, using milk, butter or cream, sugar, and gelatin.
2. The condensed mix is easily standardized to a uniform composition by having the butterfat, milk solids not fat, sugar, and gelatin in the proper proportion before condensing. A definite yield is thus obtained. Why reduced costs? Here are the figures on a batch made recently in a plant in Pennsylvania (name furnished on request), 11% B. F.

100 gal. Milk at .22.....	\$22.00
33 gal. 20% Cream at .90.....	29.70
126 lbs. Sugar at .07.....	8.82
5 lbs. Gelatin at .60.....	3.00

Cost of condensing in excess of pasteurizing cost..... 63.52
Total cost 100 Gallon Mix made in Vaccuo..... 64.02

Old Way—Cost of mix (100 gal. from condensed milk and cream).. 82.50
Vaccuo method—cost of mix (100 gal.)..... 64.02

Saving per gallon mix .18.....\$18.48

Saving per 100,000 gals. mix, \$18,000.00.
Further information gladly furnished on request.

Mojonnier Bros. Co.

MILK ENGINEERS

4601-4621 W. Ohio St. Chicago

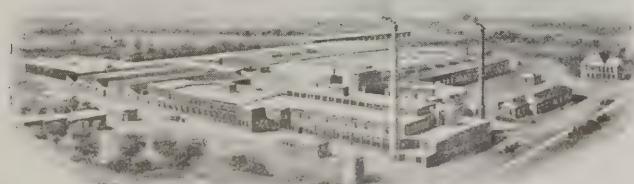
Manufacturers of the famous Mojonnier Milk and Ice Cream Overrun Tester

NEW YORK

ST. LOUIS

COLUMBUS

Gelatines of Quality at right prices



Milligan & Higgins Gelatine Co.

222-224 Front Street

New York City



EVERY PACIFIC COAST MANUFACTURER IS INVITED TO BE AT VANCOUVER DECEMBER 3, 4 AND 5.

Ice Cream Improvers

A Reply to Mr. E. H. Parfitt. By M. WOLDENBERG*

THE discussion on Ice Cream Improvers, as contained in the Exposition Extra of The Ice Cream Review is certain to be read by all thinking ice cream manufacturers. Presenting, as it does, a frank and unbiased outline of the worth of improvers, it places improvers in the category in which they belong.

It has been the common tendency on the part of some ice cream manufacturers to view improvers as stabilizers or fillers, and inasmuch as gelatine is universally used for the purpose of stabilization, improvers were relegated to the list of non-essential ingredients. Others have construed improvers as "substitutes," and therefore undesirable ingredients to use when endeavoring to manufacture high grade ice cream. Others still, (and this group represents by far the majority, are daily deriving beneficial results thru the use of any of the standard improvers offered upon the market.

What is the reason for such a divergence of opinion? Is it because improvers, despite statements of improver manufacturers, really have no merit? Is it because of a natural antithesis of opinion? Or is it because those manufacturers who do not use improvers lack the knowledge of the scientific work which an improver, correctly used, will accomplish?

It will be the purpose of this article to set forth the facts relative to the scientific as well as practical use of improvers in the manufacture of commercial ice cream.

* Ph. D., Director of Chemical Laboratory, The Daigger Corp., Chicago.

In order to manufacture ice cream in a commercial way it is necessary to increase the viscosity of the mix in order to be assured of a uniformly good ice cream while still permitting the manufacturer to obtain the desired yield. The question naturally arises as to what viscosity is and how an increase in viscosity is produced.

According to Washburn, "Viscosity is stickiness or cohesion. Viscosity in cream or mix is due largely to the condition of the casein contained in the cream or mix. Any violent agitation, such as separation, pasteurization or homogenization breaks up the threads and shreds of the filaments of casein into tiny bits and lessens their ability to stick one to another and produce what is known as viscosity. The casein in milk is in solution, as is the sugar, but in sort of suspension. Therefore in milk we have the diffusion of an insoluble product, and to this product casein is present in minute but real threads and shreds, and filaments which wrap against and around one another and tie together much like the fibres in a rope. Imagine hemp, first in a tangle of long threads from which mass long strings can be twisted and drawn. Now imagine that hemp run thru a chopper such that the pieces are broken and cut into short bits. These bits would not hang together to form the rope. But in milk, upon standing, these threads unite to form the longer filaments again. This reunion of filaments brings about the increase of viscosity.

Increase of viscosity is produced by any one of the agencies, each of which work to the reunion of the pieces. They are:

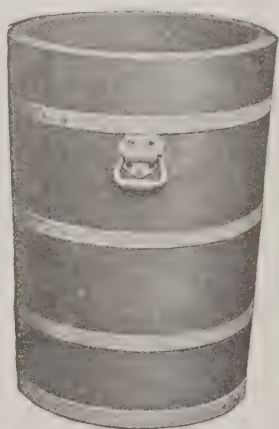
First: Age or time. With exactly the same acid content the old cream is much more viscid than the new cream because of the thickening, or it might almost be termed clotty effect somewhat analogous to the clotting of blood when exposed to air.

Second: Acid. The presence of minute portions of natural lactic acid increases the viscosity of the product but acid if allowed to develop to slightly too high a degree, produces a brittleness in casein which lessens viscosity as well as producing undesirable flavor in the product.

Third: Enzymes. There are a few enzymes which will act on the curd to increase apparently the length and strength of the filament bundles, and which thereby increases the viscosity. These enzymes in various kinds of purity and proportion to inert vehicle substances such as powdered sugar, and these with or without some vegetable gum, are substances regularly sold as ice cream improvers. That improver is best which contains these various factors in the best proportion, purity and safety in "use."

Inasmuch as comparatively few manufacturers create increased viscosity with acid due to the danger of a resultant sour mix the most commonly used methods are thru the medium of natural ageing or by the use of enzymes as contained in what is commonly termed ice cream improvers.

It has long been the axiom that the longer the elapsed period between the time milk is taken from the cow and the time it is actually consumed, the worse the milk gets or the more possible chances there are for contamination. Safeguards are constantly being adopted by progressive handlers of milk and its products to insure as pure a product as is humanly possible to produce. Despite the extent and nature of these precautions it is generally



Practical Use A true measure of service

From a mighty Virginia forest of over 200,000 acres, comes the select Virginia White Cedar that goes into every

Richmond Ice Cream Tub

The decay resisting quality of this timber has a long record of practical usefulness.

There should be ample assurance alone in our 52 years of development without once changing to some other wood. Our 15 acre manufacturing plant is a monument to the service

Virginia White Cedar

gives to users.

Write for our latest Price List

Richmond Cedar Works, RICHMOND, VIRGINIA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

No Substitutes

The phrase, "There is no substitute for butter," happily expresses an actual scientific fact which can be equally and with truth applied to all milk foods.

Neither--in the production of high quality ice cream--is there any substitute for that distinctive, safe, sanitary cleanliness which is so quickly, easily and dependably supplied by the use of



Indian in Circle



In Every Package

This Wyandotte cleanliness is so standard throughout the ice cream trade that the name "Wyandotte" has become representative of the highest efficiency and economy.

Order from your supply house.

THE J. B. FORD CO.

Sole Manufacturers

Wyandotte, Mich.

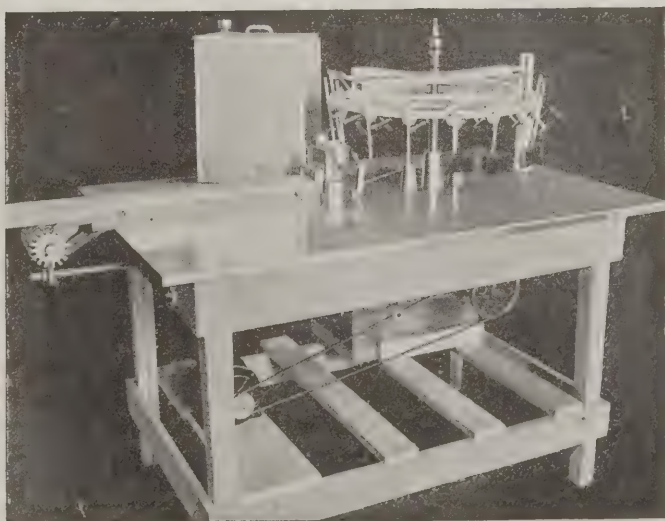
Generous Profit Now Possible On The 5c Ice Cream Bar

GIGANTIC FALL AND WINTER DEMAND WILL KEEP YOUR PLANT BUSY EVERY DAY IN THE YEAR.

This remarkable machine makes it possible to produce the 5c Chocolate Bar at a net cost of 20c a dozen, including the cost of wrappers, license, material and labor.

Not only reduces labor cost to less than 1c a dozen, but eliminates all loss of chocolate and cream. All bars are exact in size and shape--no small wasted ends. By using our formula we guarantee a better coating, at a cost not to exceed 5c per dozen.

Prepare now for the slack season



Northwestern Ice Cream Cutting and Dipping Machine, Complete \$375.00

Adjustable for 5c or 10c Bars

Now being used by prominent manufacturers in the United States, Mexico and Australia.

Complete—including motor and electrically heated tanks. Write for full particulars.

NORTHWESTERN CORPORATION, Box 18, Morris, Ill.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

conceded that the quicker the handling of milk or its products, the more uniformly good and pure, will be the finished article.

Yet despite these truths, ice cream manufacturers are being constantly urged to age their mix for a period of 24 to 48 hours. Were it possible in the average plant to maintain a temperature of 33 degrees F. for 24 to 48 hours (at which temperature Hammer concludes that there was no growth of organisms that could be detected) perhaps this advice would not be in so great a contrast to the generally recognized principles with regard to the handling of milk. Practical experience has acquainted me with the fact that the average "holding" temperature of an ice cream mix is usually between 38 to 40 degrees F. and that in a great many instances it climbs as high as 45 degrees F. Under these circumstances there is most certainly a development of certain groups of bacteria which development it has been found desirable to curtail.

Improvers increase viscosity quickly in a warm mix and slowly in a cold mix. Given correct temperatures, improvers materially reduce the time necessary to increase viscosity as compared with the time necessary to allow when improvers are not used. This saving in time not only means a saving in operation in that speedier production is made possible, but also in that it reduces the possibility of bacterial development in approximately the same proportion as it reduces the time which must be allowed a mix to increase in viscosity when "naturally" aged. Inasmuch as practically the only reason why a mix is allowed to stand for a period of 24 to 48 hours is to produce an increase in viscosity, this viscosity may be increased in a much shorter period of time by the use of improvers without the probability of the

pronounced development of undesirable bacterial organisms. It is in this way that improvers control, or at least retard, the development of all bacterial organisms commonly found in milk or any of its compounds such as an ice cream mix.

It is claimed on the part of some manufacturers and improvers that they accentuate the rich creamery bouquet of flavor. While this may be stretched to a slight degree yet there is some foundation for the statement whenever correctly made. It is known that fresh milk or cream has what is known as a "clean cream flavor." It has often been experienced that a mix when held too long at low temperatures develops a somewhat bitter taste. With this in mind, a mix when handled as quickly as is practical, will retain more of the natural creaminess of the fresh materials than a mix which has been held for a prolonged length of time. In other words the assumption is that the longer a mix is held the farther it gets from the flavor that is desirable and the closer it gets to the flavor that is not desirable. This is said with full knowledge of the fact that a bitter flavor will not be produced in an average ice cream mix when held for 24 to 48 hours.

The question of yield in ice cream is at times badly abused. There are two kinds of yield, i. e., yield at the sacrifice of quality and yield while maintaining or bettering quality. If an ice cream manufacturer were approached and requested to use improvers because this use would permit of obtaining a higher yield than is then being obtained the answer might rightly be given that the maximum yield possible to obtain with the formula used was not even then taken. When an ice cream manufacturer standardizes upon a yield of say 90 per cent it is because he and the trade he caters to are satisfied with the quality piece of goods which that particular yield produces. Those manufacturers who do not receive beneficial results with the use of improvers testify to the fact that their use permits of obtaining a slightly greater yield (all other things being equal) without the sacrifice of the quality of their goods. This is caused by the action of rennin in softening the curd and making possible a smoother body.

It is sometimes said that the use of improvers means smaller and more numerous air cells. While it is admitted that the size and number of the air cells relate directly to the yield, yet experiments have been conducted with a view toward substantiating the above claim. A batch of 200 gallons of mix was divided into two parts of 100 gallons each. Each part was handled identically the same with the exception that to one no improver was added. Competitive runs were made on cream drawn when it registered 90 per cent overrun on a Mojonier overrun tester. Upon microscopical examination it was seen that the ice cream to which no improver was added contained slightly smaller and more numerous air cells than the ice cream which did contain the improver.

Ice cream improvers were originally used to permit of an increase in swell, but at present are used quite as much, if not more, for the purpose of standardizing or rendering uniform and constant the swell. If all ice cream were to have only 80 per cent swell one day, 90 per cent the next, and 90 per cent the next, it would have a disastrous effect upon the sale and consumption of the product. Not alone is it necessary that the mix have a viscosity which will permit a swell, but a certain sort of viscosity which will allow the newly made cream to be drawn from the freezer and give, essentially, if not quite as much swell in the last portion drawn from the freezer as from the first, thus creating

Mr. Ice Cream Maker and Bottler

Do You Know

HOW TO KEEP BUSY THRU
THE WINTER MONTHS?

You Can Make

BIG MONEY ALL WINTER
HANDLING OUR NEW LINE

No More Dull Months

FOR THE MAN WHO WANTS
TO WORK DURING HIS
OFF SEASON

OUR NEW DEPARTMENT IS NOW READY.
EXCLUSIVE TERRITORY TO LIVE WIRES.

Write for details now!

DOWNEY-TURNQUIST CO.

27 W. Illinois Street
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



B A I R D Refrigerator Bodies

*Improvements
for
1924*

Welded Seams, re-galvanized after welding.
Drain Pipes welded in place.
Thicker Metal Linings throughout.
Better and Stouter Hardware.
Lighter and Stronger Hatch Covers.
Thick Metal Plates on all wearing surfaces.
Indestructible Door Mouldings.

Or catalog and
one list are
with considering
NOW.

ed for them.

WILLIAM F. BAIRD COMPANY

Offices: 401 Chamber of Commerce, Boston, Mass.

Factory: 1017 Main Street, - Winchester, Mass.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

uniformity between can and can drawn from the same freezer.

That improvers have their place in the manufacture of ice cream is shown by the fact that reasonable claims made by manufacturers of improvers can scientifically be substantiated. Their value to ice cream manufac-

turers is not only apparent where there is no time ageing, but also in the work which they accomplish in pasteurized or homogenized (or both) mix. Reduced as they do the time necessary to produce desired viscosity, they are invaluable to those who believe in efficiency, standardization and progressiveness.

Cleanliness in the Ice Cream Plant

By T. S. BLAIR

OUR far-famed friend, "Mr. Just-As-Good," now seems to be enjoying his last lease on life. Law-makers, city officials, and ice cream trade organizations are actively engaged in shortening the days of this gentleman who is also known by the title, "Mr. Substitute."

The day of the cocoanut cow is passing. Many health officials have deemed that "filled milk" is not "just-as-good" as natural milk, and is injurious, unsanitary, and therefore unlawful. The use of foreign fats, gum tragacanth, and ice cream imitations is now prohibited in certain localities. Paraffine and other substances considered injurious to health are forbidden by several state legislatures. And many progressive associations of ice cream manufacturers are adopting formal agreements sanctioning only the use of materials unquestionably wholesome in ice cream production.

The ice cream trade is likewise constantly bettering itself in public favor by building the industry upon an improving sanitary basis. Just as the substitute material is now discountenanced in the "mix," so, too, are questionable methods in the securing of sanitary cleanliness discarded. This is the day of thorough and eco-

nomical results, and substitute and "just-as-good" materials are fast losing prestige.

The present demand for, and interest in the discarding of "Mr. Substitute" gives every promise of being a sane and lasting movement. Cleanliness in ice cream manufacture is not a fad advocated by overly particular customers, nor the fancy of impractical manufacturers. Sanitary cleanliness is today a paramount requirement in the manufacture and handling of any food product. And no amount of clever advertising, retail service help, or price inducement offered by the ice cream manufacturer will offset the injury resulting from belief among the trade that the product he produces is not clean. In short, there is today no substitute for cleanliness.

Cleanliness impresses one as so simple of production and so easy to maintain, that apparently little need be said about it. In fact, cleaning is usually done by the less intelligent helpers, and is often given little or no supervision. Yet this seeming simple necessity in the ice cream business is more capable of substitution, and more often accomplished by a would-be "just-as-good" material, than any other one operation. The securing of sanitary cleanliness, and especially that highly specialized cleanliness which means so much in profitable ice cream production and distribution, involves more than the application of a little water, the expenditure of some unskilled effort, and the use of just a cleaning material.

Substitute cleanliness and "just-as-good" sanitation may seem an impossible practice in as scientific an age as this. Yet there are those of the trade that still employ just such methods.

The thorough and delicate cleanliness demanded in ice cream manufacture necessitates a total absence of odor, and stale or sour grease. Equipment, containers, etc., must not only be sanitariously clean, but care must also be exercised not to clean such surfaces with greasy cleaning compounds, materials containing lye, and similar foreign substances not easily and quickly removed by rinse water. This thorough cleanliness must also be practical and economical to maintain.

Cleanliness in ice cream manufacture is mostly removal of waste and foreign greases. Does it seem economical to use a greasy cleaning agent and by so doing add other greases to produce the clean, virgin surface necessary to preserve the delicate flavors and quality of first class cream? Or would it seem more practical to jeopardize the quality and flavor of your product by burning out your utensils with strong caustic agents as hard to completely rinse as the cleaners containing a grease?

True sanitary cleanliness is far more easy and economical to attain and maintain than its "substitute" half brother, and the careful manufacturer of today is demanding that the cleaning materials used in ice cream production prove both their efficiency and economy in meeting the quality demands of the public.

The HOUSE of Personal Gelatine Service

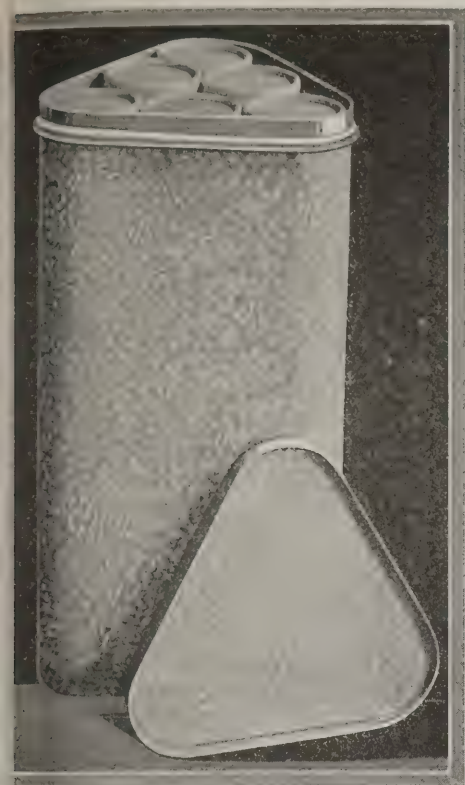
Hughes Gelatine Co.

143 Griswold Street

DETROIT

MICHIGAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The Triangular Packer That Serves a 2-Fold Purpose

As a holder for cylindrical ice cream containers both in the shipping tub and in the cabinets at retailers—

The O. & B. Triangular Packer is *practical* and *convenient*.

It keeps ice cream hard for the longest possible time at a *saving in ice*.

It fits into all standard tubs and cabinets—requires a minimum amount of space—leaves plenty of icing space.

No other holder is needed.

As no cream comes in contact with the packer, it can remain in the cabinet for a considerable length of time, thus *saving much can-washing and costly reicing and retinning of containers*.

In short, the O. & B. Triangular Packer is just the container you have been looking for.

Write *today* for circular and prices.

Made Only by

Oakes & Burger, Inc.

CATTARAUGUS

Dept. "D"

NEW YORK, U. S. A.



Note how ice surrounds the packer in the shipping tub, keeping the cream in perfect condition until destination is reached.



Established 1873

Fifty Years of Honest Equipment



PENNSYLVANIA AND JERSEY MANUFACTURERS WANT TO BREAK ALL ATTENDANCE RECORDS THIS MONTH.

VIRGINIA

NORTH CAROLINA

SOUTH CAROLINA

GEORGIA

MISSISSIPPI

TEXAS

OKLAHOMA

TENNESSEE

ALABAMA

LOUISIANA

ARKANSAS

KENTUCKY

FLORIDA

Way down South in Dixie

Southerners Eat "Bread of Friendship" at Cleveland

THE thin gray line moved North again. Cleveland heard the rebel yell and was happy to surrender, turn over the keys of the city and bid cordial welcome to Dixie's ice cream hosts.

No friend of the South familiar with its greatly underrated spirit of enterprise could fail to be gratified over the magnificent showing made at the national convention by the gentleman who crossed the S'wanee river and followed their chieftians upon that trade expedition.

After many years of unrecognition, victory was all the sweeter this year. Victory came when the national association awarded the second highest honor at its command to W. W. Campbell, that courtly, courteous gentleman of long and able service in Southern organization work. In selecting Mr. Campbell as its vice-president, the national association took a step which is sure to cement the ties between the association's unaffiliated manufacturers in the South.

Decision to hold the next national convention in a Southern city also is most gratifying to men interested in the development of the South's ice cream industry. This will mean greater interest by the national association in co-operating with Southern manufacturers and aiding in the solving of their problems.

Ice cream history was written at Cleveland. The South's gallant band would not be denied. Now that it is all over, there can be nothing but genuine satisfaction in the minds of all that wise counsel was followed. Better co-ordination is sure to result—better understanding and stronger national interest.

Not just friends of the South are pleased—not just men of deep partisan pride, but every man who looks to the development and expansion of the American ice cream industry.

The association did something more than please its Southern members; it took an important step in the interest of "Ice Cream—A National Industry."



THAT Southern luncheon at the Hotel Cleveland left a very pleasant taste in everybody's mouth. Men of Dixieland met to break bread and take a cup of kindness while they formed plans in the interest of their industry.

In all the lands of earth there is no class of people

more loyal to race, section and traditions than the men of Dixie, and the good fellowship displayed at the luncheon reminded more than one man how proud he was to be a native of a section where hearts beat fast and warm and friendship is deep and abiding and a thing sacred to the soul—where homefolks love the Lord their God and their neighbor as themselves.

It was in every sense of the term a Southern luncheon with heaping plates, overflowing hearts and sharp wit expressed in drawling accents. Repartee fell thick and fast, with the Crackers of Georgia, the Tarheels of Carolina, the Colonels of Kentucky, the Volunteers of Tennessee and the Longhorns of Texas neither asking nor giving quarter.

In fancy one could see the ghosts of Patrick Henry, Bob Tombs and "Marse Henry" Watterson stalk the room as sally after sally was met by rejoinder, and victory fell as fluently and rhythmically as water flows over a stone cataract.

Brother Bill Sidebottom was sure, suh, that Vanderbilt had one of the finest athletic records of any institution, and George Boedeker awsked his pahce suh, but Texas U. has a football team in a class to itself. Whereupon that gay cavalier, J. D. Kinnett, warned everybody to know that the Crackers' state association took a back seat for nobody's organization and insisted that his neighbors should not miss the opportunity of being at their next meeting, November 15, and attending one of the best state conventions to be found anywhere, after which its members would watch the University of Georgia put the Centre College football team to rout. Yes, suh.

When the gentleman from Kentucky finally yielded, a son of old Arkansas said he took his football dope out of the sport sheet, but if you want to see the fairest ladies on earth come to Little Rock for the Southern convention and be royally entertained. If you-all were looking for a place for an exposition and the hotel was too crowded, he'd turn over his home in Little Rock to this purpose.

Mr. Cuscaden insisted that Kentucky was a state of fighting gentlemen who played extremely good football and he thought the gentlemen were extreme optimists; they hoped to find anywhere women fairer than Dixie's. But he was sure that the Arkansas gentlemen

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

very gracious and that he would not miss the opportunity to partake of that hospitality.

Important things were settled at that luncheon—preparations for a great Southern convention and other matters of state—but there was absolutely no agreement on the matter of good football teams and fair ladies. For these are points involving far too much honor ever to yield.



DECISIONS reached by the Southern officials at Cleveland settled all doubts—if any ever existed—that the coming Southern convention will be an extremely worth-while affair. It was evident that the program would have to be stretched to an extra day to get through all the business to face the convention.

It was extremely pleasing to see the association vote in favor of the Dixie Flyers' exposition. "Pete" Miller fought hard for this point, and when it was won President Mortensen, with characteristic promptness, pledged support to give the convention the best exposition possible with the facilities at command.

The last stumbling block has been removed. Everything is ready for a mighty gathering of the Dixie Clans at Little Rock, December 4, 5, 6 and 7. The decks are clear for action.



SOUTHERNERS have every reason to be proud of their delegation's showing at Cleveland. There never was a finer looking bunch of men from any section of the country than those led to the "ice cream capital" by M. J. Costa and his state lieutenants. The showing made by the South excited much favorable comment on every hand.

The idea of maintaining a separate booth for the registration of Southern delegates was a bit of progressive thought, for which Secretary J. W. Clopton is deserving of all the praise already bestowed. Men of Dixie immediately felt at home when they reached this dock and put their names down in a book that contained many names of men familiar to them for the good work they have done in the upbuilding of Dixie's ice cream industry. There were papers from home. Some received letters from home through this booth.

It was truly a gathering place for "homefolks" and for men who love their traditions of heart and hearthstone.



AT THE national exposition from the South was a long gentleman with a long idea. The gentleman is W. D. Seale, Jackson, Miss. The idea is, co-operative advertising in the ice cream industry. He told the Mississippi delegates his views on the matter last year. He holds the opinion that the time is coming when the small man must look to some step for a gigantic advertising program which will increase the popularity of ice cream. Mr. Seale believes the national association eventually will see fit to make this move in the

interest of building up its industry. In the meantime, he is hoping that the Southern association or the Mississippi body will see fit to attempt some such localized plan.



AMONG the charter members of the Southern association at Cleveland was Charlie Kent of Kentwood, La. The fact of the matter is, Mr. Kent was the organizer of the association. It was more than a decade ago that the "sage of Kentwood" decided the ice cream manufacturing business was getting to be too much of a scramble for self and devil-take-the-other feller.

Nobody from Dixie was prouder of the showing of the Southern association at Cleveland than this grand old man of Louisiana.



FUNNY how things change about so quickly. It was just a short time ago, seemingly, that friends down the country were wondering if "Bill" Sidebottom would be in shape to attend the Southern convention after his terrible auto accident—an accident that shook the frame of this mighty man from top to toe. He made it. It was a hard fight, but he made the convention. It was hard to look at him at Cleveland and remember that anything ever had happened to make that wonderful old smile come off, even for a thing like an auto wreck.



NOW, that everything has been decided upon, the rest of it is up to the Flyers. Rather a whole lot of the work for the Little Rock meeting is in their hands. Association officials, of course, have their hands full of details and odds and ends, but the fighting band led by Neil Mortensen are the people now being watched with hopefulness. The Flyers go into the very farthest outposts of Dixie, and their words carry much weight. This time their word is.

"Eleventh annual convention Southern Association, December 4, 5, 6 and 7. Come to Little Rock."

And they are coming, too, the Flyers say.



CAROLINA officials at Cleveland wanted the whole wide world to know that they are planning for a splendid convention at Winston-Salem in January. "George White showed us all a nice time at Raleigh last year, and we intend to do all in our power to make the one this year at least just as good," said President Charles Landreth.



OTHER political rumors afloat at Cleveland last month concerned the next president of the Dixie Flyers. With much good timber in sight, the name of Byron Morris seemed to stand out. Mr. Morris was elected vice-president at the session last year. He has been a conscientious member of the Dixie Flyers for several years.

THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

Topics of Wide Interest in Southern States to be Discussed at Dixie Convention

"All-Southern" Program Shapes Up for Representative Convention—
Delightful Entertainment Features

PLANs thus far outlined for the eleventh annual convention of the Southern Association of Ice Cream Manufacturers indicate that Southern manufacturers are counting upon an attendance representative of the entire South. The convention will be held at Little Rock, December 4 and 5, with a day at Hot Springs December 6.

The subjects to be discussed treat of things in a broad, general way applicable to the ice cream manufacturers in all parts of Dixie.



W. D. SEALE.

The program will be chuck full of interesting discussions, which will be handled by such men as W. J. Barritt of Tampa, Fla.; W. E. Drake of Nashville, Tenn.; William A. Heuser of Louisville, Ky.; Prof. A. C. Baer of Stillwater, Okla.; Harry Cuscaden of Louisville, Ky.; W. W. Campbell of Shreveport, La.; S. N. Sutton of Vicksburg, Miss.;

A. E. Dixon of Fayetteville, N. C.; W. D. Seale of Jackson, Miss.; D. W. C. Yarborough of Birmingham, Ala.; Earl W. Hodges of Little Rock, and several others prominent in the Southern industry.

This tentative list of speakers alone includes eight Southern states—Kentucky, Oklahoma, Tennessee, Mississippi, North Carolina, Louisiana, Arkansas and Florida.

Other states will be represented on the convention program, too, and the subjects the speakers are to discuss will cover all phases of the Southern industry.

Professor Baer will speak on "Progress of the Ice Cream Industry in the South." Harry Cuscaden of Louisville will speak on co-operation, his text being "What's Dumber Than a Dumb Animal?" Earl W. Hodges, prominent Little Rock business man and widely famed as an entertaining orator, will talk to the manufacturers in a sympathetic vein, his subject being "A Hot Bunch in a Cold Business."

Some of the Subjects.

Other subjects to be discussed are:
"Why the Business Man Should Attend All Meetings of His Trade Association."
"Advantages of Membership in Trade Associations."
"Advertising."
"Co-operation."
"Advisability of Carrying More Than One Grade of Ice Cream."
"Is a Charge Account of Empty Containers Practical?"
"The Ice Cream Manufacturer From a Salesman's Viewpoint."
"Should there be a Uniform Ice Cream Law for all Southern States?"

Entertainment Features.

A convention program of the highest order is assured for all visitors to Little Rock, Southern association officials believe. The entertainment features will comprise one of the brightest programs of fun on record for the association, we are told.

The Dixie Flyers, as usual, are taking the lead in working up the entertainment features.

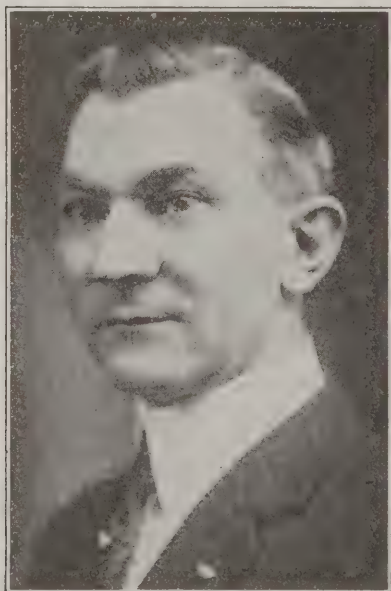
Thus far arrangements have been made for a dance, compliments of the Dixie Flyers, on the first evening. The Ladies' Auxiliary will have a luncheon for ladies present at noon on the first day. The ladies will be the guests of the Dixie Flyers at a theater party at 2:30 o'clock the afternoon of the second day. The annual banquet of the Southern association will be held the evening of the second day. Special entertainment has been arranged for Hot Springs, to which resort the delegates will repair the third day.

* * *

Arkansas Association Defeats Bill Dangerous to Ice Cream Industry.

Defeat of a vicious bill that would have worked injury to the ice cream manufacturers of that state was

(Continued on page 107)



D. W. C. YARBOROUGH,
Birmingham.



HARRY A. CUSCADEN,
Louisville.



PROF. A. C. BAER,
Stillwater, Okla.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ANNUAL CONVENTION

Southern Association of Ice Cream Manufacturers

LITTLE ROCK, ARKANSAS

To Members and Associate Members:
Southern Association of Ice Cream Manufacturers:

GENTLEMEN:—

We are pleased to advise that executive officers of the above association have selected the following schedules as the official route to the Southern convention, which will be held in Little Rock, Arkansas, December 4 to 6, 1923.

In order that members of our association may spend one day in Hot Springs, Ark., without additional cost of railroad fare, during the meeting of the Eleventh Annual Convention, which will be held in Little Rock, Ark., December 4 to 6, 1923, it has been decided to suggest that members purchase the "all year ticket" to Hot Springs, Ark. These tickets are on sale daily, with final limit ninety days from date of sale, stop-over allowed at all points enroute. Please see that your tickets read via the MISSOURI PACIFIC RAILROAD, from Memphis, St. Louis and Kansas City. This in order that we may all travel together on the trip from Little Rock to Hot Springs, as well as from Memphis, St. Louis and Kansas City.

We have also to request that members arrange, if possible, to arrive in Memphis the morning of December 3rd. We will visit members of the association in Memphis, and make a sight-seeing trip, have lunch at one of the leading hotels and leave Memphis via the Missouri Pacific at 1:50 p. m., arriving in Little Rock at 6:55 p. m.

PULLMAN RESERVATIONS:—Secure Pullman reservations through your railroad representative for the going trip. The Missouri Pacific representative will be at headquarters hotel, Little Rock, during the convention, and make your Pullman reservation covering the entire return trip.

The trip to Hot Springs, Arkansas, should appeal to everyone and will give us an opportunity to visit the Hot Springs National Park, wherein is located forty-six springs which gush approximately one million gallons of water daily, at an average temperature of 135 degrees Fahrenheit.

ITINERARY

Leave Richmond	via C. & O.	1:00 P.M.	Dec. 2nd
Leave Richmond	via A. C. L.	9:00 A.M.	Dec. 2nd
Leave Richmond	via S. O. U.	10:20 P.M.	Dec. 1st
Leave Norfolk	via C. & O.	9:00 A.M.	Dec. 2nd
Leave Norfolk	via N. & W.	8:15 A.M.	Dec. 2nd
Leave Norfolk	via S. A. L.	8:35 P.M.	Dec. 1st
Leave Norfolk	via S. O. U.	6:10 P.M.	Dec. 1st
Leave Lynchburg	via S. O. U.	2:55 A.M.	Dec. 2nd
Leave Lynchburg	via N. & W.	10:55 A.M.	Dec. 2nd
Leave Raleigh	via S. O. U.	12:25 A.M.	Dec. 2nd
Leave Raleigh	via S. A. L.	5:22 P.M.	Dec. 1st
Leave Greensboro	via S. O. U.	6:15 A.M.	Dec. 2nd
Leave Charlotte	via S. O. U.	9:05 A.M.	Dec. 2nd
Leave Asheville	via S. O. U.	2:25 P.M.	Dec. 2nd
Leave Charleston	via S. O. U.	3:00 A.M.	Dec. 2nd
Leave Columbia	via S. O. U.	7:05 A.M.	Dec. 2nd
Leave Spartanburg	via S. O. U.	11:25 A.M.	Dec. 2nd
Leave Greenville	via S. O. U.	12:30 P.M.	Dec. 2nd
Leave Jacksonville	via S. O. U.	8:25 P.M.	Dec. 2nd
Leave Jacksonville	via A. C. L.	10:00 P.M.	Dec. 2nd
Leave Pensacola	via L. & N.	12:55 P.M.	Dec. 2nd
Leave Atlanta	via S. O. U.	4:45 P.M.	Dec. 2nd
Leave Atlanta	via S. A. L.	4:55 P.M.	Dec. 2nd
Leave Birmingham	via Frisco	11:15 P.M.	Dec. 2nd
Leave New Orleans	via I. C.	7:45 P.M.	Dec. 2nd
Leave Shreveport	via K. C. S.	8:40 A.M.	Dec. 3rd
Leave Nashville	via N. C. & St. L.	11:00 P.M.	Dec. 2nd
Leave Chattanooga	via S. O. U.	11:00 P.M.	Dec. 2nd
Leave Louisville	via L. & N.	10:10 P.M.	Dec. 2nd
Leave Jackson	via I. C.	1:50 P.M.	Dec. 3rd

Arrive Memphis, Tenn, Morning of December 3rd.

Leave Memphis	via Mo. Pac.	1:50 P.M.	Dec. 3rd
Arrive Little Rock	via Mo. Pac.	6:55 P.M.	Dec. 3rd
Leave Little Rock	via Mo. Pac.	7:50 A.M.	Dec. 6th
Arrive Hot Springs	via Mo. Pac.	10:00 A.M.	Dec. 6th

Spend day in Hot Springs sight-seeing.

Leave Hot Springs	via Mo. Pac.	5:30 P.M.	Dec. 6th
Arrive Little Rock	via Mo. Pac.	1:30 P.M.	Dec. 6th
Arrive St. Louis	via Mo. Pac.	6:58 A.M.	Dec. 7th
Leave Little Rock	via Mo. Pac.	2:25 A.M.	Dec. 7th
Arrive Memphis	via Mo. Pac.	6:45 A.M.	Dec. 7th

Arriving Memphis connections are made for all points in the Southeast.

M. J. COSTA, President.

J. W. CLOPTON, Secretary.

DECEMBER 4th, 5th and 6th, 1923

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Putting Over Ice Cream Specials in New Orleans

By F. E. ROBINSON

TODAY the public at large recognizes the food value of ice cream and the consumption of same is showing a favorable increase each year.

There is credit due all manufacturers and when we sum up the South's total there are many outstanding individuals whose years of practical experience permit



C. H. DAMPIER.

them to cope with the most popular "flowers in this field."

The Anheuser-Busch Company in New Orleans have acquired quite a reputation on their product, and incidentally we might mention that their frozen egg-nogg scored a tremendous hit in this territory. Frozen egg-nogg is flavored with the real article and possesses a truly come-back taste.

C. P. Dampier, superintendent of the Anheuser-Busch ice cream plant in New Orleans, needs no introduction. He rates the best type of constructive plant superintendents and has demonstrated in a striking way his ability in knowing the requirements of the public. Mr. Dampier was instrumental in the make-up of frozen egg-nogg, the sale of which was put over on a large scale and compliments were in order as received, for

certainly the quality represented absolutely the last word in ice cream manufacture.

Quality Moves Brick Ice Cream.

What aids the sale of package or brick ice cream? We are told by Mr. Dampier that quality is the first consideration, while the change of flavors keep them in the buying mood; and we agree with him on this point of view since we understand his specials are very tasty and his flavors are unique and popular with the trade.

The Anheuser-Busch Company are now featuring "Country Club brick" with such sherbet centers as grape bouquet, loganberry, orange, pineapple, etc., using N. Y. vanilla, bisque tortoni—Cafe parfait a la Reine, portola, etc., for the three flavor combination.

Mr. Dampier is a strong advocate of acidity control in the mix and to this subject alone has directed some little attention which has added prestige to his practical ability, and forever repaying him in dividend. While he has never posed as an authority on any one subject, he has been a source of information to many identified in the industry and has always expressed willingness to accord others a due consideration concerning matters irreverent to every-day problems.

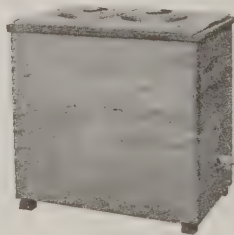
"It's all in knowing how; but when we sum up his years of practical experience, being identified with the larger manufacturers in the North, South, and West, we can acclaim him the master of his art and extend to him some due consideration for his alert activity in keeping pace with the fastest growing food industry catering to a public who have acquired a favor for America's most delicious food.

INSULATION IS THE THING!

You Get It

IN

**STOUT
Schroeder
Perfection
Cabinets**



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

...

MILWAUKEE, WIS.



Wolfhounds

Pres., CLAUDE H. DE ROCHE
Box 575
Oklahoma City, Okla.
Secretary, OTIS B. WHITE
N. A. Kennedy Supply Company
Oklahoma City, Okla.



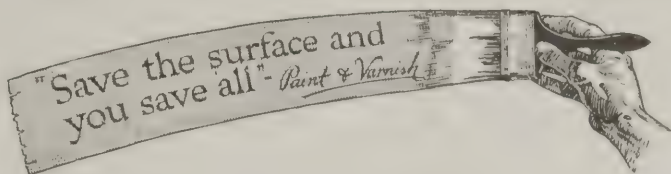
A few shots from the lair of the Wolf Hounds who have managed to survive the terrible mythical war that has been raging in our fine law-abiding state of Oklahoma for the past few weeks. What a chance one does take in sending out a few words about this horrible war without the consent of the "King."

Of course, the writer only recognizes one King, that is Our Lord and Master, therefore he takes the chance of gaining the displeasure of one in our midst who strives to be a "King" with all the pomp and glory attached, that is the glory of one who would be, I am the Law, I am the Ruler, do as I say, are out will come. My army of 22,000 to see that you think, speak, or whisper in your dreams, just what I command, nothing more.

My what trying times we have seen in this part of the good old U. S. A. lately. But listen, men, the voters of this God-loving, God-fearing, grand state of Oklahoma went to the polls Tuesday, October 2, 1923, in the face of the threat of the 22,000 army, and cast their votes as true American citizens, walloping the daylights, and then some, out of the ones that would take away the freedom of the courts, and the ballot.

Oh, boy, but Oklahoma voters did themselves proud. Once more we Oklahomans can look up to our King, Our Lord and Master, and thank Him for all that

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Advertise With What You Have

Make every unit of your business speak loudly of the quality of your product. Make each can, each tub, each cabinet, and each delivery truck advertise your name—suggest the quality—help each salesman get more business—bring more prospects to use the telephone. With



It only costs a few dollars to keep tubs, cans, cabinets, and trucks looking like a million dollars. What's more, they retain this brilliant finish for a long long time.

Use DERYCOTE exclusively



THE NATIONAL PAINT & VARNISH CO.
CLEVELAND, OHIO, U. S. A.

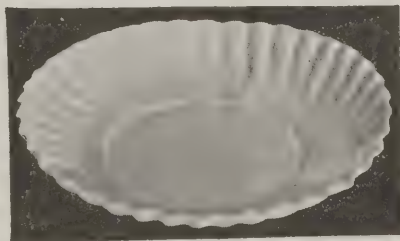


GLASSINE LINED & PRINTED

JOHN H. MULHOLLAND CO.

1033 Chestnut Street

Philadelphia, Pa.



ICE CREAM PLATES

LINED AND PRINTED.

PLAIN	Fluted
	Square
	Round
	Deep

— All Hot-Pressed —

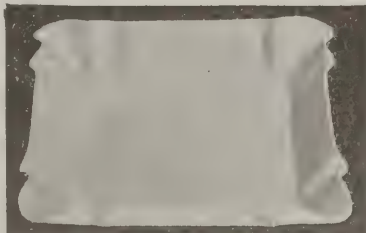
ICE CREAM SPOONS

BENTWOOD
FLATWOOD

Plain	Branded
-------	---------

Packed

1000
100
48



we have, what blessings are ours, but for the asking. Remember this, at work or at play, in day light or the still of night, prayers from the true hearts of Oklahomans were answered. We are blessed with the most wonderful crops this year, prosperity in full in all lines, loving homes.

The true hand of fellowship awaits you boys at Tulsa, Okla., at our big meeting next month. Remember, this spirit of welcome is yours the first minute that you enter the borders of Oklahoma, and remains so to the end. So come on, be on deck the opening day at TULSA convention.

Yours with a BOOST, for all that is RIGHT.

Yours very truly,

C. R. HAUKE,
Pres. Oklahoma Wolf Hounds.

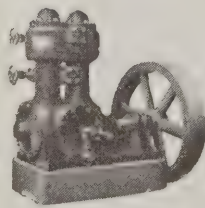


SX BULLETIN AGAIN A CONVENTION FEATURE.

Delegates to the national convention again were treated to the pleasure of keeping up with odds and ends at Cleveland through the SX bulletin, a publication that the Essex Gelatine Co., Boston Mass., has formed a habit of presenting at every notable gathering of ice cream manufacturers. The SX bulletin first was seen at the Southern regional exposition in Atlanta in 1921. Lewis B. Esmond, salesmanager of the firm, is editor. His associates are Robert S. McFarland, Harry M. Colman, Erwin B. Richardson, John J. Treacy, Stanley Casler and Marshall D. Beuick. As usual it was published daily through the national convention and was a bright feature of the week.

Doc Freezum Sez:--

There's *no limit* to the number of my
Cold Prescriptions



Invariably I prescribe

YORK
ICE MACHINES

for **Ice Cream Plants**

Westerlin & Campbell Co.

Sales Agents Central States

1113 Cornelia Ave. CHICAGO, ILL.

BRANCHES AT:—
Milwaukee, St. Paul,
Indianapolis, Fort
Wayne, Davenport,
Streator, Cincinnati,
Detroit, Grand Rapids and Louisville.

President,
C. MORTENSEN,
Standard Milk Machinery Co.,
Louisville, Ky.



Address all
communications
P. N. MILLER, Jr.,
Secretary,
2913 11th Avenue
Birmingham, Al.

THE DIXIE FLYERS' LITTLE SISTER.

GENTLEMEN of the Southern trade, meet "Baby Dixie"—going and coming.

The charming little lady shown in the accompanying photograph is the little sister of the Dixie Flyers and the Southern Association of Ice Cream Manufacturers.



Baby Dixie, Looking Both Ways for Daddy.

facturers. She is Miss Dixie Miller, Birmingham, Alabama, goin' on three years old, if you please, sir.

Miss "Dixie" Miller is so-called after the Dixie Flyers by her father, P. N. Miller, Jr., She first saw the light of day April 7, 1921, when Mr. Miller was president of the Dixie Flyers. Her real name is Ida August, named for her mother, whose sad death a year ago left her in the tender hands of her big sisters in the Miller household and her big brothers in the Dixie Flyers.

So it is that as "Baby Dixie" grows older, chubbier and more dimpled, the name "Dixie" sticks, and many of her friends don't know she ever had another name.

She has blue eyes and dark brown hair, and is the "big boss" in the Miller family.

All Southern ice cream men who have business in Birmingham are assured of a welcome at the home of the Dixie Flyers' little sister, "Baby Dixie," goin' on three.



MISSISSIPPI ASSOCIATION TO MEET JANUARY 8 AND 9.

Dates for the annual convention of the Mississippi Ice Cream Manufacturers' Association were set at January 8 and 9 by Mississippi officials who held a separate conference between sessions of the national association at Cleveland. President S. N. Sutton said his members are awaiting the convention with much eagerness. Secretary N. D. Brookshire, Meridian, announced that work immediately will begin toward a convention program. Laurel is the meeting place. Hotel Pinehurst is to be convention headquarters. The Mississippi convention always is one of the best state meetings in the Southern ice cream industry. The convention last year was largely attended.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Every Southern Ice Cream Manufacturer

Should be a member of The Southern Association of Ice Cream Manufacturers and help in the development of the ice cream industry in the South.

The Southern Association will help you increase gallonage, solve plant problems and build up your business. It stands for co-operation for the elimination of trade abuses.

Be sure to attend the Southern Association of Ice Cream Manufacturers'

Annual Convention

HOTEL MARION

Little Rock, Ark.

December 4, 5 and 6, 1923

ONE OF THE "ROSES OF LITTLE ROCK" AIDS IN SOUTHERN CONVENTION PREPARATIONS.

Who says there is no romance in trade? There is a pretty romance in connection with the coming convention of the Southern Association of Ice Cream Manufacturers, to be held at Little Rock, the "City of Roses," December 4, 5 and 6. It is the romance of a young lady who sits before the keyboard of a typewriter in the



MISS HELEN CARMICHAEL.

plant of Watson & Aven, Little Rock, and sees something besides the cold, glistening ivories before her. She sees the part that she can play toward advancing Dixie's ice cream industry.

The young lady is Miss Helen Carmichael, the understudy of officials planing the Southern convention and exhibition. Miss Carmichael is the daughter of the secretary of the National Ice Cream Co. of Little Rock and herself is secretary to F. T. Watson, head of Watson & Aven.

When plans first were being shaped up for the gathering of the Dixie manufacturers, it was necessary to have someone at Little Rock stay in close touch with all pre-convention matters, giving them such attention as no busy ice cream manufacturer could ever afford.

"But who can do this?" officials asked themselves.

"I can," said Miss Carmichael, and she is doing that very thing. No one is more enthusiastic over the outlook for the convention's success than she. Registration of booths for the exhibition are being made through E. A. Watson, president of the Arkansas Ice Cream Manufacturers' Association. Miss Carmichael is keeping track of everyone of these registrations, and in addition is helping members of the association arrange for their registration.

NEED ANY HELP?

If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.

...LET US DO YOUR... PRINTING

HIGH grade work at reasonable prices. Send us a sample of what you want and we will quote you prices.

MAGAZINES AND HOUSE ORGANS
CONVENTION PROCEEDINGS
MAILING FOLDERS—CATALOGUES
CIRCULARS—LETTERHEADS
BUSINESS CARDS—BILL HEADS
STATEMENTS—ENVELOPES

THE OLSEN PUBLISHING CO., 5th & Cherry Sts., Milwaukee

DIXIE MAIL BAG

UNION ICE CREAM COMPANY'S NEW PLANT

I have just returned from a trip to Memphis, Nashville, Knoxville and Birmingham. Found all the ice cream makers hard at it making the best ice cream in the world. By the way, a friend of mine, just returned from a three months' trip to Europe, tells me that the



Mr. and Mrs. Gordon Moublo.

ice cream over there is not ice cream at all compared to our American product.

While in Nashville I was very much impressed with the Union Ice Cream Company's new plant. Mr. Drake and Mr. Rose were as busy as bees looking after the product that "has made its way by the way it's made" Union ice cream. And their city salesman, Hartwell Weatherford, is a prince of fine fellows. I spent a week with him, going over the trade there, and was delighted and surprised to find nearly 80 per cent of the ice cream places in Nashville were handling our cones.

Novelties in dispensing ice cream come and go, but the cone stays on and its use is increasing tremendously all over the country. Among the reasons for its increase is the instinct of children to lick or suck a creation, rather than to bite it. Therefore the cone should be one that absolutely can be relied upon for purity and thorough cooking, as well as an aid to absorb the liquid which results from some of the ice cream melting.

Also the immense automobile trade is helping the industry. The "always in a hurry" automobilists generally haven't time to stop for a soda or a sundae, and the ice cream cone is a convenient means of consuming ice cream in transit.

GORDON L. MOUMBLO,
Chattanooga, Tenn.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

TOPICS OF WIDE INTEREST IN SOUTHERN STATES TO BE DISCUSSED AT DIXIE CONVENTION.

(Continued from page 100)

ected through the prompt action of the Arkansas Ice Cream Manufacturers' Association recently.

On October 2 a bill was introduced in the special session of the Arkansas legislature levying a five-cent tax on the gross sales of the retailer on all soft drinks, ice cream, chewing gum and toilet articles, and making it compulsory for the manufacturers to keep exact records of all goods delivered to the retailer.

The following day a meeting of the retail druggists was held to fight the bill. The ice cream manufacturers and other manufacturers effected a meeting on October 3 to take up the fight.

One of the representatives reported that approximately 12,000 telegrams protesting the passage of the bill were received at the capital in one day. This strenuous action resulted in the special session adjourning without the bill being called up for a vote.



DIXIE FLYERS ANNOUNCE ICE CREAM EXPOSITION DETAILS.

The ice cream manufacturers from the South, at a luncheon held at Cleveland during the national association meeting, expressed the desire that the Dixie Flyers put on an exhibit at Little Rock, the best possible in space they were able to get.

The Dixie Flyers will do this, there will be thirty to forty booths available, 6x8 feet, uniform in size and decoration, signs printed, chairs and tables furnished at an expense of \$15.00.

In order that there will be no confusion or misunderstanding it will be necessary for the boys who want these exhibit spaces to notify Miss Helen M. Carmichael, Watson & Aven Ice Cream Co., Little Rock, Arkansas, who is assisting the secretary of the Dixie Flyers during the convention period.

Several spaces have been allotted to parties the secretary has seen. There are still about 25 more to be had, and as they are received they will be given out and promptly notified promptly.

Kindly co-operate with your officers of the Flyers as much as possible. We want to do everything we can.

P. N. MILLER, JR.,

Secretary and Treasurer.



SOUTH CAROLINA MANUFACTURERS ORGANIZE.

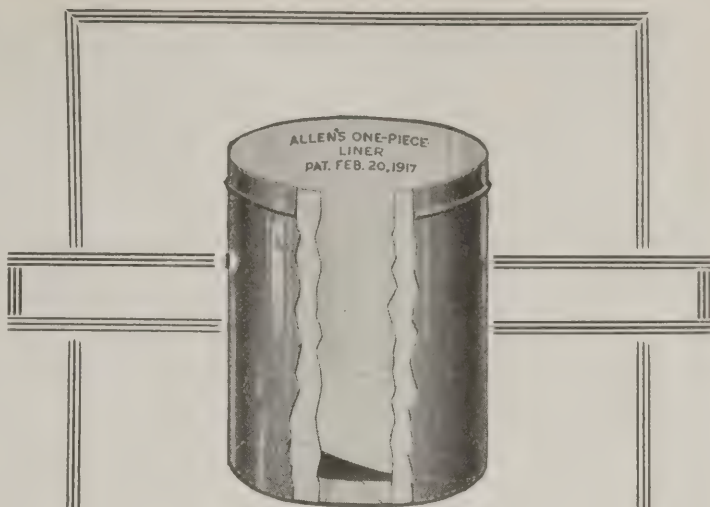
The South Carolina Ice Cream Manufacturers' Association is the infant state body. It was organized during the summer and its next meeting will be held in Charleston. W. K. Jahn, director in the Southern Association of Ice Cream Manufacturers, and head of the Ice Cream Co., Charleston, is president. J. G. Sarrar, Ashley Ice Cream Co., Charleston, is secretary.

MAILING FOLDERS
MAGAZINES AND
HOUSE ORGANS
BUSINESS CARDS
CONVENTION
PROCEEDINGS
LETTERHEADS
CATALOGUES
STATEMENTS
BILL HEADS
ENVELOPES
CIRCULARS

LET US DO YOUR PRINTING

High grade work at reasonable prices. Send us a sample of what you want and we will quote you prices.

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee



First Impressions Count

"People taste with their eyes about as much as they do with their tongues."

Allen One Piece Sanitary Can Liners

add that touch of sanitation that magnifies the goodness of your product. Certainly the Can Liner makes the first impression more inviting. It at once reflects on the care you take to deliver a thoroughly sanitary food product. Besides — the Allen Can Liners lengthen the life of your cans. They are practical in every way and an economy.

Write today to your nearest jobber for samples and prices, or to

THE ALLEN CANDY COMPANY

Manufacturers

PONTIAC

ILLINOIS

EVERY PACIFIC COAST MANUFACTURER IS INVITED TO BE AT VANCOUVER DECEMBER 3, 4 AND 5.

Southern Officials Complete Convention Plans at Cleveland Conference

An Exposition by Dixie Flyers, and a Large Attendance from All Southern States Assured at Conference between National Convention Sessions. Three Days' Convention Sessions at Little Rock Probable.

ARRANGEMENTS for what Southern officials believe will be Dixie's greatest ice cream convention were virtually completed at a luncheon-conference of association officers and members at the Hotel Cleveland the second day of the national convention. Officers of Southern state associations took part in the conference and gave their counsel.

Developments at the luncheon were:

1. There will be an exposition staged by the Dixie Flyers.
2. It will be necessary to add one day to the program to finish the business to come up.
3. Arkansas manufacturers are all ready for the reception and entertainment of visitors.
4. The Dixie Flyers have their plans well in hand and are "all set" to do their part toward making the convention a great success.
5. Interest in the convention is wide-reaching and the association's largest convention attendance is expected.
6. Arrangements for an interesting, instructive, well-balanced program have been made, and entertainment plans thus far formed assure much fun and frolic for the delegates and their ladies.
7. The spirit of understanding and good-will is highly developed among Southern manufacturers.

"Good-will" was the keynote of the conference, which was a very good convention itself. Manufacturers of different states vied with each other as to what state would have the best attendance at the Dixie convention and work more toward making the convention a success.

All Dixie Behind Convention.

It seemed that all Dixie stood to the front and, through these men as their spokesmen, formally put itself behind the efforts of Southern ice cream officials to hang up new records for Southern conventions.

The Little Rock meeting, which will be held December 4, 5, 6 and 7, will draw a monster attendance, officials felt assured after hearing the views of men from the different states.

Harry Cuscaden and C. L. Vahlkamp, representing the newly formed Kentucky Dairy Products body, pledged a large attendance from the Blue Grass state.

W. M. Sidebottom, George A. Decker and W. E. Drake, Nashville manufacturers, said Tennessee would make its usual good showing. Charles E. Landreth, Winston-Salem, president of the North Carolina Ice Cream Manufacturers, and A. E. Dixon, Fayetteville, secretary, said North Carolina could be counted upon. They invited everybody to attend their state convention at Winston-Salem in January.

J. J. Sullivan, president of the Texas Ice Cream Manufacturers' Association, and George Boedeker, presi-

dent of the Texas White Caps, said Texas would be represented at the Southern convention. They invited Southern association members to attend their convention at Galveston this month, promising them "a war time."

They were supported in this promise by H. P. Olse, president of The Ice Cream Review, who told the Southerners that since attending his first Texas convention he has never heard the words "steer" and "white caps" without trembling.

A feature of the convention highly pleasing to Southern officials was the assurance that Oklahoma and Texas would have delegates to the Southern convention. This

will give the convention the most representative attendance of any convention in its history, said J. W. Clopton, secretary of the association, whose enterprise made possible the luncheon at the rounding up of the Southern delegates to the national affair.

J. W. Sullivan, Enid, Okla., president of the Oklahoma Association of Ice Cream Manufacturers, after extending a cordial invitation to attend his association's convention this month, said Oklahoma would be found on hand for roll-call at the opening of the Dixie session. Mr. Parker was proud of the reputation Oklahoma enjoys as one of the best state associations in the entire country.

To Break Convention Tradition at Memphis.

What will be a pleasing feature of the visit to Little Rock developed at the session when Secretary Clo-

pton "invited" his members to be the guest of Memphis manufacturers at a stop-over in the "Bluff City" on their way to Little Rock. This instantly brought to the feet S. S. Dent of Fortune's, Inc., Memphis, who told his Southern friends that Memphis would be delighted to entertain them for a few hours while in the city. Plans, he said, will be worked out to break the monotony of the ride with "a little social stuff" in Memphis. James Nelson, C. Nelson Manufacturing Co., instantly was anxious to know if he would pass through Memphis on his way down. Similar questions were asked by many others.

A matter of principal discussion was that of the Dixie Flyers' exposition. This had for some time been hanging fire because of the doubt in different official minds that there would be sufficient space in the hotel available for this purpose at Hotel Marion.

"Pete" Miller outlined his steps in the matter and earnestly requested that a discussion be brought out

Southern Attendance Features National Convention

The Southern ice cream industry was strongly featured at Cleveland. Approximately 100 of the leading manufacturers of the South made a splendid appearance among the delegates from far and wide.

At the close of the convention much favorable comment was heard from many manufacturers of other sections upon the enterprise of J. W. Clopton, secretary of the association, in establishing a registration booth for Southern delegates, where Southerners formally registered after visiting the national booths, just as though they were at their own convention, though no Southern badges were provided, of course.

Papers from Southern home-towns were provided at the Southern registration headquarters, and many gentlemen from Dixie were seen scanning with eager eyes the news in the Birmingham Age-Herald, the Nashville Banner, The Atlanta Constitution, The Louisville Herald, the Arkansas Democrat the New Orleans Times-Picayune, the Memphis Commercial Appeal, and many other Southern dailies.

The Ice Cream Review co-operated with Southern officials in maintaining this booth.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



**Let us Send
Them Back
This
Way**



Old cans with their capacity robbing dents and milk contaminating rust spots are made like new at our plant. We

RETIN and REBUILD MILK and ICE CREAM CANS

that's why they come back looking so good. And the extra heavy coat of tin we give them doubles their life.

Send us a lot for trial.

THOMPSON-BREMER & CO.
1750 Carroll Avenue CHICAGO, ILL.

We distribute the

JOHN WOOD

*Electric
Weld*

Ice Cream Cans

Because a better ice cream can cannot be found for the money. Thrifty ice cream manufacturers recognize this fact. Their reorders prove it.

We retin them at a lower price than a soldered can.

Let us supply you.

Tub Covers

of best quality non-shrinking canvas.

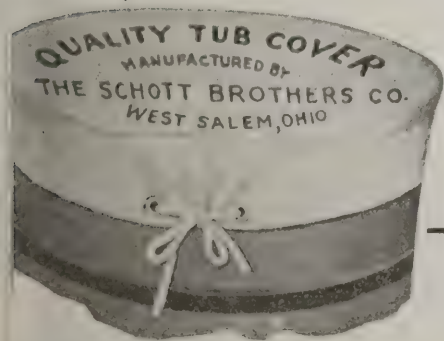
Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.

Write us for quotations on your
season's requirements **NOW!**

The Schott Bros. Co.
West Salem, Ohio U. S. A.



MENTION "THE REVIEW"—IT IDENTIFIES YOU.

see if such an exposition could be made possible. M. J. Costa, Athens, Ga., president of the Southern Association of Ice Cream Manufacturers, asked for the Southerners to "speak right out"—and they did.

If adequate space was holding back the gentlemen, E. T. Reynolds, Valley Ice Cream Co., Camden, Ark., said he would be glad to run down to Little Rock, where he has a home not in use, and join manufacturers of that city in plans to provide the space. This brought forth a round of cheers.



President M. J. Costa's Convention Face. Snapped following the Southern Conference at Cleveland.

Big Southern Exposition Near.

James L. Nelson, veteran supplyman and widely known among Southern manufacturers, expressed himself in sympathy with the Southerners' wish for an exposition, but declared that it was the opinion of supplymen that such expositions were rarely profitable to any extent to justify holding them. He said he was anxious to see plans worked out whereby an exposition could be arranged

for the South by The Association of Ice Cream Supply-

men, but added that at a conference of supply association officials earlier in the week nothing definite along that line had been done. St. Louis, a border city priding itself as more or less of a Southern city, is under way with plans to erect an \$8,000,000 exposition building which would be admirable for an ice cream show, he said. He regretted that it is not near completion. A great Southern exposition is an early prospect, maybe at Memphis, he said.

President Costa told the members that the prime purpose of a trade association is, "the inspiration members get from social contact with each other and the good will and understanding thereby developed. But," added Mr. Costa, "if we have a display, it will be made more interesting for delegates and thereby help convention attendance."

W. W. Campbell, Shreveport, president of the Louisiana Ice Cream Manufacturers' Association and past president of the Southern association, moved that the Dixie Flyers be asked to give as good an exposition as possible under prevailing conditions.

The vote found 49 for the exposition and 13 oppose.

Local Topics Discussed.

Local topics developed in the middle of the conference, and for a considerable length of time different state officials held sway with words of eloquence concerning the good work their associations are doing, always placing credit upon the support of their membership. The North Carolina association, a Southern official reminded the gentlemen, won high honors at the 1921 convention of the Southern association when it attended 100 per cent strong, taking away the prize for attendance. The Carolinians' modest secretary, A. Dixon, smilingly bowed his thanks for the applause that followed.

S. N. Sutton, Vicksburg, president of the Mississippi Ice Cream Manufacturers' Association, informed the gentlemen that his association had decided upon January 8 and 9 for its convention this winter, Laurel being the scene of action—with plenty of action assured, according to this popular official. He was sure that Mississippi's past good record for lively conventions at least would be upheld.

Southern Association President M. J. Costa told what his home association is doing for the good of the cause. "We meet in Georgia every time the moon changes," said the genial "Mike," who is the idol of the Dixie manufacturers. "Our next meeting will be held November 30 at Athens. Incidentally, the University of Georgia will try conclusions on the gridiron with Centre College on that day. "We are sure to have lots of fun—always have it."

J. D. Kinnett, Macon, Ga., president of the Cracker association, assured everybody that his members would be pleased to have them attend their convention.

J. G. Sherrer, Ashley Ice Cream Co., Charleston, S. C., secretary of the South Carolina Ice Cream Manufacturers, rose when President Costa introduced the "baby" association of the industry. Mr. Sherrer said his recently organized association will meet at Charleston in November. The gentlemen were invited to attend.

Exposition Plans.

At the close of the discussion on the Dixie Flyers exposition, President Neil Mortensen, Louisville, gave assurance that everything possible toward a good exposition would be done. He said the Flyers would never be found wanting in supporting the Southern convention.

Following the meeting P. N. Miller, Birmingham, announced plans for the exposition. He said there would be between 35 and 40 booths available, uniform 6 by 3

Cassell Center Mold SPECIALS

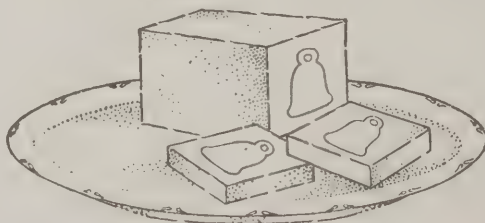
for Halloween—We use the
PUMPKIN

for Thanksgiving—We also offer the
PUMPKIN

for who ever heard of a Thanksgiving Dinner
without a Pumpkin Pie.

for Christmas—We have the
BELL

as shown below.



But the latest is the

CHRISTMAS TREE

This is very pretty when made up in Dark Green.

Price of either \$1.35 Order now through
—Each your jobber or

**W. W. CASSELL, Vincennes
INDIANA**

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



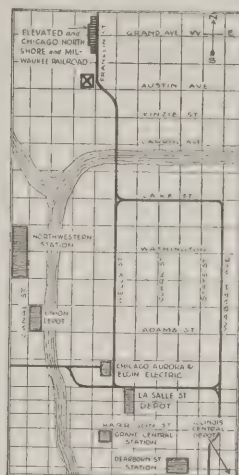
ELEVATED TO ALL PARTS
OF THE CITY. CHICAGO
NORTH SHORE AND
MILWAUKEE STATION
1 1/2 BLOCKS NORTH

Chicago Plant

300-306 W. Austin
Avenue

at

Franklin Street



A Convenient Place to Buy

No other manufacturer and distributor of dairy equipment and supplies is better equipped to give prompt, satisfactory service to its patrons than the A. H. Barber-Goodhue Company.

Our merchandise stocks, both in Chicago and in the Twin Cities, are large and complete. Shipping facilities are unexcelled. Erecting and Engineering Departments are maintained as part of our service.

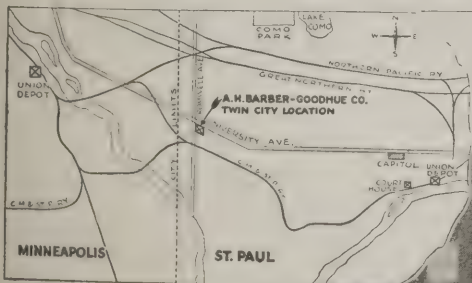
In Chicago we are close to the principal railroad stations and down-town hotels. Visitors coming in from the north on the Elevated or North Shore Electric should get off at Grand Avenue station and walk two

short blocks south. Easily reached from any part of the city by the elevated or surface cars.

Our Twin City branch location is in the Midway district, equidistant from the centers of Minneapolis and St. Paul. Take any University Avenue car and get off at the door.

You are cordially invited to visit our show rooms and personally select your equipment and supplies. Our Department heads will be able to give you helpful suggestions.

A. H. Barber-Goodhue Company



TWIN CITY BRANCH
2490-2494 University
Ave., St. Paul, Minn.

This branch, which serves Minnesota, Dakotas and the northern parts of Nebraska and Iowa, enables us to give our patrons in the big northwest dairy country a prompt and thoroughly satisfactory service.



feet in size, at a price of \$15. Those wanting space should write Miss Helen Carmichael, Watson & Aven Ice Cream Co., Little Rock.

Registration Southern Ice Cream Booth.

Alabama.

P. Schilleci, Schilleci Bros., Bessemer.
E. L. Widemeyer, Chapin-Sack Jersey I. C. Co., Birmingham.
J. W. Clopton, Decatur Ice Cream Co., Decatur.
A. W. Kratzer, Kratzer Ice Cream Co., Montgomery.

Arkansas.

E. T. Reynolds, Valley Ice Cream Co., Camden.
A. J. Scott, Scott Ice Cream Co., Jonesboro.
C. F. Cross, Prescott Ice Cream Co., Prescott.

Georgia.

M. J. Costa, Jos. Costa Co., Athens.
J. D. Kinnett, Kinnett-Odum Ice Cream Co., Macon.
Geo. Moore, Geo. Moore Ice Cream Co., Atlanta.
O. J. Morris, Atlanta.
Alvin Sansing, Gate City Dairy & Ice Cream Co., Atlanta.
Fred E. Scanling, Jessup & Antrim Ice Cream Co., Atlanta.
L. F. Cashin, Ga. Carolina Dairy Products, Augusta.
Geo. A. Sancken, Ga. Carolina Dairy Products, Augusta.

Kentucky.

Harris Hughes, Hughes & Co., Lexington.
J. C. Grimes, Grimes Ice Cream Co., Lexington.
John H. Kloecker, Dixie Ice Cream Co., Lexington.
Harry Cuscaden, Cuscaden Ice Cream Co., Louisville.
J. H. Stark, Gray Von Allman Co., Louisville.
A. C. Rose, Evansville Pure Milk Co., Owensboro.
Jas. A. Britt, City Consumers Co., Paducah.
Chas. Vahlkamp, City Consumers Co., Paducah.
E. R. Roberson, Princeton Cream & Butter, Princeton.
Leslie L. Taylor, People's Ice & Fuel Co., Rutherford.

Louisiana.

E. B. Geisel, Anheuser-Busch Co., New Orleans.
Benj. C. Brown, New Orleans Ice Cream Co., New Orleans.
W. W. Campbell, Campbell Ice Cream Co., Shreveport.

Maryland.

A. T. Warne, Hagerstown.

Mississippi.

W. D. Seale, Seale-Lily Ice Cream Co., Jackson.

N. D. Brookshire, Brookshire Ice Cream Co., Meridian.

F. J. McAvoy, Lily Ice Cream Co., Meridian.
S. N. Sutton, Sutton Ice Cream Co., Vicksburg.

North Carolina.

Chas. E. Landreth, Carolina Cry Co., Asheville.
J. T. Redmon & Wife, Biltmore Farms, Asheville.
Harvey S. Pollard, Waverly Ice Cream Co., Durham.
A. E. Dixon, Carolina Ice Cream Co., Fayetteville.
Phil. H. DeVoto, Chapin Sacks Corp., Greensboro.
Thos. C. Rie, Chapin Sacks Corp., Greensboro.
J. W. Lipscomb, Allen Ice Cream Co., High Point.
Harvey C. Hines, Hines Ice Cream Co., Kingston.
S. W. Mendenhall, North State Cry., High Point.
R. L. White, Allen Ice Cream Co., High Point.
W. H. Jones, White Dairy Products Co., Raleigh.

Oklahoma.

J. W. Parker, Oklahoma Association of Ice Cream Manufacturers, Enid.

Tennessee.

D. A. Harness, Jellico Ice Cream Co., Jellico.
J. P. Wolfe, San Fef Co., Johnson City.
S. S. Dent, Fortunes, Inc., Memphis.
Geo. A. Decker, Decker Candy & Ice Cream Co., Nashville.
W. E. Drake, Union Ice Cream Co., Nashville.
Carl T. Hinrichs, Sidebottom Pure Ice Cream Co., Nashville.
H. S. Owen, Nashville.
W. M. Sidebottom, Sidebottom Pure Ice Cream Co., Nashville.

Texas.

W. C. Ross, Milk Products Co., Beaumont.
B. H. Frick, Frick Ice Cream Co., Corsicana.
Geo. L. Boedecker, Boedecker Mfg. Co., Dallas.
H. H. Johns, M-B Ice Cream Co., Dallas.
C. W. Smith, Hudson Mfg. Co., Dallas.
Martin Ashburn, Ashburn Creamery, Denison.
J. J. Sullivan, Texas Ice Cream Manufacturers Association, Houston.
Joe T. Benner, Bell Ice Cream & Bottling Co., Temple.

West Virginia.

P. D. Wards, San Ref. Co., Blue Field.

Southern Supplymen.

F. W. Hooton, Meyer Dairy Equipment Co., Birmingham, Ala.
P. N. Miller, Jr., Crown Fruit & Extr. Co., Birmingham, Ala.
Stiles O. Lokey, Triumph Ice Mach. Co., Birmingham, Ala.
A. H. Anderson, Massey & Massey, Chicago, Ill.
R. C. Lindsey, Solar Sturges Mfg. Co., Chicago, Ill.
C. O. Lund, Eskimo Pie Corp., Chicago, Ill.
C. Mortensen, Standard Milk Mach. Co., Louisville, Ky.
Byron Morris, Creamery Package Co., Jackson, Miss.
J. Will Carpenter, Haines Carpenter Co., St. Louis, Mo.
W. F. Meyer, Warner Jenkinson Co., St. Louis, Mo.
Jim Nelson, C. Nelson Mfg. Co., St. Louis, Mo.
J. Mulligan, Rex Extract Co., Brooklyn, N. Y.
H. P. Olsen, The Ice Cream Review, Milwaukee, Wis.
Craddock Goins, The Ice Cream Review, Milwaukee, Wis.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

MYLES PURE SALT

STRONGEST
LASTS
LONGEST



NATURES
PUREST
SALT

Produce Strong Freezing
Due to Cleanness and Purity

Write to
MYLES SALT CO., Ltd. New Orleans, U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Sold Out

*New Revised
and Enlarged
Edition of
"ICE CREAM
MIX"*

NOW READY

PRICE

\$1.00

*post paid anywhere on
receipt of remittance*

The First Edition of that handy little book on Ice Cream Mix is all sold out.

The demand for this little book has exceeded supply to such an extent that the ice cream trade will be glad to learn a new and larger edition in substantial cloth binding is now ready.

—
**IF YOU HAVEN'T A COPY
SEND THE COUPON NOW**
—

THE OLSEN PUBLISHING CO.

Printers and Publishers to the Dairy Industries.

5th & Cherry Sts.

:-:

Milwaukee, Wis.

*The Olsen Publishing Co.,
5th & Cherry Sts.,
Milwaukee, Wis.*

Enclosed find \$1.00 for which kindly send me a copy of the new edition of ICE CREAM MIX.

Name Street No.

City State

EVERY MANUFACTURER IN OKLAHOMA SHOULD BE AT TULSA NOVEMBER 21-22-23.

Ladies' Auxiliary to S. A. I. C. M. and Other Organizations

TENNESSEE LADY EXPECTS LOTS OF FUN AT LITTLE ROCK.

After reading Mrs. Geisel's letter appealing to the ladies to attend the Southern convention at Little Rock, I cannot refrain from urging them to attend for I know by experience that they will have a most profitable and enjoyable time, during every moment of the entire three days.

Last year I was fortunate enough to be able to attend the convention at New Orleans thanks to the suggestion of some of our Dixie Flyer boys. When I first arrived I had my doubts as to whether I would enjoy myself or not, but in a short while, after meeting the members of the Dixie Flyer Auxiliary, all doubts were dispelled and every moment proved a pleasant one.

Personally, I am interested in the coming convention from a business as well as a social standpoint. Having been connected with the ice cream industry in Chattanooga since its infancy, and having seen the industry grow into its present size, I am naturally interested in the valuable information and suggestions, that are offered during the convention. Last years convention convinced me that it is essential that we attend such conventions if we are to get the most out of our business.

The fact that our Dixie Flyer boys—Mr. Pete Miller, Dr. Ben Brown, Mr. Morris, Mr. Anderson, Mr. Robin-

son, Mr. Stewart, Mr. Crouch, and numerous others provide for the entertainment of the ladies is sufficient to assure an enjoyable time for all.

I again urge the ladies to attend the Little Rock convention and extend to any who may pass through Chattanooga any time a most hearty invitation to the Peerless Creamery Company. A hearty welcome always awaits the members of the Dixie Flyer Auxiliary and the Dixie Flyer boys in Chattanooga.

RUTH O'NEAL DAWSON



HOLLY MADE GENERAL MANAGER OF ST. LOUIS PLANT.

A. P. Holly, general secretary of the Indiana Manufacturers of Dairy Products and widely known for his work with that organization, has resigned to become general manager of the City Dairies, St. Louis. He will be succeeded by Robert Hammond, who has for some time been at the head of the creamery license bureau at Purdue University, and is well known in Indiana.

The City Dairies Co. recently was purchased from Sampel Spleen, St. Louis agriculturist, by the Fries Ice Cream Co. Officers of the company, which is incorporated at \$25,000, are: William Jones, president; M. Antrim, vice-president, and Mr. Holly, secretary, treasurer and general manager. Directors are: Messrs. Antrim, W. R. Griffith, A. E. Jones, F. E. Hamilton and Mr. Holly.

The plant will be one of a chain of Fries plants with other factories at Fort Wayne, Indianapolis, St. Bend and Terre Haute, Indiana, and Columbus, Akron, Ohio.

A farewell dinner was given Mr. Holly late in October, about seventy friends breaking bread and wishing him luck. He was presented by his friends with a silver umbrella in the name of the Indiana Manufacturers of Dairy Products.



PENNSYLVANIA FIRM ERECTS ADDITION

The Fries Ice Cream Company, 136-144 Maple street, Reading, Pa., is erecting an addition and making improvements to their plant at an approximate cost of \$23,000. It is expected that the plant will be completed about March 1st, next.

A 24x110 foot concrete block garage will be erected with frontage at 137 South Tenth street and connected with the rear of the Maple street plant. It is designed to accommodate the twenty motor trucks used in the firm's business. The garage will be completed about December 1st.

Immediately thereafter the contractor will begin work on a 30x60 foot brick and concrete addition to the freezing room. This will house a new ice manufacturing unit with a capacity sufficient to produce all the ice required by the company in the manufacture of ice cream.

A new and modern refrigerating system will be installed in the ice cream manufacturing department.

J. M. Fries is president of the company, Clayton Fries is general manager and E. A. Fries is treasurer.



You can find the person who will be glad to buy or sell what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

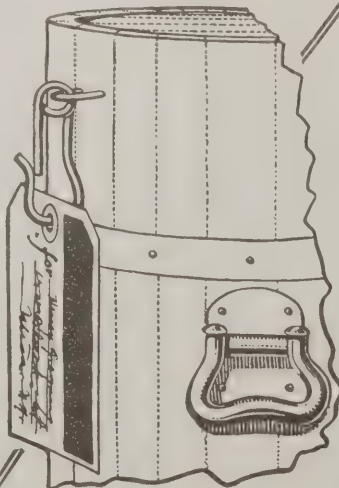
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ROGERS BRICK MAKERS

are now equipped with the new

AUTOMATIC VALVE



The Greatest Single Improvement in the History of
the Automatic Ice Cream Brick Maker

*STANDARD MODEL Brick Makers are Now
Equipped With This AUTOMATIC VALVE*

The New JUNIOR MODEL—Hand Operated, Portable Machine—Equipped
With This New Automatic Valve Will Be Ready for Delivery JUNE 1st

*Write for Prices and Savings That Can Be Made
By Using the ROGERS BRICK MAKER*

JOHN W. LADD CO.

DETROIT

COLUMBUS

CLEVELAND

CINCINNATI

NORTHWESTERN PLANT ONE OF BEST IN COUNTRY.

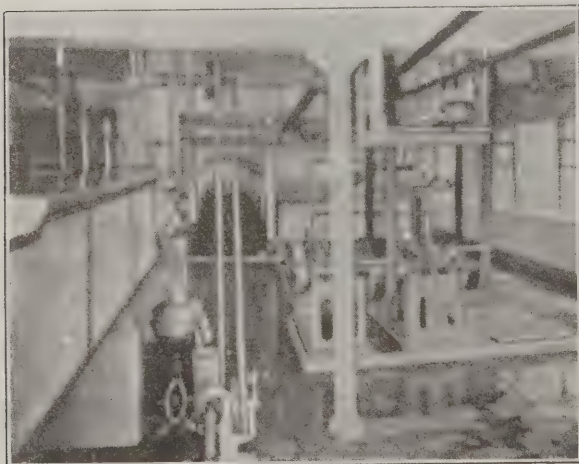
One of the outstanding ice cream plants of the country is The Crystal Ice & Storage Co., Portland, Ore. George Weatherly, veteran ice cream manufacturer, is head of this progressive coast concern. He has come



Main Plant.

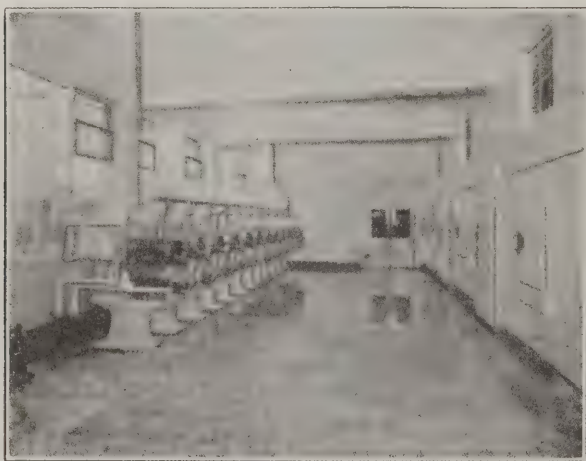
in for much praise not alone for the excellent construction and arrangement of this plant but also for the quality of his product. This quality has made his product famous throughout miles of surrounding territory.

In the last issue of The Ice Cream Review we took



Mixing Room.

occasion to mention some of the recent comment upon Mr. Weatherly's plant, among others being W. P. Abel of the Impruv-Mix Co., New York, who discussed the



Freezing Room.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

methods of this manufacturer in his 'bulletin "S Talks."

Since then we have been successful in efforts to photos of the plant, which are herewith presented.

Mr. Weatherly for a number of years has been prominent in national and coast association work. He moving spirit in the Pacific Ice Cream Manufacturers Association, which meets at Vancouver next month.

SOME SOCIAL STUFF

Picked up at the Convention

The North Carolina group, as usual, made a showing at the convention, headed by that excellent gentleman, Charles E. Landreth, president of the Carolina association. The Carolinians led the Southern states attendance.

* * *

Chicagoans attended the convention in a body, making an impressive showing.

* * *

The Pennsylvania delegation arrived in a private car and the Keystone gentlemen were much in evidence throughout. They are not keeping it any secret that they are expecting a large crowd for their own convention at Hotel Penn-Alto, Altoona, Pa., this month.

* * *

Among representatives from the Pacific Coast was Fred Martin, Spokane, past president of the national association, and C. J. Alfred, president of the California and Southwestern States Ice Cream Manufacturers' Association. Mr. Alfred is a strange Californian, not refraining from discussing the Golden State but showing keen embarrassment when others attempted to do so.

* * *

Greetings to President Calvin Coolidge were extended by ice cream manufacturers of the country at Cleveland, ice cream manufacturers of Cleveland contributed a brick of ice cream to a tub to be sent the president with the ice cream men's card of greetings.

* * *

S. N. Sutton, president of the Mississippi Ice Cream Manufacturers' Association, motored to the convention from his happy home at Vicksburg, Miss., going by way of New York and Canada, and cutting in at Niagara Falls "to make the trip short."

* * *

Jack Gumpert had a heavy secret, but those who shared it, for some strange reason, do not care to tell anything about it.

* * *

A. H. Anderson, Massey & Massey, up to the convention with the gentlemen from the South, had lots of engagements at Cleveland and all of them were not of a business nature. A charming young Southern belle was one of his constant companions.

* * *

James J. Sleight, for many years connected with the Frankling Sugar Co., Philadelphia, has taken charge of this company's service department, it was announced at the exposition. Mr. Sleight is widely known in the industry. As "Jim" Sleight he is popular in ice cream manufacturing circles in many sections.



C. W. SMITH,
Vice-President.



H. B. COX,
Secretary.



J. B. HUFF,
President.



L. H. EVERS,
Arthur Barlass Co.

Some
Texas
Longhorns
Now Getting
Ready for
Convention



JACOB NOODLEMAN,
Texas Barrel Co.



F. E. HOLLWEG,
Thos. W. Dunn.



W. P. ABEL,
Impruv-Mix.



A. H. ANDERSON,
Massey & Massey.

A Convention Diary

A Modern Samuel Pepys Records Adventures at "Ice Cream Capital"

I Arrive at Convention and Meet Early Adventures.

MONDAY, OCTOBER 22: Up betimes after a night of great unrest in my jolting railway carriage. To bags and razor and brushes and I was fair presentable, though with mind so strong at wondering as to who would be at the convention, these preparations were much too hurried for correct toilet.

Then to my compartment again, and the sinegambian who nigh brushed off my vest button and watch charm was put out when I rewarded him only with 15 cents. A rude fellow, I thought, as I sought a gas conveyance and gave directions to the convention hotel. The operator of this vehicle likewise was surly when I read his meter and gave him only exact change, much to spare his soul from the taint of extortion.

My way to the registration booths being interrupted by so many happy fellows of gracious speech, unmistakably glad to see me, my good humor was restored by the time I had received my delegate's badge.

Mr. Charles Morris, our worthy president then was waiting with cordial handshake and usual courtly manner. I was set to wondering at his great enterprise in being so early abroad and looking after his duties. My own purse, I doubt not, would be much fuller had I more of this great industry. I was struck with admiration at the president's pure speech, the employment of good grammar being so singular in this day with our rising young introducing so much jazz vernacular and sporting talk.

INTO the convention hall and amazed at the others ahead of me. Also at the more arriving. Verily, friends in trade are showing much interest in the affairs of others, and more particularly their own no doubt.

The president's excellent annual message had sooner left me in approving frame of mind than the speakers were telling me much that I did not know about my business.

Dr. Downey, youthful in appearance, was familiar with the subject of "Edible Gelatine" so much that he said profited my own mind. Great faction over our own affiliation came to me when Roszell, an excellent gentleman from Illinois, told advantages of membership in a trade association. A gallant Southern gentleman, Mr. Campbell, far traveled from his Louisiana home, gave me much resolve to attend every meeting when he told why the business should attend all sessions of his association.

* * *

LEAVING the convention chamber and a gentleman encountered me with an invitation to visit the exposition building, which I did. A good company, having heard much good report of the exhibit through this gentleman's excellent publication, The Ice Cream Review. This gentleman's kindly espied many happy acquaintances en route, all of whom familiarly addressing him as "H. P." for some peculiar reason. Possibly that counts like "Horse Power" in name he can well bear with grace and merit. Proud was I to be in such congenial company.

* * *

I See A Noble Exposition.

ARRIVED at the exposition, housed in a noble building, and quite amazed at the magnificence of all. Many products were there to see and explanations in abundance as to their usefulness. Cheerful and courteous were the gentlemen displaying their wares. Very generous were they in filling pockets with souvenirs, though more important was their facts concerning the equipment used in my factory—and that which should be used.

Over 2 large floors of these magnificent displays we walk, and right tired was I at reaching the hotel where haste was made to dispatch to home a telegram shamefully neglected, telling of safe arrival.

Then to the tub and the razor and brushes again to make ready for an evening of festivities, provided the gentlemen of the supply association which I am not be content with presenting a wonderful exhibit but had to show their hospitality with a very elaborate program of entertainments, covering most every evening of the week.

* * *

I Make Merry With Friends.

AT the Hotel Cleveland by 7 of the clock and a goodly company already there, with much shaking of hands and making merry. Many hours it seem that our frivolities continued and yet so agreeable were we all that we lingered over many friendly and pipes and cups of kindness—mayhap far too long of the latter for the peace of my very annoying science, for indiscretion is very foreign to my accustomed life of simplicity and prayerfulness.

Then to my room, thoughtful over the interesting



RE-TINNING ICE CREAM & MILK CANS

By Our Special Sanitary
Process Makes

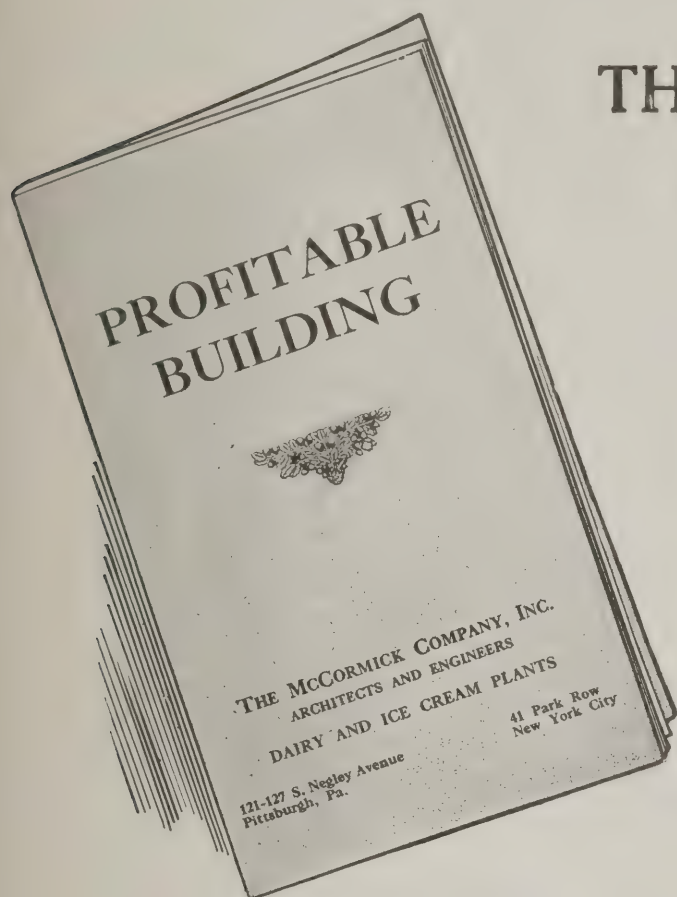
**OLD, WORN OUT
CANS LIKE NEW**

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street

CLEVELAND, O.



THE BOOK THAT MAKES EVERY DAIRY AND ICE CREAM PLANT PROFITABLE

Modern competition demands that the building shall conform to its equipment and that the equipment shall be so installed and arranged as to expedite the labor of production.

In any manufacturing line whatever makes for speed and the elimination of unnecessary work increases profits. A big business is not a paying business unless production cost is reduced to a minimum.

Long specializing in the Dairy and Ice Cream Industries has given McCormick Architects and Engineers the experience, knowledge and skill necessary to produce profit making plants.

"Profitable Building" tells you all about it. Write for a copy—no obligation—just a request.

THE MCCORMICK COMPANY, INC.

DAIRY AND ICE CREAM PLANT
ARCHITECTS AND ENGINEERS

PITTSBURGH, PA.
121-127 S. Negley Ave.

NEW YORK
41 Park Row

Buy Now and Save Money

Lots of Less than 500.....42c each

Lots of More than 500.....40c each

Freight Prepaid on Orders of 200 or more.

On Orders placed now we will make Terms:

5% Discount for Cash within 10 days of Invoice Date, or we will give you January 1st, 1924, dating.

These Special Prices on Tub Covers

are possible through our purchase of a large supply of U. S. Army Canvas. Plain or Waterproofed (18 and 20 ounce). Makes an exceptionally good cover.

Get your order in while this material lasts.

Send for Sample.

Scott Mfg. Co.
1501-5 Howard St.
OMAHA, NEBR.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

coaxing of friends, which makes one, usually so strong in resolve, powerless to resist.

Making ready for bed and thoughts were upon my wife, poor wretch, alone though not wholly without friends, and scarce could I help regretting not to be there to put out the clock and wind the cat and to whisper with her the prayers for which I now had little feeling but shame to my Godless evening.

Then to bed and troubled sleep was my lot, with strange dreams of friends beckoning to me with faces which I dislike and did not want but hated to have me effrontery to offend with unwonted virtues.

But I know that in many ways the day was well spent.

* * *

I Pass An Eventful Day.

TUESDAY, OCTOBER 23: Early awake and wondering at all the tumult without. The sound of the rain being not unlike the stormy clapping of the previous day, my first thought was that I had, quite unforgivably, dozed during a speech. But heavy sheets of water without showed me that a storm had been raging for some time.

To my tub and after a brisk rubdown, into my clothes. Dressed with grave misgivings over my seemingly gayety of the past evening, wondering if my disappointed over my actions must have been my friends who understand my profession of Godly scruples.

A cup of coffee and toast brought another cheerful frame of mind. Back to the convention hall and more excellent speeches, thought great embarrassment overcame me, when a gentleman from England, who our industry is just being undertaken, told of his company's great care in recording details of cost, and truthfulness would not allow me to stand when a worthy president asked for all his members similar diligent in cost facts to rise.

Other interesting speeches, and again to the exposition, where hours passed quickly in visits at different booths. Then back to the hotel, a conscientious toast and with a number of elegant ladies and gentlemen repaired to an elaborate banquet provided by the association. So numerous were the guests, two floors were required, and much fun and merriment were there following the partaking of delicious dishes. Dallying and then to my room and to bed, much wearied in body.

* * *

More Good Speeches—And Fair Ladies.

WEDNESDAY, OCTOBER 24: Up bedtimes and to the convention hall early. My note book already well filled with facts imparted by others again was in demand. A morning thus profitably passed, I contented with a short visit at the exposition and then strolled the streets of Cleveland, greatly amused and thused over the bustle of this growing city.

Fair ladies in the convention party were whisked by in cars, provided for their entertainment, some by graceful matrons from the South, a section rich in feminine fairness.

In the evening across town to the Masonic Temple where the supply association provided a smoker for gentlemen, and most of us had little trouble remembering it was for gentlemen, though our ladies would have wished fewer cups for us, which was no fault of the association.

Then to the hotel and to bed and thoroughly convinced I was a veritable scapegrace, though I had profited much in knowledge and diversion.

(Continued on page 126)

"Do Your Bars Look as Good as They Taste?—"

Master Metal Foil Wrappers

make

DAINTY, TEMPTING ICE CREAM BARS

A few reasons why MASTER METAL WRAPPERS are Superior in Quality and Moderate in Price:

Sold only by Guaranteed Count.

Tough, hard-to-tear texture.

Backed with pure waxed paper.

Made from Guaranteed Tin.

Non-fading, brilliant lustre.

Beautiful designs and art-work.

Careful, properly executed color-printing.

Freedom from ink stains or off-set.

MASTER METAL WRAPPERS can be had in sheets or continuous rolls for automatic wrapping machines either unprinted or printed in one, two, or more colors.

Our Creative Department is prepared to handle all Artwork and will gladly offer suggestions or originate designs.

If you are planning to sell Eskimo Pies or bars under your own brand, we can furnish genuine metal wrappers on short notice. WE ARE AUTHORIZED TO SUPPLY ESKIMO PIE WRAPPERS AT PRICES WHICH INCLUDE ROYALTIES.

When writing, give size of bar, size of wrapper, name of bar, net weight (if required) and whether to be printed in one, two, or more colors.

We have the organization and facilities to take care of your requirements whether large or small. Send us that next order.

United States Foil Company, Inc.

LOUISVILLE

KENTUCKY

Branch Offices: New York, San Francisco

FLAVOR

WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA EXTRACT

(ARTIFICIAL)

Flavors **10** Gallons
ICE CREAM

at a cost of

Less **4** / Per
Than **10c** Gallon

Do You Want To Improve on
Your Present Flavoring?

Do You Want To Cut Down
on Flavoring Costs? Then Try

— B. B. B. —

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

**JUST WHAT YOU WANT
ISN'T IT?**

Give B. B. B. a trial and learn why
so many are using it exclusively

Blanke-Baer Extract & Preserving Co.
3224-34 South Kings Highway
ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.
St. Louis, Mo.

Ship at once....Gals.
B. B. B. Vanilla Extract.
We have been looking
for just such a Vanilla
Extract as here de-
scribed.

PRICES.

	Per Gallon
In Barrels	\$5.50
Half Barrels	5.75
10 Gallon Kegs.....	6.00
Single Gallons	6.50

Name

Address

Date

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

I Discover Excellent Qualities In A Competitor.

THURSDAY, OCTOBER 25: The convention session was fairly under way when I finished a conference with some supply gentlemen and had given them the privileges of sending some equipment to my manufactory on approval. Much struck by the continuing great interest as shown by the large audience. The good speeches heard fairly justified this interest.

To the exposition with some friends, and in the par with us my neighbor Brown, whom I suddenly found to be a most likable gentleman, fully imbued with good qualities I was ashamed not to have discovered before.

To the supply gentlemen's wondrous "dance capable" in the evening for a merry time. Then to the hotel and to bed.

* * *

FRIDAY, OCTOBER 26: The convention sessions being over, the day was taken up at letter-writing in the morning, the exposition in the early forenoon and to an amusement ball in the evening. More letters later and then to bed.

* * *

A Friend In Distress Borrows My Nightshirt.

SATURDAY, OCTOBER 27: After another eventful day at the exposition, and many interesting chats with friends, now making ready for train, bags and baggage fixed, and awaiting young bandit who is on his way, according to the bellboy captain.

Much amused, however, over great discomfort last evening of my huge friend of The Ice Cream Review, who wished to borrow a night shirt, having lost his and blaming his embarrassing predicament upon a scatter-brain young associate editor, who shared his employments room and departed earlier, packing the huge gentleman's ample nightshirt and leaving his own inadequate pajamas behind for that indignant gentleman to look upon with scorn. No doubt, the absent-minded associate editor, unhappy youth, now is trembling in great dread of the wrath which must overtake him and—

But here's the young bandit for my bags and as I have only a thousand dollars in broken change left in my purse I, too, am in great danger and need my friends' prayers. But maybe he'll take pity upon my dire straits and great embarrassment and give me a tip.

❖

SHOTS FROM SX CONVENTION BULLETIN.

The New England boys arrived in well-filled squad. They have made the highest average attendance in record.

* * *

It seems good to have a chance to give L. M. Hendon of Baltimore, the glad hand once again.

* * *

"Stick" and Charlie Noyes sauntered down from the Pine Tree State and are looking us over to CONTRADICT new ideas.

* * *

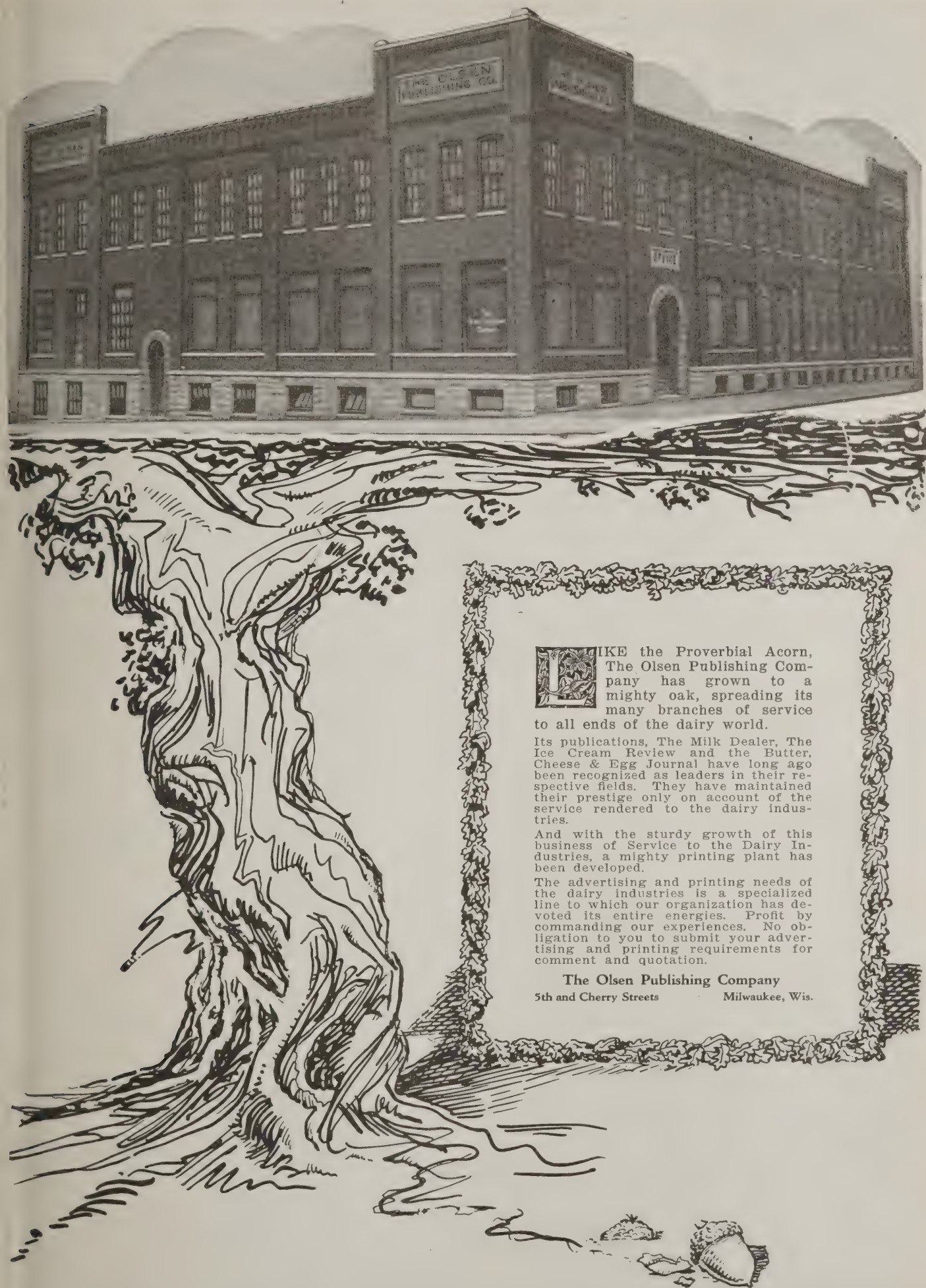
Harry Forrey, of the York Sanitary Dairy Co., is in great demand, we are told, but we cannot seem to locate him. Where do you keep yourself, Harry?

* * *

James Owens, together with his side-kick "Si" Barnes, have traveled all the way from the Fussell Young Ice Cream Co., at Washington, D. C., to be with us. We hope they will complete the week in our company for they are always good fellows to have around.

* * *

Our old friends, Gentleman Bill Sutton, of the Mission House Ice Cream Company at Cambridge, Massachusetts, gazes upon us once again with his winning smile.



LIKE the Proverbial Acorn, The Olsen Publishing Company has grown to a mighty oak, spreading its many branches of service to all ends of the dairy world.

Its publications, The Milk Dealer, The Ice Cream Review and the Butter, Cheese & Egg Journal have long ago been recognized as leaders in their respective fields. They have maintained their prestige only on account of the service rendered to the dairy industries.

And with the sturdy growth of this business of Service to the Dairy Industries, a mighty printing plant has been developed.

The advertising and printing needs of the dairy industries is a specialized line to which our organization has devoted its entire energies. Profit by commanding our experiences. No obligation to you to submit your advertising and printing requirements for comment and quotation.

The Olsen Publishing Company

5th and Cherry Streets

Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

CONVENTION FLASHLIGHTS AND SIDELIGHTS

By AN OBSERVER

GENERAL satisfaction was the feeling prevailing at the twenty-third annual convention of the National Association of Ice Cream Manufacturers was drawing to a close. In more than one way it was the association's greatest convention, in the opinion of officials and other observers who have followed the career of the association with more or less interest. Outstanding features were the large crowds at business sessions, a remarkably well-balanced program, a splendid spirit of congeniality and very able addresses upon important trade topics.

If for no other reason than the spirit shown, the twenty-third annual convention well may go down as the industry's greatest. Officials have every reason to feel elated over the outcome as a whole, but it was particularly the friendly, open-hearted manner in which delegates mingled and chatted that spoke so well for the success of the association's purpose, with due regard to the many other important purposes of the association, to recognize that the association's chief use and function is to advance understanding, is a viewpoint from which there is no escape.

There is no doubt that many men left Cleveland fully content that the ice cream industry is taking rapid strides in advancement, the national association is reaching great heights of usefulness, and fellow manufacturers are men fully worthy of trust and confidence.

Call that convention a success which reflects so much pleasing evidence that understanding is developing among men of the trade.

THE ice cream industry is growing. All of us have been understanding that for some time, but the Cleveland convention and exposition showed us that the industry already has attained far greater growth than most of us have realized. What is more important, it gave striking evidence that the industry's advancement is along lines of security, wide-reaching.

The Second National Ice Cream Exposition was an affair such as to do credit to any industry. It certainly takes its place among the trade expositions of the ten leading industries of the nation, with only the auto shows eclipsing it to any marked degree.

Cleveland's Public Hall, possibly the greatest exhibition hall in the country, with the exception of New York's Hippodrome, was utilized to the last nook and corner and crevice. The only reason there were no more exhibits is, there was no more space without infringing upon the space for visitors. Ninety thousand feet were devoted to showing the manufacturers the varied products that offer the way to advancement in the ice cream manufacturing business.

Virtually every section of the country was represented. Attendance was up to all advance promises. They came on trains from near and far, and in autos from distant points. There were gentlemen from foreign countries. It was the industry's most representative convention.

The ice cream industry is growing, growing, growing. The "Rose of the Dairy Industry" has in truth become a

gigantic bush, all the time threatening to overshadow the main trunk from which it projects.

THE importance of the work of The Association of Ice Cream Supplymen, especially through its great educational exhibitions, was clearly shown at Cleveland last month.

There is no doubt that the rank and file of the ice cream manufacturing industry is well pleased with what the supply association has done for them in the way of keeping them informed upon the commodities entering into ice cream production. It is to be regretted that the national association neglected to invite the supplymen to stage an exposition at their 1924 convention. For not taking this action at that time the association probably has good reasons not to be questioned by this observer, and it is possible that in its own time the invitation will be issued.

However, there is no definite understanding as to an exposition for next year. The association merely elected officers and chose New Orleans for its next meeting place. E. B. Geisel, head of the Anheuser-Busch plant, New Orleans, has offered the supplymen the use of his company's large warehouse in the Crescent City. This warehouse, we are told, affords even greater space than the Cleveland Public Hall. But there are other things to be decided before this invitation can be accepted.

The supplymen have different courses before them. If they are invited to exhibit at New Orleans, and there is every reason to believe this will be done, they can stage a third National Exposition. Also they may decide to choose a more centrally located city and present another exposition. Then again, they may revert to their former practice of staging regional conventions in different parts of the country. Supply officials at Cleveland could not make a definite announcement last month.

Developments in the matter will be watched with the greatest interest. There is no doubt that the ice cream manufacturing industry wants the exposition. There also is no doubt that they shall have it. The industry demands it.

VERNON F. HOVEY is the new president of the National Association of Ice Cream Manufacturers. His selection meets with the approval of all ice cream men who know of his long and earnest interest in the promotion of the industry through association work. Mr. Hovey, who does business at Schenectady, N. Y., for the past two years has served the association as New York state director.

With the affairs of the association in such hands, it is easy to expect good counseling and able management in the direction of affairs for the coming year.

It is no small task that Mr. Hovey undertakes. The National Association of Ice Cream Manufacturers has grown to be one of the great trade bodies in the country with membership extending from coast to coast and overflowing into Canada. Too, Mr. Hovey takes up the reins of office relinquished by a man of peculiar official

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Gethness Company,

Western Branch
DENVER, COLORADO
2910 Huron Street



Pittsburgh Office
311 First Avenue
PITTSBURGH, PA.

659 HOBIE ST., CHICAGO

Operating 75,000 Square Feet for Quality and Service

COSCO BRAND FRUITS

ICE CREAM CRUSHED FRUITS
(BULK)

SOLID PACK FRUITS IN NO. 10
TINS
COLD PACK STRAWBERRIES

C. P. CRUSHED FRUITS IN BULK
PKGS.

FLAVORING EXTRACTS, ARTIFI-
CIAL
TRUE EXTRACTS
ORANGEADE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)

CONCORD GRAPE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)
VANILLA COMPOUNDS
VANILLA EXTRACTS, PURE
MARVEL PURE VANILLA BEAN
EXTRACT

VANILONG
WALNUT FLAVOR
MAPLE COSCO CONCENTRATED
PINEAPPLE JUICE
QUINTOLS
EMULSIONS

COLORS

LIQUID CERTIFIED COLORS
CERTIFIED DRY COLORS

CARAMEL SUGAR COLORING
BUTTER COLOR ANILINE

NEW YORK ICE CREAM COLOR

TRUE FRUIT PASTES
CERTIFIED PASTE COLORS
MARSHMALLOW TOPPING
COCOA
BUTTERSCOTCH SUNDAE
CARAMEL SUNDAE

GELATINE
CITRIC ACID
GUM, PURE INDIA, POWDERED
ICE CREAM POWDER
SOLUBLE SKIM MILK POWDER
SPRAY

KREMOLIN R. ICE CREAM
RIPENER AND BINDER
VANILLA BEANS
VANILLIN
COUMARIN
GLYCERINE
TARTARIC ACID

SODA FOUNTAIN FRUITS AND PRIVATE LABEL MARSHMALLOW TOPPING FOR JOBBING PURPOSES

"Atlas" Century Color

*will give your Ice Cream that beautiful
New York Shade*

which cannot be otherwise obtained.

BBLS. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

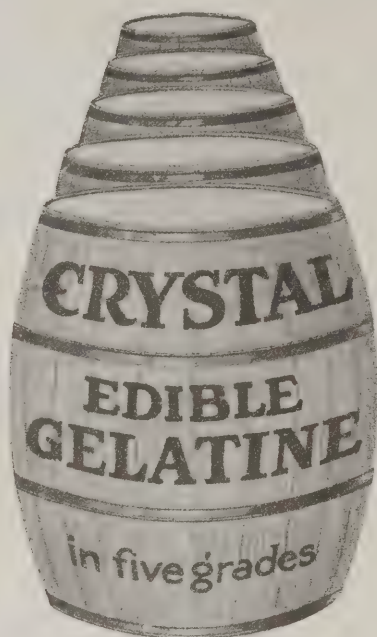
H. KOHNSTAMM & CO., Inc.

Established 1851

NEW YORK
83-93 Park Place

CHICAGO
11-13 E. Illinois St.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.



Contracts

We accept orders to cover customers' requirements specifying a maximum and minimum quantity for deliveries to Oct. 1st.

PRICES GUARANTEED
AGAINST DECLINE



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
14 Ferry Street
ST. LOUIS
408 Elm Street

PHILADELPHIA
418 Arch Street

CHICAGO
3630 Iron Street

SAN FRANCISCO
Fairfax Ave. & Rankin Street

genius. Charles A. Morris for two years has made his organization a most able leader, ever alert in its interest, ever resourceful in emergencies, ever ready when needed.

Mr. Morris merits a debt of gratitude. His members are duly sensible of this fact. It is only in the consciousness that such an able successor has been chosen that deep regret is not felt.

* * *

IN a day and time when correct English is seldom found, except on printed pages—and sometimes not even there—it is interesting to record the fact that the retiring president of the national association is an old-fashioned gentleman who uses good grammar in his speech.

When our late president, Warren G. Harding, was early in office, English editors were strangely interested in his English, making more or less caustic comment upon our president's mode of expression. It was strange to hear a former editor criticised for splitting the infinitive, incorrectly employing verbs, etc. It is even stranger than hearing college professors make grammatical errors.

But when the ice cream industry numbers among its members a man who speaks purer English than most college professors, and whose manner is equally as courteous and pleasing, we can feel well satisfied with the type of men attracted to this industry.

The retiring president typically is an American, of that splendid race of "Down East" Yankees. But not even that delightful New England accent can cover up his careful pronunciation, his choice selection of words, his correct employment of verbs in the proper place.

* * *

SPEAKING of New England, the convention president had no reason to be disappointed over the way his home folks turned out at his invitation. They were at Cleveland 81 New England gentlemen representing 45 ice cream firms, in addition to 12 ladies.



IMPROVEMENTS FOR NORTHWESTERN PLANT

For new equipment, alterations and additions to its plant the Royal Ice Cream Company, Tacoma, Wash., is spending \$12,000. Nearly half this sum is being invested in glass-lined, steel storage tanks. Capacity for making ice cream and handling milk and cream are increased by 50 per cent.

New Record Set.

The company's ice cream production reached a new record during the warm season lately ended. During August, the output rose to 1,200 and 1,500 gallons daily, distributed to 300 retailers in Tacoma and nearby territory. When another summer comes a daily production up to 2,500 gallons will be possible. During hot weather the company delivers ice cream, chiefly by truck, as far as Easton, Morton and National.

More equipment and plant changes enable the Royal Company to handle 2,000 gallons of milk and cream in a housing space where 1,200 gallons were a former maximum. New equipment includes an improved cooler, which brings milk, after pasteurization, to a 4-degree temperature before it goes to the storage room.



You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

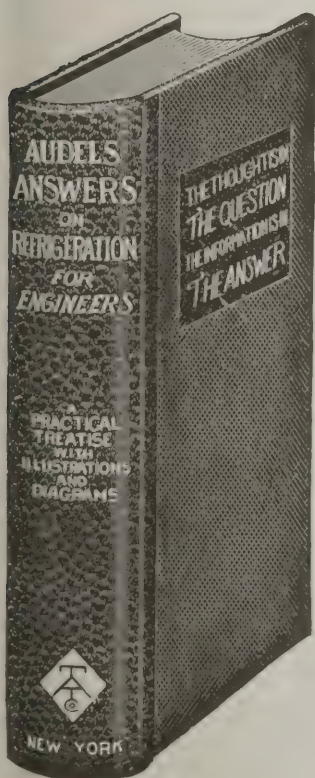
DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the ONLY firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.
Canadian Office and Warehouse: 55 Cote Street, Montreal



When Something Goes Wrong with Your Refrigerating Equipment What do You do?

*If you
Operate
Refrigerating
Equipment
You Need
a Copy of
this Book*

Get a copy of "Audels Answers on Refrigeration,"—have it handy—and when you run into trouble you will find the information as given in this book a handy "First Aid" trouble finder and fixer.

Price \$2.00 Sent postpaid on receipt of remittance.

The Olsen Publishing Co. 5th & Cherry Sts.
Milwaukee, Wis.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Lookin' on at the National Exposition

Little Visits to the Booths in the Cleveland Auditorium
With Lester S. Olsen

IN 50 per cent of the ice cream plants of the land wheels almost came to a standstill the week of October 22-27 while ice cream manufacturers of America were upon the magnificent adventure to ice cream wonderland.

To say that it was the industry's greatest exposition would be but to echo things already mentioned in this publication and already heard a thousand times before delegates packed their socks and collars for the journey to home and a quiet corner.

You already have heard that there were 200 exhibitors. It is not news to you that there was ninety thousand square feet of floor space. There is nothing new in the assertion that the exposition, both in point of space and in variety of products, was 40 per cent greater than last year's. You saw the swirling crowds, snaking and squirming their way down the long aisles to this exhibit and that, at every round of the corner meeting something of a startling nature.

Every corner of the exposition hall, both floors, held an adventure. Every extra visit to the hall disclosed something new that was overlooked the first time. One

week is indeed a short space of time in which to take and seriously study all the products on display.

The feature of the exposition was the growing interest of manufacturers in their trade exhibits, of course. Men who have followed the fortunes of the supply association since it first launched its exposition program, beginning with small, lightly attended regional expositions, especially, were struck by the large crowds in the hall, daytime and in the evening, and by the frank interest shown.

There were machines of every type and for every purpose in this industry. Containers and flavors were there in abundance. There were advertising devices, gas and electric delivery trucks, freezers, gelatine, iceless cabinets—the list is entirely too long to cover now.

* * *

Representatives of many foreign countries were there, and many orders were placed by European and South American firms for American ice cream equipment.

To a gentleman representing the Arctic Ice Cream Co., Detroit, goes the honor of being the only man in the hall to "sell" a foreign delegate in that delegate's own language. The buyer was Louis Greenens of Gand, Belgium, interested in cabinets. In the German tongue he asked the Arctic representative if he could speak German, and upon hearing an affirmative reply he proceeded to ask questions concerning the iceless cabinet, and was so satisfactorily answered that he bought. His equipment was on the way to Belgium by the time he left the convention.

* * *

Among exhibits attracting much interest in the public hall were the mechanically and electrically refrigerated ice cream cabinets. Firms displaying these cabinets included the Lipman Refrigeration Co., Beloit, Wis., and the Nizer Corporation, Detroit.

* * *

The Consolidated Cone Company had an exhibit ranking among those claiming the most interest. Through an oversight this firm's name was left out of the November issue of *The Ice Cream Review*.

* * *

C. K. Nelson, inventor of Eskimo pie, was one of the most interested visitors in the exposition hall, spending much of his time in the booth of the Eskimo Pie Corp.

* * *

We do not attempt at this time to mention all the firms exhibiting there, and those omitted now will be mentioned next month.

* * *

In the booth of the Menasha Woodenware Co., Menasha, Wis., were the following representatives: G. D. Holman, Menasha, Wis.; Elmer Mack, Cleveland, O.; Francis R. Gallagher, Indianapolis, Ind.; E. E. Engel, Flint, Mich.; W. O. Welch, Cleveland, O.; O. B. Cartwright, Atlanta, Ga.; J. W. Chase, Columbus, O.; W. E. Smith, Cleveland, O.; O. J. Johnson, Syracuse, N. Y.; W. E. Larkin, New York City.

(Continued on page 136)

Cold Storage Construction

Ice Cream Manufacturers:

WHAT MORE CAN YOU REALLY REQUEST than to have a specialist take care of your **Cold Storage Construction work**, so important for the manufacturing of a quality Ice Cream.

Consult us before contracting for your new

HARDENING OR COLD STORAGE ROOMS or for the improvement of old ones where we can help you solve your refrigeration problems.

Our Matchless Pure Corkboard Insulation for all installations is ready for immediate delivery.

WICANDER & COMPANY

(INCORPORATED)

50 Broad Street

New York City

Manufacturers of Cork Products for more than 60 Years

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

The H. H. Miller
Industries Co.

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



EVERY MANUFACTURER IN OKLAHOMA SHOULD BE AT TULSA NOVEMBER 21-22-23.

Notes on National Dairy Exposition

A Record of Little Visits in the Booths of Dairy Supplymen
at Syracuse Last Month

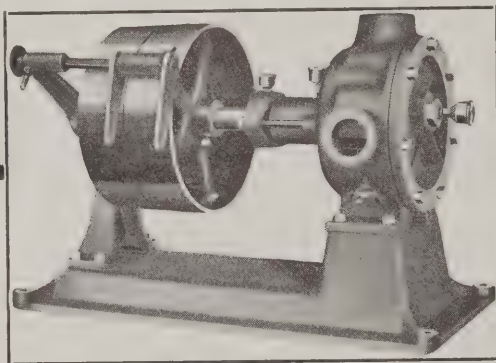
For the first time in the history of the National Dairy Show the originators of soluble cocoa have been represented. Van Houten, Inc., are the originators of soluble cocoa powder, according to Geo. E. Stevenson, who was in charge of the Van Houten booth at the dairy show. This feat was accomplished in 1828, by C. J. Van Houten. Van Houten's cocoa has been made in Holland ever since that time, as they have been unable to obtain proper milling in this country. It is manufactured in the city of Weesp, Holland. Mr. Stevenson, who was in charge of the exhibit, is in charge of all bulk business for companies specializing in ice cream and dairy cocoas and chocolate syrups.

* * *

Emery Thompson brine freezers also were well represented by M. E. Cutler, general manager of the firm; Andrew Thompson, J. H. Mahler and G. E. Fuller. They had on display 40, 80 and 120-quart freezers, featuring the new extra large inlet valve with new type of batch control. Mr. Cutler has done a great deal of engineering and research work and to him a great deal of credit is due for the great improvements that have been made recently in the Emery Thompson freezers.

* * *

At the dairy show this year H. H. Miller Industries Company had considerable new equipment on display. They have added the Skidd line of equipment which, in addition to Mr. Miller's own line, made a very favorable showing. One of



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

the features was the Miller-Kwick 4-roll churn. Other pieces of equipment on exhibit were the 250-16,000 pound per hour cooler, vats, ice cream freezers, centrifugal milk pumps, 1 inch to 2 1/2 inch size bottle fillers, etc. A new 10,000 pound pre-heater is another new addition to the Miller line. H. H. Miller, M. E. Miller, L. S. Allen and W. H. Thompson, Chas. Skidd and Edward Thompson were in attendance.

* * *

Keinner-Williams Stamping Company of Richmond, N. Y., were showing milk coolers, ice cream cans, gauge pumps, hand serving pails, etc. H. A. Keiner, H. E. Keiner, W. W. McEwen, D. H. Gundrum, J. C. Smith, J. Smyth and C. B. Richter were in charge of the booth.

* * *

The Commercial Truck Company, Philadelphia, exhibited a new milk truck, embodying many new exclusive features and a motor wheel unit. The truck attracted much attention and universally favorable comments were passed upon the ingenious design which permitted remarkable ease of operation from the side of the truck, thus obtaining unprecedented speed in delivery on the route. E. J. Hancock and C. W. Peck were at the show all week, in charge of the exhibit, and R. K. Merrick, sales manager, was present three days.

* * *

The National Homogenizer Corporation exhibited for the first time the new national homogenizer, incorporating new Schroeder patents. The machine exhibited was 100 gallon capacity, finished in nickel and white enamel. Its main feature, aside from the particularly sturdy construction, was the elimination of eccentrics and the revolving stepped homogenizing head for which the manufacturer claims three distinct phases of efficiency. A very large amount of interest was displayed by the trade generally and a large attendance of prospects was recorded.

The exhibit was in charge of F. D. Courtenay, general manager, with the following assistants: P. M. Travis, C. H. Sicard, H. H. Scott, S. B. Macafee and O. H. Bean. W. L. Scarritt, chief engineer of the company, was also in attendance.

* * *

The John W. Ladd Company had on display at the national dairy show in Syracuse the new Blue Line bottled can washer, Models Standard "24" and Junior "24". The Rogers Junior and Standard brick makers were shown with the new automatic valve. Several sizes of viscolizers were on display in the Ladd booth.

At the ice cream show in Cleveland the Ladd organization again displayed the viscolizers and Rogers brick makers.

* * *

The Everhot Manufacturing Company of Maywood, Ill. experienced their biggest week, according to J. H. Payton who was in charge of their exhibit in the State institution building. Mr. Payton had little time to explain the use of the "Everhot Branding Iron" for a great deal of his time was occupied in taking orders for the machine. It fills a long felt want in the dairy and ice cream business, for it provides a method for permanently marking milk crates, ice cream tubs, cabinets and provides a prominent numbering system, he says.

* * *

In booths Nos. 63 and 64, building No. 3, we found E. Heile, representing the Walker Vehicle Co., Chicago, exhibiting the "Walker Special Model '22'", one ton milk delivery chassis. There was a comprehensive display of photographs of Walker electric trucks, in the service of national prominent users and a full sized model of a standard Walker rear axle, showing the well-known Walker balance drive in actual operation.

(Continued on page 140)

HOPWOOD RETINNING CO., INC.

Main Office
56 Commercial Street
BROOKLYN, N. Y.

Factories
52 to 64 Commercial Street
15 to 41 CLAY ST.

THE FOUNTAIN OF YOUTH
WHERE OLD MILK CANS AND ICE CREAM CANS ARE
MADE NEW



SHIP YOUR CANS TO US FOR RETINNING.

High Quality and Quick Service at the Right Price

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

LOOKIN' ON AT THE NATIONAL EXPOSITION.

(Continued from page 132)

B. B. Scott is one of the most loyal exhibitors behind the exposition. This Yankee gentleman's product, Scott's coffee extract, is to be seen wherever The Association of Ice Cream Supplymen decides to visit. His booth attracted many visitors at Cleveland.

The Kemper-Thomas Company of Cincinnati, Ohio, manufacturers of The Barker Patent Waterproof outdoor signs; the Everbright "Nicolene" indoor signs, and cloth caps and novelties, exhibited their products. The company is now supplying some of the largest ice cream manufacturing companies in the United States, officials say.

C. H. Kratz, C. H. Weier of Cincinnati and George Arnold of Cleveland, represented the company.

Cedar wood ice cream packing tubs and cedar wood ice cream packing pails are manufactured by the Richmond Cedar Works of Richmond, Virginia, who were represented at the national convention, in Cleveland, by John S. Parrish, J. Sheperd Parrish, H. Carlton Parrish, Kirk Parrish, Marshall Miller and George A. Mortland.

The Cone Company of America, Long Island City, N. Y., and Chicago, Ill., was represented at the convention by Vice-President J. R. Wells, H. H. Northrup, New York; H. Lapat, manager of the Chicago office, and O. W. Johnson of Chicago.

The company manufactures absolutely guaranteed pure cake ice cream cones, it is claimed.

The Texas Barrel Company, Houston, Texas, exhibited their patent bottom ice cream tubs with three year guarantee. This company manufactures cabinets and tubs of all sizes.

Jacob Noodleman of Houston, Texas, and Miss Kaplan of Cleveland, Ohio, had charge of this booth.

The White Company, Cleveland, Ohio, exhibited illuminated photograph display showing various types of refrigerator bodies and milk tanks mounted on all models of the White chassis. Daily parties were formed and conducted through the White factory.

The company was represented by F. E. Triebner, F. Hayden and E. Bowers, all of Cleveland, Ohio, and all managers of national sales; also by C. O. Sellman, Pittsburgh, Pa.; C. Lamson, New Haven, Conn.; A. Gardner, Baltimore, Md.; O. M. Crotty, Pat. O'Connor and W. Humbert, all of Cleveland, Ohio.

Ice cream cutting machines were exhibited by the New Era Company of Oshkosh, Wisconsin. Persons representing the company were C. A. Carver, P. C. Carver and H. L. Carver.

The John J. Grothe Company, Inc., Woburn, Mass., manufacturers of Zero trucks, was represented by J. N. Gurdy, president; A. B. Mackay, vice-president and general manager; Joseph Robbins, Charles A. Cronin, James A. Smith, James N. Keefe and Alfred Gurdy, all of Woburn, Mass. The Cleveland branch was represented by M. T. Gardner and Mrs. M. T. Gardner. Frank L. Ruzicka represented the St. Louis branch and John Mitchell, Jr., the Canadian branch.

New style two-colored ice cream tub covers were exhibited by the Canvas Products Corporation, Fond du Lac, Wis. P. C. Goodrick, secretary, represented the company.

Among the new advertising features of the convention was The Ice Cream Kid manufactured by Harry H. Heming, Milwaukee, Wisconsin. "The Kid" is a regular American boy who sat licking an ice cream cone in true boy fashion, and his changing expressions as he would rub his stomach, nod and wink at those about him, attested that he believed ice cream a food which should be used in liberal quantities. "The Kid" was accompanied by C. B. McKeown of Wilkingsburg, Pennsylvania.

The exhibition of the Cleveland Fruit Juice Co. of Cleveland, Ohio, was in charge of C. H. Duncan, A. A. Campbell, H. G. Hunson, R. W. Varnum, H. C. Brown, H. H. Driggs, W. H. Snider, A. W. Carvel, H. P. Merritt, Arne Vick, B. L. Welsh, W. B. Bagnell, C. N. Beecher, G. Birkholz, F. C. Herrick, S. C. Haviland, H. G. Harris, W. E. Strickland, O. W. Swift, G. W. Thornton, C. E. Ward, W. S. Welsh.

Frank A. Haines, J. Will Carpenter, Harry Cohn, G. Pelkington and Ira S. Brightman are distributors of Medale Milk Powder, Good-Morning Branch Crushed Fruit, Good-Morning Gelatine Adwater, anti-germ salts, deodorants, disinfectants, etc.

Kleen Products Company, Inc., North Wales, Pa., exhibited their products, among which were spoons for Seal and Dixie Containers. Henry L. Hartman, secretary-treasurer, and Richard Whittall, district sales manager, were in charge of the booth.

The Palm Fechteler & Company of New York City, displayed many artistic decalcomania window signs for ice cream manufacturers for use on dealer's windows. The firm of Palm Fechteler & Company is a pioneer in the decalcomania field, and all lettering on U. S. mail wagons and American Express Company wagons are their products, they claim.

Jas. A. Ferguson, sales manager, 67 Fifth Avenue, New York City, and W. H. Chubb, with headquarters in Cleveland, Ohio, represented the company.

Ryan E. Timberman, Inc., Wilkes Barre, Pa., featured complete newspaper advertising campaigns for the ice cream trade and dairy interests. Beautiful four color window streams featuring the "taste appeal" with natural color fruit were also displayed in their booth.

L. A. Babcock of Cattaraugus, New York, and J. E. Ca, of Erie, Pa., distributors, displayed some of their products in their booth at the convention. Among them were ice cream batch mixers, triangular packing cans for package ice cream, United States freezers, ice pails, etc.

The Cincinnati Extract Works of Cincinnati, Ohio, displayed cold packed fruits, glace fruits, whole and broken maraschino cherries, extracts and colors. Customers from Maine to California visited their booth, some of them having been customers of theirs for the past twenty years, they claim.

Emil I. Mayer, organizer of the company in 1902, was in charge of the display daily. With him was A. J. Lewis of Cleveland, Ohio, and C. P. Guinivan of Buffalo, New York.

The Individual Drinking Cup Co., Easton, Pa., was represented by C. F. Dawson, J. V. Cuskey and M. E. Morris.

Souvenir desk reminder and perpetual calendar was given to every ice cream maker by the Fouts & Jenks Company, Jackson, Michigan, exhibitors of flavors and flavor concentrates for ice cream.

R. A. Austin, C. R. Foster and C. H. Redding, vice-president and sales manager, represented the company.

The Foxboro Company, Inc., Foxboro, Mass., displayed a temperature controller in operation. The company was represented by A. E. Bates and L. D. Brainard, 508 Leavelle Building, Cleveland, Ohio.

The alert representatives of the Star Extract Company, New York City, attracted much attention to their display of Scotch Bob, "the new butterscotch ice cream." Vanilla, chocolate intensifier, custards, and other flavors were pleasingly displayed. The representatives of the company were Carl Katzenstein, John T. Shanahan, J. Harry Bender, E. Weden and Edwin Hexter.

Waldman Bros., 9 No. Moore St., New York City, exhibited imported novelties, noise makers, and skull caps for carnivals and trade excursions. This company is the maker of the famous shooting gliders.

The Liquid Carbonic Co., Chicago, Illinois, manufacturers of ice cream supplies, was represented by C. J. Palmer, sales manager; Dr. George Lloyd, chief chemist; W. W. MacGowan, R. J. Reinhart, Wm. MacMillan, C. B. Palmer, W. B. Sutcliffe, land, E. A. Patten, F. W. Bettes and E. D. Coppe.

Lucious fruits for use in the manufacture of delicious ice cream was displayed by the Schuster Company, 4th and Huron Rd., Cleveland, Ohio. Representatives of the company were R. H. Clower, Norfolk, Va.; A. E. Stettin, Cleveland, Ohio; C. E. Schuster, Cleveland, Ohio; E. W. Lett, Erie, Pa.; John Noble, Cincinnati, Ohio; R. G. L.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Take a tip,
try from
Zipp!

HIGHEST
QUALITY
for
18 YEARS

ZIPP'S

VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—Special Flavors—Colors and Fruits in bulk. Delicious Cold Process Strawberries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.

... Dallas, Texas; Neal D. Sutton and M. N. Jackson, ...
... Retinning Company, Inc., 56 Commercial St., Brook-
... N. Y. John A. Hopwood, president, represented his
... any.

* * *

... dusty milk and ice cream cans, and those that had been
... and now looked like new, were displayed by the Hop-
... Retinning Company, Inc., 56 Commercial St., Brook-
... N. Y. John A. Hopwood, president, represented his
... any.

* * *

... fruits and extracts, and nut meats used in the manufac-
... of ice cream was displayed by the Wm. Edwards Com-
... of Cleveland, Ohio. Edward H. Bisantz represented
... company.

* * *

... E. Perkins, Boston, Mass., and T. O. Miller, Chicago,
... presented the J. O. Whitten Company, Winchester, Mass.,
... exhibit of gelatines.

* * *

... complete line of ice cream cabinets was displayed by
... Grand Rapids Cabinet Co., Grand Rapids, Mich. New
... included a combination cork and granulated cork in-
... lition with an Armco iron liner, bedded in asphaltum,
... ved with wood. The new brine and ice cabinet manufac-
... tured by this company attracted extensive attention. The
... cabinet is so constructed that it uses about one-third salt
... ice and two-thirds ice, and, according to officials, prove a
... saving in ice and salt at no additional cost to the manu-
... rer.

... Most of the sales force was in attendance, including
... Fritz, Edward Fritz, Frank Lohr, Harold A. Hawn,
... Grand Rapids, H. A. Merrow, Boston, and A. C. Black,
... Indianapolis.

* * *

... exhibition of the United States Gelatine Company of
... Milwaukee, Wisconsin, was in charge of Carleton Bates, with
... following in attendance: W. C. Valentine, Chicago; C. J.
... Cincinnati; F. W. Baker, New York; H. E.
... andt, Indianapolis; H. P. Johnson, Milwaukee, and R. P.
... Detroit.

William F. Baird Company, 401 Chamber of Commerce,
Boston, manufacturer of refrigerator automobile bodies, was
represented at the convention by F. M. Baird, A. E. Brookes,
A. W. Miller and J. F. Leopold.

* * *

L. W. Von Losberg, Tony Reif, C. E. Barbour and Teddy
Wolff represented the Joe Lowe Co., Inc., Bush Terminal,
New York. Among other things this company was showing
egg powder for use in the manufacture of ice cream.

* * *

Glass lined vertical coil batch mixer and pasteurizer,
Universal homogenizers, belt and motor driven pumps were
exhibited by the Jensen Creamery Machinery Co., Oakland,
Calif., and Bloomfield, N. J.

Representatives attending the convention were F. G.
Connel, Jr., treasurer and general manager; W. D. McCand-
less, F. A. Lowery, J. E. Addison, Wm. Britton and L. C.
Ott, special homogenizer representative.

* * *

The Crown Fruit & Extract Co., Inc., New York City, was
represented at the exposition by P. N. Miller, Jr., N. S. Bis-
sell, Max Reese and C. W. Russ.

* * *

That edible gelatine enhances the food value of ice
cream to a remarkable extent was shown by the experimental
data on display by the Edible Gelatine Manufacturers of
America. A full report of the investigation of the food value
of gelatine conducted at Mellon Institute of Industrial Re-
search, Pittsburgh, as well as results of co-operative work
with Pittsburgh hospitals were given through complete
growth curves of experimental animals. Curves showing
the recovery of sickly infant when one per cent of gelatine
was added to their milk foods were especially striking. A
chart of "Uses of Edible Gelatine" showed the extensive em-
ployment of gelatine in many food industries.

Dr. Thomas B. Downey of Mellon Institute was in charge
of the exhibition at the convention, thus offering an oppor-
tunity to obtain reliable information regarding edible gela-
tine.

Company members of the Edible Gelatine Manufacturers
of America are: Crystal Gelatine Co., Essex Gelatine Co.,
Kind & Knox Gelatine Co., Milligan & Higgins Gelatine Co.,

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Swift & Co., United Chemical & Organic Products Co., United States Gelatine Co., and J. O. Whitten Co.

Milligan & Higgins Co., 222 Front Street, New York City, manufacturers of edible gelatine, had an interesting exhibit at the convention. The company was represented by Frank L. Carroll, 19 So. La Salle St., Chicago; Chas. Blake, A. W. Johnson and H. T. Hall of 222 Front St., New York City.

The Gaulin homogenizer exhibited at the convention, manufactured by the Manton Gaulin Mfg. Co., Inc., 11 Elkins St., Boston, is efficient, sturdy and durable, according to J. M. Colony, representative of the company. Mr. Colony claims that Gaulins have no equal in length of service; many of the original installations are still in daily use.

The representatives of the Consolidated Wafer Co., Chicago, claim they received innumerable compliments on the beauty and excellent eating qualities of Cremo cake cones, together with their high class packing and shipping containers. The Consolidated Wafer Company is one of the largest cone manufacturing companies in the world.

Representatives of the company attending the convention were R. G. Hansen, John W. Erb, E. L. Maier, Harry Schwartz and Max Goldberg, vice-president.

Sealright Co., Inc., Fulton, New York, exhibited Sealright packages in various sizes. Dr. Wilbur L. Wright, president, was in charge of the company's booth. Other attendants were: E. W. Skinner, vice-president and general manager, John L. Dolphin, Wm. S. Lee, Sam A. Landau, E. R. Johnson, Geo. Geddis and Harold Howe.

Dry Zero Insulation Co., Chicago, exhibited three Dry Zero cabinets, showing two in operation. They also advertised Dry Zero iceless shipping containers and Dry Zero insulation. Representatives from all over the country attended the convention, among them: J. H. Hunt, W. J. Hunt, A. P. Hawkins, M. M. Rosenberg, Jas. D. Baker, Geo. W. Wood, D. F. Belden, Harold Hitchcock and Alex. Davis.

Paterson Parchment Co., Passaic, N. J., was represented by Geo. C. Mayer, A. T. Pratt, Jos. X. Gubbins, John Andrews, M. R. Repine, H. C. Mather, J. A. Newman and A. H. Verrinder.

C. Mortensen represented the Standard Milk Machinery Company of Louisville, Ky. He is president of the Dixie Flyers and popular in the South.

The Central Ohio Supply Company exhibited products manufactured by the Stout Mfg. Co. of Milwaukee. Gelatines and washing powders were also displayed. Attendants in this booth were V. V. Nelson, E. H. Bayar, Carl Zimmerman, D. E. Davidson, E. H. Paine and F. M. Clark.

The Commercial Truck Co., Philadelphia, exhibited a cut-away motor wheel unit showing the direct unit drive embodied in all Commercial trucks. A three and one-half ton truck which had been in use for five seasons created much interest, as the condition of the truck would not indicate that it had seen very much service.

The exhibit was in charge of Messrs. Hancock and Peck, factory representatives.

John Wood Mfg. Co., Conshohocken, Pa., exhibited electric weld ice cream cans. A. T. Sponar, Frank Sutcliffe, president, J. L. Jenners, Wm. Taylor and R. W. Simpson represented the company.

David Michael & Co., Philadelphia, displayed Mexican vanilla powder, a product that has made vanilla the favorite ice cream of the multitude, is claimed by the representatives of the company: David Michael, Howard Silcox, Walter Roskam, Eli Rosenbaum, R. Van Dusen and Robert Rosenbaum.

Chas. A. Beall, J. W. Mulligan and H. J. Tomb represented the Rex Extract Co. of Brooklyn, N. Y.

Elyria Enameled Products Co., Elyria, O., gave an interesting display of their glass lined equipment. P. J. Cochran was in charge of the exhibit with the following attend-

ants: D. B. Etters, J. E. Simpson, F. B. Morris, M. B. nington, T. F. Braman, D. W. Greene, J. T. Emmon and S. Calvert, president.

A. J. Miller and O. C. Miller represented the Sani Tinning Co. of Cleveland, O. The company specializes retinning rusted and worn ice cream cans.

Swift & Co., Chicago gelatine manufacturers, were represented by F. W. Mehlihop, manager, M. Strenetz, Kemp and F. Rose.

The Lipman Company, Beloit, Wis., for many years manufacturers of full automatic refrigerating machines for fountains, have now developed a combination cabinet especially for the ice cream trade. The cabinet is insulated pure cork board and designed particularly for use with Lipman full automatic refrigerating machine in such manner that the cabinet and machine are a single unit. This machine was displayed at the convention in Cleveland by R. Morash, J. L. Shrode and C. E. L. Lipman.

The W. C. Ritchie & Co., 831 W. Van Buren St., Chicago, exhibited Napacans and Napaspirals, containers for products. F. F. Harrison and G. W. Drummond represented the company.

The Pfaudler Company, Rochester, N. Y., gave an exhibit of its products which proved interesting to every ice cream manufacturer. The representatives of the company attending the convention are as follows: W. D. Phetepiece, president; R. B. Kilmer, general sales manager; J. E. Collier, assistant general sales manager; E. D. Bennett, sales manager Chicago branch; H. S. Tvedt, eastern representative; G. E. Gray, central states representative; G. M. Scott, western representative; J. G. Moore, southern representative; W. H. Klee, eastern representative; and J. C. Douglas, eastern representative.

Keiner Williams Stamping Company, 8747-73 123d Richmond Hill, N. Y., exhibited its ice cream and milk cans. Representatives were H. A. Keiner, H. C. Keiner, D. H. Keiner, drum and W. W. McEwen.

A pretty fountain with pure vanilla as a spray was an attraction at the booth of the Corizzo Extract Company, West 20th St., New York City. Representatives were Oscar Nunes, C. H. Parsons and K. S. Nauert.

Gowing-Dietrich Co., Inc., Syracuse, Buffalo and New York City, exclusive distributors of the Manton-Gaulin homogenizers in New York after January 1, 1924, exhibited a 400 gallon belt driven homogenizer at their booth at the national convention in Cleveland. The company was represented by D. H. Dowing, Jr., E. K. Barine and L. S. Wheeler.

Cork Importing Corporation, Buffalo, N. Y., exhibited insulating material which has been on the market for the thirty years. J. H. Stone, who has been identified with the industry since its beginning is now general sales manager of the above corporation. Non-Plus-Ultra Novoid corkboard (100 per cent pure compressed) is a fine grained material particularly adopted to the manufacture of ice cream machines and truck bodies, according to officials. The American consumption of corkboard produced by this company is approximately 150,000,000 board feet per annum.

The Weibatch Liquid Scale Co., Inc., of Grand Rapids, Mich., exhibited two liquid weighing machines. Vice-president A. E. Clarke and Salesmanager R. A. Chappell emphasized the advantage of weighing the batch instead of measuring it. To back their statements, copies of testimonials were distributed, written by users of their product. Practically all cases the letters state that the machines are for themselves in from four to six weeks' time, and used the machines have increased their business.

The Ohio Galvanizing & Mfg. Co., Niles, O., was represented by A. P. Daugherty, W. R. Robinson and B. L. Lor at the national ice cream convention. The above company manufactures ice cans, can baskets, distributing trays and packing cans, under the commercial name "Ohio Special."

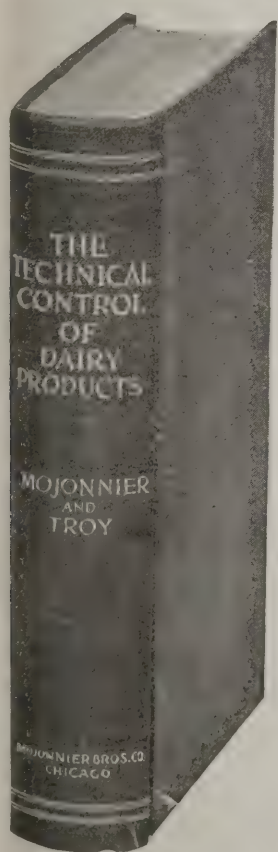
J. W. Hussey, W. M. Gribbin and L. D. Ault, Jr., represented the Davis Cooperage Co., Martinsville, Ind. The

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



STANDARD
VANILLA
 AND
BLENDS

G.R. RYAN MANUFACTURING CO. INC.
 VANILLAS and BLENDS
EXCLUSIVELY
 Rochester, N.Y.



— An Encyclopedia on Dairy Products Manufacturing

Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

You Need This Book

It would take four magazine

pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

GET YOUR COPY NOW

and benefit from the information gained during the next rush season. Sent postpaid anywhere on receipt of \$10.25.

The Olsen Publishing Company

5th and Cherry Sts.

Milwaukee, Wis.

pany manufactures ice cream tubs, pails, cabinets and cabinets for mechanical refrigeration.

On the main floor of the Cleveland exhibit the Daigger Corporation, 54 W. Kinzie St., Chicago, exhibited Washburn's improver, Washburn's vanilla concentrate, Washburn's chocolate concentrate, and survivors.

* * *

A complete line of advertising signs for the ice cream industry was displayed by the Beacon Mfg. & Sales Co., Inc., Freeport, New York. Charles H. Lush and George Darenberg represented the company.

* * *

James F. Drew, 382 Pearl St., New York City, exhibited imported egg yolk in original packages, as well as imported gelatines and vanilla beans. Mr. Drew is a veteran exhibitor. He is widely known and loved in the industry.

* * *

The National Homogenizer Corporation, Utica, N. Y., exhibited the homogenizer with the rotating head which is built at Frankfort, N. Y., under the Schroeder patent rotating head. Four distinct homogenizations of the product take place while passing through this machine. The original type of Schroeder homogenizer has been in active use in Europe for many years and hundreds of them are in successful operation abroad, they say. Representatives who attended the exposition were W. T. Scarrett, M. E., engineer in charge of production, Frankfort; F. D. Courtenay, general manager, Utica; and P. M. Travis, B. Sc., chemist in charge of development work, 47 West 34th St., New York City.

* * *

The Ella brand flavors were displayed by the Citrus Products Co., 54 East Kinzie St., Chicago, Ill. Representatives attending the convention were President Eric Scudder, Treasurer P. S. Mann, C. H. Athelpohl, manager of the ice cream department, and J. W. Sheridan, salesman.

* * *

A display of many dairy and ice cream plants located in different parts of the country was featured at the dairy show by The McCormick Co., Pittsburgh. The variety of the plants and the appearance of them met with considerable favor among visitors, we were told. The exhibitor was in charge of Eilliam D. McCormick and his assistant, J. K. Anderson.

(To be continued in next issue)

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - - WISCONSIN

NOTES ON NATIONAL DAIRY EXPOSITION.

(Continued from page 134)

Wyandotte was there as usual, occupying a big space with a big crowd of folks around it all the time. Those attending from the J. B. Ford Company were J. J. Hart, C. B. Robinson, Thos. Blair, D. B. Dozier, V. R. Jones, Wyandotte, Mich., F. H. McCawley of New York City, J. Lapointe of Albany, C. B. Learo and F. E. Vakes of Syracuse, John W. McDonald of Oswego, J. D. Gibby of Rochester, H. H. McCallahan, manager of the Buffalo office, A. Tetreault of Montreal, Canada, C. I. Fairbanks of Boston, C. Van Gilder of Allentown, Pa., Wm. Dodshall, Jr., Scranton, Pa., and J. Rhuby of Detroit, Mich.

* * *

Our neighbor on the left, the Armstrong Cork Company had on exhibit their Armstrong "Circle A" cork brick, pareil corkboard brine covering, steam pipe covering, pressure block, insulating brick, linoleum floor covering for office use and it was evident that the visitors to the dairy show were deeply interested in the Armstrong products. This company was represented by R. H. Evans of Pittsburgh, H. B. Gates from the Pittsburgh office, Hugh J. Krampe, Rochester, Mr. Shive of Rochester, Mr. Pendleton of Schenectady. Mr. Krampe was obliged to leave for his home after the first few days of the show, having suffered an attack of tonsillitis.

* * *

The Sealright Company, as has been their usual custom, has brought another piece of equipment for the dairy and ice cream industry. This year the main feature of the exhibit was a little machine that is used for slicing the Sealright container into equal portions. This machine slices a quart container into eight pieces, revolving the cylindrical carton and cutting the paper evenly all around. All a retaining the housewife has to do then is to slice the cream with an ordinary table knife and the cream comes out of the ring in first class condition. Sealright also had on exhibit for the first time paper milk bottles and had a working demonstration of the filling and capping machine, filling and capping the paper bottles. They are said to work very satisfactory in the filling and capping machines that are now on the market.

The Sealright Company had a fleet of cars at the exposition ready to take delegates to their factory at Fulton, 24 miles away, to show how the Sealright caps and paper containers are made. Dr. Wright told us that some of the milk dealers went there and actually saw the caps that they had ordered, made and printed. Among other things, they exhibited at the Sealright booth were the one-gallon cans and packing trays; two and one-half gallon ice cream cans for bulk use; Sealright ice cream slicing machines; one-quarter pint individual containers; Sealright filling machines; Sealright bottle caps and the paper milk bottles. Those in attendance were John Dophin, San Landau, W. Lee, R. R. White, J. Good Conley, E. R. Johnson, R. D. Edwards, George Geddis and Geo. Vogt. Dr. Wilbur Wright, president of the company, and E. W. Skinner, vice president, were in charge.

* * *

The exhibit of The Foxboro Co., Inc., consisted of indicating and recording gauges and thermometers particularly suitable for the dairy industry. Of particular interest was the Foxboro temperature recorder-controller, which was in actual operation. This instrument will not only control the temperature of such operations as pasteurizing and holding, but will also furnish a record of the temperatures maintained.

The following men were in attendance: F. G. Hart, The Foxboro Co., Inc., 49 Federal St., Boston, 9, Mass.; C. Schwarz, The Foxboro Co., Inc., 921 Granite Bldg., Rochester, N. Y.; H. E. Bundy, The Foxboro Co., Inc., Box 2, Albany, N. Y.; P. S. Bolton, The Foxboro Co., Inc., 50 Church St., New York City.

* * *

From far away California came samples of powdered milk, casein, milk sugar, milk fat and other dairy products of which we hear little about, made by the Golden State Sales Corporation, formerly the California Central Creameries.

C. E. Gray, B. H. Rawl, F. E. Buck and O. Wyman of California represented the company at the dairy show. They were present also A. E. Paulsen, F. J. Widenhorn and C. Burckhalter of New York and C. E. Buell from Boston.

* * *

The Menasha Printing & Carton Company of Menasha, Wis., had a beautiful booth decorated with Menasha cartons and supplies that have been prepared for ice cream and creamery companies in practically every state of the Union. Gray D. Holdom, sales manager of the company, was in

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

of the booth and was assisted by Elmer Mack of the
and office, W. L. Milberry and W. E. Larkin of the
New York City, New England, Philadelphia and Washington
and O. J. Wilson from New York state, Pennsyl-
and Virginia territory.

* * *

L. Baylor of the James Leffel & Company of Spring-
field, O., had a hard time of it trying to explain to the boys
he didn't put the boiler that he had on exhibit to work
up the building during the first cold days of the
Mr. Baylor had on exhibit a small Leffel Scotch
boiler, one that has been used in a great many small
Mr. Baylor's boiler is also made in larger sizes and
by many of the large ice cream and milk companies
butter manufacturers of the country. The James Leffel
Company was also represented by J. Ross Lebold.

* * *

The Mojonnier Bros. Co., had the usual interesting ex-
hibit at the show. In charge was Timothy Mojonnier and
Moon of Chicago, Paul C. Mojonnier of St. Louis,
Hixon, formerly of San Francisco office and now of
New York City, and J. A. Cross of Columbus, Ohio, Herbert
was also in attendance.

The equipment on exhibit was the Mojonnier culture
tiller for continual propagation and control of pure
cultures for butter, buttermilk and cheese.—Mojon-
nier immersed butter print scale; Mojonnier rubber
poured composite sample bottle; chemical and bacteri-
al supplies for the dairy laboratory, Mojonnier vacuum
drying equipment; Mojonnier ice cream packing ma-
chine Mojonnier milk tester for fats and solids—Mojonnier
ice cream overrun tester; Mojonnier vacuum pan; Big book—
"Chemical Control of Dairy Products" by Mojonnier and

The feature of the Mojonnier exhibit was the new model
ice cream packing machine, with a capacity of fifteen bricks
package sundaes per minute. This machine operates
the same principal as the larger machine and requires
one man to operate it instead of two. The larger ma-
chine has a capacity of 1800 bricks or 3600 package sundaes
per hour.

* * *

Svenir hunters used to stop at The Olsen Publishing
Company's booth, which was at the entrance of the Manufac-
ture Exposition Building leading from Building No. 3,
ask for the name of the donor of the thermometers.
were wondering for a number of days what they were
about until we learned that they were being put out
by C. Doering & Company of Chicago. Mr. Doering was
in as a souvenir, a little thermometer registering with
greater accuracy the physical and mental condition of
each person. C. Doering & Son had on exhibit their cottage
cheese machine and their new and improved butter print
machine in use by a great many plants in America. A list
of users of the Doering butter print machine would in-
clude many of the most prominent concerns in the dairy
industry.

Mr. Doering also had on display the Hoffman no-glare
motor automobiles, of which he is patentee. This light
shined under the fender and throws the rays forward on
the road instead of upward into the eyes of oncoming drivers.

* * *

Those who did not call at the booth of Oakes & Burger
of Cattaraugus, N. Y., and get their souvenir, consisting
of an excellent leather cigarette case and some good up-to-
date information on modern dairy plant equipment, have
missed something that is really worth while. Oakes &
Burger Co. are very well known in the East, having been
in business for more than 50 years. They handle a complete
line of equipment for milk plants, creameries, ice cream fac-
tories, cheese factories, condensaries, milk and casein plants
and are themselves engaged in the manufacture of a great
part of this equipment. They are representing the Bosse-
lor Corporation of Harrison, N. J., manufacturers of re-
frigerating equipment. Those in attendance at the Oakes &
Burger exhibit were the following: L. A. Babcock, presi-
dent; I. C. Oakes, secretary; Alexander Burger, treasurer;
E. Sweetland, John Case, Wm. Bean, Eber L. Russell,
sales force; C. E. Briggs, shop superintendent;
J. Cunningham, Chas. Carlson and John Armstrong, shop
men.

* * *

Over in one corner of the A. H. Barber-Goodhue Co., we
saw a little crowd of men and the nosy reporter had to
elaborate to see what it was all about. We found in the
middle of the group, one of the late electrolytic cells, manu-
factured by the Electro Chemical Co. of Dayton, O., going

full blast. This is a very simple piece of equipment which
cuts the cost of sterilizing solution 95 per cent.

The Electro Chemical Co.'s outfit is very simple, sani-
tary and easily installed, and ice cream makers, milk deal-
ers and creamerymen expressed their entire approval of it.

* * *

The Anheuser-Busch, Inc., of St. Louis, exhibited the
47th A. B. C. refrigerator body sold to Burdan Brothers of
Pottstown, Pa. This was a two-ton size mounted on a 2½-
ton machine chassis. The exhibit was in charge of O. E.
Shaw and A. M. Minnick.

Trade Literature

The Canadian Dairy and Ice Cream Journal made its
initial appearance the latter part of September. It is pub-
lished at Toronto, Canada. An editorial outline of policy on
the front cover of Volume 1, Number 1, says it will be the
mission of this publication to serve the dairy plants in all
parts of Canada. The first issue contains thirty-four pages
and cover.

* * *

A book recently to reach the editorial department of The
Ice Cream Review is entitled "Ices and Soda Fountain
Drinks." P. Mitchell is the author and it is published
by McLaren & Sons, Ltd., 30, Shoe Lane, London, E. C. It
was sent to The Ice Cream Review with the compliments of
A. Pompa, editor of The Ice Cream and Soda Fountain Jour-
nal, London.

The book deals successively with "Ices and Sundaes,"
Section 1; "Wholesale Ice Cream," Section 2; "Bacteria and
History," Section 3; "The Soda Fountain," Section 4, and
"Phosphates, Bitters and Egg Drinks, etc.," Section 5.

A number of formulas are given in Section 1, most of
them along the sundae idea made popular in America. Brick
ice cream also is described.

Under the caption "Wholesale Ice Cream," the author
discussed methods of manufacturing the product in America.
In covering the history of ice cream, the writer the first men-
tion of the product in Great Britain is in connection with
Charles I, who gave his Italian chef, Demirre, a pension of
20 pounds per annum to keep to himself the secret of the
"frozen eggs" he made for the royal table. This was about
1640, it seems. He then sketches the progress of the indus-
try in Britain from the time that Agestine Gatti opened the
first ice cream parlor, until the present, showing how the
greatest obstacle to the development of the industry in Eng-
land is, the prejudice against ice cream caused by disrepu-
table vendors handling the product. He discusses the history
of the industry in America.

* * *

A new booklet on the Anderson Eskimo pie machine re-
cently was released from the press by the Anderson Bros.
Manufacturing Co., Rockford, Ill. It describes in a very in-
teresting and informative way the uses of this machine.
Officials say their literature is meeting with much favor
among manufacturers. Many inquiries are being received
regarding the Eskimo pie machine, we are told.



BACK TO ALABAMA

This one was told before a group of delegates at the
Cleveland exposition by Charles E. Landreth, president
of the North Carolina association:

"A negro in the trenches in France," said Mr. Land-
reth, in his rich Southern drawl, "heard a shell scream
overhead. He turned to a companion and said, 'Nigger,
didjer know shells eud tawlk?' 'How eum, nigger?'
asked the companion. 'Cauz dat un what jes' passed
wuz sayin', 'I'se goin' ba-a-a-ck ter Ala-a-a-BAM!'"



NEED ANY HELP?

If you want help for your factory, the quickest and
cheapest way to locate same is through The Ice Cream
Review Want Department.

ICE CREAM OFFICIALS WANT TO MEET EVERY TEXAS MANUFACTURER AT GALVESTON NOVEMBER 26-27-28.

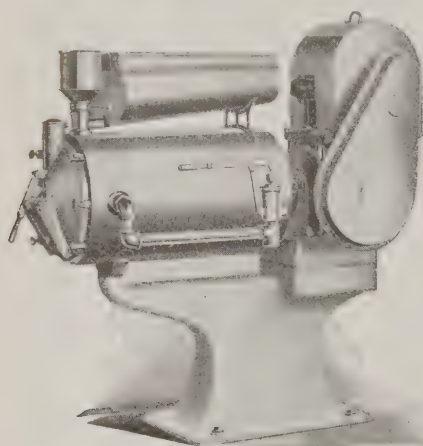
NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

NEW 60-QUART FREEZER SAID TO FILL A BIG NEED.

There has been a strong demand from ice cream makers for a freezer that would have a capacity greater than the standard 40 quart freezer and less than that of the giant 100 quart freezer. To take care of this demand, therefore, The Creamery Package Mfg. Company is building a 60 quart Ft. Atkinson Horizontal Brine Freezer.

In spite of its increased capacity the new freezer occupies practically the same floor space as the 40 quart size.



And it has all the features which made the 40 quart and 100 quart Ft. Atkinson Freezers so popular.

The dasher and scraper blades are made entirely of bronze and are heavily tinned. Owing to their design, the mix is thoroughly agitated and beaten, resulting in a product of well controlled swell and one that possesses unusual velvetiness and body. The brine coil is constructed of one piece seam-

less copper rolled in form of helicoid coil, fitting absolutely tight and will withstand great pressure. Heavy insulation prevents the loss of temperature.

The outside cylinder jacket is heavy nickel plated copper and the inner cylinder is seamless nickel silver tubing. Heavy spiral gears running in oil are provided. All bearings are interchangeable and are made of genuine government bronze.

The base may be furnished in white vitrified porcelain enamel or aluminum bronze as desired. They may be equipped with either tight or loose pulley drive or direct silent chain motor drive.

* * *

NEW STOCK ISSUE FOR CALIFORNIA COMPANY.

A stock issue of 40,000 shares of preferred and 60,000 shares of common has been decided upon by the directors of the California Crushed Fruit Company to meet the demand for increased capitalization imposed by the tremendous volume of business which has poured in within the last year. This issue will be disposed of at \$10.00 a share of preferred with a bonus of one share of common stock for every two of preferred. This new issue is being absorbed largely by the citrus growers of California who are eager to invest in the company which they regard as one of the strongest assets of the citrus fruit industry. The record for speedy and widespread distribution of fruit juices made by the company has aided the growers materially in marketing their product. The fame of the California Crushed Fruit Company is not limited to the United States and Canada. During the past year, the fruit juices have been sent to distant parts of the world. The business of the company is constantly being increased by orders that pour in to the makers of Suncrush Orange and Suncrush Lemon from the Orient, Bolivia, Java, Holland, Italy, the Dutch East Indies and various other countries which have made a favorite of the Suncrush products. The California Crushed Fruit Company can boast of having aroused interest in its increased capitalization in every section of the world. The value of sharing in the new stock issue is realized by those who are being called on every day for the Suncrush Orange and Suncrush Lemon. This is evidenced by the attention that is being given to the issue by the retail trade—the

dispensers of Suncrush products. The popular fruit juices are well known throughout the trade and the opportunities afforded investors in the company are widely recognized. Editor The Ice Cream Review:

* * *

EDITOR THE ICE CREAM REVIEW TAKES ISSUE WITH DR. TOLMAN ON GELATINE.

I have just read Dr. Tolman's article, "Development of Edible Gelatine," which appears in the extra issue of The Ice Cream Review, (dated October 15, 1923,) and since I presume you aim to take every precaution to avoid printing any statement which is likely to mislead your readers, I call your attention to the following paragraph in Dr. Tolman's article (page 140), which I certainly consider misleading and extremely unfair to the importers of pure food gelatine:

"In conclusion I want to say that the work done by the Department of Agriculture in this investigation of the manufacture of edible gelatine, was undoubtedly of the greatest value to the industry, and the establishment of standards of metallic contamination, although in the beginning seemed a hardship to the industry, has actually proved to be a gain and lasting benefit. So that American made edible gelatine as a whole are superior to imported gelatines in freedom from metallic impurities."

In the first place, every parcel of gelatine imported into this country is analyzed and carefully tested in the laboratories of the Bureau of Chemistry, U. S. Department of Agriculture, before it is released for sale on the American market. American made gelatines are not subjected to this severe and continual scrutiny, although they are apt to be picked up and examined by government inspectors now and then at ice cream and candy plants.

Therefore, why does Dr. Tolman surmise that "American made edible gelatines as a whole are superior to imported gelatines in freedom from metallic impurities?" The fact does not uphold his statement in this regard.

Again, when the Bureau of Chemistry began the investigation on gelatine, referred to by Dr. Tolman in his paragraph headed—"Developments in Manufacturing,"—the writer personally co-operated with the Bureau in its work on gelatine, and the very gelatine that I now exploit under the trade mark of Delft, was at that time the only edible gelatine on the American market which conformed in every respect to the drastic standards established by the new law, and practically every gelatine manufacturer in the United States vigorously protested against the ruling that gelatine be made free from sulphur dioxide and other metallic impurities; but Delft, at that time sold on the American market by a domestic gelatine manufacturer who dealt in imported gelatines to some extent,—showed the way, and American gelatine makers were then compelled to revise their manufacturing methods, and meet the standards laid down by the Food and Drugs Act which Dr. Tolman so strongly advocates.

Delft gelatines have always been free from metallic impurities, and, furthermore, are practically the only gelatine on the market today, supplied in quantity lots, with price uniformity, and guaranteed to be entirely free from harmful and liquefying bacteria.

Dr. Tolman's implication that imported edible gelatines are inferior to American gelatines, is unfair and certainly not justified by facts.

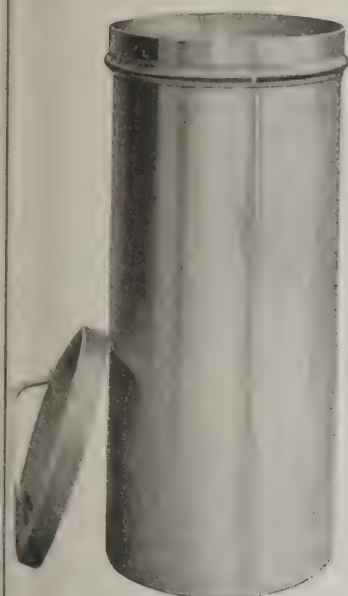
HAROLD A. SINCLAIR
New York

* * *

Thomas J. Stewart, for many years connected with Milligan & Higgins Gelatine Co., New York, has joined C. Nelson Manufacturing Co., well known manufacturer of ice cream cabinets, St. Louis. This connection was effected October 15. Mr. Stewart is president of the Salesmen's Association of The Association of Ice Cream Supplymen.

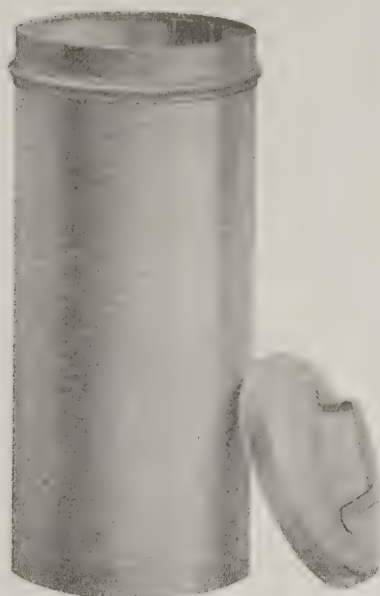
(Continued on page 144)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Soldered Ultra

Which Do You Prefer?



Solderless "Tinokeh"

FOR the first time you can get the facts on soldered and welded, or solderless cans, without bias.

Heretofore, every manufacturer of cans would loudly claim that his can was best—whether a soldered can or a welded can—according to the type he made.

No wonder ice cream men were bewildered—and got a lot of wrong ideas on the merits of these two types.

SOLAR ICE CREAM CANS

We Make Both Soldered and Solderless Cans —
and we can therefore honestly tell the truth about each—we need hold nothing back, nor camouflage.

This season we again offer the good old reliable Soldered Ultra, the can that put more pep in can making than any event in the industry. When the Ultra started, it started a march of improvements—and today the Ultra heads the list—millions in service attest its goodness.

Now for the "TINOKEH." Well—you have seen the other so-called welded cans—but if you want a common sense solderless can—that weighs more—that's stronger—that anyone can re-tin—that has no feather-edge fissures—that does not depend on tin to fill up cracks—then—you must see the "TINOKEH."

Pound for pound our prices are 10% lower! Surely write us!

SOLAR-STURGES MFG. CO.

50 Church Street, New York City

838 Congress Street, Chicago, Ill.

84 Clay Street, San Francisco



Trade Notes

AUTOMATIC ELECTRIC ICE CREAM CABINETS.

The first iceless ice cream cabinet in general usage is being manufactured by the Nizer Corporation, Detroit, a subsidiary of Arctic Ice Cream Co.

The development of this cabinet was started over four years ago to eliminate for the Arctic Ice Cream Co. the serious and burdensome problems of ice and salt handling and packing. In view of the rather extraordinary success which crowned their efforts, it is interesting to know that the same group of men who are back of the Nizer development, were also back of the National Lamp Works, in their development of the Mazda lamp.

G. P. Cowan, vice-president of the Arctic Ice Cream Company reports that installations of the Nizer cabinet which were made in the stores of Arctic dealers almost two years ago, are operating successfully, and have required a minimum of attention.

In fact, the cabinets have turned out so well that at present this company is rapidly equipping its dealers in all the cities in which it has plants. Altogether, approximately 400 machines are in operation. It is estimated that within another six months, their entire distribution system will have been converted to the iceless method.

In addition to making the equipment for the Arctic Ice Cream Co., the Nizer corporation has been filling orders during the past year from many other ice cream manufacturers throughout the United States. At the present writing, more than 120 cities and towns have one or more of these cabinets in operation.

The Telling-Belle Vernon Co. and Baker-Evans Co. are operating over 150 in Cleveland and the surrounding towns. The M-B Ice Cream Co. of Waco and Dallas, Tex., have over three hundred, it is claimed.

Composite records covering the operation of many of the Nizer cabinets for periods up to two years show that it will be possible to show a saving of 10 to 20 cents per gallon in handling and distributing costs, as against the methods which the industry has used to date.

There are several other outstanding advantages claimed for these automatic electric cabinets. The number of employees engaged in handling ice and salt at the plant, in driving trucks and in packing ice cream will be reduced to about one-third, we are told.

It has been customary in the past to figure upon delivering about 50 pounds of ice and salt with every gallon of ice cream. Since the Nizer system eliminates the use of ice and salt in the retail store, it will only be necessary to carry on the trucks about two pounds of ice and salt to keep the ice cream while in transit. So it is estimated that the load capacity of truck equipment can be reduced in the proportion of six to one. Naturally, the heavy type of trucks will be replaced with lighter vehicles and only about one-third the number. This means faster deliveries and the possibility of longer routes.

In the past, one of the greatest objections offered to the introduction of mechanical refrigeration has been that it required attention from the retailer. The Nizer cabinet, however, is a completely enclosed unit, and is absolutely automatic. On the basis of the service records already established, it can be expected that no attention even from the ice cream manufacturer—other than periodic inspection—need be given for long periods.

The many letters of endorsement from retailers who are using the Nizer cabinet, place particular stress upon the fact that they are no longer bothered with wet floors, rotted woodwork, damaged fountains, interruptions to business, salty taste or soft ice cream.

This latter point will bring to mind the question of temperature control. In the Nizer cabinet, temperature regulation is taken care of by an automatic suction-pressure controller of special design which can be set to cut in and cut out at any desired temperatures. Under normal setting the ice cream remains constantly at from 6 to 8 degrees—the right temperature for serving. It can be readily seen that the elimination of soft ice cream by keeping constant temperature, also eliminates the danger of the formation of ice crystals and the loss of flavors. Dealers using these cabinets state that from one to four quarts more can be served from a five-gallon can.

Another interesting point that has shown itself in connection with this iceless handling method is that the public is attracted by the better quality of the ice cream. Dealers in many instances have reported actual increases in sales

since the installations were made in their stores.

The Nizer corporation recently bought the large plant of the Commerce Motor Truck Company, so that present production may be increased. This new plant is being re-equipped, and will be in operation sometime early in November.

The Housing Company of Waverly, Mass., showed a two-hole cabinet with ten gallons of cream, five of vanilla and five of chocolate which was held in the cabinet from Monday afternoon, October 22, at 2:00 P. M. until Saturday morning, October 27, at 9:00 A. M. without the use of ice and salt. Refrigeration was furnished by means of cartridges containing a chemical solution which were frozen solid at a local ice cream plant and placed in the cabinet directly in contact with the five gallon can.

Two cartridges were used for each five gallon can. Cartridges were changed daily at 9:00 A. M. During the week in order to show the many manufacturers how their system worked it was necessary to completely uncover the top of the cabinet at least fifty times daily why by so doing allowing the warm air to get into the cabinet. Notwithstanding this handicap, the temperature of the cream never registered higher than 11 degrees F. above zero, and was declared by every manufacturer who viewed and sampled the cream to be in a perfect servable condition.

The Housing Company make an ice cream body of various sizes which transports the cream to the dealer with the same cartridges that are afterwards used in the cabinet, thereby completely eliminating the use of ice and salt both in transit and during the twenty-four hour period in the dealer's store. Owing to the limited amount of space obtainable at the convention, they were unable to show the body, but the same good results, we are told, are obtained in the cabinet, as evidenced by actual owners and users of the Waltham System as well as the many concerns who have had the body demonstrated to them. Messrs. James E. O. Connell and H. C. Folger were in charge of the exhibit.

FRANK MULKEY JOINS HERSHEY CO.

Frank E. Mulkey, widely known in the ice cream industry as one of the trade's best posted men on chocolate, has severed his connection with the Elite Chocolate Coated Baseball Co., and now is representing the Hershey Co., Hershey, Pa. Mr. Mulkey is operating from Chicago. He has been identified with the ice cream industry for several years and has a comprehensive knowledge of its problems. He represented his company at the National Ice Cream Exposition.

INDIANA MANUFACTURERS TO MEET DECEMBER 13 and 14.

Dates for the annual meeting of the Indiana Manufacturers of Dairy Products have been changed to December 13 and 14, according to announcement by officials. The meeting will be held at Indianapolis. The association formerly announced that it would meet one day early, but later decided upon the dates given here. Robert Hammond is general secretary of the association.

SALESMEN CLUB PRIZE WINNERS.

Harry Cohn, Haines-Carpenter Co., St. Louis, Mo., was declared the winner of a handsome traveling bag by the Cleveland, awarded by the Salesmen's Club of The Association of Ice Cream Suppliers to the salesmen who had best served the club and the industry as a whole during the past year.

J. W. Mulligan, Rex Extract Co., operating from Louisville, won second prize, a watch chain. Third prize, a fountain pen, was won by R. E. McFarlane, Essex Gelatine Co., Boston.

CONGRATULATIONS, DEAR LADY.

Friends of Miss Sally Mahoney, Hudson Manufacturing Co., Chicago, gathered in Parlor H. at Hotel Winton just before the opening of the National Ice Cream Exposition and helped that lady celebrate her birthday. Approximately thirty gentlemen, young and otherwise, but devoted in their loyalty to this popular young lady, gathered to pay tribute with flowers and candy.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ASHINGTON MAINE
News From Far and Near
ALIFORNIA FLORIDA

Los Angeles, Calif.—Architects Morgan, Walls & Morgan are taking bids for erecting a new creamery plant on Slauson Avenue west of Western Avenue for the Crescent Creamery Company. There will be a two-story milk plant, two-story ice cream plant and one-story boiler house.

Hollywood, Calif.—With a daily capacity of 1000 gallons of high-grade ice cream, the Hollywood Ice Cream Company has started operation in its new home at Santa Monica boulevard and Detroit street. This production limit can easily be increased to twice the present size, according to officials of the company.

The Hollywood Ice Cream Company has a capitalization of \$100,000, and is backed by a number of Hollywood people. The officers are L. W. Thurlow, president; H. C. Fournier, vice-president, and D. A. Eberle, secretary-treasurer.

Particular attention has been paid to the sanitation of the plant and its operation. A full-front plate glass window enables passersby to witness the extreme cleanliness of the factory. No ice is used in the process, mechanical refrigeration being substituted. A fleet of light and heavy trucks has been put in operation to make immediate deliveries to retailers anywhere in Hollywood on short notice, according to President Fournier.

Hutchinson, Ia.—E. T. Barker, manager of the local Hutchinson ice cream factory, and his two brothers, Herman and Bennie of Correctionville, enjoyed a two weeks' outing in the northern country. E. T. left here by car and was met by his brothers at Iowa Falls and they continued on their journey to Black Duck, Minn., where they spent a few days and then went north to Lake of the Woods, Canada, to try their luck at fishing. Without doubt they enjoyed the outing to the fullest extent.

Sac City, Ia.—Ice cream also will be manufactured in the new plant being erected by the Sac City Creamery Co. The plant is to be 67 feet wide in front, 52 feet back with a depth of 132 feet long. Plans have been drawn.

Ottumwa, Ia.—Herman Nelson, formerly of Ottumwa but recently of Quincy, has purchased, in partnership with W. A. Schwindler of St. Louis, the Carpenter Ice Cream Co. of St. Louis. It is the largest firm dealing exclusively in ice cream in St. Louis. Mr. Schwindler is moving to that city from Quincy, but Mr. Nelson will retain his residence here.

Cookeville, Ill.—The Cookeville Ice Cream and Butter Company has been incorporated with a capital stock of \$10,000. The officers are: H. S. Hargis, president; O. O. Allovay, vice-president; W. P. Moody, secretary-treasurer. These gentlemen and O. K. Holladay and Ray Maloney constitute the board of directors.

El Dorado, Kans.—Edward Newbold, who has been with the Snyder Ice Cream Company, Wichita, for the past few years, has taken over the management of the Delicia Ice Cream Company, 215 West Fourth Avenue.

Smith Center, Kans.—The ice cream and butter business of the Smith Center Creamery Co. has reached such proportions that it was necessary for J. P. Edell, the manager, to lease more room. An addition has been built on the north side of the building.

Jackson, Miss.—Magnolia Ice Cream Company, incorporated by J. L. Blackwell, Walter M. Wright, and others.

Maryville, Mo.—The Jersey Ice Cream Company of St. Joseph, and Nebraska City, Neb., has purchased the ice cream distributing company of R. E. Evans and expects to build an ice cream plant here next spring, it was announced recently by T. R. Cox.

Sedalia, Mo.—Contract for the building of the new Weber ice cream plant at 108 W. Sixth street, was let to Dean & Hancock, local contractors. Cost, \$15,000.

Sikeston, Mo.—H. F. Meyer recently sold his interest in the Hebbeler Ice Cream Company to his former partners, Edward Hebbeler and sons, who will continue the business with C. F. Hebbeler as manager.

Newark, N. J.—Martoccio Brothers have established a new ice cream factory at 557 Orange Avenue.

Newark, N. J.—The Crystal Candy Company has discontinued the manufacture of ice cream.

Red Bank, N. J.—Fire destroyed the candy and ice cream manufacturing establishment of the Peach Candy Kitchen.

Secaucus, N. J.—William J. Mraz has just started manufacturing ice cream.

Trenton, N. J.—A. B. Hildebrecht, of the Hildebrecht Ice Cream Co., attended the annual convention at Cleveland.

Allentown, Pa.—The plant of the M. & G. Ice Cream Co., this city, was sold at sheriff's sale recently to George W. Aubrey, an attorney who is said to represent Joseph M. Steele, Sons & Co., Philadelphia contractors, for \$130,000. The plant was completed a year ago and cost nearly \$1,000,000. Creditors will lose over \$500,000, it is estimated.

Allentown, Pa.—Ice cream manufacturers from Allentown, Scranton, Wilkes-Barre, Altoona, Johnstown, York, Harrisburg, Reading, Philadelphia, Bethlehem, Easton and other cities, met at Allentown recently and discussed alleged rising production prices, principally motor transportation and icing cabinets. No immediate increase in the price of the product is contemplated, it was announced.

Waco, Tex.—Geyser Ice Cream Company increased its capital stock from \$100,000 to \$300,000.

Molson, Wash.—The Hazelwood Company has made plans for the enlargement of its plant here. Reports indicate an increase in dairying all over the upper Columbia River valley.

Milwaukee, Wis.—Luick Ice Cream Co., 183 Ogden Ave., has had plans prepared for a four-story 120x120 ft. brick and concrete garage, Van Buren Street. Leenhouts & Guthrie, 424 Jefferson St., are the architects.

Tomah, Wis.—Erwin Kelk, who, with Avery Ranney, started the K. and R. Dairy Company here, manufacturing ice cream, has sold his interest to William Mistele and will move on a farm near Mauston. Mr. Mistele comes here from Oakdale, where he was in the creamery business.



SECRETARY DIXON TELLS CAROLINIANS OF TRIP TO CLEVELAND.

Your secretary has just returned home after attending the convention of the National Association of Ice Cream Manufacturers at Cleveland, Ohio. I am pleased to inform the membership that the Southern delegates were strictly attending to business all the time, with full co-operation from everybody.

At the luncheon given for the Southern delegates in the Bronze Room of the Hotel Cleveland there were sixty delegates present, and there were fifteen manufacturers registered from North Carolina—100 per cent, increase over last year. Our associate members were well represented, and altogether, the writer thinks the North Carolina association has reason to be proud of the loyalty and co-operation shown among its members. Due to the activity of the Southern delegates we succeeded in having W. W. Campbell of Shreveport, La., elected vice-pres. of the national association, and also secured New Orleans as the city for the next national convention. This recognition of the South means much to the industry and your officials pledged the support of the North Carolina association toward making the next meeting at New Orleans a complete success.

In conclusion, your secretary wishes to thank each and everyone of the members of our association for making his stay in Cleveland pleasant, and from now on for the next ten weeks, our efforts will be for the success of the next annual convention of our state association, which is to be held in Winston-Salem, N. C., January 15 and 16, 1924. Won't you write your views as to what you think will make the meeting more successful, and send them to the secretary as soon as possible? The first meeting of the entertainment committee will be held in Raleigh sometime next week. 100 per cent CO-OPERATION, PLEASE!

Yours very truly,

A. E. DIXON, Secretary,

The North Carolina Ice Cream Mfrs.' Ass'n.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

At Last ~

Nizer Cabinet Saves 15 Cents Per Gallon
Now In Use In Over 120 Cities
Long Service Records Prove It
Absolutely Reliable

THIS public announcement has awaited the completion of successful two-year tests in dealers' stores. The Nizer Automatic Electric Cabinet is the first to fully demonstrate its right to supplant the ice and salt system of refrigeration.

Development of the Nizer was started over four years ago for the Arctic Ice Cream Company, of Detroit — and the perfected machine was adopted by that Company as standard equipment two years later.

The many ice cream companies which are now equipping their dealers with these Cabinets have based their action upon the remarkable records made during the tests — not upon theory.

The unprecedented success of Nizer stands as a second great tribute to the man who developed the Mazda lamp.

Direct benefits of Nizer Cabinets are many — reaching practically every phase of handling, distributing and retailing. Main points are: it saves, on the average, 15 cents net per gallon; it entices old dealers and secures new ones; it preserves ice cream perfectly and increases sales; it is absolutely automatic; and it can be easily transported because the cabinet contains the complete apparatus.

You are extended a cordial invitation to see Nizer Cabinets being built and to personally inspect the 300 stores in Detroit which are already equipped. Our staff of creamery, refrigeration and electrical engineers will thoroughly review with you our records of installation, operating and service costs, and help make a careful analysis of your own situation.

We are in a position to make prompt deliveries.

NIZER CORPORATION
DETROIT - MICHIGAN

The Nizer

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Iceless!

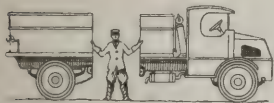


The novelty of "electric-kept ice cream" makes a strong appeal both to dealers and the public. Many testimonials have come in telling of increased sales and increased satisfaction.



The Nizer eliminates salty ice cream, sloppy floors, contamination, crystallization, shrinkage, and loss of flavor.

A typical 8-hole Nizer installation. 4- and 6-hole sizes are also available in styles to take either Memphis or Standard cans.



Nizer Automatic Electric Cabinets cut truck investment, delivery time, driver expense, garage costs, service requirements—to much less than half.



The cabinet is the complete unit, containing motor, compressor, coils and all. That its operation is positively automatic is testified to by a simple fact—it is padlocked.



Showing adaptability to back-bar installation. Nizer Cabinets are finished with bright Monel metal tops and baked black enamel sides. Only the simplest connections to ordinary water and electric lines are needed.

Cabinet

EVERY MANUFACTURER IN OKLAHOMA SHOULD BE AT TULSA NOVEMBER 21-22-23.

The Composition and Manufacture of Ice Cream

By O. E. WILLIAMS*

ICE cream is not a definite product insofar as the composition is concerned, hence the characteristics and food value of this popular food are variable. Ice cream varies a great deal in its content of both fat and milk solids not fat. It varies in other ingredients also to some extent, of course, but these variations are comparatively unimportant and we need not take them into consideration at this time. The composition of ice cream, however, I firmly believe is becoming "better and better" in most places, to use the words of a prominent Frenchman, and I am sure there is much evidence of it.

Types of Ice Cream.

Generally speaking there are two distinct types of commercial ice cream: (a) the ice cream made **with** additional milk solids not fat, and (b) the ice cream made **without** additional milk solids not fat. Usually the former type is rich in skim milk solids, while the latter type is rich in fat—the paramount and most valuable solid in cream. The variation that often occurs in these two types of ice cream is shown in Chart 1.

Chart 1—Types of Commercial Ice Cream.

	Per cent	Per cent	Per cent
With			
additional milk solids not fat, Fat.....	8	10	12
additional milk solids not fat, M.S.N.F., 12		10	8
Without			
additional milk solids not fat, Fat.....	14	16	18
additional milk solids not fat, M.S.N.F., 6		5.86	5.75

The total milk-solid content of the three different kinds of ice cream made with additional milk solids not fat is ordinarily kept at about 20 per cent. This is done in order to obtain a product that will have a smooth velvety texture and a desirable body.

Products containing 8 per cent fat, for instance, are made by increasing the content of milk solids not fat from a trifle over 6 per cent to about 12 per cent by the addition of either condensed or evaporated milk, or both. Skim milk powder also is occasionally used for this purpose.

In the manufacture of ice creams of this type the amount used of milk solids not fat is sometimes less and sometimes greater than the proportions given in the chart. The difficulty that comes from using smaller amounts usually results in the production of a product with a coarse and icy texture (spiny at high temperatures and hard at low temperatures); and when greater quantities are used there is danger of developing sandy ice cream. In case there is anyone here who has never seen or tasted sandy ice cream I shall be glad if you will examine the sample that I have brought from the laboratory and notice how unpalatable and disagreeable the ice cream has become after only seven days in storage.

The fact that so many manufacturers have been troubled with sandy ice cream in recent years is an indication that they have been too liberal in using additional milk solids not fat.

Ice cream made without additional milk solids not fat usually contains from 12 to 18 per cent fat. The variation in skim milk solids in this type of ice cream is very small.

In the manufacture of either type of ice cream a question commonly asked is, what proportion of fat and

milk solids not fat will make the most desirable ice cream? This I believe can be answered best by referring to some work done in our laboratories two years ago on the effect of composition on the palatability of ice cream.

Effect of Composition of the Palatability of Ice Cream

In the spring and summer of 1921 a number of experiments were made to determine what would constitute a relatively good proportion of fat and milk solids not fat in ice cream. The difference obtained in ice creams made in these experiments was measured by means of a market where about 50 daily purchasers had an opportunity to choose from three different kinds of ice cream. Their choice was then taken to represent the degree of desirability of each kind offered.

The results obtained from experiments on the effect of fat content on the desirability of ice cream is shown in chart two.

Chart 2—Preference for Different Proportions of Fat in Ice Cream by 27 Purchasers During Three Consecutive Weeks

Mix	Number	Per cent
F, 18 per cent fat.....	259	82.6
D, 15 per cent fat.....	33	10.4
E, 12 per cent fat.....	24	7.6

The ice cream mixes were all homogenized to prevent the separation of the fat during the freezing process. This experiment seems to prove that the majority of people prefer ice cream rich in fat.

The results obtained from experiments on the effect of milk solids not fat content on the desirability of ice cream is shown in Chart 3.

Chart 3—Preference for Different Proportions of Milk Solids Not Fat in Ice Cream by 128 Purchasers on 30 days in Six Consecutive Weeks.

Mix	Number	Per cent
B, 12 per cent milk solids not fat.....	665	56.1
C, 9 per cent milk solids not fat.....	305	25.7
A, 6 per cent milk solids not fat.....	215	18.2

The fat content in the ice cream made in these experiments was 10 per cent and all mixes were homogenized. More than 50 per cent of the 1185 total sales were in favor of the ice cream containing 12 per cent milk solids not fat and more than 80 per cent of the sales were in favor of ice cream containing at least 9 per cent solids not fat. This experiment shows conclusively the desirability of using additional skim milk solids in the manufacture of these types of ice cream. Further information can be obtained from Department Bulletin 1161, entitled "Effect of Composition on the Palatability of Ice Cream."

How Composition Affects the Cost of Ice Cream.

Aside from the significance that increased amounts of both fat and milk solids not fat have on the palatability of ice cream, it is interesting to note how the difference in composition affects the cost. Figures showing relative costs of the two different types of ice cream are given in chart 4.

Chart 4—How Composition Affects the Cost of Ice Cream

Price of	Fat	8%	10%	12%	14%	18%
milk solids	M.S.N.F.	12%	10%	8%	6%	5%
per lb.	M.S.N.F.	Cost per 100 pounds of ice cream				
Fat						
\$.50	\$.17	\$6.86	\$7.46	\$8.08	\$8.69	\$10.50
.40	.13	5.62	6.12	6.62	7.12	8.62
.30	.10	4.49	4.86	5.23	5.60	6.23

These figures are based on the price of milk solids given in the chart, plus 54 cents for sugar and 15 cents

* Address before 7th Annual Convention of the Central Atlantic States Association of American Dairy, Food & Drug Officials, Washington, D. C., April 24, 1923.

o gelatine. The fat is calculated to come from cream
e ing 40 per cent fat. The cost of the milk solids not
a is reduced by the amount added in the cream.

One hundred pounds of ice cream mix will produce
Gallons of ice cream weighing 5 pounds per gallon,
he cost of one gallon can readily be obtained by
iding the figures in the chart by two and pointing
f three places in the quotient—that is, dividing the
ars and cents by 20.

Three points of interest shown by those figures are
the small difference in cost between the ingredients
he products of the two types of ice cream; (b) the
st of increasing the fat content from 8 per cent to
2er cent in the manufacture of one type of ice cream,
n increasing it from 14 per cent to 18 per cent in the
aufacture of the other type of ice cream; (c) the
e of seasonal variations in the price of milk
ols on the cost of ice cream.

The cost of ingredients for twenty gallons of ice
m containing 12 per cent fat is \$8.08; and for twenty
aons of ice cream containing 18 per cent fat the cost
s 10.55, a difference of \$2.47, or about 12 cents per
aon.

The effect upon cost from increased fat content in
h two types of ice cream is still smaller, and amounts
bout 6 cents a gallon between the ice cream contain-
g 14 and 18 per cent fat.

The influence of a seasonal variation of only 10 cents
e pound of fat will increase the cost about 6 cents per
aon in the manufacture of ice cream containing 8 per
e fat and 10 cents per gallon in the manufacture of
e cream containing 18 per cent fat.

In this brief analysis of the cost of ingredients con-
ained in the poorer and richer kinds of ice cream com-
ely found in the two different types, namely, the ice
ms made with additional milk solids not fat and ice
ms made without additional milk solids not fat,
s very apparent that the poorer ice creams cost al-
t as much as the richer. This is a point that is well
e member in connection with results previously men-
ed regarding the effect of composition on the palat-
bity of ice cream.

The writer stated in the beginning of this paper that
e thought the quality of ice cream manufactured today
s etter than it used to be.

Evidence of this is shown in Chart 5 by a few analy-
e recently made of the two different types of ice cream
o in one of our large cities where there is no effort
e to enforce the regulation of its composition.

Chart 5—Analysis of Ice Cream.

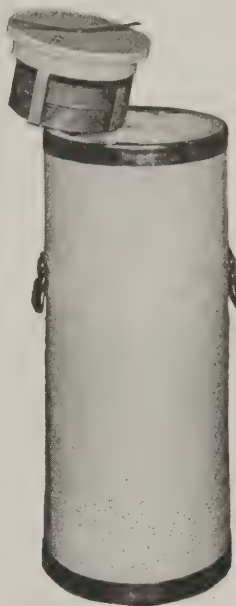
Number of samples	Fat		Average total solids
	High	Low	
Without additional M.S.N.F.	16.5	12	15.1
With additional M.S.N.F.	12.0	9.5	10.6
			35.9

The average total solid content of each type was
ut the same. The fat content was fairly high and
orm in the ice cream made without additional milk
s not fat; and in the ice cream made with additional
t solids not fat the fat content was from 2 to 3 per
e greater than it was two or three years ago. This
vidence of more consideration being given to com-
on in the manufacture of ice cream. Similar re-
s have come from other cities, and no doubt it is a
olition that will soon become general. The composi-
d of ice cream has been on the up grade for many
s and the efforts made to increase the milk-solid
ent of ice cream has in a large measure been respon-
le for the healthy growth of the ice cream industry.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

Glacifer Shipping Packers

require no ice or salt



An insulated packer with a
dry method of refrigera-
tion.

**A saving of 40% to
50% in Express rates**

Made in 3 gal. and 5 gal.
sizes for either bulk, brick,
or packaged ice cream.
Smaller packages for ca-
tering.

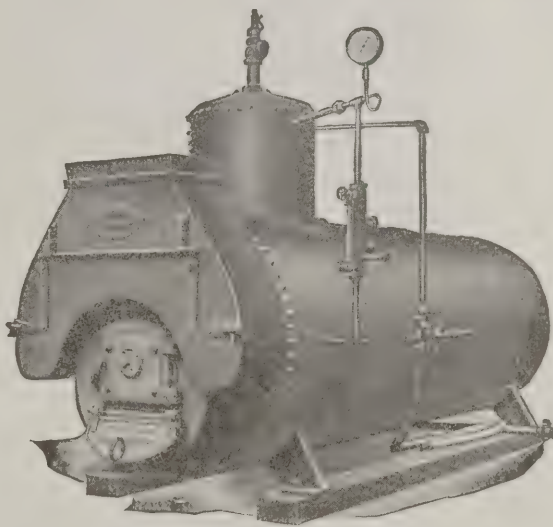
Glacifer dry disc system will
keep ice cream in dealer's
cabinet for 24 to 36 hours
without ice or salt.

*Did you see it in service
at Cleveland? If not,
write for circular.*

The Glacifer Co.

491 Main Street

CAMBRIDGE, MASS.



Before buying a boiler do not fail to investigate the
superior merits of the famous

Leffel Scotch Marine Boilers

built by this company for over 40 years in a variety
of sizes from 6 H. P. to 100 H. P., and to meet all
requirements of the different State Boiler Laws. This
boiler is confidently offered as meeting in fullest
measure and most satisfactory manner every require-
ment of the trade, as amply proven by the large num-
ber of pleased customers using them for many years.

Complete catalog with information of interest and
value on request.

The James Leffel & Company

Box 328.

SPRINGFIELD, OHIO

What Does it Cost a Gallon to Deliver Your Ice Cream?



The test made by the engineers from the Massachusetts Institute of Technology showed that ZERO Refrigerator Bodies are the most economical delivery unit.

The Moisture Boy is a Greedy Cuss

When cork and other insulating materials weigh nothing and when building materials and metal necessary to make a refrigerator body longer, higher and wider, so as to accommodate the cork or other insulating materials, weigh nothing, then will be the time when refrigerator bodies will be lighter than ZERO Refrigerator Bodies.

**BUY YOUR REFRIGERATOR BODIES BY THE POUND
—TRANSPORTATION COSTS MONEY (\$4.00 per ton a day)**

ZERO = { Less First Cost
Less Maintenance Cost

JOHN J. GROTHE CO., Inc.

*Our new
catalogue
sent upon
request*

ZERO BUILDING

Woburn, Massachusetts



CLEVELAND

ST. LOUIS

NEW ORLEANS

SACRAMENTO

GUELPH, ONT.



Sealright Booth at Ice Cream Exposition.



Anderson Bros. Mfg. Co.'s Booth at Ice Cream Exposition.



Booth of Cincinnati Extract Works at Ice Cream Exposition.

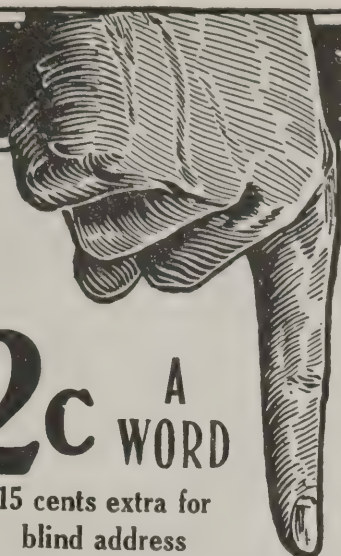


View of Dairy Exposition Showing Jensen and Elyria Booths.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WANT

DEPARTMENT



2c A WORD

15 cents extra for
blind address

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

SITUATION WANTED—Good manager, capable, can meet situations economically, life long ice cream man, trained salesman, proven executive ability, scientific production man. Salary commensurate with results produced. Satisfactory references furnished. R-684 Ice Cream Review. 11-23

POSITION WANTED—If you are in need of a man of good character who has decided to make dairy manufacturing his life work would be glad to hear from you. College graduate—specialized in dairy manufacturing. Have been employed in small plants for the experience and now desire to find permanent employment. References. Address R-743 Ice Cream Review. 11-23

POSITION WANTED—By a competent and reliable ice-cream maker. Can handle refrigeration, and have had some experience in milk plant. Not afraid to work and can get results from help. Want to get with a larger and more progressive company. Best of references. Prefer to work in the South. Address R-712 Ice Cream Review. 11-23

POSITION WANTED—Are you a manufacturer of food products, or, electrical and mechanical apparatus for sale to ice cream manufacturers, confectioners and bakers? Do you desire representation by party thoroughly competent to handle your line? Have had ten years experience with this class of trade and am graduate of law. Have office at Baltimore where I represent three nationally known concerns. Want one additional account for reason that one of my company's can not fill all my orders. If integrity, clean record and efficiency counts to you, and will mean exclusive representation, address. Manager 510 Park Bank Building, Baltimore, Maryland. 11-23

POSITION WANTED—First class ice cream maker wishes permanent work with reliable company. Okla. Address R-747 Ice Cream Review. 11-23

POSITION WANTED—By a first class butter and ice cream maker with twenty years experience. Can furnish references. Address R-728 Ice Cream Review. 11-23

POSITION WANTED—Ice cream expert, 17 years experience wishes position. None too large. Write R-725 Ice Cream Review. 11-23

POSITION WANTED—By a thoroughly experienced creameryman and ice cream manufacturer. Am capable of managing the business or can fill in any place where ability and hard work will be appreciated. Am 34 years old and American born. Address R-758 Ice Cream Review. 11-23

WANTED—By experienced ice cream and candy maker, position in small ice cream factory or retail candy shop. Employer must be American. Fully experienced in retail producing and selling. Chas. A. Kirk, care J. M. C. Hamilton, Ft. Madison, Iowa. 11-23

POSITION WANTED—Manager or assistant; 16 years with one of the largest ice cream companies in the country; thoroughly trained in every department; considered an executive of rare ability; references that will satisfy the most exacting. Address R-740 The Ice Cream Review. 11-23

SITUATION WANTED—Excellent manager, capable, can meet situation economically, life long ice cream man. Trained salesman, proven executive ability, scientific production man. Salary commensurate with results produced. Satisfactory references furnished. Address R-756 Ice Cream Review. 11-23

WANTED—Position as manager of ice cream plant. Have had more than 15 years experience with one of the largest in which time have come in contact with most every existing condition in the ice cream business. At present am office and sales manager for a plant doing 360,000 gallons annually. Have good reason for seeking other employment. Address R-726 Ice Cream Review.

FOR SALE BARGAINS BUSINESS

FOR SALE—Complete ice cream factory in a rapidly growing Southern city, with 20,000 population. Excellent going business with everything in the very pink of condition, with three railroad and one steamer line, located within twelve miles of one of the finest seaside resorts on the South Atlantic coast and a real bargain for one looking for such opportunity. Address: R-644, The Ice Cream Review. 11-23

FOR SALE—CREAMERY—Fully equipped, with all machinery to make a creamery complete. Only run a few months. Will sell equipment and rent building if so desired. Everything is run with one large motor. Will sell very cheap if sold this fall. Plant is running at present. Thompson Bros. Ice Cream Co., Butler, Pa. 11-23

FOR SALE—A plant complete with refrigeration doing a general business making butter, ice cream and having a first class business in bottled milk. Located in a good Kansas town with seven to eight thousand inhabitants and in the heart of a good dairy section. Has two railroads giving access to incoming cream and outgoing products. Can do business with you on a very reasonable basis. Address R-727 Ice Cream Review. 12-23

FOR SALE—Well established Ice Cream factory and bottling works in small city. Growing business and good paying basis. Good railroad and bus service. Reason for selling made known to buyer. Address R-722 Ice Cream Review. 11-23

FOR SALE—Modern ice cream plant. City of 30,000, middle west. Price right. Thorough investigation invited. R-721 Ice Cream Review. 11-23

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND
Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 9-2311

HELP WANTED

WANTED—Salesman. Experienced in supplies to manufacturers in the cream and dairy trade in the Middle State salary expected. Good opportunity with old established firm. Appointments confidential. Address R-676 Ice Cream Review. 11-23

WANTED—Good, reliable man with thorough knowledge of ice cream industry, especially of production and transportation for manager of plant with 500,000 lbs annual production. Must be familiar with all kinds of testing, including Monnier, Babcock and De Reaf. Address R-762 Ice Cream Review. 11-23

WANTED—Manager capable of taking over ice cream factory and creamery in West city. Investment required, \$100 to \$20,000.00. Wonderful future for right man; possibilities unlimited; now being financed for operation. First. Address R-718 The Ice Cream Review. 11-23

WANTED—Men familiar with the immense profit in the ice cream and creamery business to join in the financing of plant in a large Midwest city. Write for particulars without obligation. Address R-720 The Ice Cream Review. 11-23

WANTED—Organizers or stock salesmen familiar with financing creameries or ice cream factories. High class proposition in Midwest. Liberal commissions; immediate work. Address R-719 The Ice Cream Review. 11-23

WANTED—Manager for ice cream plant a good opportunity for a young man capable of taking charge of a growing business and can operate it successfully. Must have some capital to invest in the business. For particulars write R-694 Ice Cream Review. 12-23

WANTED—Ice cream maker that understands figuring mix on percentage pasteurization, and the care of refrigeration equipment. Also want a man capable that is a first class ice cream and butter man, must be up to date methods. Give references, salary and age and experience when writing. C. Matthews, Marshall, Texas. 11-23

WANTED—Operator for Monnier ice cream tester. State experience and salary in first letter. R-749 Ice Cream Review. 11-23

SALESMAN WANTED—For Central New England territory. Must be familiar with ice cream, bakery and confectionery trade and thoroughly experienced. Permanent connection. Strictly commission basis with drawing account. Wonderful opportunity for the right man. Give details in first letter. Address R-746 Ice Cream Review. 11-23

BUSINESS OPPORTUNITIES

WANTED—Partner who has some money to invest in an established ice cream business. Good salesman or practical man wanted. Write for full details and arrange for an appointment. Address R-744 Ice Cream Review. 12-23

POSITION WANTED

POSITION WANTED—Young man experienced in mixing, standardization of cream, overrun and acidity, viscolizing, factory management and sales. Single men. Desires position in ice cream factory or work in pasteurizing of milk plant. Will go anywhere. Address R-683 Ice Cream Review. 11-23

POSITION WANTED—As Ice Cream creameryman or refrigeration engineer with eight years experience. Write for information. John M. Manlev, 115 St. Spartanburg, S. C. 11-23

POSITION WANTED—As manager or assistant of ice cream or city milk plant located in city of 20,000 or over. Thorough training and wide experience in dairy industry. Desires of making permanent connection with good organization. R-716 Ice Cream Review. 11-23

PENNSYLVANIA AND JERSEY MANUFACTURERS WANT TO BREAK ALL ATTENDANCE RECORDS THIS MONTH.

For Sale—Belt Driven Ice Machine

1 35-ton De La Vergne ice compressor, 7 ton can plant, high side and 75 H. P. Motor, \$4,000.00 on cars Buffalo.

1 30-ton York upright Duplex compressor with Corliss engine, \$1,000.00.

1 35-ton same style as above, \$1,200.00. 200 ice cans, 41 inch by 10 inch by 20 inch, \$1.00 each.

Write Charles S. Jacobowitz, 1382 Niagara St., Buffalo, N. Y. 10-23tf

FOR SALE—Having purchased two local ice cream companies we wish to sell the following: Four Tyson 40-quart, motor driven freezers; two Cherry 60-quart, motor driven freezers; one Allman gas engine Co's tub freezer; self emptying; two 500-gallon Cherry pasteurizers; five delivery trucks with Meyer bodies; one trailer, 6-ton capacity. Further information gladly given. Rich Ice Cream Co., 418 Pratt St., Buffalo, N. Y. 11-23tf

FOR SALE—Two enamel lined horizontal tanks consisting of two rings each, measurement of each ring 7'6" diameter 48 inch length, at \$400. each.

Ten tanks, 203 BBIs or 6293 gallons each, capacity vertical, size 9'6" composed of 3 rings, two 42 inch and one 48 inch, at \$400 each. Charles S. Jacobowitz, 1382 Niagara St., Buffalo, N. Y. 11-23tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 9 South Clinton Street, Chicago, Ill. 11-23tf

FOR SALE—Kunsman Milk Talks, Series No. 1, consisting of fifty educational advertisements, ready-written to cover a year's campaign—a limited number of sets. Very special while they last, ONLY \$5.00 a set for exclusive use. Order now. Kunsman Ad Service, 528 Washington St., Reading, Pa. 11-23

FOR SALE

One of the best equipped ice cream and ice plants in the state of Wisconsin. Having excellent shipping facilities. Well established ice cream trade. Situated in the heart of Wisconsin dairy industry. You will do well to investigate this proposition. Address: R-657, The Ice Cream Review. 11-23

FOR SALE—Rebuilt machinery and equipment, good as new, such as pasteurizers, coolers, fillers, ice breakers, mixers, separators, homogenizers, viscolizers, washers, motors, etc. Let us know your needs. Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 4-24

FOR SALE—One 80 gallon A. A. Manton-Gaulin belt homogenizer. Address Philadelphia Retinning Co., 2908 N. 16th St., Philadelphia, Pa. 11-23

FOR SALE—One 150 gallon coil pasteurizer without circulating tank. In excellent condition. \$150.00. Address R-585 Ice Cream Review. 11-23

FOR SALE—One 60-ton horizontal double acting H. & C. safety compressor, direct connect to Murray Corliss engine, in first class condition, with complete high side. Address W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 11-23

FOR SALE—One De Laval belt driven emulsor No. 2, capacity 200 gallons per hour. Best Brothers Creamery, 705-707 River Ave., Iron Mountain, Mich. 11-23

FOR SALE—Freezing tank 38 feet 1 9 feet 10 inches wide, 38 inches deep v 1700 feet of 1 1/4 coils, 204—100 po cans, crane with double hoist, dot dump, electric agitator, accumulator frame work and lids. This tank is new and has been used but one season. Berryman Bros., 305 Drexel Building, Phila., Pa. 11-23

FOR SALE—Refrigerating machinery all makes and sizes always on hand. you have GOOD ice or refrigerating chinery for sale advise us. Berryman Bros., 305 Drexel Building, Phila., Pa. 11-23

FOR SALE—Freezing tank 12 capacity, 36 feet, 6 inches long, 14 wide, 4 feet deep. Contains 160—300 cans. Everything complete including raw water system. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 11-23

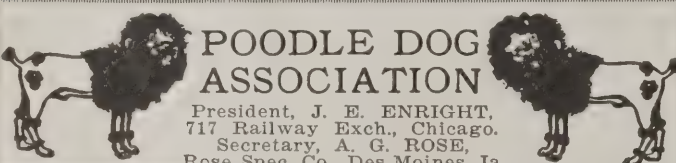
FOR SALE—Forced to sell to real cash. A large assortment of dairy equipment and supplies of modern design in good condition as follows: Pasteurizers, separators, clarifiers, one 50 ton ice machine, receiving vats of all sorts, bottles, 5,000 used milk cans, two carloads of single Daisy cheese boxes. Write A. Richardson, Sec. Milk Producers' Advisory Committee, 116 Missouri Ave., St. Louis, Ill. 11-23

WANTED TO BUY

WANTED TO BUY—Used ice cream equipment. Forty quart C. P. freezer, homogenizer or viscolizer. 300 gal. pasteurizing vat. 200 gal. pasteurizing vat. Set cooling coils. 100 ice cream tin. 200 ice cream cans. 100 gal. starter or holding vat. Address: R-614, The Ice Cream Review. 11-23

WANTED—Second-hand ice cream tin. Must be in good condition. Write J. Ridder, Louisiana, Box 518. 14

WANTED TO BUY—An ice cream plant in a good town. Address R-697 The Ice Cream Review. 11-23



POODLE DOG ASSOCIATION
President, J. E. ENRIGHT,
717 Railway Exch., Chicago.
Secretary, A. G. ROSE,
Rose Spec. Co., Des Moines, Ia.

To the Members of the Poodle Dog Association:

Secretary Crowley advises that the annual convention of the Iowa Ice Cream Manufacturers Association, will be held at the Hanford Hotel, Mason City, Iowa, either on December 10-11-12 or December 11-12-13. (Correct dates will be given in your next notice.)

We are advising the members of the Poodle Dog Association—together with other concerns to whom it might be of interest to be represented—this early, so that you may plan to be among those present.

The manufacturers association are planning a bigger and better convention than ever before. They are arranging for at least two joint sessions of the ice cream

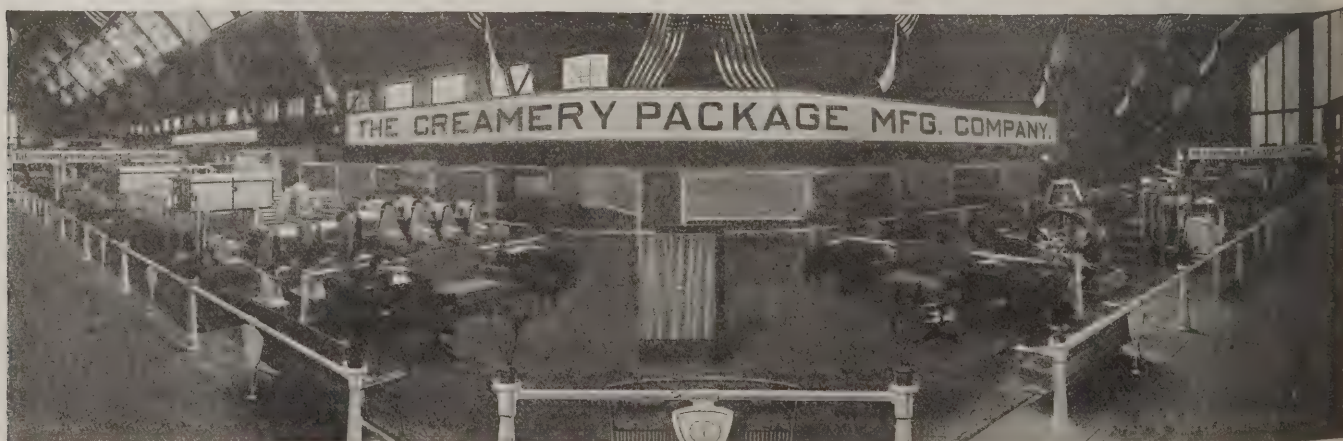
manufacturers and the Poodle Dogs that will be both instructive and entertaining—and worth-while.

The Poodle Dogs are arranging to put over the share of the convention in good shape—and of course they will. In order however to perfect our plans it is desirable that we know as early as possible how many Poodle Dogs, (including new members) will attend. We want every Poodle Dog at the Iowa convention. Will you be there? If not personally, how many representatives will attend—and who?

Don't lose sight of the fact that this is the one big opportunity of the year to meet your customers all together, socially, and under conditions that bring about the closest possible feelings of friendship and goodwill. Last year over eighty Poodle Dogs answered the roll call. Let's make it One Hundred this year.

Looking forward to your early and favorable reply and thanking you for your co-operation in the past we are,

POODLE DOG ASSOCIATION,
A. G. Rose, Secretary



A beautiful exhibit at the National Dairy Exposition by the Creamery Package Mfg. Company of Chicago.

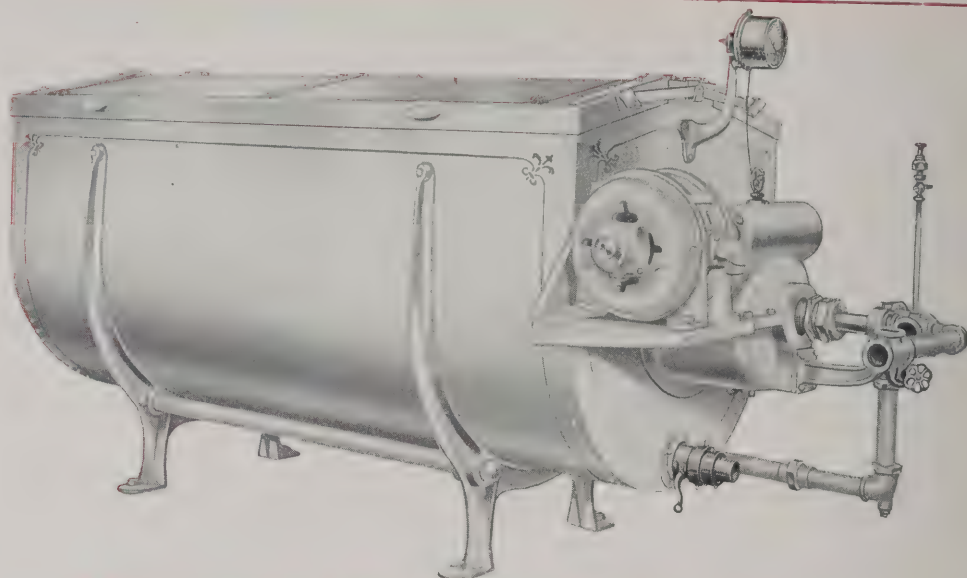
ag Sem

The ICE CREAM REVIEW

UNIVERSITY OF ILLINOIS LIBRARY
NOV 30 1923



IT AGITATES AS IT HEATS — INTERNALLY

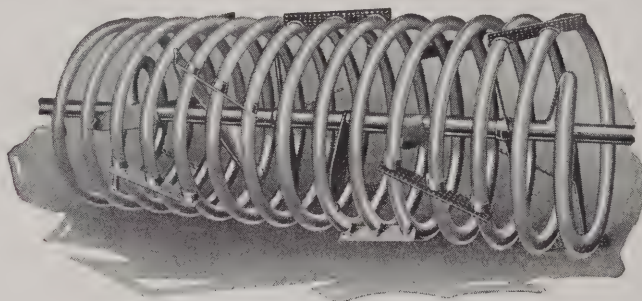


Mixing the Batch Properly Makes Good Ice Cream Better

THE quality of your ice cream depends as much upon the kind and condition of the batch of mix that goes into the freezer, as upon the freezing process itself.

Managers of successful Ice Cream Plants all over the country personally superintend the mixing of their batch, knowing that the freezing will practically take care of itself.

Cherry Ice Cream Batch Mixers, Coolers and Aging Vats



They especially favor our Horizontal Twin Coil Mixer here illustrated, because it permits uniform mixing and ripening of the whole batch, under positive temperature control.

They appreciate the fact, too, that it serves equally as a batch mixer, a ripener, a cooler, a pasteurizer and an aging or storage tank.

The fact that the coil fills practically the whole interior, thus assuring uniform tem-

peratures; and also the manner in which the patented scraper blades prevent sugar from collecting on the bottom, commend the Cherry.

Its sturdy construction, its mechanically-correct gearing, its heating and cooling coil (Single or Twin) properly hung and with long bearing surfaces, make this Mixer outlast two or three of the ordinary kind.

Send for Bulletin No. 2031R for full particulars.

J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.



IT AGITATES AS IT COOLS — INTERNALLY

Table of Contents

EDITORIALS.

Southerners Ready for Convention.....	4
An Ice Cream Christmas.....	4
State Associations in Session.....	4
Conventions are Business Propositions....	5
Sound Condition at Bottom of Industry...	5
Dealers and Winter Consumption.....	5
Inflation of Credit is Dangerous.....	5
Looking for the Magic Tip.....	6
Passing Along the Spirit of Brotherhood...	6
A "Good Season" is the General Verdict...	6

ARTICLES.

New Plant in Tennessee Ranks with South's Best	12
Prof. Baer's Inquiry Department.	
By Prof. A. C. Baer.....	46
A Graphical Method for Figuring Complex Ice Cream Mixes.	
By H. H. Sommer.....	54
Ice Cream Freezers and Ice Cream.	
By Prof. A. D. Burke.....	60
Report of National Associations' Cost Accounting Committee.	
By S. T. Nivling.....	72
Report of National Association Vigilance Committee.	
By William Palmer.....	78
Research Pertaining to Some of the Difficulties of the Ice Cream Manufacturer.	
By C. H. Kimberly and J. W. Hudson..	80
Spread in Cost Between Brick and Bulk in Ice Cream.	
By N. J. Dessert.....	88
Truck Operating Costs.	
By Ben H. Petty.....	90
Post-Exposition Reflections and Summaries.	112
The Ice Cream Manufacturer and the Food Director.	
By James Foust.....	134
Power Consumption During Freezing Process.	
By F. B. Fullmer.....	142
Why Colleges Teach Dairying.	
By Prof. W. A. Stocking.....	148
Swiss Agricultural Education.	
By A. Peter.....	148
The Keeping Quality of Butterfat.	
By George E. Holm.....	150

CONVENTION NEWS.

All in Readiness for Great Dixie Convention	8
Arkansans Ready	10
Southern Convention Program.....	14-15-16
Illinois Association Meets in Chicago this Month	16B
Kansas Preparing for Convention in January	16B
The City of Roses.....	16B
Indiana Prepares for Greatest Dairy Convention this month.....	20
Southern Association has Glowing Record.	26
Memphis to Entertain Southern Delegates.	28
An Invitation from Hot Springs to Southern Ice Cream Manufacturers.....	32
Iowans Ready for Convention.....	34
Pacific Ice Cream Convention Program....	38
Three Big Reasons for Attending Southern Convention	39
New York Manufacturers Meet at Rochester	40
Manufacturers of Pacific States Meet in Canada	40
Salesmen's Club Elects New Officers.....	45
Minnesota Manufacturers Meet in January	86
Ohio Manufacturers to Convene in January.	108
Conventions are Clearing Houses for Ideas	124
Southern Convention Itinerary.....	125
Co-operative Advertising Discussed by New England Association	132

Poodle Dogs Assure Lively Convention....	133
Mississippi Forming Conventing Plans....	138
Preparing for Michigan Show.....	140

NEWS AND PERSONALS.

Fair Hikers Visit Union Ice Cream Co....	20
Pennsylvania Firm to Erect New Building.	76
Ice Cream "Round Up" in Nebraska in February	86
President Coolidge Thanks Ice Cream Men	94
Descriptions of the Cleveland Booths.....	117
Minnesota Short Courses.....	127
Indiana Plant Enlarges.....	130
Ice Cream in New Jersey.....	130
Trade Marks Department.....	130
Co-operative Advertising discussed by New Englanders	132
Karl B. Mory Leaves Wisconsin.....	133
Iowa Plant Expanded.....	133
To Take Manufacturing Census.....	135
Notes of the Trade.....	136
New Iceless Cabinet.	
New Plant for Horine & Bowey.	
New Departure in Brick Cutters.	
Eskimo Pies and Player Pianos.	
Greatest Ice Cream Brick.....	138
Burns Joins Atlantic Stamping Co.....	140
Alabama Plant Makes Remarkable Progress.	142
News from Far and Near.....	146
Courses and Demonstrations.....	149
N. D. Report on Butterfat Production....	150

ILLUSTRATED PAGES.

Officers and Directors Southern Association.	18
First Officers and Charter Members, Southern Association	25
Scenes in Little Rock and Hot Springs....	30
More Hot Springs Views.....	32
Views of Mason City, Iowa.....	34-132
Officers and Directors Pacific Manufacturers' Association	35
State Association Officers Getting Ready for Conventions	35
Poodle Dog Officers.....	39
Annual Banquet National Association at Cleveland	92
Officers and Veteran Members of Dixie Flyers	100
Some of the Dixie Flyers Getting Ready for Southern Convention	103
Officers and Members Ladies' Auxiliary...	104
More Flyers	106
More Lady Flyers.....	110
Gearhart Sales Cabinet Company's Exhibit at Cleveland	112
Special Mold Storage Cabinet.....	118
Speakers on Southern Convention Program.	127
Vancouver Scenes	128
Iowans Preparing for Convention.....	129
Officers and Directors Arkansas Association.	129
More Dixie Flyers.....	131
Greatest Ice Cream Brick.....	138
More Directors of Southern Association...	139

WAY DOWN SOUTH IN DIXIE.

Southern Trade Discussions.....	96
Southern Convention Discussions.....	98
Arkansas Rapidly Developing in Dairying..	102
Ladies' Auxiliary Department.....	102
Virginia and Tennessee Manufacturers Meet	102
Dixie Mail Bag.....	108
Kentucky Association Active.....	111
Carolínians Announce Entertainment Program	111
Welcome to Arkansas.....	124
Taxation May Confront Southern Industry	126
To Continue Honeymoon at Southern Convention	151

Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	89	Ladd Company, John W.....	20-57-71-149
Allen Candy Co.....	85	Leffel & Company, The James.....	135
Anderson Bros. Mfg. Co.....	65	McCormick Company, Inc., The.....	31
Ass'n of Ice Cream Supply Men.....	3	Manning Manufacturing Co.....	95
Atlantic Gelatine Co.....	47	Manton-Gaulin Mfg. Co., Inc.....	79
Baird Company, William F.....	33	Matot, D. A.....	115
Baker Ice Machine Co.....	74	Merrell-Soule Sales Corporation.....	105
Barber-Goodhue Company, A. H.....	83	Michael & Co., David.....	63
Beehler Steel Products Co.....	84	Miller Industries Co., The H. H.....	51
Berger, Chas. A.....	13	Mission Orange Punch Co.....	23
Bessire & Company.....	115	Mojonnier Bros. Co.....	105
Blanke-Baer Extract & Preserving Co.....	45	Mono Service.....	49
Canvas Products Corporation.....	76	Mulholland Co., John H.....	87
Cassell, W. W.....	68-150	Nafis, Inc., Louis F.....	70
Cherry-Bassett-Winner Co.....	9-71	National Paint & Varnish Co.....	107
Cherry Co., J. G.....	Cover II	Nelson Manufacturing Co., C.....	29
Chicago Carton Company.....	55	New Era Company, The.....	94
Chittenden Turner & Co.....	102	Nizer Corporation.....	144-145
Cincinnati Extract Works, The.....	85	Northwestern Corporation.....	69
Clifton Manufacturing Company.....	80	Nutting Truck Company.....	84
Commercial Truck Co.....	88	Oakes & Burger Co.....	27
Cork Import Corporation.....	109	Pfaudler Co., The.....	22
Corrivo Extract Co.....	141	Purity Paper Vessels Co.....	116
Creamery Package Mfg. Co.....	121	Richmond Cedar Works.....	122
Creamery Package Mfg. Co.....	Cover III	Rogers, C. E.....	93
Crown Fruit & Extract Co.....	75	Ryan Manufacturing Co., Inc., G. R.....	91
Crystal Gelatine Co.....	123	Sanitary Tinning & Manufacturing Co.....	124
Daigger Corporation.....	Cover IV	Schall & Co.....	90
Dairy World.....	134	Schantz, Inc., K. W.....	78
Daly Brothers.....	82	Schott Bros. Co., The.....	91
Decy Sales Co., R. J.....	99-137	Schroeder Lumber Co., John.....	52
Downey-Turnquist & Co.....	135	Sealright Co., Inc.....	17
Drew, James F.....	86	Sethness Company.....	87
Dry-Zero Insulation Co.....	24	Sinclair, Harold A.....	97
Dunn Company, Thos. W.....	77	Smith & Mann.....	89
Elyria Enameled Products Co.....	19	Solar-Sturges Mfg. Co.....	151
Emery Thompson Machine & Supply Co.....	143	St. Louis Gelatine Co.....	70
Eppelsheimer & Co.....	148	Stollwerck Chocolate Co.....	133
Eskimo Pie Corporation.....	53	Stout Manufacturing Company.....	99
Essex Gelatine Co.....	12	Sutherland Paper Co.....	73
Ford Co., The J. B.....	109	Swift & Company.....	114
Fortune Products Co.....	101	Taylor Instrument Companies.....	120
Frick Company.....	117	Texas Barrel Co.....	149
Glacier Company, The.....	108	Thompson-Bremer & Co.....	111
Gifford-Wood Co.....	97	Timm, Wm. M.....	11
Grand Rapids Cabinet Co.....	42-43	United Chemical & Organic Products Co.....	36-37
Grothe Co., Inc., John J.....	113	United Iron Works, Inc.....	1
Gumpert & Co., S.....	16A	U. S. Freezer & Machine Corporation.....	147
Harris & Company, Arthur.....	64	United States Gelatine Co.....	41
Heathized Products Company.....	81	Viking Pump Co.....	140
Homer Manufacturing Co.....	107	Vilter Manufacturing Co.....	133
Horine & Bowey Co.....	21	Want Ads.....	152
Hudson Mfg. Co., The.....	59	Wardrop Co., Inc., G. W.....	137
Hughes Gelatine Co.....	58	Westerlin & Campbell Co.....	48
International Co., The.....	44	Whitten Co., J. O.....	124
Jamison Cold Storage Door Co.....	67	Wicander & Co., Inc.....	50
Kohnstamm & Co., H.....	93	Wirfs, E. J.....	66
Kunsman Ad Service.....	86	Wood Manufacturing Co., John.....	7
		Zipp Manufacturing Co.....	77



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



EACH annual buying season of Ice Cream---
A National Industry finds the Seal more appreciated ---a stronger, firmer-shining symbol of that Safety to the buyer which rests in fairness by the seller.

The Seal



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN
1328 Broadway New York City



of Safety

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY
THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

DECEMBER 1923

SOUTHERN ice cream manufacturers are preparing to move on Little Rock. Plans seem to be well shaped for the best convention ever held by the Southern Association of Ice Cream Manufacturers. Officials of that body for several weeks have been occupied almost wholly in work to this end.

This convention will be watched with the greatest interest. Ice cream men of Dixie have met and overcome so many obstacles in the last few years, their methods of doing things have attracted wide attention. After getting their own affairs in good shape with years of hard work, they went to Cleveland in great force in October and did not let up until they won the next convention and saw one of their ablest men elected a national officer.

The convention plan this year is for wider representation of the Southern states in the Southern association. Truly, ice cream men of the "solid South" seem to be working fast toward making their section safe and solid for the ice cream industry.

The Southerners' convention always is colorful. Theirs is a spirit found nowhere else. If you do business anywhere in that territory, you'll do well to have a ringside seat.

IT LOOKS like a merry Christmas for the ice cream industry. In all sections the industry shows a promising condition. The approach of the happy Yuletide finds general satisfaction prevailing, not only over developments in the fleeting year, but also over the favorable outlook for the future seems to hold in store.

In more than one way we seem to be nearing an "ice cream Christmas." With members of the industry more than ever alert to their opportunities, the winter consumption problem never has seemed so near solution. The past autumn has been marked by a new attitude on the part of ice cream manufacturers. Close observation shows less of the listless, resigned, half-hearted spirit that formerly prevailed at this time of the year.

A new heart and a new hope seem to have come to the industry. Optimism has grown with the realization that this industry can be developed to a great measure of all-year-round permanency.

Advanced methods, mechanical efficiency, fair practices have done away with many problems of the past. Development of personal contact has brought about a scheme of closely knit relationship that has killed much of the old feeling of self-sufficiency. The industry's line of progress may well be described as consisting of interlocked hands extending from sea to sea, the strong bearing up the weak, and all striving for common advancement.

The ice cream industry never before faced a Christmas season with so many cheering promises in view. The prospect of greater progress in winter consumption looms bright.

Uncle Sam's sons and daughters and grandchildren no doubt, will have more ice cream on their Christmas tables this year than ever before. Next year, it seems sure, they will have more.



THE convention season is away to a flying start. With the national association having set the pace in October, our friends in Texas and Oklahoma swung into action last month with record conventions. The Oklahomans get down to brass tacks on November 21, 22, and 23, getting a lot of weight off their chests at that time, and feeling better for it.

The Lone Star gentlemen got up from their Thanksgiving tables and gathered at Galveston to take a general survey of conditions in their industry. It was the Texans' first meeting in that city. Delegates felt pretty well satisfied with their visit, for they had a splendid convention, of which you will hear more later.

These conventions were preceded by spirited sessions of the Ice Cream Manufacturers' Association of Pennsylvania and New Jersey, at Altoona, Pa., and the Association of Ice Cream Manufacturers of West Virginia, at Parkersburg. Splendid work for the good of the cause is reported from both of these affairs.

There are more good conventions for this month. See page 6 for our Bulletin of Events.

IN LAST month's issue we commented upon an association secretary who handles conventions like he handles his business systematically. Why not? That's the way all conventions should be handled. It is more the fault of indifferent members than of association officials that more conventions are not conducted in a fully business-like way.

A convention is an enlarged framework of a business institution. It concerns itself with the broad and general matters of an entire industry. To handle this enlarged scheme it is necessary for the convention to have the co-operation of the representatives of these business houses just as those gentlemen in turn must have the co-operation of their associates in running their private enterprises.

This writer, who assists abler and wiser men in editing this publication, in turn is dependent upon the co-operation of several other people, including the cheerful young lady who copies his longhand into typewriter language, the efficient linotype operators who then transcribe that copy to type, the highly trained artisans who set that type to printed pages, and so on to many others.

All life is a business proposition. Among the first things our Master said on earth were, "I must be about my Father's business."

He then selected twelve men for his board of directors. It is significant that among other things, all reached co-operation.



WHERE is a sound condition at the bottom of the little business flurries that have had some of us waiting of late. Unemployment is passing, slower in some places than others, but passing just the same. People are going to work and making money. That means they will spend some of it, too.

Banks of the country have deposits of \$37,000,000,000. That's a splendid condition, reflecting stability. Postal savings throughout the country showed an increase of \$1,000 for the month of October, bringing the total savings to \$132,007,209.

People in the South are happy over cotton at 35 cents. That is something that will do the whole country well.

With old Santy on the way, peace seems to have descended over this nation and its industries. With a new year coming we seem to be shedding lots of our troubles and getting ready to begin another campaign with the spirit of confidence and optimism that wins victories and great victories.



RIGHT now you will be able to find time to visit your dealers who are lagging in sales. If winter production is to mean much, an important part of the work lies upon the dealers. Let them know that you still are in the running for business and that it means something to them to keep after it, too.

WE MADE some inquiries at Cleveland relative to collections. We were seeking information, not only for the purpose of passing it on to our readers, but we wanted to find out why some folks in the ice cream business find it hard to pay their advertising bills. So, you see, we were doubly interested in finding out the facts. When we find it hard to meet our bills for supplies and labor we want to know the reason. The question ceases to be one of mere editorial interest and becomes one of bread and butter.

We are going to speak frankly to readers of The Ice Cream Review. In the other dairy trade journal fields collections are good. We publish a milk dealers' paper and a butter and cheese manufacturers' journal. Advertisers in these fields pay their bills promptly.

In the ice cream branch of the dairy industry the situation is different. Collections are generally slow and many advertisers give as their reason that ice cream manufacturers don't pay their bills promptly.

We have not been able to understand this. Most ice cream manufacturers sell for cash. Why should they hold it back from the supply man?

This is the question we wanted answered when we were at Cleveland. We didn't ask the supply men for the answer. We asked the men who manufacture ice cream—many of them—and we got the answer.

Here it is: These men told us that it is the fault of the equipment manufacturers and the supply men that they don't get their money when they should. Keen competition among them has resulted in many cases in loosely worded contracts and unreasonable terms of credit. The manufacturers told us that many salesmen "over sell" their customers. They load manufacturers up with equipment and supplies that they cannot afford. The chief aim seems to be to sell the goods—never mind the money, just sell, sell, sell.

If this indictment is correct, and the ice cream manufacturers themselves say it is correct, it is an unhealthy condition in the industry. Inflation of credits is dangerous and sooner or later the business is bound to suffer.

Every man in the industry should feel the responsibility of getting the business on a sound basis. Everybody will make just as much ice cream and just as many supplies will be used. Loose business methods don't mean more business, but they are sure to mean more losses.

Ice cream manufacturers can help correct matters. They can pay their bills promptly and they can frown upon loose credits, which generally mean higher cost of doing business. Gentlemen, let us get this business on a more sound basis. We can all help to do it. Then you will get your money when it is due so that you can pay the other fellow. We need more circulation of money in the ice cream industry.

Now, folks, if any of you have other views, or reasons to offer for poor collections, let us have them. This is an important question.

THE winds of chance never before beckoned so strongly to indiscreet imagination as now. A popular pastime in this age of shams, sheiks and shimmies is to wonder where the fellow who has made good got his luck.

Many of us are looking for the magic tip; we want the royal road to success. Some manufacturers stick to the old-fashioned method of hammering away at the business-end of the hammer, making the best product they can, and taking their gains as they come—slowly at best, but surely, nevertheless.

In recent years the ice cream industry has seen a number of 40,000-gallon-a-year producers with seeming suddenness become 100,000-gallon producers. This leads some of us less fortunate to wonder what was the trick to it.

Success always looks easy in the end. Yet, if you will consult the man who has emerged from the lower strata, you will be astonished to know that he has faced all the obstacles any of us ever met. Disappointments came to him as they come to you, and as they come to the writer of these lines. Failures were his as they have been yours. Mistakes he has made, as you have made them. All that you have known in the way of troubles and turmoil have been his portion—all the heartaches and worries that come to men of this flesh. And he groaned under this weight just as loudly as you and this writer have under ours. But through all the bitter stretches he stuck to the guns, held to the faith, and struggled on and hoped on in spite of it all. When the rising tide came he "rode it up" and it looked easy.

Some of these days he will turn over in his grave as somebody passes his epitaph and says, "Gee, what a lucky stiff this guy was. I knew him when—"



BRIGHT and early one morning recently our mail yielded a letter from a gentleman who is greatly interested in seeing problems worked out in this industry, and although he thought he was covering other matters in his letter he struck right at the heart of that particular point.

"You are the most human people," wrote this gentleman to The Ice Cream Review, "that circulate a magazine in the dairy industry."

That gives rise to a question. What is an industry but the symbol of human efforts and human service? The ice cream industry is made up of the hopes, emotions, ambitions and heart-beats of thousands of human beings. It is a human thing itself.

How many problems do you think would stand long if we all could just pass along the spirit of brotherhood? With more human understanding developed, many of our supposedly difficult problems would solve themselves.



WHEN a friend slaps you on the back along about Christmas time and says, "How's business?" what are you going to tell him?

The production peak passed several weeks ago. It is

generally agreed that we have had a good "season." Results have been most satisfying in every way. Business in general lines was good and this helped along ice cream sales.

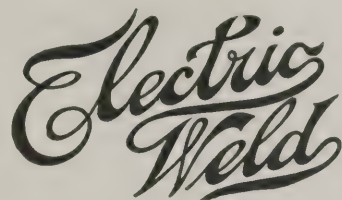
But ice cream manufacturers, themselves, are deserving most of the credit. There has been good spirit shown on most every hand. In spite of unfavorable weather at the outset, manufacturers in every section showed disposition to stick to the guns. Most every legitimate means has been employed to attract business. But at the same time there has been a re-assuring display of co-operation that speaks well for efforts along this line.

The usual decline of sales began in the fall, a little later than usual and not quite so marked. The next few weeks will be watched with interest. They will tell the story of just how successful the year can be regarded from an ice cream viewpoint. If the effort continues, if the spirit holds up and cabinets are kept closed the job, there is every reason to believe that we shall soon point back to 1923 as one of the best ice cream years in history, if not the best.

Otherwise, we shall just look back upon the passing of another successful "season," and still be far from victory. The ice cream manufacturer has much more to do with this than the public. The public moves on when it is led. We must do the leading.

BULLETIN OF EVENTS

- Southern Association of Ice Cream Manufacturers**—Eleventh Annual Convention, Little Rock, Ark., December 4, 5 and 6. Convention headquarters, Marion Hotel. Secretary, J. V. Clopton, Decatur, Ala.
- Pacific Ice Cream Manufacturers' Association**—Annual Convention, Vancouver, B. C., Dec. 3, 4 and 5. Secretary, Ben Walker, Tacoma, Wash.
- Arkansas Ice Cream Manufacturers' Association**—Annual Convention, Little Rock, December 3. Convention headquarters, Marion Hotel. Secretary, G. A. Meyer, Stuttgart.
- Association of Ice Cream Manufacturers of New York State**—Annual Convention, Rochester, N. Y., December 5 and 6. Secretary, A. M. Le Messurier, Box 676, Syracuse.
- Association of Ice Cream Manufacturers of Iowa**—Annual Convention, Mason City, December 10, 11 and 12. Convention headquarters, Hotel Hanford. Secretary, P. N. Crowley, 28 Good Block, Des Moines.
- Metropolitan Ice Cream Manufacturers' Association**—Annual Convention, Newark, N. J., December 11. Convention headquarters, Newark Athletic Club. Secretary, W. H. List, Fulton Ice Cream Co., 596 Market St., Newark, N. J.
- Illinois Association of Ice Cream Manufacturers**—Annual Convention, Chicago, December 11 and 12. Convention headquarters, Hotel Sherman. Secretary, N. Loewenstein, 155 Clark St., Chicago.
- North Carolina Ice Cream Manufacturers' Association**—Annual Convention, Winston-Salem, January 15 and 16, 1924. Convention headquarters, Robert E. Lee Hotel. Secretary, Arthur E. Dixon, Fayetteville, N. C.
- Kansas Association of Ice Cream Manufacturers**—Annual Convention, Wichita, January 22, 23 and 24, 1924. Secretary, B. T. Perkins, Pittsburg.
- Louisiana Association of Ice Cream Manufacturers**—Annual Convention, Baton Rouge, sometime in January, 1924. Secretary, N. F. Manning, Monroe.
- California and Southwestern States Ice Cream Manufacturers' Association**—Annual Convention, Los Angeles, Cal., January 11 and 12, 1924. Secretary, Robert F. Grosse, 5792 San Pablo Ave., Oakland, Cal.
- New England Association of Ice Cream Manufacturers**—Annual Convention, Boston, January 16 and 17, 1924. Convention headquarters, Copley Plaza Hotel. Secretary, W. P. B. Lockwood, 51 Cornhill, Room 401, Boston.
- Mississippi Ice Cream Manufacturers' Association**—Annual Convention, Laurel, January 8 and 9. Convention headquarters, Hotel Pinehurst. Secretary, N. D. Brookshire, Meridian.
- Ohio Association of Ice Cream Manufacturers**—Annual Convention, Columbus, January 31-February 1. Convention headquarters, Deshler Hotel. General secretary, W. A. Wentworth, 509 Outlook Bldg., Columbus.
- Michigan Allied Dairy Association**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. Secretary, R. F. Frary, Lapeer.
- Michigan Dairy Boosters**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. President, C. C. Yuncker, Zipp Manufacturing Co., Cleveland, O.
- Western Canada Ice Cream Manufacturers' Association**—Annual convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.
- Minnesota State Association of Ice Cream Manufacturers**—Annual Convention, St. Paul, January 10 and 11. Convention headquarters, Hotel St. Paul. Secretary, J. J. Farrell, 622 Hamm Bldg., St. Paul.



Have You Noticed the Growth of the "Electric Weld"?

If a soldered can is good, why weld?

If a welded can is better why make, sell or buy both?

We make but one can—the same one, refined and improved during five satisfactory years—The "Electric Weld"—sold by Jobbers or direct representatives everywhere.

Write Us

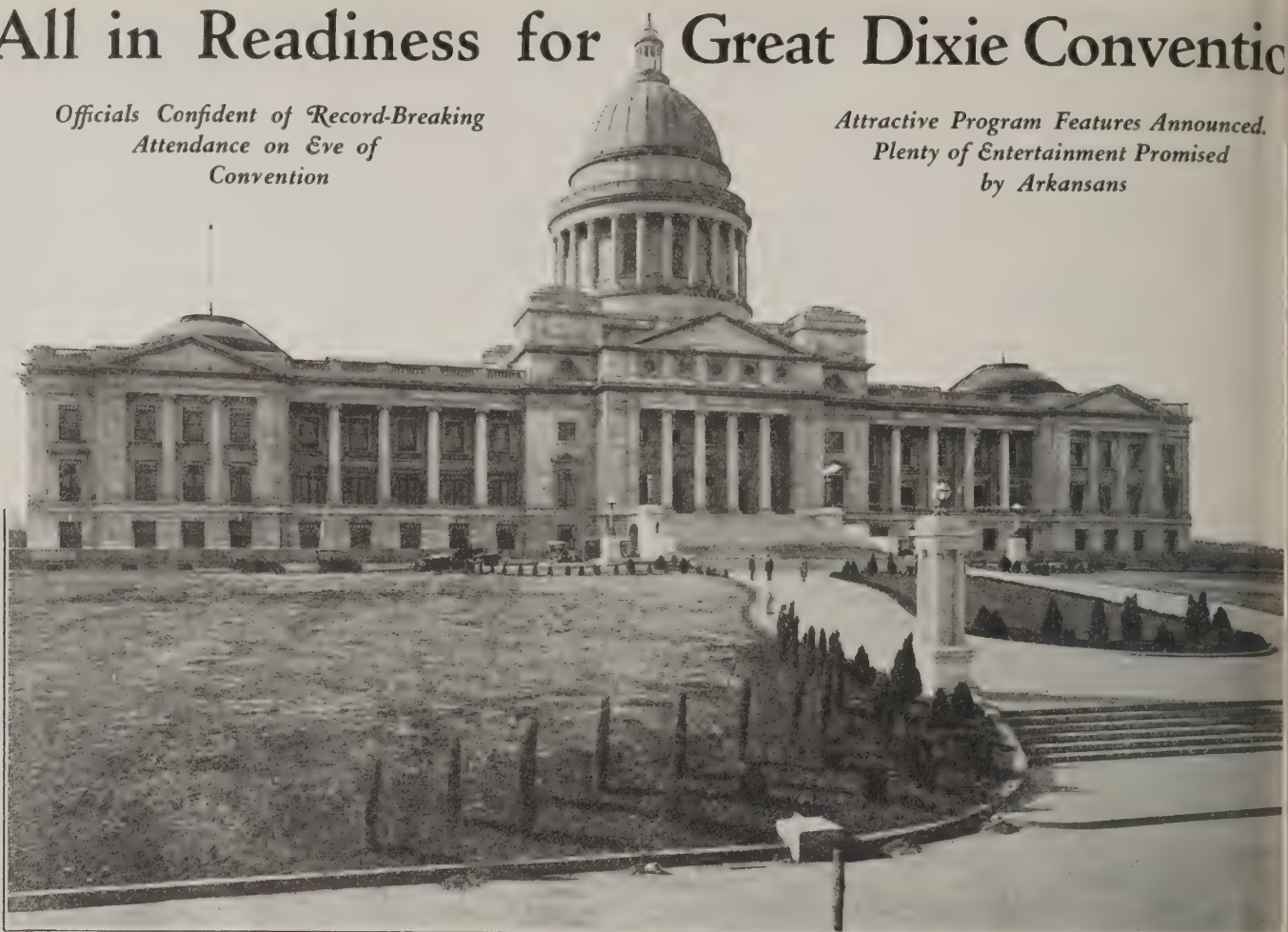
JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.



All in Readiness for Great Dixie Conventio

*Officials Confident of Record-Breaking
Attendance on Eve of
Convention*

*Attractive Program Features Announced.
Plenty of Entertainment Promised
by Arkansans*



Arkansas State Capitol.

ICE CREAM manufacturers of the South are preparing to move on Little Rock, Ark., from all directions. A record-breaking attendance is forecast by officials of the Southern Association of Ice Cream Manufacturers on the eve of their eleventh annual convention, December 4, 5 and 6. Correspondence to Secretary J. W. Clopton of Decatur, Ala., assures wide representation, the secretary announces.

Other officials are equally optimistic. President M. J. Costa of Athens, Ga., has invited manufacturers of different Southwestern states to the convention. He believes his call will be answered by many manufacturers of Oklahoma and Texas. Members of the industry in these states have such good conventions of their own that it has been hard to attract them to Southern conventions in the past. It is believed that the Texans and Oklahomans will attend the Southern convention in great force this year, however.

A survey of the Southern industry has led officials to believe that members of their flock are looking forward to the convention with great interest. The conference at Cleveland of Southern delegates to the national convention showed manufacturers of Dixie had given much thought to their coming convention. Different state leaders at that time gave assurance that their states would be well represented.

Bulletins have been flying thick and fast since the national convention and an eleventh-hour check on the situation has prompted the secretary to notify Hotel Marion to be in readiness for heavy registration.

Newspapers of the South have been taking considerable interest in the convention. News stories issued

by The Ice Cream Review to the press have been printed in virtually very leading daily from Texas to Virginia.

Elaborate Program.

Hints at the attractions to be provided have been drifting to the Southern manufacturers through The Ice Cream Review from time to time. The complete program printed in this issue seems to bear out all former expectations.

The convention program consists of speeches by men who have been keen students of ice cream manufacturing problems for many years, including Prof. A. C. Baer of Stillwater, Okla., widely known for the problems he has solved through The Ice Cream Review, and many of the South's leading ice cream manufacturers. Problems peculiar to the Southern ice cream industry will be discussed in addition to general problems. Professor Baer's theme will be "The Development of the Ice Cream industry in the South."

As was expected following the Cleveland conference, it was found to be impossible for the association to finish its business in two days to make room for entertainment features, and it has been decided to add one day to the business program. The convention, therefore, will open December 4 and close the afternoon of December 6, when delegates will entrain for Hot Springs.

Southern Dairy Officials Invited.

Success to efforts being made by Secretary Clopton at this writing will mean additional bright features to the program not shown in this issue. Mr. Clopton has invited representatives from the state dairy and food

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

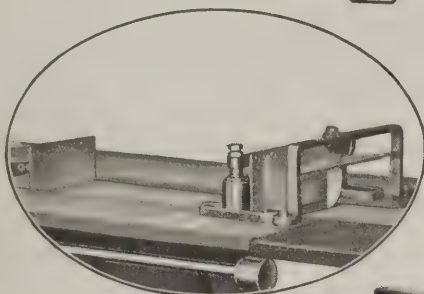
THE BESTOV CALENDAR

EQUIPMENT FOR HANDLING

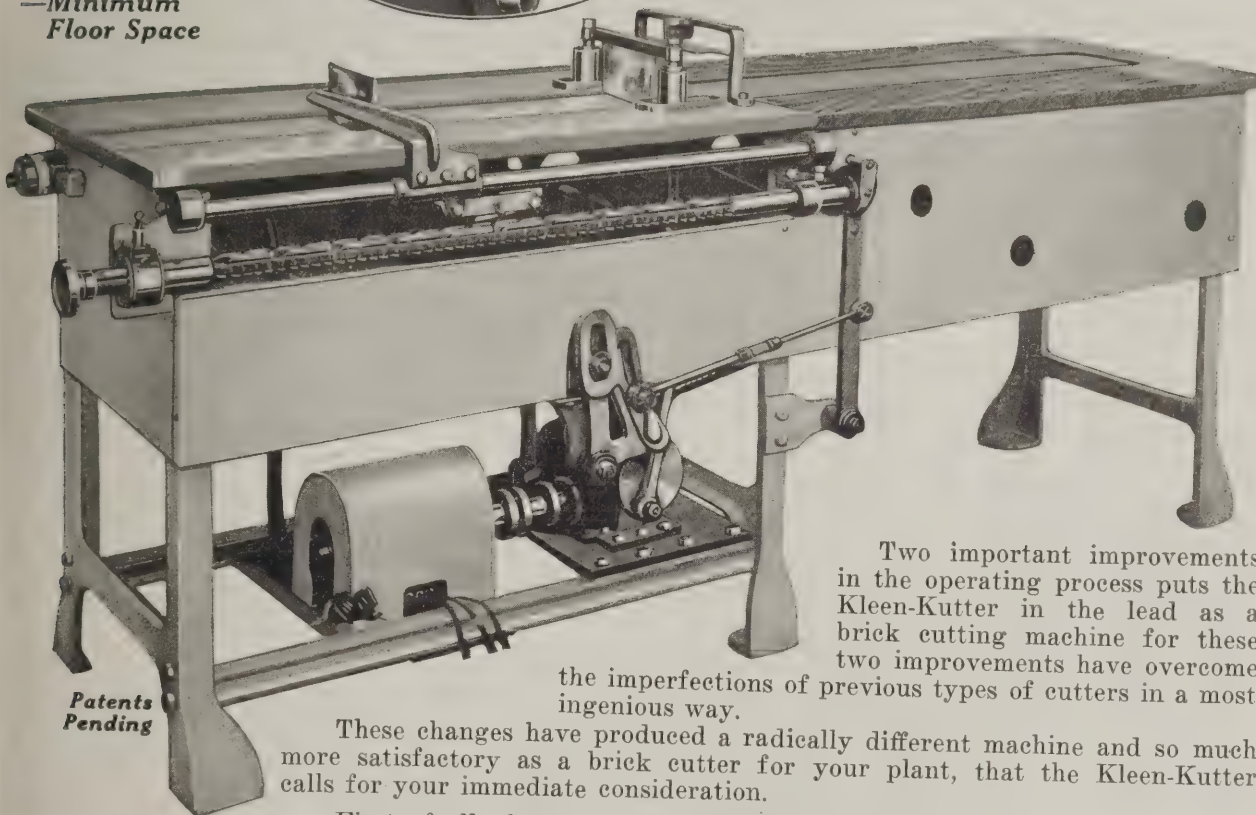


MILK FROM COW TO CONSUMER

- Sixty Quarts
- 120 Slices a Minute
- Seven Sizes of Slices
- No Scale Boards
- Minimum Floor Space



BESTOV KLEEN-KUTTER ICE CREAM BRICK MACHINE



Patents Pending

the imperfections of previous types of cutters in a most ingenious way.

These changes have produced a radically different machine and so much more satisfactory as a brick cutter for your plant, that the Kleen-Kutter calls for your immediate consideration.

First of all, the cuts of ice cream are fed to the conveyor belt by a forward thrust of the knife blade. This means that the cuts are automatically spaced a distance apart from each other and therefore cannot stick or freeze before being wrapped.

Secondly, the action is so arranged that there is no back stroke of the knife blades through the ice cream. This makes guards, bearing on the top of the ice cream slab unnecessary. It also prevents ragged, rough surfaces caused by the cream clinging to the blade as it withdraws from the cream. The small knife needed to cut slices and pints is not joined to the big knife, and as it cuts **after** the quart knife has completed its cutting, there is no possibility of ice cream clogging around these knives.

There are many other points of construction which are convincing of Kleen-Kutter's superiority, but perhaps the chief reason why you should give this machine very careful consideration is the fact that it is **very moderately priced**.

You incur no obligations of any kind by investigating this machine to the fullest extent. Just fill in and mail this coupon.

FILL IN AND MAIL THIS COUPON

Cherry-Bassett-Winner Co., (4 other stores)
1918 Market St., Philadelphia, Pa.

Send descriptive literature and price on the Kleen-Kutter.

We now use a brick cutter.

Name

Street

Town State.....

Signed.....

R-12-23

THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

departments of every state in the South to attend the convention. This has been done, says the secretary, "so we may have a better understanding regarding the co-operation which is so essential to the advancement of our business."

One of the particular features of the convention will be the delegates' visit to Hot Springs, the world-famous resort. Immediately after the winding up of business on December 6, delegates will leave Little Rock and spend the following day at Hot Springs.

This trip will be made at no additional expense. Delegates have been asked to purchase "all year around" tickets to Hot Springs, with stop-over privileges. This will give them the right to the trip to Hot Springs after "stopping over" at Little Rock for the convention. The secretary has asked delegates to travel over the Missouri Pacific Railroad from St. Louis, Kansas City and Memphis, so as many as possible can make the trip together.

The convenience of the transportation arrangements will allow delegates the opportunity to be the guests of Memphis ice cream manufacturers, stopping off in that city early in the morning of December 3 and being entertained by the local ice cream manufacturers until 2 o'clock in the afternoon.

S. S. Dent, Fortune's, Inc., Memphis, informs The Ice Cream Review that preparations are being made to entertain the delegates between trains. These plans include a luncheon, a ride over the city and a visit to one of the Memphis dairy plants.

Entertainment Program.

Long famed for its attractive entertainment programs, the Southern convention this year will be no exception to the rule, according to officials. The entertainment program, published in this issue, shows the usual lavish hospitality of the Dixie Flyers. Great care has been taken in shaping up this program, according to P. N. Miller, Jr., secretary of the Dixie Flyers, though he leaves it for the manufacturers themselves to say as to whether this work has been well done.

Provisions are made on the program for the Dixie Flyers' usual evening of entertainment, the Southern association's annual banquet, followed by a dance, and various bits of fun and frolic for the manufacturers' ladies.

In no other association in the industry is the social scheme so highly developed as in the Southern body. The ladies are just as much a part of a Southern convention, veteran delegates believe, as anything connected with the program. The manufacturers have been urged to escort their ladies to the convention as usual this year. Extensive preparations have been made for their entertainment, we are told.

This will mark the end of the first year of the ladies' organization. Miss Sally Mahoney, Hudson Manufacturing Co., Chicago, is president of the Ladies' Auxiliary, organized at the New Orleans convention last year. In this issue she calls upon her members to attend the convention in great force.

Exposition to be Held.

Definite decision to hold an exposition of ice cream manufacturing equipment in connection with the con-

vention assures delegates of the opportunity to look at the products of suppliers covering the Southern states. There will be approximately 40 booths. The exposition will be in the Hotel Marion. Secretary P. N. Miller is in charge of the exposition.

C. Mortensen, president of the Dixie Flyers, is confident that the convention will be largely attended. Members of his organization have been working in the interest of the convention for several months.

Arkansas Convention December 3.

The annual convention of the Little Rock Ice Cream Manufacturers' Association will be held one day before the opening of the Southern convention. The Arkansans will hold one session at Hotel Marion on December 3, after which they will give way to their visitors. "We will join them 'in making the Little Rock convention the best the Southern association has ever held,'" use the words of President, E. A. Watson, Watson & A. Little Rock.

* * *

ARKANSANS READY.

LITTLE ROCK, Ark., November 20—(Special to The Ice Cream Review) — Local preparations are complete. The stage is set for what local ice cream manufacturers believe will be the South's greatest ice cream convention.

The convention hosts have been giving the finishing touches to their reception plans. All Arkansans are behind these plans, judging by the enthusiasm prevailing. Ice cream manufacturers of the state have joined hands in efforts to show their visitors an enjoyable stay in their midst. To this assistance has come Earl W. Hodges, local capitalist, former secretary of state, and widely known booster for Southern

industries. Mr. Hodges is one of the South's greatest manufacturers. Not only has he consented to address the manufacturers' convention, but also he is lending his personal assistance in preparations for the coming of the Dixie "ice cream brigades."

At the head of the local ice cream forces is E. A. Watson, president of the Arkansas Ice Cream Manufacturers' Association, who has been putting forth strong efforts toward making everything in readiness. Mr. Watson has been assisting P. N. Miller, secretary of the Dixie Flyers, in preparations for the exposition, a local man handling applications for space in the absence of Mr. Miller.

No one is more enthusiastic over the convention than G. A. Meyer, secretary of the Arkansas Ice Cream Manufacturers' Association, operating at Stuttgart. In a recent statement Mr. Meyer, who has for several years been active in state association work, expressed the belief that Southern manufacturers will find their visit to Little Rock one of the most pleasant of any they have ever made.

"Tell the manufacturers to mark December 7 on their calendar," he said, referring to the day to be spent at Hot Springs. He gave an interesting description of this beautiful place.

"That will be a feature in itself," he continued.

(Continued on page 26)

Dixie Hears Convention Call

Are you ready, O Virginia,
Alabama, Tennessee,
People of the Southland, answer!
For the land hath need of thee.
"Here," from Sandy Rio Grande,
Where the Texan Horsemen ride,
"Here," the hunters of Kentucky,
Hail from Chatter Wah's side;
Every toiler in the cotton,
Every rugged mountaineer,
Velvet-voiced and iron-handed,
Lifts his head to answer "Here."

Arthur Guiterman.



Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

Engineer and Architect
for the
Dairy Industry

Perry Building PHILADELPHIA

New Plant in Tennessee Ranks With South's Best

Union Ice Cream Company Erects \$225,000 Structure at Nashville and Equips it With Modern Machinery Throughout

IN the construction of the new plant at Nashville, Tenn., of the Union Ice Cream Co., an organization with the experience of thirty-five successful years behind it, nothing known to the modern industry has been spared in an effort to make the factory compare favorably with any in the country. It was erected and equipped at an expense of \$225,000. W. E. Drake is head of the company. He is well known in association circles.

The plant, which has two stories and a basement, is located on the western extremity of the business district of the city. It fronts seventy-five feet on Broadway, one of the main thoroughfares of the town, and one hundred and seventy-five feet on Twelfth avenue. One of the largest electric signs in the South, standing high over the structure, carries the message, "Union, Cream of Quality."

The structure is regarded by the management as a monument set up through the long years of its existence by its honest efforts to manufacture a quality product.

A fleet of thirteen trucks is maintained, six of these vehicles being self-refrigerating. They range in size from one and one-half to three tons, and are always kept in neat condition, the drivers being uniformed. The company maintains its own dairy and uses the output of thirteen others when in full operation. Only the choicest milk is used, a premium being paid over the regular market price to get this.

Located in the basement, the compressor room is equipped with two York machines of thirty-five and forty-ton capacities, which easily afford one hundred

tons of refrigeration, this being sufficient to operate ice tank containing 253 cans of 300 pound capacity in addition to that required for other purposes. However, during the peak run it is sometimes necessary to buy more ice.

Gravity System Employed.

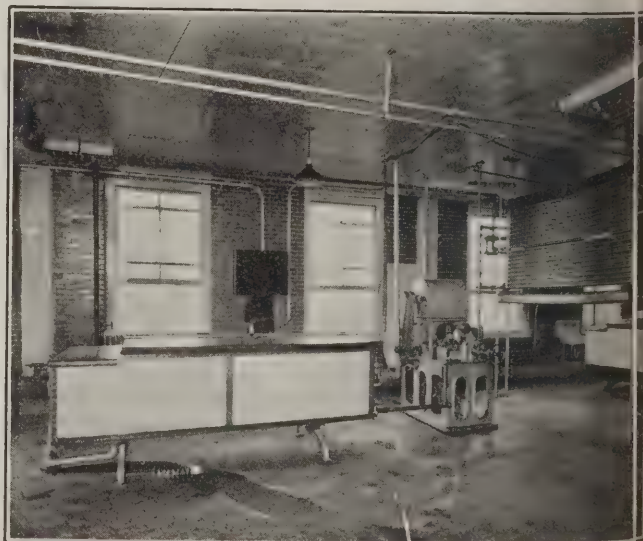
The ice storage room has a capacity of sixty tons of block ice. A Creasy crusher located in a pit adjacent to the ice storage discharges into an elevator boot, and



View of plant from the street.

crushed ice is elevated to the third floor, and loaded by gravity through shutters to service cars and the forms below. The can washing room and boiler room also are located on the lower floor, as likewise are the salt bins, the capacity of which is fifty tons. Like the crushed ice, the salt is elevated and loaded by gravity.

The Broadway entrance has a street level, and the



View of hardening room.

general and private offices are located here. Directly back of these is the loading platform with a frontage of seventy-five feet. Convenient to the platform are

(Continued on page 126)

"Dx" Edible Gelatine Unwavering Standards

Mail Inquiries Promptly
Answered.

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street	CHICAGO 941 Board of Trade	ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue	SAN FRANCISCO Second and Brannan Streets	
ATLANTA Haynes Street	LOS ANGELES 747 Warehouse Street	PORTLAND, ORE. 405 Hoyt Street



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying
the Berger Specialized Service to
which free reference can be made

Crescent Creamery Co.	- St. Paul, Minn
Minnesota Milk Co.	- St. Paul, Minn
Kemps Ice Cream Co.	- Minneapolis, Minn
Ives Ice Cream Co.	- Minneapolis, Minn
Hayes Ice Cream Co.	- Minneapolis, Minn
Metropolitan Milk Co.	- Minneapolis, Minn
Flynn Dairy Co.	- Des Moines, Iowa
Waterloo Creamery Co.	- Omaha, Neb.
Skoug Candy Co.	- Sioux Falls, S. D.

For Ice Cream Making plants
covering Buildings, Machinery
and Equipment.

Twenty-five years experience
in designing and supervising
equipment of manufacturing
plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

401 PHOENIX BUILDING

MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.

Registered Engineer and Architect in the State of Minnesota.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Southern Association of Ice Cream Manufacturers

PROGRAM

Eleventh Annual Convention

HOTEL MARION—LITTLE ROCK, ARK.

December 4, 5, and 6

TUESDAY, DECEMBER 4TH, 1923

9 A. M.

REGISTRATION

10 A. M.

Meeting of Board of Directors and Committees.

11 A. M.

Address of Welcome.....Mayor of Little Rock

ResponseMr. Ben C. Brown,
New Orleans, La.

Report of Secretary-Treasurer.

2 P. M.

President's AddressMr. M. J. Costa,
Athens, Ga.

Advantages of Membership in Trade Associations...Mr. S. N. Sutton,
Vicksburg, Miss.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Why the Business Man Should Attend All Meetings of His Trade
AssociationMr. W. W. Campbell,
Shreveport, La.

The Responsibility of the Manufacturer in the Production of More
and Cheaper Dairy Products.....Mr. Will Terry,
Little Rock, Ark.

Discussion led by.....Mr. L. N. Learned.
Memphis, Tenn.
Mr. George A. Sancken,
Augusta, Ga.

A Hot Bunch in a Cold Business.....Mr. Earl W. Hodges,
Little Rock, Ark.

Express Rates and Problems.....Mr. L. A. Corning,
Hamlet, N. C.

8:30 P. M.

Entertainment, compliments of Dixie Flyers.

WEDNESDAY, DECEMBER 5TH, 1923

9 A. M.

AdvertisingMr. S. W. Brooks,
National Ice Cream Co., Little Rock, Ark.

Followed byMr. Henry W. Stern,
Sani-Dairy Products Co., Chicago, Ill.
Mr. W. D. Seale,
Jackson, Miss.
Mr. John Kloecker,
Lexington, Ky.

Co-operation—"What's Dumber Than a Dumb-Bell?".....
.....Mr. Harry Cuscaden,
Louisville, Ky.

Followed byMr. George K. Brown,
Chattanooga, Tenn.
Mr. A. E. Stiling,
Daytona, Fla.

Progress of the Ice Cream Industry in the South....Prof. A. C. Baer,
Stillwater, Okla.

Advisability of Carrying More than One Grade of Ice Cream.....
.....Mr. W. J. Barritt,
Tampa, Fla.

Followed byMr. W. E. Drake,
Nashville, Tenn.
Mr. Wm. A. Heuser,
Louisville, Ky.

1:30 P. M.

Is a Charge Account on Empty Containers Practical?.....
.....Mr. D. W. C. Yarbrough,
Birmingham, Ala.

Followed byMr. J. G. Sherrer,
Charleston, S. C.
Mr. R. W. Barnes,
Selma, Ala.

Iceless CabinetsMr. Geo. A. Boedeker,
Dallas, Tex.

The Ice Cream Supplyman.....(To be assigned)

Should There Be a Uniform Ice Cream Law for All Southern States?
.....Mr. A. E. Dixon,
Fayetteville, N. C.

Followed byMr. E. L. Hays,
Pensacola, Fla.
Mr. Chas. Hooberry,
Pine Bluff, Ark.

The National Convention in New Orleans in 1924.....For Discussion,
Twenty Minutes

7:30 P. M.

Annual Banquet and Dinner Dance. .Mr. E. A. Watson, Toast Master, .
Banquet Room, Marion Hotel

THURSDAY, DECEMBER 6TH, 1923

10 A. M.

Round Table Discussion, open only for Ice Cream Manufacturers.
Report of Committees.
Selection of Convention City.
New Business.
Election of Officers.

1:30 P. M.

Inspection of Exhibits, afternoon to be spent with Supplymen.

6 P. M.

Leave Little Rock for Hot Springs. Schedule to be announced on
second day of convention.

Entertainment

Special entertainment will be provided for the ladies visiting the Convention. Bring them with you.

Tuesday, December 4th, 2 P. M.

Theatre Party for Ladies in attendance by the Ladies' Auxiliary of the Dixie Flyers.

Wednesday, December 5th, 2:30 P. M.

Theatre Party for Ladies in attendance, compliments of the Dixie Flyers.

Automobile rides will be arranged on each day of the Convention so that the ladies may see the beautiful scenery in and around Little Rock.

Tuesday Night

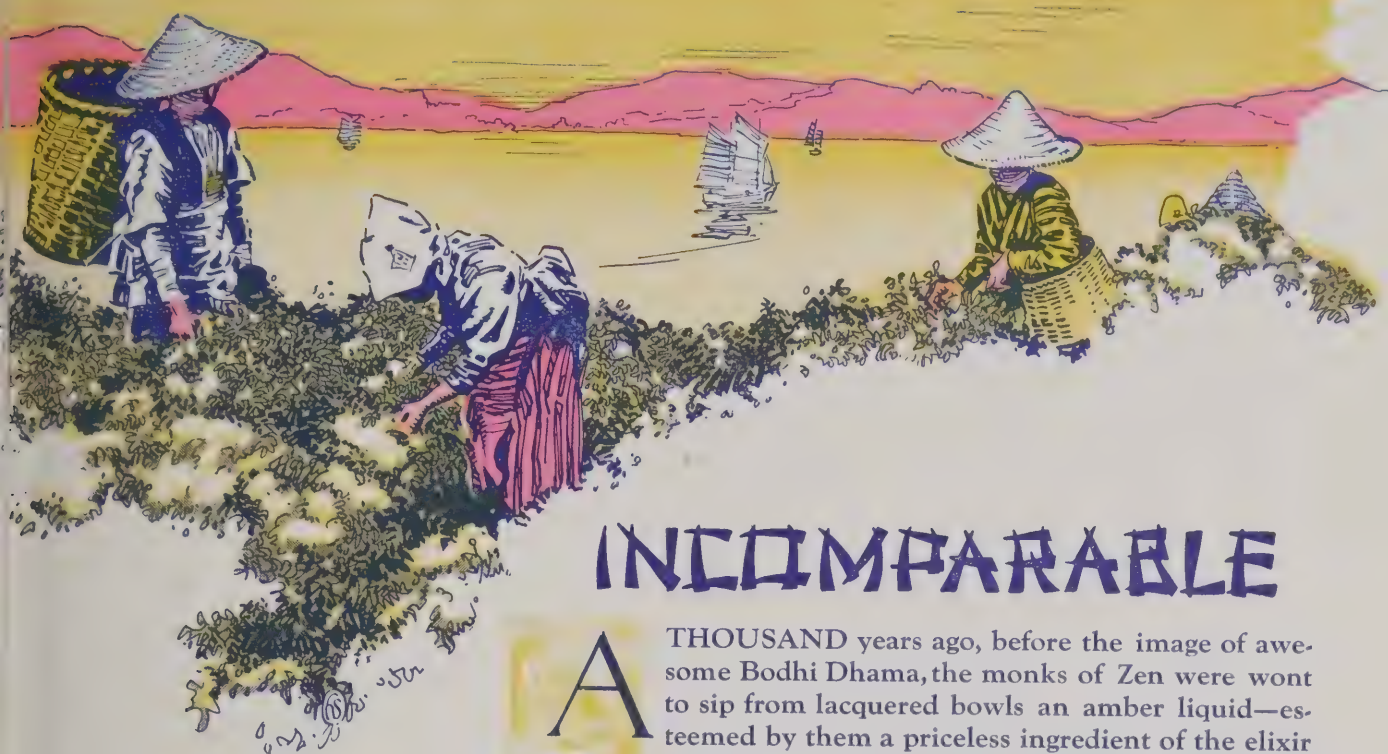
Entertainment, compliments of Dixie Flyers.

Wednesday Night

Annual Banquet and Dinner Dance.

Thursday Night

Tour to Hot Springs.



INCOMPARABLE

A THOUSAND years ago, before the image of awesome Bodhi Dhama, the monks of Zen were wont to sip from lacquered bowls an amber liquid—esteemed by them a priceless ingredient of the elixir of immortality. Thus was the drinking of tea cloaked with mysterious and ceremonial ritual during the reign of the Japanese Emperor Shomu in the year 729.

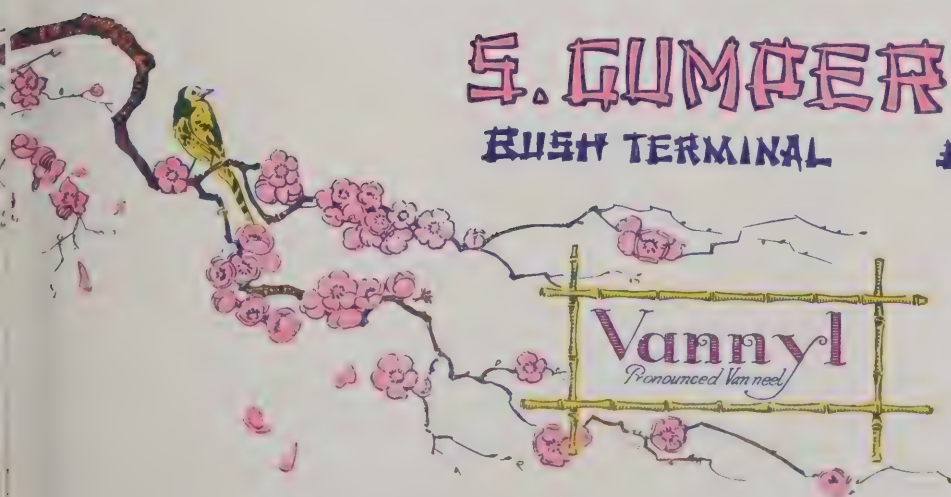
As the ruddy afterglow brightened the bamboos with delight, midst the murmur of bubbling fountains and the sighing of the pines, the precious leaves were brought forth for the tea ceremony. "These tea leaves must have creases like the boot of a Tartar Horseman, curl like the dewlap of a mighty bullock, unfold like mist rising from a ravine, gleam like a zephyr-kissed lake, and be wet and soft even as fine earth newly swept by the warm spring rain"—so ordered the ancient dynastic law. For to the chosen few, the tea ceremonial was to partake of the "froth of the liquid Jade", a rare fragrance and aroma that strengthened the will and delighted the soul—a flavor masterpiece.

So, too, as in days of old, qualities apart from the ordinary distinguish a superior product. So with Vannyl, truly a flavor masterpiece. For to ice cream this incomparable flavor imparts a richness of taste that delights the user. At your request we will be glad to tell you the story of how Vannyl creates a preference for your product beyond your fondest expectations.

S. GUMPERT & CO.

BUSH TERMINAL

BROOKLYN, N.Y.



THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Illinois Association Meets in Chicago This Month

Glowing Record is Behind Pioneer Association of the Industry. Good Convention Program Promised

THE pioneer association of the ice cream industry will be in session in Chicago, December 11 and 12, when the Illinois Association of Ice Cream Manufacturers meets at Hotel Sherman.

The convention will mark a quarter of a century of constructive work in the interest of the ice cream trade of Illinois, the twenty-fifth year of the association's career, beginning with the close of the convention.

In that space of time this association has held probably the liveliest conventions of any of the state organizations. With such a glowing record, the association officers are sure that the meeting this month will be well attended. Secretary N. Loewenstein promises that the program discussions will be of the greatest interest, much care having been taken in working up subjects of particular interest and in getting for these subjects men well qualified to discuss them.

To Mr. Loewenstein's ability to put together good programs goes much of the credit for Illinois' successful conventions, other officers say. Mr. Loewenstein has

been identified with the association for several years. In the fore part of 1906 he was with the "Three-I" Association of Ice Cream Manufacturers, which gave way that year to the National Association of Ice Cream Manufacturers. With others, Mr. Loewenstein re-organized the old Illinois association in 1906, after the passing of the "Three-I" association. He was named the first secretary, and with the exception of the years 1909-10-11 has held that post ever since.

Among the subjects to be discussed are: "Refrigerated Cabinets," "Service Charges," "Truck Delivery," "Some Trade Abuses," and "What Constitutes Quality in Ice Cream."

L. W. Roszell, Roszell Ice Cream Co., Peoria, is president of the association.

I have never missed a Southern ice cream convention without feeling I had suffered a tremendous loss, and I never miss one unless unavoidable circumstances prevent me from attending. The benefits to be derived cannot be calculated in dollars and cents, but they are just as tangible and necessary as your bank account. It is my intention, if nothing prevents, to attend the convention at Little Rock, and I sincerely hope all of our Southern friends will be there.

Yours very truly,

W. J. BARRITT

Vice president Southern Association of Ice Cream Manufacturers.



KANSAS PREPARING FOR CONVENTION IN JANUARY.

Committees are at work in preparation for the annual convention of the Kansas Association of Ice Cream Manufacturers, which will be held at Wichita, January 22, 23 and 24. Hotel Broadview has been selected by the arrangements committee for convention headquarters, it was announced in November. The committee says this hotel is well equipped to handle the convention.

Officials say efforts will be made to have the subject of mechanical refrigeration well covered at the convention. The program committee has asked members for suggestions as to subjects to be discussed.

A bulletin issued last month by President W. L. Chappell and Secretary B. T. Perkins asks members to make early reservations for the convention.

THE CITY OF ROSES

Little Rock is the capital city of Arkansas

Its population, according to the official census is 65,000.

The combined city population which it serves as an actual business center is about 100,000.

It is the central part of the state and enjoys an altitude of 275 feet.

The city, and its sister community, North Little Rock, (a separate corporation) are divided by the Arkansas River, flowing West to East at this point.

Two new concrete arched bridges, which will connect the two cities, are now under construction. In addition, there are three railroad bridges, two of which, in emergency, may be used for truck and wagon traffic.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



C. A. KENT,
Kentwood, La.
First President.



E. R. HARRIS,
New Orleans.



A. M. THORNTON,
Shreveport, La.
First Vice-President.



BENJAMIN C. BROWN,
New Orleans,
First Secretary.

First Officers
and Some of the
Charter Members of
Southern Association
of Ice Cream
Manufacturers,
Organized
at New Orleans
Eleven Years Ago.



JIM NELSON,
St. Louis.



HARRY BENNERS,
New Orleans.



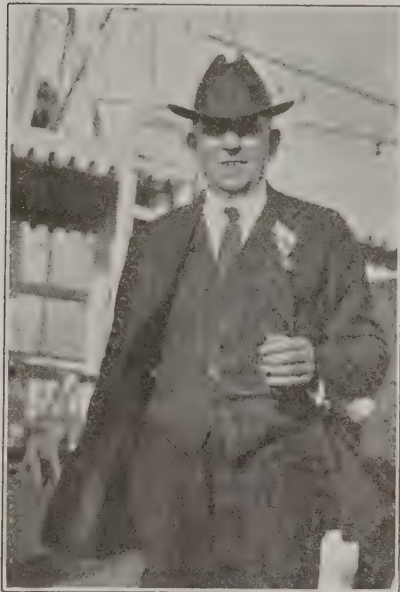
CHRIS. HOLLINGER,
Hattiesburg, Miss.
(At that time.)



GABE WEGENER,
Chicago.

"which every delegate, wife or child should be sure to enjoy.

"Hot Springs is located in the Sugar Loaf mountains. Leaving Little Rock December 6, the gradual shifting of the landscape along the route of travel will make you think you are in the land of fairies. At the East-



C. A. Kent, "sage of Kentwood," organizer and first president of the Southern association, presiding at the first meeting, held at New Orleans ten years ago. This photo was snapped by The Ice Cream Review's cameraman when he returned to New Orleans last year for the tenth annual convention of the association. "Mr. Charlie" is widely known and loved in the Southern industry.

man Hotel, where we shall feast, will be found a hostelry that has entertained titled persons of renown in many countries. There are many points of national interest at Hot Springs. There are streets and pathways winding up the mountain side to the government hospital and bath-houses, where the government has spent millions in their erection and upkeep.

"Then there is Central Avenue with the bath-house row awaiting inspection, beautiful residences dotting the outskirts of the city, and many other show places too numerous to mention.

"With the weather promising, we shall show you a picture beautiful, making you return to your homes

prepared to do a bigger year's work than ever before. The great line of entertainment in store for delegates will make all want to make ready for the 1924 convention to tell others about Little Rock and Hot Springs.

"Members of the Ladies' Auxiliary have some plans of their own for entertaining delegates. There is much mystery surrounding these plans, but wherever the ladies are concerned there usually is something nice to be expected."

* * *

SOUTHERN ASSOCIATION HAS GLOWING RECORD

WHEN the Southern Association of Ice Cream Manufacturers meets at Little Rock for what is expected to be its greatest convention thus far, no one will be happier than the members of that small



Chris Hollinger, charter member of the Southern association, and one of his partners in industry, C. W. Smith, an enthusiastic Dixie Flyer and Texas Long Horner.

band that met at New Orleans just eleven years ago to see if they could not correct some of the trade abuses that were so sorely besetting their industry.

It was last year that the association returned to New Orleans, the scene of the first meeting, and brought back memories of the time when nine manufacturers and

suppliment met at the De Soto Hotel and formed principles for co-operative efforts in those Southern states that at that time had no state associations. years previously they had formed what is now the ice association in the world—The Louisiana Ice Manufacturers' Association.

Reflecting upon the benefits the ice association



W. W. Campbell, Shreveport, La., for several years one of the Southern association's most loyal supporters. He was elected vice-president of the national association in October. This shows him as snapped by The Ice Cream Review's cameraman at the New Orleans convention last year.

done that industry. A. Kent of Kentwood, La., decided that was time to take similar steps for the guarding of the cream industry. Kent accordingly proceeded to introduce other manufacturers of Louisiana in a scheme.

He enlisted the operation of T. Alston of the Blount Manufacturing Co. of St. Louis. Mr. Alston furnished the Kentwood man with a list of ice cream manufacturers and then operated with him, getting them together.

Kent Was Founder

So it was "Charlie" Kent came the founder, first president of the Southern Association

of Ice Cream Manufacturers, a body destined to become next to the largest in the industry, eclipsed only by the national association.

Mr. Kent entered the ice cream industry in the year 1911, and "at an early stage of the game discovered it was a cut-throat, devil-take-the-hindmost sort of business," to use his own words.

He conceived the plan of organizing the manufacturers of Louisiana, Mississippi and Alabama. He submitted his plan to his friend, Mr. Alston, who happened to be visiting him. Mr. Alston saw the advantages and proffered his assistance. A letter was addressed to each of the manufacturers. Nearly all replied, expressing approval of the suggestion.

Mr. Kent then visited the manufacturers of Louisiana



Seven charter members of the Southern association: N. C. Pearson, Gabe Wegener, Jim Nelson, Chris Hollinger, E. C. Harris, C. A. Kent and Harry Benners.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The PURITY Mixer and Pasteurizer is furnished with either belt or motor drive as specified.

Two Sets of Agitators

Of a specially designed propellor type, produce a *perfect mix* in the PURITY Ice Cream Mixer.

It will improve your ice cream and increase your profits.

A special current deflector throws the mixture constantly toward the center, where the propellor sucks it down in little whirlpools. This makes the PURITY Mixer particularly successful in reconstituting milk from powder or butterfat.

The PURITY may also be used very satisfactorily as a *pasteurizer* in small plants, or for special jobs.

Your plant is not complete without one of these practical, all-purpose machines.

Write *today* for our circular describing them.

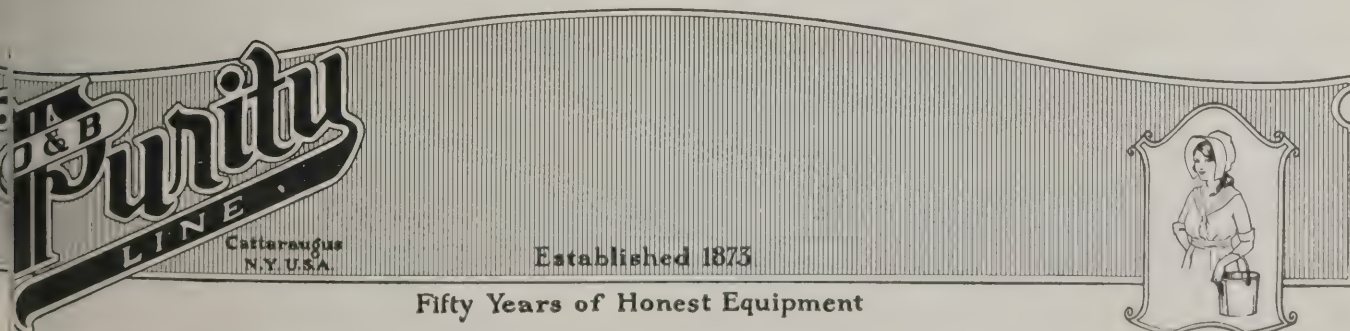
Oakes & Burger Co., Inc.

Dept. "D"

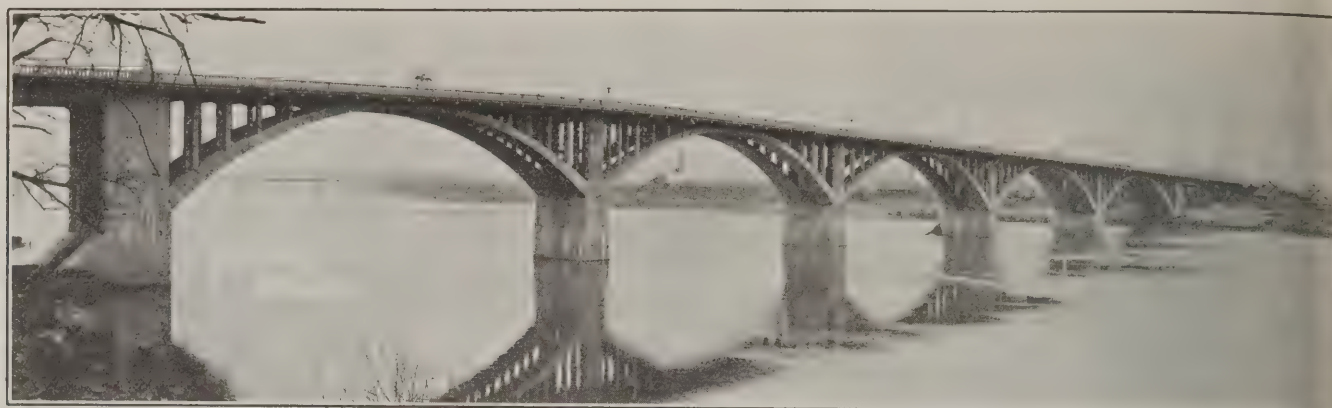
Cattaraugus, New York, U. S. A.

The outside jacket of the PURITY Mixer and Pasteurizer is of galvanized iron, lined with sheet copper. Inner can of heavy cold rolled copper, tinned to prevent rust, and reinforced. Agitator of heavily tinned copper and the steel shaft is encased in copper.

Gears entirely enclosed. Thermometer also supplied. The machine is easily cleaned. Furnished in battleship gray enamel.



THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.



The Southern Association Again is "Going to Visit the Boys Over the River."

Orleans. E. R. Harris and Benjamin C. Brown said they would take part in the plan. Mr. Kent then returned to his home, and from Kentwood he sent out letters calling a meeting to be held at the De Soto Hotel, New Orleans. Those present were: E. R. Harris and Benjamin C. Brown, New Orleans; Gabe Wegener and Chris. Hollinger, Chicago; James L. Nelson, St. Louis; A. M. Thornton, Monroe, La.; J. W. Hardy, Jackson, Miss.; N. C. Pearson, Laurel, Miss., and Harry Benners, New Orleans.

Mr. Kent was chosen president, Mr. Thornton vice-president and Mr. Brown secretary-treasurer.

The association struggled along five years without gaining any new members. In 1917 a meeting was held at Birmingham, and Tennessee was taken into the association. This resulted in bringing into the fold such excellent men as W. M. Sidebottom and W. E. Drake of Nashville, Frank Stuart of Knoxville, and several others. Growth from then on was very rapid.

It is a matter of pride to the founders of the Southern association that rebates and other unfair methods of competition have been eliminated since the organization of the association. Quality has been raised to the highest standard and the industry is growing.

Past Conventions.

After the organization meeting in New Orleans in 1912, the association met in that city four consecutive times. Then Birmingham was visited. The following year found the association the guests of the Tennessee manufacturers at Nashville, where the Dixie Flyers were organized. J. W. Mulligan, Rex Extract Co., was the first president of the Flyers; Adolph Skinner, Creamery Package Co., was the first vice-president, and P. N. Miller, Jr., Crown Fruit & Extract Co., was the first secretary-treasurer, a post he has held since, except for the term he served as president, in 1920-21.

Tennessee liked the association so well that Memphis asked for the next convention and got it. The 1920 convention was held at Macon, Ga., with A. M. Thornton as convention president. Little Rock asked for the 1921 convention and the members voted to go to Little Rock. Some time after this convention, The Association of Ice Cream Supplymen decided to hold a regional exposition in Atlanta. The directors were prevailed upon to change their original plans for going to Little Rock in order to meet in connection with the supplymen's exposition.

In Atlanta the members felt that it was time again to visit "the boys over the river," and last December the association went home again, meeting at New Orleans. At the New Orleans convention several cities competed with Little Rock for the honor of being host

in 1923. Little Rock had to beat down opposition from Lexington, Ky., and Birmingham to win.

Past Presidents.

The good work of the Southern association can largely be attributed to the excellent officers it has had. J. Walter Clopton of Decatur, Ala., is regarded as one of the ice cream industry's greatest and most aggressive association secretaries. He has been the secretary of the Southern for four years, succeeding A. M. Thornton. It is significant that Mr. Clopton's term of office dates from the time the association began its growth.

Among those who have been president of the association from time to time are: Benjamin C. Brown, New Orleans; E. R. Harris, New Orleans; W. W. Campbell, Shreveport; C. A. Kent, Kentwood, La.; A. M. Thornton, Shreveport; W. M. Sidebottom, Nashville, and M. Costa, Athens, Ga.

A pleasing feature of the New Orleans convention last year was the fact that every one of the chairman members were on hand for the convention except J. W. Hardy of Jackson, Miss. A photo of the group was snapped at the time by The Ice Cream Review's cameraman.

To these men, no doubt, it means little as to whether the 1924 convention will be held; they are satisfied that their work has been done to good purpose and wherever the conventions are held more good work is sure to result.



MEMPHIS TO ENTERTAIN SOUTHERN DELEGATES BETWEEN TRAINS.

Plans for the entertainment of Southern convention delegates who go to Little Rock by way of Memphis were announced November 15 by S. S. Dent, manager of Fortune's, Inc., Memphis. Between trains the delegates will be shown a sample of Memphis hospitality. The program drawn up by Mr. Dent and other Memphians provides for inspection of the Clover Farm Company's new dairy and ice cream plant in the forenoon, lunch at Fortune's, Inc., at 1 o'clock in the afternoon followed by a drive through the city, winding up at the office of the Lilly-Purity Ice Cream Co. where visitors will have an opportunity to discuss general conditions with one of the oldest manufacturers in the industry. Smokes will be furnished.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

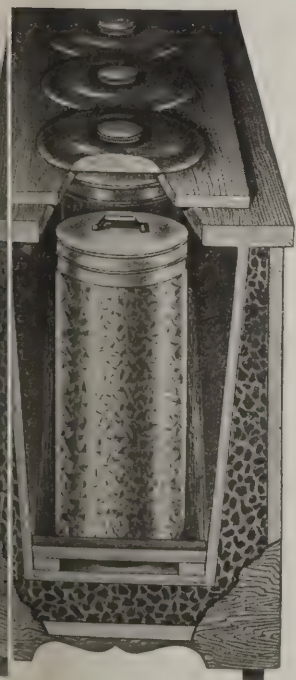
How Are Your Cabinets Lined?

SOME CABINET MANUFACTURERS CLAIM THAT A METAL LINING IS BEST, ON ACCOUNT OF THE FACT THAT IT CAN BE REPLACED EASILY, AND REPAIRED WHEN A LEAK DEVELOPS.

Nelson Cabinets

ARE LINED ENTIRELY OF WOOD AND ARE NOT AFFECTED BY BRINE. WHY NOT HAVE A PERMANENT LINING, ONE WHICH DOES NOT NEED TO BE REPLACED AND WILL NOT CORRODE IN A SHORT TIME?

Thirty Years Experience in the Building of Cabinets has Taught us the Best Type and Quality of Materials Adapted to Their Construction.



through cabinet with taper
lining instead of metal.
stantial, efficient and like
our cabinets, attractive in
appearance.



42-Quart Brick with Ice Rail.
Patented Nov. 11, 1919, 1321120.
Sheet Cork Insulation.

C. NELSON MFG. CO.
2306 DIVISION STREET ST. LOUIS, MO.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

SCENES IN
Little Rock and Hot Springs
*Three of Little Rock's
 Skyscrapers Are Shown*



Bird's-Eye View of Hot Springs.



A. O. U. W. Building.



Bayle Building.



Southern Trust Building.

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.



Hydrox Company, Chicago, Ill. (Northern Indiana Home)

THERE IS A MAN SOMEWHERE—

in this land of ours who has discovered by experience that his Ice Cream plant is costing too much to operate.

Hence, his profits are too low and he is not making money.

This did not happen by chance. Something is wrong in the layout of the plant.

Even yet it may be possible to correct the trouble. Talk it over with us.

There is no such costly experiment when our plans are used together with our complete instructions to contractors.

THE MCCORMICK COMPANY, INC.

DAIRY AND ICE CREAM PLANT
ARCHITECTS AND ENGINEERS

PITTSBURGH, PA.
121-127 S. Negley Ave.

NEW YORK
41 Park Row

An Invitation from Hot Springs to Southern Ice Cream Mfr.

Delegates are Assured of Royal Welcome by Publicity Department Business Men's League,
Hot Springs National Park, Arkansas.

THE purpose of this article is to create a more or less acute attack of "wanderlust" among the busy ice cream manufacturers, who think their business would melt if they took a few days' vacation and loafed at "The Nation's Health Resort," Hot Springs National Park, Arkansas, following the conference of the Southern Association of Ice Cream Manufacturers at Little Rock.

Hospitality is the keynote at Hot Springs and a most cordial invitation is extended to you. The feast will all be prepared—Hot Springs will be ready. The doors of the city will be removed from their hinges. Among some of the features of entertainment provided will be a trip through the government controlled bath houses, a drive over the fifteen miles of federal mountain drive-ways, a game of golf on the South's most expensive and most beautiful golf course, and many attractive features which the committee on arrangements is holding as a surprise.

Hot Springs is the best equipped town of its size in the world for handling conventions. In fact, its resources will challenge any city boasting of conventional advantages and will vie with it for honors! Hot Springs



Bathhouse Row, Hot Springs.

entertained 45 conventions last year. No less than 200,000 people pass through its portals each year. Over 700,000 baths are given annually in its radio-active waters. The hotels have a combined capacity of 25,000 guests at any one time. The hotels range from the most spacious which can comfortably care for 1,000 guests to the less pretentious places with a capacity of a dozen or less. There is a place for everybody and at a price to suit each purse.

Hot Springs—the city—is accessible, reached by excellent railroad service on both the Missouri Pacific and Rock Island lines and pointed out as one of the features of three national highways, the Herbert Pike, Lee and the Bankhead. Hot Springs lies just a little south of the center of population of the United States.

The little city is nestled in the scenic valley of the pine-covered Ozark Mountains. Unlike most cities which are laid out symmetrically in blocks, the streets of the resort wind in and out, and fit

(Continued on page 127)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Use

Baird Refrigerator Bodies

With Mechanically Refrigerated Cabinets!

WHEN you consider mechanically refrigerated cabinets, remember that every BAIRD REFRIGERATOR BODY, old or new, can be easily and inexpensively adapted for use with them. The insulated compartments now used for ice and salt will be adapted to contain ice cream under refrigeration. Thus the ice cream capacity of the body will be more than doubled.

This alteration is readily accomplished because BAIRD construction has been sturdy and durable and BAIRD insulation has been scientifically correct—always. The thorough waterproofing of every piece of wood and insulation with an odorless waterproofing compound absolutely prevents the absorption of moisture. Being perfectly dry, the insulation is always 100% efficient, the body remains light in weight, and decay cannot take place.

Let us submit data and prices on new BAIRD REFRIGERATOR BODIES for delivering to mechanically refrigerated cabinets and upon the adjustment of your present equipment to your new requirements. The moderate cost, increased ice cream capacity, and economies in delivery will surprise you.

ORDER EARLY

WILLIAM F. BAIRD COMPANY

Offices: 401 Chamber of Commerce, Boston, Mass.

Factory: 1017 Main Street, - Winchester, Mass.

Iowans Ready For Convention

Mason City to be Scene of Annual Gathering December 10, 11 and 12.
Poodle Dogs Have Nice Entertainment Program

IOWA manufacturers will gather at Hotel Hanford, Mason City, Ia., December 10, 11 and 12, for the annual convention of the Association of Ice Cream Manufacturers of Iowa. Preparations have been made to make this one of the most profitable conventions yet held in the Iowa ice cream industry, association officers say.

Plenty of good business subjects and an equal amount of entertainment are in store for the delegates, according to the convention program.

The cost of furnishing packing service to dealers will be discussed. Other subjects are: "Cost of Delivering Ice Cream to Country Dealers," "Methods of Reducing Power Costs," and a talk on "Industrial Iowa." The secretary explains that the purpose of the last named subject is to familiarize Iowa manufacturers with the importance of their state as an industrial state.

E. Elmo Martin of Cleveland will deliver two speeches: "Confidence in Business" and "Just Business."

Local manufacturers will give a smoker on Monday evening of the convention. The members of the Poodle Dog Association will provide the annual banquet, with entertainment, the following evening. The sugar factory at Mason City will be inspected the next afternoon.

An impressive feature of the program will be a memorial service for former President Brewer.

Members of the Poodle Dog Association are earnestly at work in the interest of the convention's success, President J. E. Enright, Chicago, says. Secretary A. G. Rose, Des Moines, says all preparations are being made for the enjoyment of visitors.

The Iowa association has a long record of successful conventions. Visitors in the past have been impressed with the spirit shown at these affairs. This spirit will be just as much in evidence as ever, according to reports to the officials. Members are looking forward to the convention with much eagerness, these reports indicate.

The Convention City.

The continuous enterprise of the citizens of Mason City has caused that city to develop during the past thirty or forty years to one of the most widely known industrial cities of Iowa. For forty years Mason City enjoyed a steady and rapid growth until today it is truthfully spoken of as the fastest growing city in Iowa. In 1890, the population was 4,007 and in 1900, it was

6,746; in 1910, it had grown to a city of 11,230 and the Federal census of 1920, showed 20,065. The population today is 23,000.

Mason City was first settled by a white man in 1854 and the first post office established here in 1857; it was in 1858, that the city became the county seat of Cerro Gordo County, although it was not incorporated as a town until 1870 and a city of the second class in 1881.

Mason City is situated at the confluence of Lincoln and Willow Creeks in the north central part of Iowa, 365 miles from Chicago, 150 miles from St. Paul and Minneapolis, 121 miles from Des Moines and 208 miles from Omaha. It has the commission form of government and has its own municipally owned waterworks with a daily capacity of 6,000,000 gallons, all the water flowing from deep wells. The city owns a system of beautiful parks and playgrounds, all of which are connected by a new network of paved streets reaching every part of the city, there being 64 miles of paving within the corporate limits. This earns for Mason City the reputation of being the best paved city in the state.

In 1869 and 1870 the first railroads came to the city and today Mason City is one of Iowa's railroad centers and is admirably served by the Chicago & North Western Railway, the Chicago & Milwaukee, the Chicago & Rock Island & Pacific, the Minneapolis & St. Louis, and the Mason City & Clear Lake Railway, the latter being an interurban line operating between Mason City and Clear Lake. All these roads offer excellent transportation and shipping service to the jobber and the manufacturer. The railroads have, from the very beginning, been an important factor, as they are in every city, in the rapid and substantial growth of this metropolis of Northern Iowa. Mason City ranks first among all the cities of Iowa in tonnage handled, in and out, by its railroads. During the year 1922, the railroads handled 62,650 carloads of freight to take care of the business at Mason City; of this number 29,343 cars were in-bound and 33,307 cars were out-bound.

Big Dairy Center.

All roads lead to Mason City, and those who find their way to this metropolis in Northern Iowa will be pleased, indeed, with their visit to this hospitable city. Geographically Mason City is the center of the dairy territory of the United States and Cerro Gordo County.

(Continued on page 132)



VIEWS OF MASON CITY, IOWA.

- I. Group of Brick and Tile Plants.
- II. Business District from the Air.
- III. Northwestern States Portland Cement Company.
- IV. Scene in East Park.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



W. V. S. ROBB,
President,
Seattle.



BERT H. WALKER,
Tacoma, Wash.
Secretary.



JAY H. KUGLER,
San Francisco,
Field Secretary.



D. M. DORMAN,
Los Angeles,
Second Vice-President.



A. F. BIRD,
Seattle,
Treasurer.

Some of the Officers and Directors
of the Pacific Ice Cream Manufacturers' Ass'n
Who Hold Their Convention at
Vancouver, B. C., December 3, 4 and 5.

Below—State Association Officers
Who Will be in Convention
this Month.



V. A. SAMPSELL,
Portland,
Director.



F. N. MARTIN,
Spokane,
Director.



H. B. H. HIRSCH,
Butte, Mont.



S. J. SIMONSON,
Yakima, Wash.
Director.



J. E. DUNNE,
Portland,
Director.



VERNON F. HOVEY,
President New York Association.

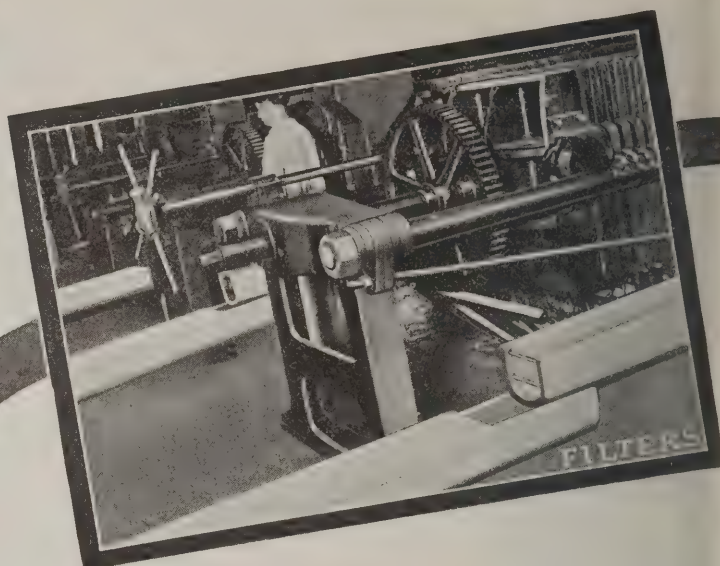


N. LOEWENSTEIN,
Secretary Illinois Association.



H. F. LANGE,
Director Iowa Association.

Only 5 minutes



from Filters to Barrels

It's a radical departure—undoubtedly the greatest step forward in the history of Gelatine production. Just think of it—only 5 minutes to accomplish what formerly required from sixteen to forty-eight hours. And you know how important the element of time is in the production of any food product. Gelatine liquors, being exceptionally sensitive, rapidly deteriorate when held for any length of time at the temperature required for drying. Consequently, practically eliminating time in manufacture assures the user of Gelatine a product of unparalleled uniformity in purity.

This great contribution to the gelatine producing art is a result of years of untiring effort put forth by our scientists and engineers who are recognized as leading authorities throughout the industry. By one revolution of the big Drying Wheel pictured above, the liquid gelatine, directly from the filters, is transformed into flake gelatine and deposited into containers.

The same zeal that so closely guards sanitation in the production

Ucopco Wheel

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



DRYING WHEEL

ion of WHEEL DRIED Gelatine also extends to the selection of the raw materials from which it is made. You cannot imagine—much less produce—a better, purer, more wholesome gelatine than UCOPCO. And yet it costs no more than ordinary gelatine.

No user of gelatine—large or small—who is seriously endeavoring to make his product the best possible can afford to ignore UCOPCO—the super-gelatine. Orders can be placed with the nearest branch listed below. Stocks are carried at points convenient to you.

You can improve your product by the use of UCOPCO without additional cost.

United Chemical & Organic Products Company

Home Office

200 South Marshfield Ave., Chicago

Branches

New York New Orleans Milwaukee
Detroit San Francisco



FROM WHEEL TO BARRELS

Dried Gelatine

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

PROGRAM

Pacific Ice Cream Manufacturers Association

VANCOUVER, B. C.
December 3, 4 and 5—1923

- "Worlds Dairy Congress—Its Influence on the Ice Cream Industry."
Sam H. Greene, California Dairy Council
- "What should we learn from the National Conventions?"
C. J. Alfred, President California and Southwestern Association
- "Stop, Look and Listen!"
E. B. King, Tacoma. A man with a real message
- "What the Ice Cream Industry Means to the Dairy Farmer."
W. L. Macken, Frazer Valley Dairies, Vancouver, B. C.
- "Legislation—State and National."
F. B. Flood, Spokane, Wash., Broadview Dairy Co.
- "Getting Your Product Over to the Public."
Harold A. Sinclair, New York
- "Advertising—Should It Be Local Or General?"
L. M. Voorsanger, Magnus Fruit Products Co.
- "Trade Abuses—Their Relation Or Competition."
To be assigned
- "Co-operation Between Manufacturer and Dealer."
To be assigned
- "Packaged Ice Cream—Does It Justify Paying Premiums?"
Harry C. Stokes, Seattle
- "Your Plant and Its Possibilities."
Wm. Dreyer, Acme Ice Cream Co., San Francisco
- "The Ice Cream Mix, and Results Desired."
W. Paul Heath, Chicago
- "Plant Administration and Uniform Cost Accounting."
A. E. Burt, Weatherly Ice Cream Co., Portland, Ore.
- "Your Equipment, Its Care and Protection."
C. H. Palmer Dairy Machinery, Seattle
- "The Future of the Industry—The End to Be Accomplished."
To be assigned
- "Has the President Anything to Say?"
W. V. S. Robb



J. E. ENRIGHT,
President.



C. W. HUTCHINSON,
Vice-President.



BEN OGDEN, JR.,
Treasurer.

Officers of the
Poodle Dog Ass'n
who have
Completed
Entertainment Plans
for
Iowa Convention



A. G. ROSE,
Secretary.

Mason City,
December 10, 11
and 12, 1923
Hotel Hanford
Convention Head-
quarters
All Ready?
Bow! Wow!

THREE BIG REASONS FOR ATTENDING SOUTHERN CONVENTION

For, The Ice Cream Review:

I am going to the Southern ice cream manufacturers convention, in Little Rock next month because:

First: At these conventions I hear talks on the ice cream business which reflects the latest known facts gathered from scientific research and practical experience. I am, therefore, better prepared to deal with and discuss problems related directly to my business by attending the conventions.

Second: At these conventions I meet dealers, supply representatives and men who bring to me the news of the latest accomplishments of other men engaged in the same business as myself. From personal contact with these men I learn the new "kinks" they are applying to their business, exchange ideas with them. They tell me what we have tried and found successful and we

in turn learn of their experiences. I always return prepared to adopt or abandon some idea we have held, which alone makes, or saves us money, sometimes the expense of the trip.

Third: At these conventions I meet and mingle with other men engaged in the ice cream manufacturing business. I meet them away from the routine of their business life and enjoy their friendship. I have established many intimate friendships at these conventions among men whom I would not have met and known had I remained away. I have learned to value this feature of the conventions as an opportunity to renew these friendships and make new ones.

The above briefly expresses the principal reasons why I am going to the southern ice cream convention in Little Rock next month.

Sincerely,

CHAS. HOOBERRY,

Pine Bluff, Ark.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

New York Manufacturers Meet at Rochester this Month

Officials Report Everything in Readiness for a
Stirring Convention

THE Association of Ice Cream Manufacturers of New York will hold its annual convention at Rochester, N. Y., December 5 and 6. Preparations are complete for one of the best conventions on record, officials say.

Secretary A. M. Le Messurier of Syracuse, reports indications of a large attendance. He says important subjects will be discussed. Arrangements to make this convention "a complete success" have been handled by the Rochester committee, composed of members and associate members.

This will be the sixteenth annual convention of the association. Particular interest centers upon the event since the president of the New York association, will receive the congratulations of his members upon being elected president of the National Association of Ice Cream Manufacturers.

The convention will be held in one of the Empire State's best convention cities.

Rochester, the county seat of Monroe county, is a beautiful, clean, healthy city on the Genesee river and Lake Ontario and surrounded on three sides by a country of valleys, uplands, lakes and hills, every mile a scene which charms and delights. The roads are excellent. Thriving, prosperous villages and smaller cities are with-

in easy motoring distance and provide excellent for the autoist or traveler.

An Industrial Center.

Rochester, situated in Western New York, on Barge Canal, and on the shore of Lake Ontario, has access to the iron ores of the province of Ontario for manufacturing, the pyrites of Ontario for chemical, the Canadian lumber and pulpwood. It is situated halfway between the eastern and western producing of the United States, thus requiring no unusually long hauls; hence raw materials can be reasonably brought to us. Rochester is located in the center of the great fruit and vegetable producing territory in the United States.

Quality Products.

The Rochester slogan, "Rochester Made Means Quality," reveals the purpose of industrial Rochester. Quality is the keynote and to keep the quality up is the constant admonition. Good wages, fine factories, splendid living conditions are all essential to the needs of quality workers. Rochester has these. It takes quality conditions and quality workers to produce quality products. For generations Rochester has been making good on its slogan, "Rochester Made Means Quality."

Manufacturers of Pacific States to Meet in Canada

Vancouver, B. C., to be Scene of Annual Convention—Splendid Program—Golf Features—
Large Attendance Expected

THAT paradise of red-blooded sportsmen, Vancouver, B. C., will be the scene of the 1923 annual convention of the Pacific Ice Cream Manufacturers Association, to be held December 3, 4 and 5. Hotel Vancouver will be convention headquarters.

This will be the first time the Canadian members of the association have had the opportunity of entertaining their neighbors in convention. They have provided sports for the visitors. The opening of the convention will be preceded by golf game matches, the first of a series to be held Sunday, December 2. Delegates interested in the ancient and royal Scottish pastime have been notified to be on hand a day before the opening of the convention.

Plans for the convention are well in hand, according to W. V. S. Robb, Seattle, president of the association, and A. F. Bird, Seattle, treasurer. They recently made a trip to Vancouver to confer with A. R. Hoy, a director and head of the Vancouver local committee on preparations. They assure members that "nothing" has been neglected to make your stay in British Columbia thoroughly enjoyable. An interesting program has been worked out by Secretary Walker, Tacoma, Wash. as was noted by readers of the preceding issue of the Ice Cream Review, in which the program was first published. It appears elsewhere in this issue.

Secretary Walker has issued a call for his forces to rally in full strength at the convention city this month.

"The national and international conventions have passed into history, but we will hear much about them from men who attended and have consented to take part in our program," he says. "The program is made up

of most interesting subjects to be presented by capable speakers."

The convention will open Monday, December 3, with a luncheon to be given by the association to the members and their ladies. Monday evening will find the sportsmen in charge of things, who have invited all members and their friends to be their guests.

The local committee will have charge of affairs Tuesday evening. It will be devoted to informal parties, with no set program, visiting friends in the city. It will be a general "get acquainted" occasion.

The officers are: W. V. S. Robb, president, Seattle, Wash.; G. W. Weatherley, 1st vice-president, Portland, Ore.; D. M. Dorman, 2nd vice-president, Los Angeles, Cal.; A. F. Bird, 3rd vice-president and treasurer, Seattle, Wash.; Bert H. Walker, Secretary, Tacoma, Wash.; Jay H. Kugler, field secretary, San Francisco, Cal.

The directors are: W. V. S. Robb, Seattle, Wash.; W. Weatherley, Portland; F. N. Martin, Spokane, Wash.; J. E. Dunne, Portland, Ore.; A. F. Bird, Seattle, Wash.; G. S. Helphrey, Sand Point, Ida.; A. R. Hoy, Vancouver, B. C.; V. A. Sampson, Billings, Mont.; S. J. Simons, Yakima, Wash.; F. B. Flood, Spokane, Wash.; D. M. Dorman, Los Angeles, Cal.; Bert H. Walker, Tacoma.

The Convention City.

Vancouver is located on Burrard Inlet, an arm of the Straits of Georgia. It was incorporated in 1886, but was almost completely destroyed by fire in the same year. It is the fourth largest city in Canada and is its chief Pacific port. Its population is 220,000.

(Continued on page 128)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SALESMEN'S CLUB ELECTS NEW OFFICERS.

The salesmen's Club of the Association of Ice Cream Supply Men held its annual election of officers at an annual dinner in the Hollenden Hotel, Cleveland, the evening of October 26th.

Some 120 salesmen, representing roughly fifty member companies of the association were present when President Thomas J. Stewart opened the business session.



N. M. THOMAS.

Reports by President Stewart, Roberts Everett, secretary of the club, M. Conaton, Jr., chairman of the club's Cleveland entertainment committee; Elmer Mack and J. W. Mulligan, regional representatives of the club, were heard. President Jordan of The Association of Ice Cream Supply Men briefly informed the members of the parent organization's appreciation of their work for the industry.

The address of the evening was given by Charles Newcomb, on "Some Psychological Aspects of Selling."

The directors were chosen from a large group of nominees reported by a nominating committee appointed by President Stewart. They are: Frank Carroll, Millington Higgins Gelatine Co.; Byron Morris, Creamery Package Mfg. Co.; J. E. Simpson, Elyria Enamelled Products Co.; Herman Lapat, Cone Company of America; Eli Rosenbaum, David Michael and Co.; I. E. Colquhoun, Pfandler Co.; M. C. Swarthout, G. R. Ryan Mfg. Co.,

Following the general meeting the directors met and elected N. M. Thomas, president, Michael Conaton, Jr., vice-president and C. H. Achelpohl, treasurer.



BUCK UP!

"You're sick of the game!" Well, now that's a shame, you're young and you're brave and you're bright. You've had a raw deal!" I know, but don't squeal, buck up, do your damndest, and fight. You're plugging away that will win you the day, you won't be a piker, old pard! Draw on your grit; it's so easy to quit; you're keeping-your-chin-up that's hard.

—Robert W. Service.

* * *

Mechanic—This car will climb anything. Shipper—Yes, the last one you sold me climbed a telegraph pole!

* * *

Landlady—This is the last time that I'll ask you for rent.

Millionaire bootlegger—That's good I thought that you never would stop! ! !

* * *

Missie—Daphne declares she likes amusing husbands.

Missie—I notice, she's always amusing mine.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

FLAVOR WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA EXTRACT

(ARTIFICIAL)

Flavors 10 Gallons

ICE CREAM

at a cost of

Less 4 / Than 10c Per Gallon

Do You Want To Improve on Your Present Flavoring?

Do You Want To Cut Down on Flavoring Costs? Then Try

—B. B. B.—

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

JUST WHAT YOU WANT ISN'T IT?

Give B. B. B. a trial and learn why so many are using it exclusively

Blanke-Baer Extract & Preserving Co.

3224-34 Southings Highway

ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.

St. Louis, Mo.

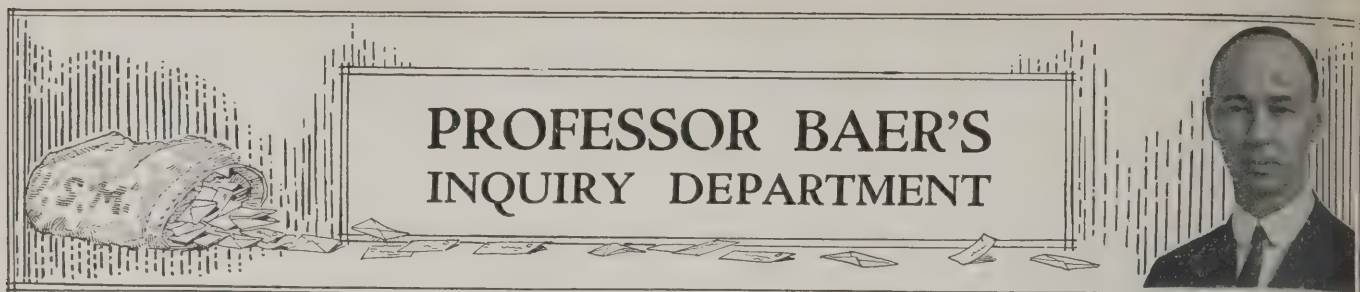
PRICES.

Ship at once....Gals.	Per Gallon
B. B. B. Vanilla Extract.	
We have been looking	In Barrels\$5.50
for just such a Vanilla	Half Barrels 5.75
Extract as here de-	10 Gallon Kegs..... 6.00
scribed.	Single Gallons 6.50

Name

Address

Date



Answers to Inquiries

Dear Sir:—Will you please advise me what you consider the very best ice cream formula of a thousand pound weight, composed of the following ingredients: sweet butter, 4% milk, Merrell-Soule powdered milk, United Chemical and Organic Products Co. 6X gelatine, C. W. brand vanilla, Washburn's improver. In other words, if you were manufacturing an ice cream with the above or other ingredients we can obtain here in Arkansas and wanted to make the very best piece of goods you could, exactly what proportions and what method would you use of the above ingredients in order to make the very highest quality ice cream, how long would you age it, at what temperature would you freeze it, and what overrun would you obtain? Also, how high would you pasteurize it, and at what temperature would you emulsify it? I am using a De Laval emulsor, 200-gallon size.

Reply: You will notice that in table 1 I have used both sweetened condensed milk and skim milk powder, while in the second I am making up the serum solids with skim milk powder alone. I am presuming that you have a sufficient supply of whole milk to make up both of these mixes at all times.

Table 1.
1000 lb. Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
96.0 lbs. sugar	91.2
5.0 lbs. gelatine	4.7
110.0 lbs. sweet cond.	29.7	73.7
25.0 lbs. skim milk powder.	23.7	23.7
87.0 lbs. 84% butter	73.0	73.0
677.0 lbs. 4% milk	27.0	57.9	84.9
vanilla and improver.			
1000.0	100.0	111.3	351.2
Per cent	10.0	111.3	351.2

Table 2.
1000 lb. Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
140.0 lbs. sugar	133.0
5.0 lbs. gelatine	4.7
50.0 lbs. skim milk powder.	47.5	47.5
85.0 lbs. 84% butter	71.4	71.4
720.0 lbs. 4% milk	28.8	61.5	90.3
vanilla and improver			
1000.0	100.2	109.0	346.9
	10.02	10.9	34.69

Both of these mixes should make it possible to secure the overrun of 15 per cent. The temperature of pasteurizing should be 145 degrees and held for 30 minutes. This mix should then be emulsified at a temperature not less than at 135 degrees. It is not necessary to cool to 135 but start emulsifying at 145 and it is possible you may have to warm the mix so as not to have it go below 135. If possible, I would use both the sweetened condensed milk and the skim milk powder, although in an emergency it would do to use either alone. I think it is preferable to use some condensed, however, so as not

to get too much of the milk powder flavor in these cases the powder is not absolutely fresh and sweet.

After emulsifying, the mix should be cooled down to 40 degrees and held at least 24 hours, preferably 48 hours, before freezing, and introduced to the freezer at a temperature not over 45 degrees and frozen in a freezer in from ten to twelve minutes. It is, of course, impossible to state in a letter just exactly how to follow out the process in a general way, as the kind of equipment in any particular factory varies and the speed of the freezer varies. The operator will have to watch things closely and see just how to go ahead with the processes in order to get best results.

Dear Sir:—Will you kindly give me directions for testing ice cream for butterfat?

Reply: I suggest that you try a modified mixture in which you make a mixture of glacial acetic acid and sulphuric acid is used. The method is as follows: First weigh nine grams of cream into a test bottle in the usual manner. Second, mix ten c.c. of glacial and sulphuric acid. Pound the sulphuric acid into the glacial acid then immediately add the mixture of acids to the test bottle.

You will find that mixing the two acids produces an instantaneous heat but if you work fast you can use your bare hands in the solution.

It is possible you can secure the glacial acetic acid from your local drug store. You want to be sure, however, that it is pure glacial acid, as some week-old glacial acid will not do.

Dear Sir:—We are having trouble with a separation while the ice cream hardens in the room, especially in the brick slabs.

We handle same as follows, for 100 pound mix: 8 gal. 4% milk, 12 lbs. sugar, 4 lbs. powdered milk, 10 lbs. butter, 10 lbs. condensed milk, 7 oz. gelatine.

The whole mix is pasteurized at 145 degrees F., run through viscolizer at 2400 lbs. pressure and held in holding vat for 24 to 40 hours at about 40 degrees and froze in a brine freezer (Tycos) and hardened in a hardening room at zero temperature. At times it hardens right and then again it separates at bottom of press which makes it too solid and the top like snow.

Reply: I have your letter of recent date, stating that you are having some trouble in the proper hardening of the ice cream, stating that your cream seems to separate especially when making bricks.

I have analyzed your formula, which you will find below in Table No. 1, and I can see nothing particularly wrong with your manner of freezing, nor is there anything wrong with the pasteurizing or viscolizing of the mix and the subsequent holding.

I imagine your trouble is due to the slow hardening

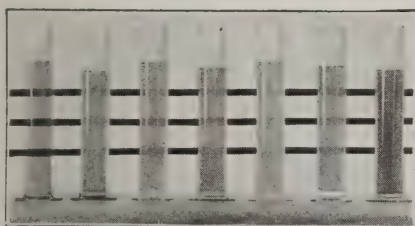
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

How About Your Gelatine?

That is one thing you want to be sure about. Unseen, untasted it is all important. It has to be good. Always! You have to depend on it.

Use Atlantic super-clarified gelatine!

Raw materials used in its manufacture are carefully selected—finer than is ordinarily used in gelatines. The process of making calls for the utmost care in transforming these raw materials into gelatine. The result is a uniformly high grade gelatine of unparalleled purity, viscosity and clearness—a brand upon which you can depend.



The test tube at the left contains Atlantic Super-Clarified Gelatine. Note its clarity—its high viscosity.

**"Purest and Best—
It Stands the Test"**

A Free Test

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches:

Chicago: Suite 510, 118 N. LaSalle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE

of your cream in your hardening room. It is possible that your room is considerable above zero when you have the trouble relative to the separation of the cream. I suggest that you try to run it a little lower temperature at certain times of the day when you go into this room quite often. It is also possible that you are drawing the ice cream from the freezer at the right time.

I might suggest that you try to freeze just a little longer and draw it when the cream is frozen a little bit stiffer. When putting cream from the freezer directly into the brick slabs. The slabs should be put into the ordinary room just as soon as possible, as there is considerable surface exposed and the ice cream will soften considerably if not put into the hardening room promptly.

Ingredients	Fat	Serum Sol.	Total Sol.
12.0 lbs. sugar.....	11.40
68.8 lbs. 4% milk.....	2.75	5.88	8.63
4.0 lbs. skim powder.....	3.80	3.80
10.0 lbs. evap. milk.....	.8	1.8	2.60
10.0 lbs. butter.....	8.40	8.40
.5 lb. gelatine.....47
105.3	11.95	11.48	35.30
Per cent	11.36	10.9	33.6

* * *

Dear Sir:—We wish to make something a little better than the average. Can you suggest a good formula that will contain about 12 per cent butterfat made from 16 per cent cream, condensed milk, 4 per cent milk, gelatine, sugar and vanilla?

Reply: I am indicating below in Table 1 how you could make up your ice cream mix from the ingredients given in your letter.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.0
.5 lbs. gelatine.....
10.0 lbs. condensed.....	3.0	3.0
75.5 lbs. 10% cream.....	12.08	5.67	17.7
100.0	12.08	8.67	34.4

You will notice, however, that the formula does not include any 4 per cent milk as the amount of 16 per cent cream will just furnish enough butterfat when luting the cream with milk.

If you have any further questions about the formula after you have tried it out I shall be glad to have you write.

* * *

Dear Sir:—Do you know of any simple method of testing the acidity of ice cream mix? I have tried the regular methods used in ascertaining milk acidity and they do not work at all.

Also can you tell me how to find the total solids in a mix, by testing? I can figure what they should be what I want, and want to be able to actually test a mix to find out whether I have what I plan in the mix.

Reply: If you will tell me just how you made the acid or what difficulty you had, I shall be glad to explain this to you in detail, as the determination of acidity in ice cream mix is the same as for determining acidity in cream and you should have no difficulty in connection with this test.

The total solids of an ice cream mix means the total dry matter and you can determine the total solids by means of the regular butter moisture test equipment. You would weigh ten grams of ice cream into the aluminum dish, drive off the moisture by slow drying in a butter moisture oven and then re-weigh on the butter moisture scale, re-placing the ten gram weight by a five gram weight and then returning the beam on the scale for per cent moisture. The difference in the two weights represents 50 per cent moisture as you would to the regular reading on the scale.

You have, undoubtedly, also heard of the Mojonnier tester, which is used by practically all the ice cream factories for the determination of total solids.

* * *

Dear Sir:—Please figure the following formula for me, 100 pound mix, total solids 30 to 35. We are using 35 pounds of sugar to 25 gallons of mix:

8% Butterfat.—Ingredients: 20% sweet cream, 4% whole milk, skim milk powder, water, gelatine, sugar, vanilla flavor.

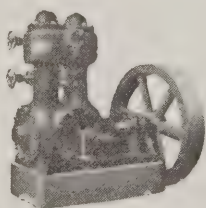
10% Butterfat.—Ingredients: 20% whole milk, 4% whole milk, skim milk powder, water, gelatine, sugar, vanilla flavor.

Reply: I am glad to suggest below, in Tables 1 and 2, my ideas relative to the proper mix. You will notice that in both mixes I have left out the water, as it is not necessary to use water in making up these mixes. The granular gelatine can be mixed with sugar and introduced into the mix in this manner. The best time to introduce this sugar and gelatine is just before the mix

Doc Freezum Sez:--

There's *no limit* to the number of my

Cold Prescriptions



Invariably I prescribe

YORK

ICE MACHINES

for Ice Cream Plants

Westerlin & Campbell Co.

Sales Agents Central States

1113 Cornelia Ave. CHICAGO, ILL.

BRANCHES AT:—
Milwaukee, St. Paul,
Indianapolis, Fort
Wayne, Davenport,
Streator, Cincinnati,
Detroit, Grand Rapids
and Louisville.

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities, buying or selling equipment

Rate 2c a word per insertion,

15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

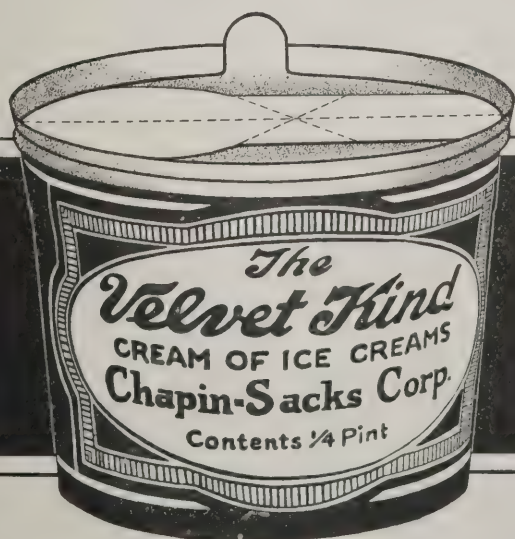
Nothing boosts winter sales better than the packaged Sundae—

Many ice cream manufacturers turn the usual winter-slow-down months into a profit making period. They make and market packaged sundaes. Any ice cream manufacturer can win new and added business by simply producing this little sales winner. No great outlay required for additional equipment. No trouble in selling your output — dealers who do not now sell your product will quickly handle the packaged sundae. We'll gladly give you full information regarding the packaged sundae idea, also about the

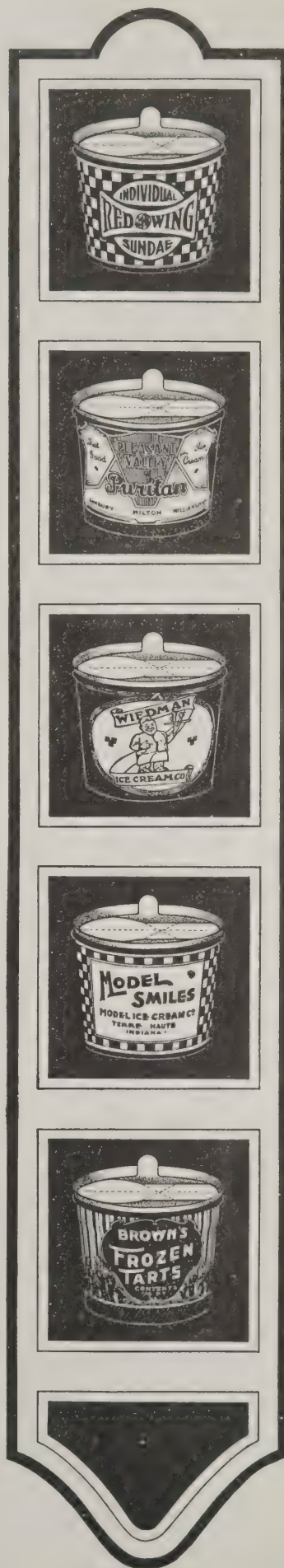
KLEEN KUP

the most practical packaged sundae container. Made of snow white spruce-wood-fiber. Free from objectionable wax. Large opening makes easy filling and removal of contents. Self-sealing lid. Nest when empty — take little storage space. The Mono Paper Spoon is part of the package. Samples and prices along with full information is yours for the asking.

MONO SERVICE CO., NEWARK, N. J.



MENTION "THE REVIEW"—IT IDENTIFIES YOU.



is brought to the pasteurizing temperature or at about 130 or 140 degrees.

I have also left out the vanilla from the 100 pound mix, as this is such a small item.

If these suggestions are not what you want, I shall be glad to have you write again.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.6 lbs. gelatine.....47
5.0 lbs. skim powder.....	4.75	4.75
30.0 lbs. 20% cream.....	6.0	2.14	8.14
50.4 lbs. milk.....	2.01	4.30	6.31
100.0	8.01	11.19	32.97

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
3.8 lbs. skim powder.....	3.6	3.60
42.5 lbs. 20% cream.....	8.5	3.03	11.53
39.2 lbs. 4% milk.....	1.56	3.35	4.91
100.0	10.06	9.98	33.81

* * *

Dear Sir:—The cream supply here (Blackpool, Eng.) is very unreliable and the milk powder with the best reputation is made by the Maypole Dairy Co. and is advertised as a full cream milk powder. As near as I can tell the milk supplied over here runs about 3½ per cent B. F.

It is the intention to make a good commercial ice cream from milk, milk powder and butter, using the Maypole brand of milk powder, and running about 10 per cent B. F. and figuring 100 per cent overrun. As I am in possession of your writings on this subject I can

get the above formula from them, but what I really need is the formula for the best ice cream it is possible to make using the above ingredients as a base. This is required for banquets and expense does not figure.

Reply: I note what you say relative to the manufacture of a very high class of ice cream, and that you will be required to use butter and milk powder to make up your ice cream.

I suggest that you get from the Maypole Dairy Co. a statement relative to the amount of butterfat contained in the powder. I presume that if you can get this powder in a very fresh condition, you will not have any bad rancid flavors in your ice cream due to the powder.

Our experience here in America has been that whole milk powder will not keep long enough so that our factories can purchase it in quantities. A milk powder made from skim milk serves the same purpose when used in connection with butterfat, keeps much better and the butterfat, in a manner, will cost considerably less. The butterfat in a whole milk powder must necessarily be expensive.

I am glad to suggest below in table one and two, formulas which you might use for making up special banquet cream. One of them you will notice will test nearly 17 per cent fat and the other about 13 per cent fat.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
3.0 lbs. milk powder.....	0.3	2.55	2.85
17.0 lbs. 84% butter.....	14.28	14.28
65.5 lbs. 3½% milk.....	2.28	5.62	7.90
100.0	16.86	8.17	33.80

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
4.0 lbs. milk powder.....	.40	3.40	3.80
12.0 lbs. butter.....	10.08	10.08
69.5 lbs. 3½% milk.....	2.43	5.97	8.40
100.0	12.91	9.37	36.05

For your ordinary 10 per cent fat mix you could use the formula given on page 22 in the "Ice Cream Mix" booklet. (I am inclosing the page of the booklet giving this formula.) All you would need to do would be to substitute your milk powder in place of the skim milk powder which would provide the butterfat which you would have less in your 3½ per cent milk. This will give a product of approximately 34 per cent total solids and should meet the demands of your most exacting trade.

* * *

Dear Sir:—I am enclosing freezer report showing the formula that I am using and the results we are getting. I would like real criticism, as I am very anxious to improve my product in any way that I can. I do not care to run more than 8 per cent fat but I am of the opinion that I might increase my total solids just a little. What about this?

We show that this mix runs 8.12 fat and 33.66 total solids. Is this correct?

Do you consider the solids in fruit? You will notice we used two gallons of strawberries in this mix that we did not take in consideration, either in total weight or solids. Strawberries are Crown Point & Ext. Co. standard pack in cans.

We pasteurize and viscolize at pressure of 2000 lbs. Is this high enough?

Do you know of a treatise in pamphlet or book form

Cold Storage Construction

Ice Cream Manufacturers:

WHAT MORE CAN YOU REALLY REQUEST than to have a specialist take care of your **Cold Storage Construction work**, so important for the manufacturing of a quality Ice Cream.

Consult us before contracting for your new

HARDENING OR COLD STORAGE ROOMS

or for the improvement of old ones where we can help you solve your refrigeration problems.

Our Matchless Pure Corkboard Insulation for all installations is ready for immediate delivery.

WICANDER & COMPANY

(INCORPORATED)

50 Broad Street

New York City

Manufacturers of Cork Products for more than 60 Years

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

The H. H. Miller
Industries Co.

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

that shows different ingredients used in ice cream as regards content of fats, serum solids and total solids?

Is there any regular rule by which we can determine the amount of serum solids in any given percentage of milk and cream. Can a correct test for butterfat in ice cream be made with Babcock test?

Freezer Report.

Pounds mix, 1000; gallons mix, 111; gallons ice cream, 224; average test, 100 per cent. Total gallons, 224. Time mixed, 4-9; time run, 2½ hours; age when frozen, 18 hours; time start freezing, 8:30 a. m. 4/10; finished, 11 a. m. Raw material used: Cream, 120 lbs. 45%; milk, 680 lbs. .04%; S. S., 54 lbs. skim milk powder; sugar, 140 lbs.; gelatine, 6 lbs.; flavor, 8 ozs. Total, 1000 pounds. Fruit, 2 gals. strawberries. Remarks: Fat, 8.12; S. N. E., 25.54. Total solids, 33.66.

Reply: I have checked over your ice cream mix as given on your freezer report and you will find the calculation given below in Table 1. Your percentage figures out as you will see, except that your total solids is just a little higher. I hardly believe you would want to increase the milk serum solids as you already have 11½ per cent. I believe you would find that if you increase this to 12 per cent or better you will be troubled with sandy ice cream, especially if you were to hold in the hardening room for five days. The addition of fruits like the two gallons of strawberries, would make no material difference in the solids except that it might raise the solids of your strawberry cream just a little. It is possible that the strawberries you buy would have a solids content of 55 or 60 per cent.

Table 1.			
Ingredients	Fat	Serum Sol.	Total
120.0 lbs. 45% cream.....	54.0	5.88	59.88
680.0 lbs. 4% milk.....	27.2	58.12	85.32
54.0 lbs. skimmed powder.....	51.30	51.30
140.0 lbs. sugar.....	133.00
6.0 lbs. gelatine.....	5.70
1000.0	81.2	115.30	335.50
Per cent	8.12	11.53	33.65
Per cent sugar.....	14.0


I am glad to advise you that the Olsen Publishing Milwaukee, Wisconsin, is now making a revision of the little booklet entitled, "Ice Cream Mix." You undoubtedly have a copy of the first edition. This revision will have the information relative to the fat content, serum solids and total solids of various ingredients. It will also show clearly my method of calculating serum solids and total solids in any kind of mix.

I have been using a general average factor of 8.9 per cent to determine the serum solids in milk serum. To illustrate, suppose you used 100 pounds of 40 per cent cream and 400 pounds of 4 per cent milk. The cream and milk would then furnish 40 and 12 pounds of fat respectively. The total fat would be 52 pounds. Total pounds of milk and cream would be 500 pounds. Subtracting 52 from 500 would leave 448 pounds of milk serum. Multiplying this 448 by 8.9 per cent gives as result the pounds of serum solids. In a similar manner the serum solids can be figured in skim milk. Skim milk would be 100 per cent serum and to get the solids you simply multiply the pounds of skim milk by 8.9 per cent.

We are repeatedly making tests for butterfat with the Babcock test by a modified method called Sulphuric Glacial Acetic Acid Test. I am enclosing a copy of the method of testing by this sulphuric glacial acetic test. The sulphuric acid used is the regular commercial sulphuric acid, and the acetic acid should be "glacial acetic acid."

You stated in your letter that you wanted your ice cream to be a little smoother. I believe you can accomplish this improvement by care in pasteurizing so as not to heat the mix higher than 145 degrees and possibly viscolize at a little higher pressure. Then if you conveniently age your mix forty-eight hours or two days before freezing, you should not have any difficulty in getting a smooth cream. If, however, you think your cream is not smooth enough after following out the suggestions, you could possibly use a very small amount of improver or some sort of gum.

Relative to our annual short course, we shall, indeed, be very glad to have you attend our short course next winter, which comes during the six weeks period of January 7th to February 16th, and is followed by our annual one week's ice cream makers' conference and educational ice cream scoring contest, which comes February 18th to 23rd.



STOUT

Schroeder Perfection Ice Cream Cabinets and Shipping Tubs

—for efficient and economical
distribution

■ ■ ■

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. ... MILWAUKEE, WIS.

MAILING FOLDERS
MAGAZINES AND
HOUSE ORGANS
BUSINESS CARDS
CONVENTION
PROCEEDINGS
LETTER HEADS
CATALOGUES
STATEMENTS
BILL HEADS
ENVELOPES
CIRCULARS

LET US DO YOUR PRINTING

High grade work at reasonable
prices. Send us a sample of
what you want and we will
quote you prices.

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Early Everybody's Doing It---Doing What? *Making Eskimo Pie*

Early every director of the new Board of Directors of the National Association of Ice Cream Manufacturers is

MAKING ESKIMO PIE THIS YEAR

Other Specialties have come and gone. It is Eskimo Pie, the first, now survives. Why?

Because Eskimo Pie is easiest made—quick-sold—and gives surest profit.

Eskimo Pie Wrapper Sales for October Beat All Records

Others are increasing this winter gallonage with Eskimo Pie. Why not you? Complete Merchandising Plan all ready for you.

Fill out, cut out—send coupon to-day.

Eskimo Pie Corporation,
5 N. Wabash Ave., Chicago, Ill.

Gentlemen:—Without obligation send me full particulars of your 1923-24 selling plan for bigger ice cream profits.

Name

Address

City

ESKIMO PIE CORPORATION, 5 N. Wabash Avenue, CHICAGO, ILL.

Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

New England Distributor
EASTERN PAPER & BOX CO.
46 Portland Street, Boston, Mass.

EVERY PACIFIC COAST MANUFACTURER IS INVITED TO BE AT VANCOUVER DECEMBER 3, 4 AND 5.

A Graphical Method for Figuring Complex Ice Cream Mixes

By H. H. SOMMER*

THE ice cream industry has developed rapidly. Only a decade ago the mix was prepared according to recipes and formulas calling for a certain amount of milk, cream, sugar, gelatine and flavoring extract. If any calculations were made at all, it was only to figure for a certain percentage of fat. This is very simple and easy, and for that reason many ice cream makers are loath to take up something more involved.

However, it soon became known that a smoother product could be made and a somewhat higher overrun could be obtained by introducing some condensed milk product to raise the milk serum solids content of the mix. The first tendency was to retain the recipe or formula method and include in the formula a certain amount of condensed milk. Many ice cream makers are using this method today. This method is unsatisfactory in most cases, because it does not take into account properly the variations in the composition of the ingredients that the recipe calls for. There are a large number of different condensed milk products of different composition which we may use in the mix from time to time, either by choice or necessity, and therefore it is difficult to get an ice cream of uniform composition by the "cook book" or recipe method.

The day now is here when all progressive ice cream manufacturers are discarding the "cook book" method and are using exact calculations. The modern manufacturer decides on a certain composition in terms of definite percentages of fat, milk serum solids, sugar, gelatine and flavoring extract, and then proportions the materials to be used each day so as to obtain a mix of this composition. This procedure calls for definite, exact methods of figuring, and because of the fact that we are standardizing for two components, fat and serum solids, the calculations are necessarily somewhat complex.

Many ice cream makers dodge this difficulty by a process of "juggling" the figures until the right combination is found. Others simplify the calculations by getting all their fat in one ingredient such as cream, and using condensed or powdered skimmed milk to furnish the serum solids, and then making up the rest of the weight of the mix by water. Where an adequate

supply of whole milk or skimmed milk are available such a practice must be regarded as criminally wasteful. Skim milk and whole milk are the cheapest sources of serum solids, and where they are available under conditions should water be added to the mix.

In an attempt to furnish a simple method the writer developed the graphical method here described. This method has been used in the classes in ice cream making at the Wisconsin Dairy School with gratifying results.

Three Different Dairy Products Necessary.

In order to standardize an ice cream mix to a certain fat and serum solids content it is necessary to use three different dairy products. If no water is to be used in the mix, then two or all three of the dairy products to be used contain fat, such as cream, plain condensed milk, or whole milk, the calculations by other methods are quite difficult, but a very readily made by the method here described.

The calculation chart used in this method consists of an equilateral triangle with lines ruled parallel to each side as shown in Fig. 1. In using this chart for figuring ice cream mixes each side of the triangle represents one of the dairy products.

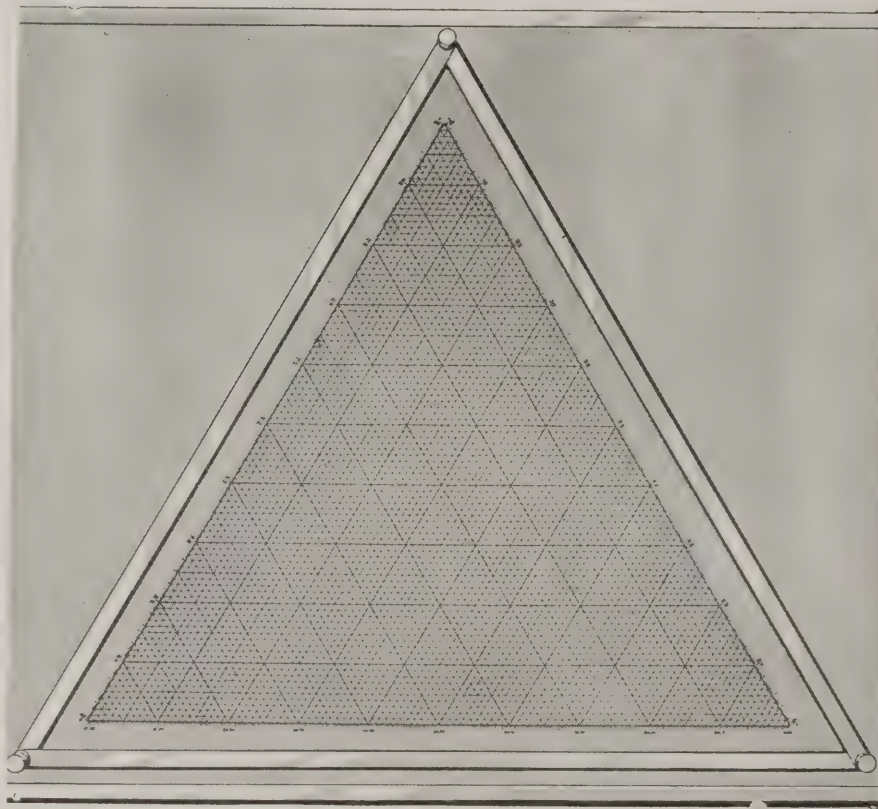


Figure 1

for example the three sides might represent cream, milk and condensed milk. The amount of substance is indicated by the line parallel to the side representing the substance. In Figure 2 any point on line AB represents 30 parts of cream; any point on line CD represents 30 parts of milk; and any point on line EF represents 40 parts of condensed milk. The point O where these three lines cross therefore represents a mixture consisting of 30 parts of cream, 30 parts of milk and 40 parts of condensed milk. The sum of these figures is 100; it is 100 in all cases.

In that way, any point on the triangle represents a mixture of three substances. The number of parts of each of the three substances in the mixture is determined by counting the number of lines from the side to the point. Thus point X in Figure 2 represents 7 parts of cream, 10 parts of milk, and 20 parts of condensed milk.

The idea in using this chart is to locate a line on the chart that represents all the mixtures of three dairy products that will have the desired serum solids content, and to locate a second line that represents all the mixtures of

* Assistant Professor of Dairy Husbandry University of Wisconsin. This was written especially for The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The "Perfection" Imprint on Your
Ice Cream Cartons, Can Liners
and Butter Cartons

is your assurance that the Buying Public is going to get the correct impression of the
quality of goods that you have put in your package. INSIST on the best, it
COSTS NO MORE

Write for Booklet

CHICAGO CARTON COMPANY
4433 Ogden Ave., Chicago

NEW YORK, 90 W. Broadway
CINCINNATI, Geyne Bldg.
ST. LOUIS, Railway Exchange Bldg.

DALLAS, 601 Elm Street
DENVER, 1526 Blake Street
SALT LAKE CITY, 355 Pierpont Ave.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

the three products that will have the desired fat content. The point where the two lines cross represents the one mixture that will have both the desired fat and the desired serum solids content.

With this brief description of the chart and its use, we shall now take up a sample problem.

Problem:—Figure a 1,000 pound mix to test 12.5 per cent fat, 14 per cent sugar, 10 per cent serum solids, 0.5 per cent gelatine, and 0.0 per cent flavoring extract. Use cream testing 30 per cent fat, milk testing 3.5 per cent fat, and plain condensed milk testing 8 per cent fat and 30 per cent total solids.

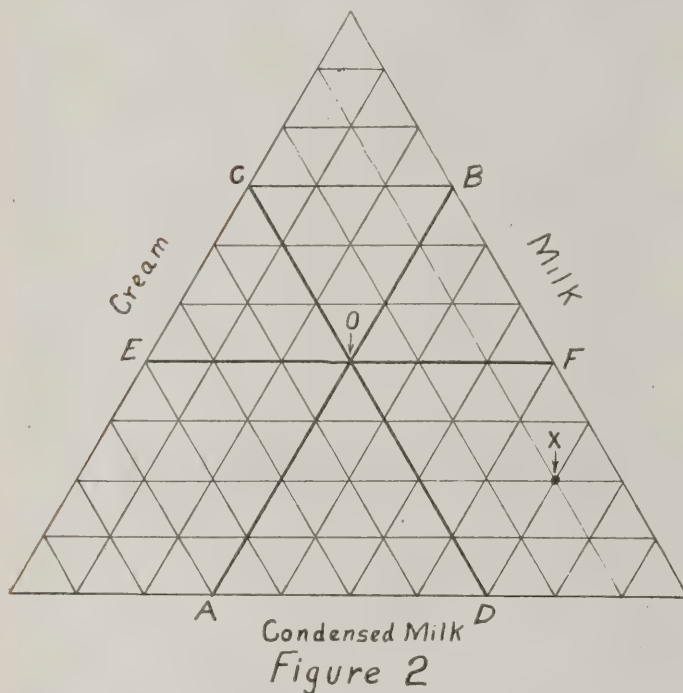


Figure 2

Procedure and Sample Calculation.

Step 1. Figure the amounts of all ingredients that can be figured directly.

$$\begin{aligned} 1000 \times 14\% &= 140 \text{ lbs sugar} \\ 1000 \times 0.5\% &= 5 \text{ lbs. gelatine} \\ 1000 \times 0.5\% &= 5 \text{ lbs. flavoring extract.} \end{aligned}$$

Total 150 lbs.

Step 2. Figure the present of fat and of serum solids necessary in the remainder of the mix, so that it may furnish all the fat and serum solids needed in the entire mix.

$$\begin{aligned} 1000 - 150 &= 850 \text{ lbs. remainder of mix.} \\ 1000 \times 12.5\% &= 125 \text{ lbs. of fat needed.} \end{aligned}$$

Therefore the fat test of the 850 pounds will have to be:

$$\frac{125}{850} \times 100 = 14.7\% \text{ (figured to the nearest tenth)}$$

$$1000 \times 10\% = 100 \text{ lbs. of serum solids needed.}$$

Therefore the serum solids test of the 850 pounds will have to be:

$$\frac{100}{850} \times 100 = 11.8\% \text{ (figured to the nearest tenth)}$$

Note:—The calculations given in the above steps need not be repeated each time. If the same composition is desired from day to day, then this need be figured only once. In our problem we know that for every 1000 pounds of mix to be made we need 850 pounds of a mixture of dairy products testing 14.7 per cent fat and 11.8 per cent serum solids. The daily calculations start from this point.

Step 3. List the three dairy products and the composition desired.

	Fat test	S.N.F. test
Cream	30.0	6.2
Milk	3.5	8.5
Plain condensed milk	8.0	22.0
Desired	14.7	11.8

Step 4. On the chart locate the line that represents the possible combinations of the above three substances will test 14.7 per cent fat. This is done by locating points and connecting them with a straight line. The easiest points to figure and locate are the two extremes.

In our case the 14.7 per cent fat mixture could be made from (1) the cream and milk alone, or from (2) the cream and plain condensed milk alone. In between these combinations we have a whole series of combinations of three substances that will test 14.7 per cent fat.

In order to locate the two points on the chart that represent the two above mentioned combinations we must figure out the exact proportions in which these substances must be mixed. Because the chart is on the basis of 100, we shall figure the proportions on the basis of 100.

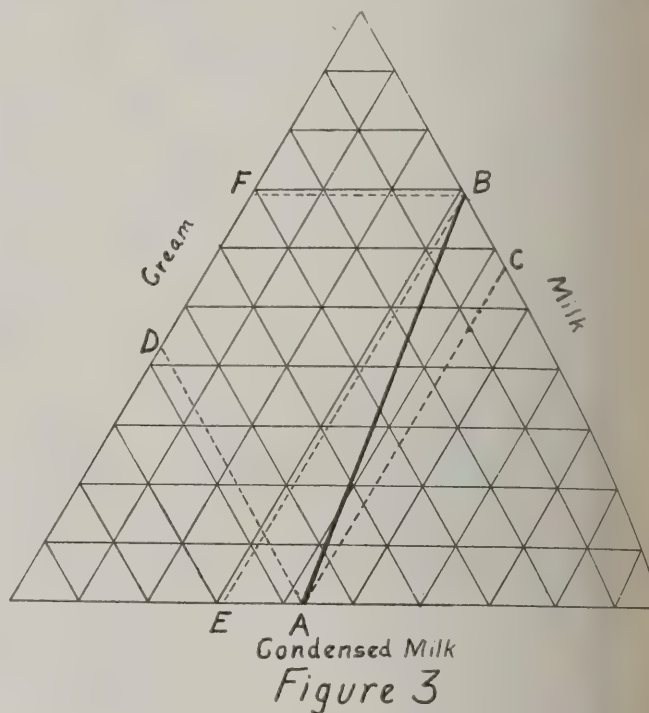


Figure 3

(1)—Cream and Milk:

$$\begin{aligned} 11.2 \text{ lbs. cream} \\ 15.3 \text{ lbs. milk} \\ 26.5 \text{ lbs. mixture} \end{aligned}$$

For 100 pounds mixture take:

$$11.2 \times \frac{100}{26.5} \text{ or } 42.3 \text{ lbs. cream}$$

$$15.3 \times \frac{100}{26.5} \text{ or } 57.7 \text{ lbs. milk}$$

(2) Cream and Plain Condensed Milk.

$$\begin{aligned} 6.7 \text{ lbs. cream} \\ 15.3 \text{ lbs plain condensed milk} \\ 22.0 \text{ lbs. mixture} \end{aligned}$$

For 100 pounds mixture take:

$$6.7 \times \frac{100}{22.0} \text{ or } 30.5 \text{ lbs. cream}$$

$$15.3 \times \frac{100}{22.0} \text{ or } 69.5 \text{ lbs. plain condensed milk}$$

The method of locating these points is illustrated in Figure 3. Line AC represents 42.3 parts of cream; and line AD represents 57.7 parts of milk. It will be noted that the two lines meet at point A, and that is the point we wish to use.

Line BE represents 30.5 parts of cream and line BF represents 69.5 parts of plain condensed milk. These two lines meet at point B, which is the second point we wish to use to draw our straight line.

Connect points A and B with a straight line, and this

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ROGERS BRICK MAKERS

are now equipped with the new

AUTOMATIC VALVE



The Greatest Single Improvement in the History of
the Automatic Ice Cream Brick Maker

*STANDARD MODEL Brick Makers are Now
Equipped With This AUTOMATIC VALVE*

The New JUNIOR MODEL—Hand Operated, Portable Machine—Equipped
With This New Automatic Valve Will Be Ready for Delivery JUNE 1st

*Write for Prices and Savings That Can Be Made
By Using the ROGERS BRICK MAKER*

JOHN W. LADD CO.

DETROIT

COLUMBUS

CLEVELAND

CINCINNATI

line represents all the combinations that will test 14.7 per cent fat. You can select any point on this line at random, and by reading off the three substances as illustrated under Figure 2 you will have the proportions that will give a mixture testing 14.7 per cent.

Step 5. On the chart locate the line that represents all the possible combinations of the three substances that will test 11.8 per cent serum solids. This is done exactly as in the case of the "fat line."

The two simplest combinations that will give us 11.8 per cent serum solids are (1) plain condensed milk and cream, and (2) plain condensed milk and milk.

(1) Plain Condensed Milk and Cream.

5.6 lbs. plain condensed milk
10.2 lbs. cream
15.8 lbs. mixture

For 100 pounds mixture take:

$100 \times \frac{5.6}{15.8}$ or 35.4 lbs. plain condensed milk

$100 \times \frac{10.2}{15.8}$ or 64.6 lbs. cream

(2) Plain Condensed Milk and Milk.

3.3 lbs. plain condensed milk
10.2 lbs. milk
13.5 lbs. mixture

For 100 pounds mixture take:

$100 \times \frac{3.3}{13.5}$ or 24.4 lbs. plain condensed milk

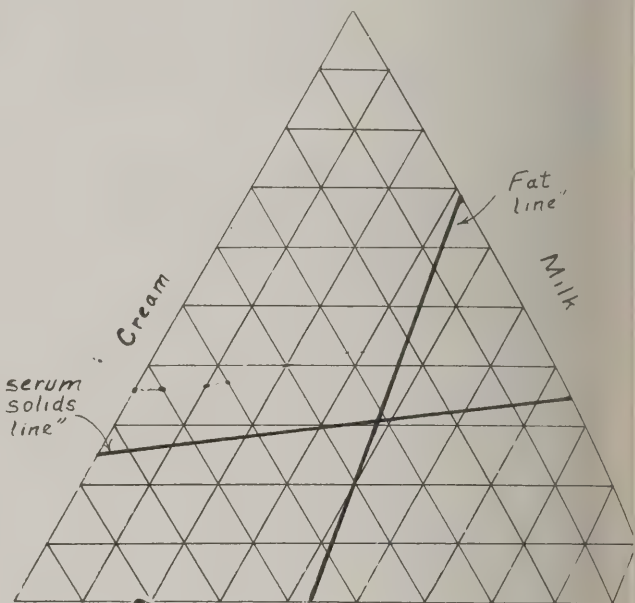
$100 \times \frac{10.2}{13.5}$ or 75.6 lbs. milk

From these two combinations the points are located as described under step 4. Figure 4 shows both the "fat line" and the "serum solids line."

Step 6. At the point of intersection of the "fat" and the "serum solids line" read off the amount of each of the three ingredients estimating to the nearest tenth. At this stage it is also advisable to check the result.

The reading from the chart when the lines have been correctly located is as follows:

	Fat	Serum Solids
37.0 lbs. cream.....	11.10	6.2
31.0 lbs. plain condensed milk.....	2.48	0
32.0 lbs. milk.....	1.12	2
Total.....	14.70	11.8
Desired.....	14.70	11.8



Condensed Milk
Figure 4

Step 7. Knowing the proportions on the basis of 100 pounds, now figure the exact weight of each of the three dairy products required to make the 850 pounds required in our case.

$$\begin{aligned} 37.0 \times 8.5 &= 314.5 \text{ lbs. cream} \\ 31.0 \times 8.5 &= 263.5 \text{ lbs. plain condensed milk} \\ 32.0 \times 8.5 &= 272.0 \text{ lbs. milk} \\ \hline &850.0 \end{aligned}$$

Step 8. Tabulate the finished mix and check it for serum solids and total solids.

Weight	Ingredient	Fat	Solids Serum	Solids Total
140.0	Sugar	140.0
5.0	Gelatine	5.0
5.0	Flavoring extract	5.0
314.5	Cream 30%	94.35	19.50	113.85
263.5	Plain condensed milk	21.08	57.97	79.05
272.0	Milk 3.5%	9.52	23.12	32.64
1000.0	Total	124.95	100.59	370.00

The above method may seem unusually long to the reader due to the large amount of detailed description of the matter necessary in presenting it, but it can be mastered quite readily so that in a short time anyone can figure a mix in ten to fifteen minutes.

The sample calculation presented above illustrates the principle used. Where sweetened condensed milk is used the procedure is modified slightly. The writer will gladly answer any questions that may arise concerning the application of this method.

The **HOUSE**

of

Personal

Gelatine

Service

Hughes Gelatine Co.

143 Griswold Street

DETROIT MICHIGAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



HUDSON'S NO. 52 SPECIAL AND WINTER SALES

Hudson's No. 52 Special vanilla flavor is just as appealing to the palate at Christmas time and in winter as in summer.

It has the added advantage of keeping its flavor in storage, and it does not freeze out.

These are important factors to consider in your effort to hold up winter sales volume. Furthermore, the strength of Hudson's No. 52 Special is of vital importance in keeping manufacturing costs down.

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

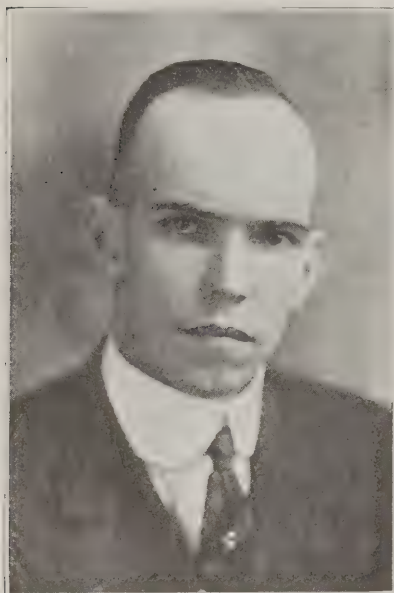
THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

Ice Cream Freezers and Ice Cream

By Prof. A. D. Burke *

I WANT to discuss this subject from the standpoint of the buyer; to tell what I expect; what I demand of the freezer which I purchase and why I demand it. Finally, I wish to speak of the defects in ice cream wrongfully attributed to the freezer, in the hope that the reader may be thereby better enabled to help his customers solve their problems.

My experience with freezers covers them all; the vertical,



PROF. A. D. BURKE.

the horizontal, the continuous,—even the old-style tub. Undeniably each type has some claimed advantage or it would never have been invented. However, when I buy, I do not consider one advantage, nor two, nor even three. I want them all or at least as many as can be adequately combined to make that particular freezer stand out in my mind as being unexcelled. I want maximum efficiency coupled with economical use and production. And I hope I may be able to show you why the purchaser needs this freezer,—not simply that he does need it or owes it to your firm to buy.

When I select a freezer I want convenience, and the convenience of a hinged head

is a personal favorite with me. I like the type that swings wide to the side enabling easy removal of dasher and thorough cleaning of the machine. The customary practice of entirely removing a head frequently necessary in both large and small plants and especially in factories doing experimental work, is simply one more step in tedious operation, not to mention increased sloppiness on one's clothes as well as on the floor and the ever attending possibility of dropping and breaking the head. However, the head should be removable in case of necessity.

Then the question of the clutch shift if the freezer be motor driven, or of the belt shift if run from an overhead pulley. In either case an economy of steps, time and money is effected if the shift is operated from the front, where "the man at the helm" can continually keep his eye on the freezing mix.

Such advantages likewise apply to a brine valve and easily readable brine thermometer properly set for efficient use. Too warm brine or brine too cold causes numerous defects in ice cream. We must know when to start our freezer and when to flow or stop our brine if satisfactory results are to be obtained. If you will pardon just a short side step from my topic, I would like to mention that to my mind there is no more important instrument in the realm of dairying than the thermometer. But I must hurry on. I will have more to say about the use of brine and thermometers in the ice cream business a little later.

Again the matter of dashers. No factor can cause more annoyance, more waste of time, money and energy not to mention loss of religion than dashers that stick. I well remember my two experiences which covered the use of two crowbars, a two by four plank and a small sized sledge hammer to remove wedged dashers from the drums of two well known makes of freezers,—yet the dashers had been removed regularly for cleaning purposes. Both experiences occurred with the same type of freezer in which the dasher shaft fitted too snugly in the housing. Beware of the tight fitting dasher.

Another desirable feature is a measuring or weighing batch tank. Overloading or underloading the freezer is the predisposing cause of many defects in ice cream unjustly at-

* Instructor in Oklahoma A. & M. College, Stillwater, Okla. Address prepared for an ice cream supply house's sales conference. It contains much interesting information concerning freezers.

tributed to the machine. Each freezer has an optimum capacity. Overload and you pay the consequence of low capacity, run, churning and many other defects. With a small insulated glass window in the front of the tank or a weight tank, the operator measures his mix and loads the freezer to the proper capacity.

Finally and by no means the least among my list of conveniences is a removable or cleanable freezing cylinder. When necessity demands the use of a salt or ice brine, it is a well defined advantage to be able to clean out the freezer drum. Keeping your freezing mix at an even, uniform temperature through an even and uniform circulation of brine is to be highly approved. Also the fact that the drum can always be kept so by removing or dismantling the dasher and scraping it free from the insulating deposit of scale or sediment is of importance. So much for convenience. Now for a few separate items.

One Easy To Run

I want a freezer that is easy to run, for whether operated by motor or pulley a smooth running freezer, well lubricated is desirable. The easier the operation the less the load of your motor. Ease of operation, therefore:

1. Prevents wear on your freezer.
2. Wear on your whole plant.
3. Helps in decreasing breakage.
4. And is a factor in securing overrun because the mix is uniformly whipped at all times.

There are yet other things to consider.

A short time ago I was called upon to operate a horizontal freezer in which the dashers failed to scrape the ice cream free from the cylinders. Four times during the day it became necessary to pull out the beater and file the blades; to smooth up the curled edges and reshape them to the cylinder walls. Why? Because a frozen layer of cream makes a splendid insulator on the side of the drum if scraped off. Hence, the freezing mixture fails to yield maximum efficiency. See that the blades fit the freezer through out.

Freedom from rough stuffing boxes and a freezer which readily drains when washed is desirable. I have seen freezers in which a small amount of wash water would stand. With my fingers I have picked green skum from around rough stuffing boxes. The law states our ice cream must contain few bacteria. Dirt and moisture favor bacterial growth. Therefore, I prefer a freezer which slopes toward the front and contains the simplest type of stuffing boxes, such can always be kept clean, dry and sweet. Right here I might mention an objection raised to the sloping drum. Because the mix tends to collect toward the head, it is sometimes stated that difficulty is experienced in obtaining overrun. Under such conditions you should secure no overrun from a vertical freezer. But you do. Now then, where is your objection?

And now I come to my last two points; points of paramount importance. The first is that the volume of brine which circulates through the freezer. Is it adequate to furnish maximum freezing efficiency? There are freezers which admit of only a small flow of brine about the drum. Pressure is sometimes applied, but if one pauses for a moment he can realize that the volume of brine is what counts in the freezer and it must be adequate to maintain our mix at a stipulated and uniform temperature.

Drawing the Cream

The second point is that of drawing the cream. How rapidly does your freezer empty of the frozen mix? Does it require one minute, two, three or more to draw off a batch into the five gallon packer before you are ready to run in the next batch? As a suggested experiment it might be well to time your freezers and compare them with some difference makes. To be sure the mix and other factors will make a difference, but assuming we have the temperature of the frozen mix, weight per gallon of the frozen mix and other factors identical, the experiment may surprise even the most skeptical.

Finally, I want an attractive freezer. But why talk about attractiveness. You know its value, you know the value of symmetry; of durability; of design; of mechanism. To waste time on that is wasting my time and yours. We have other things more important. I have told you of the ideal freezer. Will it you should get results. If you fail, look to the operation of the ice cream mix itself or some other factor.

(Continued on page 62)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Reputation-Builder: VANILLA

SPECIAL styles and fancy flavors of ice cream often make a hit, and sometimes become for a season or two great sellers; but they do not often build great reputations. That is rarely done except by makers whose VANILLA cream is finer than the average.

To make the BEST vanilla cream you must use the Mexican bean,—no other is quite the same; and to get that mellow, delicious bean flavor which, once tasted, is never forgotten, no other preparation is quite the same as

MICHAEL'S MEXICAN VANILLA POWDER

NEW YORK TYPE
does not show the bean in the finished ice cream. Used in districts where the showing of the bean is an objection.

PHILADELPHIA TYPE
shows the bean in the finished ice cream. The accepted standard for use in French and Philadelphia ice creams.

Our Standing Offer to New Customers

Send us an order for Michael's Mexican Vanilla Powder. Use freely all that you need to give it a full, fair trial, and if it is not satisfactory, return the remainder at our expense, and we will cancel the entire charge.



DAVID MICHAEL & CO.
VANILLA
FRONT AND MASTER STREETS
PHILADELPHIA



REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

ICE CREAM FREEZERS AND ICE CREAM

(Continued from page 60)

Why Blame the Freezer?

If you are a freezer salesman and walk into a plant and are met with the rebuff, "Well, you're a bird of a salesman, that old freezer you sold me churns the cream!" What do you do, jump onto the freezer, tear it down, tinker a while, put it back and with a satisfied air tell the owner, "There you are all fixed. No more churning?" Or do you figure possibilities other than the freezer and help your customer solve the problem? Let's tackle the job. Why does the cream churn?

Cows are usually bred to freshen in the spring. They get green feed; they produce a large volume of milk, but this milk, due to the stimulus of the fresh green feed, contains extra large fat globules and soft fat globules. The cream would contain billions of such globules. So would the ice cream. Large fat globules plus soft fat globules readily unite. If the mix is relatively warm can't you see how easy it would be to churn? Had you ever thought of that? Had you ever thought that the season of the year, therefore, might be a predisposing cause of churning, in that certain conditions affect a particular element in the mix?

Again, perhaps the mix remains too long in the freezer. It might be warm—the brine might be warm and instead of freezing in 12 or 14 minutes it takes 20 or 25. Under such conditions think of the agitation to which the fat globules are subjected! How they are beaten together; an excellent opportunity for them to coalesce in little pellets and form churned cream.

A Third Cause.

Still a third cause. Suppose you have a mix that is low in solids not fat, yet with a standard fat content. You may lower the fat content considerably with but little noticeable effect on the cream but reduce the solids not fat even one per cent and you change the characteristics of the whole product with an ever attendant possibility of churned or greasy cream. Why? Because the solids necessary to protect the fat globules and keep them separate are absent.

Can these difficulties be overcome? Yes, in several ways.

First: A properly proportioned mix, containing the correct amount of fat, serum solids and sugar.

Second: Proper viscolization or homogenization. Emulsification is not always successful but usually so. We use emulsor at the college.

Third: A cold mix, 35 to 40 degrees F., when put in the freezer.

Fourth: A cold brine 6 to 8 degrees F. Some plants use 0, and some 12 to 14, but for ordinary conditions I prefer 6 to 8 degrees F.

Fifth: Proper freezing. Aim to draw the mix in 10 to 15 minutes.

Now suppose we consider a second defect of ice cream sometimes attributed to the freezer. A few days ago a dairy department received a letter which read somewhat as follows:

"Gentlemen:

"We are having trouble with our ice cream settling in the can. It is snowy and fluffy and pulls away from the sides. We believed it to be caused by excess overrun through improper operation of the freezer and accordingly altered speed. However, this failed to solve the problem. We would appreciate your assistance."

To experience perplexities such as the above by improper operation of the freezer is possible but highly improbable. Every freezer is made to run at a particular speed which for the purpose of this talk, we assume is correct. Therefore, factors other than the speed of the freezer must apparently contribute to the above difficulties. What are they?

First: A mix containing insufficient serum solids, in other words a light mix. In most cases a mix composed of 10 per cent fat, 10 per cent solids not fat (serum solids) and 14 per cent sugar is very satisfactory. Experiments show that with a 14 per cent fat—such as is made in some localities—8.8 per cent of solids not fat may be used with excellent results. But reduce the solids other than fat to low 8 per cent and you invariably get into trouble. I know of one southern firm at the present time which has a great difficulty in putting out a quality product simply because they try to manufacture a 17 per cent cream containing about 6 per cent serum solids. It can't be done unless you expect to be satisfied with "picnic ice cream." When you freeze ice cream you must whip in the air, not simply stir it in and in order to do the job thoroughly your mix must be of the proper consistency. There is almost a definite relationship between the butterfat, serum solids and sugar. They must be correctly balanced. And this, therefore, has been my purpose in emphasizing precaution against the use of a too light mix, deficient in serum solids. But, you say, if the light mix causes the difficulties mentioned will not a heavy mix do the same? Undeniably it will. You are correct!

If a factory makes a mix—one recently did, containing 38 per cent total solids composed primarily of 16 per cent sugar and 14 per cent fat—it is easy to see the apparent lack of solids necessary to hold up the cream in addition to its great weight. Reducing the sugar content to 14 per cent would not only have eliminated the confection characteristics of the cream, but would have solved a problem of cost and enabled a greater proportionate incorporation of those important serum solids. From this you can readily see that I do not discountenance the use of 36 per cent or even 38 per cent. It can be done, is done and will be done, but when the solids are composed chiefly of sugar I am opposed.

Again we find heavy mixes caused by the use of too much heavy sweetened condensed milk. Ice cream containing a great quantity of this product often settles to the bottom of a packer before it is entirely frozen causing the cream to drop. Do not think that I discontinue the use of sweetened condensed. It is an extremely valuable product, for it furnishes sugar in addition to fat and serum solids. However, I would hesitate to recommend the use of over 20 per cent in an ordinary mix.

Slow Hardening is Another Cause.

Another cause of cream settling or dropping in the packer is frequently traced to slow hardening. Should it require 12 to 18 hours to harden a five gallon packer of cream a great many difficulties may be experienced. Not only so, we confronted with the possibility of settling, but graininess and crystallization may result not to mention rising of the fat, especially if the mix has not been homogenized.

It should in no case require longer than 12 hours to harden ice cream and frequently eight hours will suffice, especially if one follows the prevalent custom of keeping the hardening room near zero degrees.

There is yet a further cause of settling in the packer or pulling away from the sides that must not be overlooked, namely, drawing the cream too soft. When ready to draw from the freezer ice cream should have a relatively stiff body. It should contain no air pockets; neither should it be foamy. The point of freezing varies between 28 to 32

An Ideal Gelatine MIXER

This double jacketed "Harris" Copper Gelatine Mixer enables you to keep the melting mass at the correct temperature desired and the agitator produces just enough action to keep the mass uniformly in motion.

RIGIDLY built of heavy copper with every precaution toward sanitation.

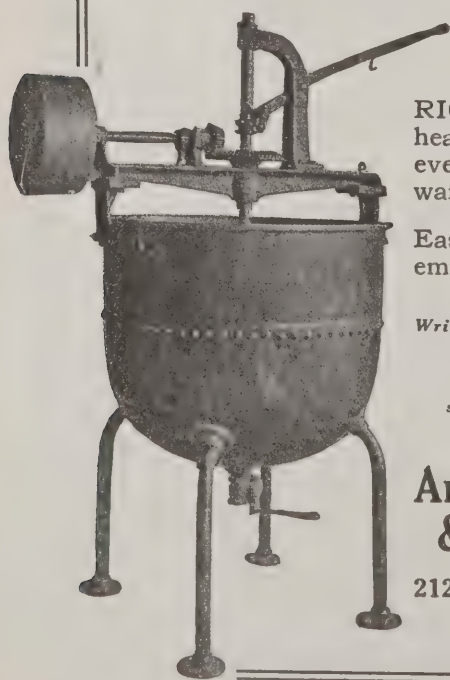
Easily and quickly emptied and cleaned.

Write for prices on these standard mixers.

Submit your special requirements for our quotations

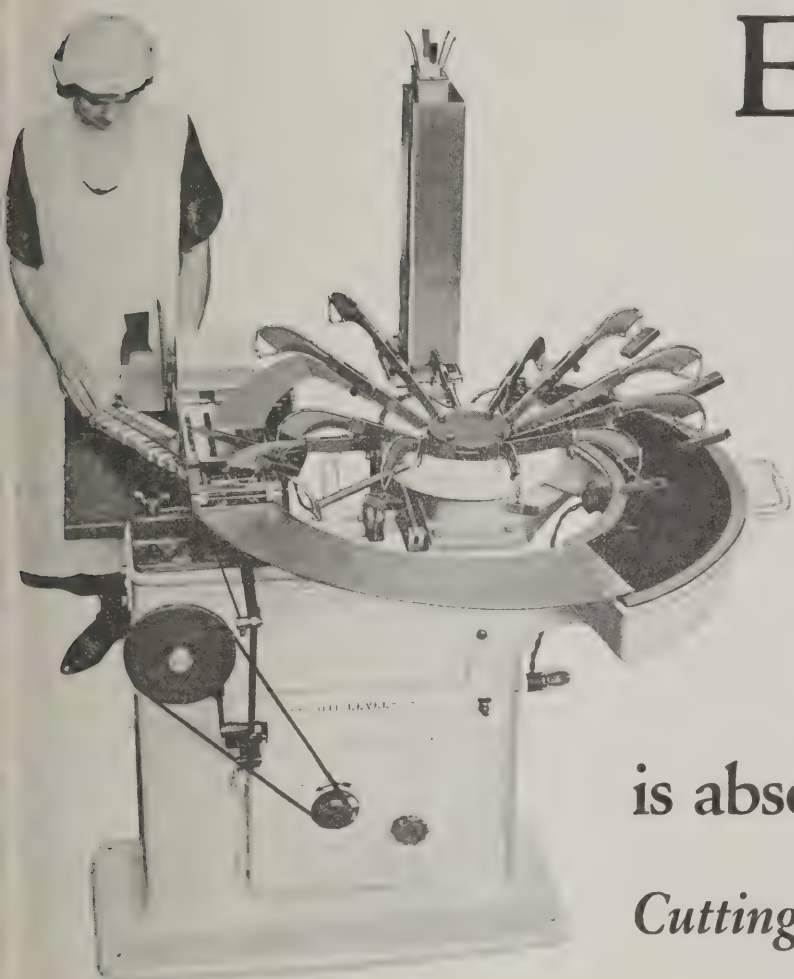
Arthur Harris & Company

212-218 Curtis Street
CHICAGO, ILL.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Automatically Made **ESKIMO PIES**



Every Operation
on the
ANDERSON
Eskimo Pie
Machine
is absolutely automatic

Cutting - Dipping - Wrapping

100 Dozen an Hour at maximum capacity.
20 completely wrapped bars every minute.

Surely there is a good Liberal profit where pies are made automatically. Figure it out—don't take our word for it.

If you saw our machine at the Cleveland Show, then you know. If you didn't see our machine—ask someone who did—they will be glad to tell you.

Send for copy of new catalog just out.

Anderson Bros. Mfg. Co.
1923 Kishwaukee Street
ROCKFORD, ILL.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

degrees F. At that temperature the cream is in the most satisfactory conditions for whipping and holding the air. It should be drawn when the proper overrun has been obtained, when it has the consistency of thick gravy, curling in ribbon like formation as it runs from the freezer and when the temperature hovers around 27 to 28 degrees, although the temperature may be lower.

With that I wish to take up my last defect of ice cream, which is invariably blamed on the freezer—lack of swell. Undeniably the freezer may be and frequently is the cause. It is frequently possible through slow operation of the dashers to secure a resulting soggy, grainy or greasy ice cream, while on the other hand too rapid agitation may cause churning and also low overrun. It is this matter of insufficient swell more than any other factor that causes more disappointment, more discouragement, and more criticism not only of ice cream freezers, but also the quality of a manufactured product. It brings to our college and other state schools, more letters requesting assistance than all the other difficulties put together. Yet when a survey of the circumstances is made, the mix analyzed and conditions studied, the freezer—except it be the old style tub, usually is exonerated. Anyway why shouldn't it be? Before you blame, size up the situation! Look to the mix! Is it viscous? We know that pasteurization destroys viscosity and viscosity is necessary for proper swell.

We also know that viscosity can be restored or increased through the use of a viscolizer or a homogenizer and to a lesser extent by means of an emulsor. Likewise, we are aware that ice cream powders may be employed for the same purpose. However, for various reasons it is not always feasible to utilize powders nor is it universally possible to at all times invest in that money saving device, the homogenizer or emulsor, but it is always possible to age the mix before freezing. Whenever a mix is aged a certain physical change takes place and viscosity increases. Aging for 24 hours as the minimum, to 48 hours as the maximum will yield results providing the mix be kept cold.

Right here I want to speak of the fallacy of the so-called ripening of the mix. It is entirely unnecessary. To be sure the viscosity of milk or cream and likewise, of ice cream, increases with an increase of acidity up to a certain point, but when you raise acidity you multiply the bacteria count and augment the possibilities of sour ice cream. What little, if any, desirable qualities are added to flavor, I do not believe are commensurate with the disadvantages. When it is possible to secure perfect results in an ice cream made from a mix of low acidity, then why harp on the subject of ripening as many ice cream makers do! When the mix is properly prepared and correctly cooled and aged, the viscosity will be there and the overrun will result.

Another cause of deficient swell can readily be traced either to insufficient or excess serum solids. Solids, as already mentioned, not only increase weight, but they serve to make a mix more viscous. Hence, when the mix is frozen the air is beaten in with more difficulty, held with greater tenacity and the swell is more readily obtained.

Condensed milk, milk powder and evaporated milk all serve to increase viscosity and assist in producing swell because of the extra milk solids which they add to the mix. Sugar is likewise, an increaser of solids, but its use beyond 13 or 14 per cent causes numerous difficulties, such as lowering the freezing point of the mix, decreasing overrun and taking up space that otherwise might be filled by valuable

milk solids. It is therefore, wise to use sugar with discretion.

Then there is the question of fillers or binders and their relation to swell. Numerous experiments have been performed which prove that in the majority of cases fillers have little or no effect. However, in the light of our present knowledge, it would appear that some of the experimental work at least was destined to be blasted. For example, particularly high grade of gelatine has been shown to increase the viscosity of a mix, over 300 per cent above a control containing no gelatine. Therefore, a filler or binder which increases viscosity of a mix must of necessity bear a relationship to swell.

Fat Content Is Important Factor.

The fat content of a mix is an important factor in the matter of swell. Rich cream produces a greater yield than thin cream because the more fat a mix contains, other things being equal, the greater will be the viscosity. It is therefore, well to remember that a low fat content, coupled with low solids will not result in high overrun. Hence, we may reiterate my statement regarding the importance of a balanced mix.

The other day I walked into an ice cream plant, the operator was having difficulty in obtaining swell. His mix was correctly proportioned in fat, serum solids, total solids and sugar. It has been properly emulsified, cooled and aged but the desired overrun failed to come. Why? Because the brine was too warm. It required too long to freeze; the cream would not hold the air and swell was lost. Conversely, an exceedingly cold brine decreases swell when it results in too rapid freezing. However, it is well to remember in this connection that the more viscous the mix, the warmer may be the brine during the process of freezing, without destroying swell.

On the other hand only a cold brine should be employed for freezing a mix of low viscosity.

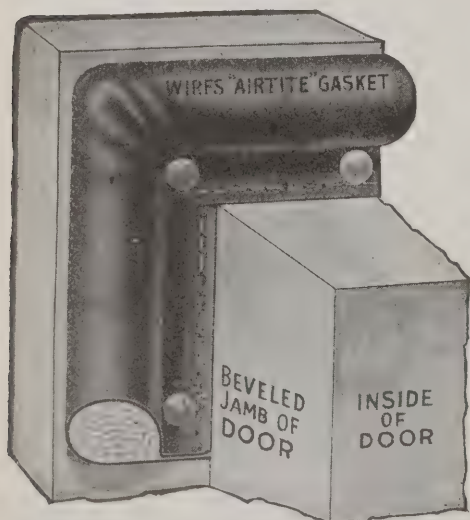
And with that I wish to turn to my last, yet by no means the least important cause of low yield.

What is it? Simply overloading the freezer. As a rule the larger the batch the greater the swell, and the smaller the batch the lower the yield because the small batch freezes too quickly. For best results the cream should fill the freezer one half full. Exceed or reduce this amount and the yield decreases.

Now that I have mentioned the primary causes of insufficient swell, permit me to reply to one question which is probably arisen in your mind relative to how much overrun I consider satisfactory. The answer is easy. Ninety to one hundred per cent, based on a certain weight per gallon of mix and frozen cream. Some operators prefer 120; some 140. Oh, it can be obtained all right! You can "Balloctize" your ice cream with air if you want to, but the practice is neither conducive to success nor profits in the ice cream business. Don't sacrifice quality, for quality means success plus profits, and with that I must close.



Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. It collects the profits daily.



\$STOP COLD-AIR LEAK\$ WITH

WIRFS WATERPROOF "AIRTITE" CUSHION GASKET

FOR REFRIGERATORS AND COLD STORAGE DOORS, AIRTIGHT SECTIONAL COOLING ROOMS, REFRIGERATOR JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES REQUIRING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-CONTAINMENT.

MADE IN 4 SIZES;
(ANY LENGTH)



NO. 1 LARGE



NO. 2 MEDIUM



NO. 3 SMALL



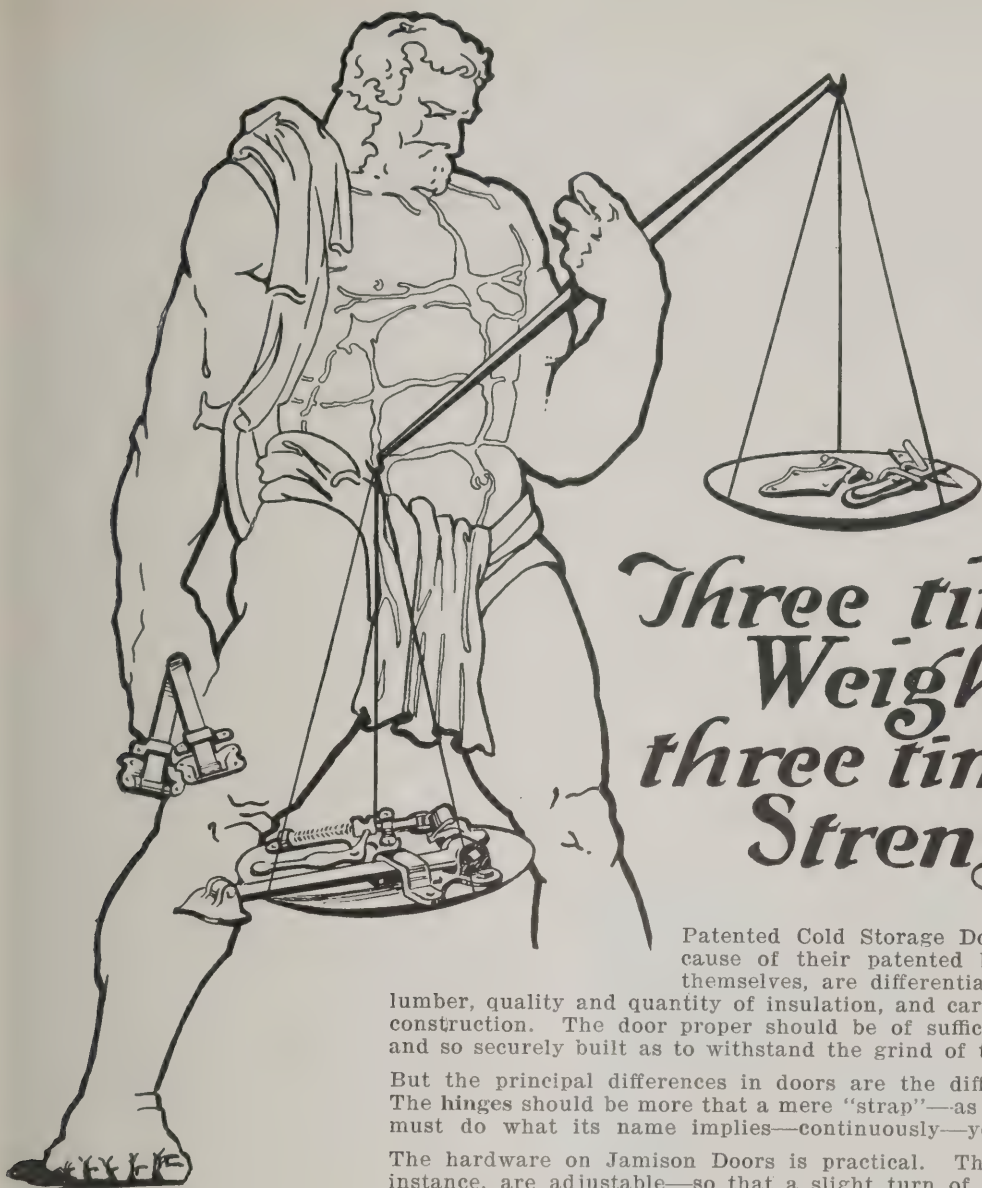
NO. 4 SPECIAL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]
REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED CASING.

GET SAMPLES AND PRICES, STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 SO. 17TH ST., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Three times the Weight— three times the Strength!

Patented Cold Storage Doors are so-called because of their patented hardware. Doors, in themselves, are differentiated by the quality of lumber, quality and quantity of insulation, and care and skill in general construction. The door proper should be of sufficiently heavy material and so securely built as to withstand the grind of time.

But the principal differences in doors are the differences in hardware. The hinges should be more than a mere "strap"—as of old. The fastener must do what its name implies—continuously—year in and year out.

The hardware on Jamison Doors is practical. The Spring Hinges, for instance, are adjustable—so that a slight turn of a set-screw will keep them 100% efficient—as good as new—by forcing the door tight against its seals of contact. The fasteners are "sure"—they eliminate any possibility of rebound through compression when the door is slammed. In fact, the harder the slam, the tighter it grips.

These patented features are perfect—proven so for 17 years. Probably one reason they stand the gaff so successfully is because of their weight. Experience tells that science combined with strength always wins. Which brings us to this: the hardware on Jamison Doors is three times the weight of hardware on other doors.

Learn all about Jamison
Products. Write for our
Catalog No. 10. You'll
find it interesting.

Address: Desk No. 6.

JAMISON COLD STORAGE DOOR CO.

Hagerstown, Md., U. S. A.

Jamison Doors

for better
refrigeration

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

REPLIES TO INQUIRIES.

(Continued from page 52)

Dear Sir:—One of our plants has a good sized customer who demands a higher butterfat cream than we make, our standard being 8 per cent. This party demands 14 per cent. We figured out a mix and sent the formula up for them to go by, and they are making it and giving his satisfaction, but our ice cream maker there reports that he cannot get any overrun. I have re-checked the figures and find that butterfat content is nearly 14 per cent; total solids practically 36.50, and it just occurred to me that perhaps the various ingredients are not properly balanced to obtain the right amount of overrun.

We made up a batch or two of the same proportions and we experienced the same trouble here that he did, so it is not with the operator or the freezer, but with the mix. The largest yield we have been able to get has been a trifle over 50 per cent overrun, and you know that is entirely out of the question.

I am giving you a copy of the formula just as I sent it out.

Ingredients	Weight	Lbs. of				Total
		B.F.	M.S.N.F.	Sugar	Gelatine Solids	
70 gal. milk.....	602.7	24.1	51.2	75.3
121½ lbs. butter....	121.5	100.8	1.2	102.0
118 lbs. sugar.....	118.0	118.0	118.0
5 lbs. gelatine.....	5.0	5.0	5.0
33½ lbs. M. P.....	33.5	.3	31.5	31.8
3½ gal. water.....	29.2
Total weights.....	909.9	125.2	83.9	118.0	5.0	332.1
Percentage of mix....	13.76	9.22	12.97	0.54	36.49

Reply: Your apparent difficulty in securing a satisfactory overrun is somewhat puzzling. I do not believe that this trouble in getting the overrun is due entirely

to your ice cream mix and analysis of which you have attached to your letter. It is not out of balance in any way and hundreds of factories are securing a satisfactory swell with a formula for the mix just about 100 per cent yours.

You should, if all conditions are right, have no difficulty in getting 100 per cent or better overrun. I have led to believe that the trouble is in your process of freezing or in your method of processing the mix. Are you sure that in freezing you have not been over-loading the freezer? I should like to have additional information in order to give you better advice.

Please state exactly how you process the mix, giving the temperature of pasteurization, temperature of homogenizing, time required to cool the mix after homogenizing, temperature of holding the mix and length of time held. I should also like to know the time consumed in freezing a batch in the freezer and the weight of gallon of finished ice cream.

With this information it is possible that I can give you further advice how to overcome your apparent loss of overrun.

* * *

Dear Sir:—We have your very kind reply to your letter of April 4th. We are certainly puzzled over the question of overrun on this special mix, and we are at a loss to understand why we cannot obtain the same overrun we do with our other mix, which is handled in exactly the same manner, but which contains a low percentage of butterfat, as we are making our regular cream on a formula containing a little over 8 per cent butterfat and 33 per cent total solids.

This mix that is giving us trouble is a special mix for a special line of trade who demanded a 14 per cent piece of goods, or thereabouts, and were willing to pay the price, so we worked out the formula that we submitted to you last as being a fairly well-balanced formula that we could sell them at a price, and then after supplying them and having the quality satisfactory, we awoke to the fact that we were losing money on account of not getting over 60 per cent overrun, and at times running a little lower. We are frank to say it is causing us considerable anxiety, and also a direct, daily financial loss.

I have checked up the questions that you ask and find that we are not overloading the freezers, and our method of processing the mix is to pasteurize the entire batch, including sugar and gelatine, at a temperature of 145 degrees, holding same for thirty minutes, and then homogenizing, and it is cooled as homogenized by running over a tubular cooler of sufficient capacity to take care of the output of the homogenizer, which is 200 gallons per hour. We cool to about forty degrees, the only difference in the special mix and our regular mix being that we run our regular into holding vats of 500 gallon capacity, but as we only make up a small quantity of special mix, we run this into ten gallon cans and put them in a cold storage room at a temperature of thirty to thirty-five degrees.

We never freeze under twenty-four hours, and some of this special mix we have held for seventy-two hours in order to give it an opportunity to age and ripen. The weight on the finished product is 5.15 pounds per gallon and we freeze with brine at a temperature of from six to seven degrees, taking an average time of seventeen minutes to freeze. We are still experimenting, but seem to get no farther along, and we write, giving you all the information we can, to see if you can suggest anything.

I neglected to mention that this mix when cool, and especially after standing a few hours, seems to be of a very thick, heavy consistency, about similar to very heavy condensed. My freezing man claims this is the

Cassell Center Mold SPECIALS

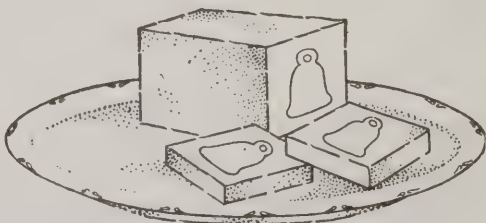
for Halloween—We use the
PUMPKIN

for Thanksgiving—We also offer the
PUMPKIN

for who ever heard of a Thanksgiving Dinner
without a Pumpkin Pie.

for Christmas—We have the
BELL

as shown below.



But the latest is the

CHRISTMAS TREE

This is very pretty when made up in Dark Green.

Price of either —Each \$1.35 Order now through your jobber or

W. W. CASSELL, Vincennes, INDIANA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Question ?

What put the profit in
the 5c ESKIMO PIE?

Ask the 200 users of
the Automatic Cutting
and Dipping Machine

Answer !

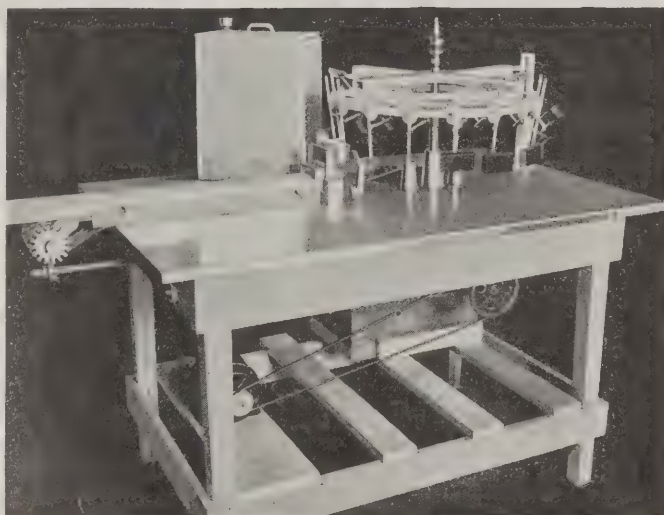
THE SALE of Eskimo Pies now
surpasses all past records.

A generous profit assured on the 5c
bar. Are you getting yours?

The Eskimo Pie is one of the prin-
cipal factors in putting the figures on
the right side of your ledger during
the dull season.

*Read what one leading
manufacturer operating a chain
of factories says: (name on request)*

"With your machine and three people
we are able to obtain a production
which required fourteen people when
doing the work by the old method.
This machine eliminates all waste of
ice cream and chocolate."



Northwestern Ice Cream Cutting and Dipping Machine

Price **\$375.00** Complete

ADJUSTABLE FOR 5c or 10c BARS

Now being used by over 200 prominent manufacturers in the United
States, Mexico and Australia.

*Complete—including motor and electrically heated tanks.
Write for full particulars and list of users.*

MAKE PIES EXACT IN SIZE AND SHAPE AT A 20c COST.
PRODUCTION 120 DOZ. PER HOUR.

Northwestern Corporation

MORRIS BOX 18 ILLINOIS

trouble—that it is so heavy and thick he is unable to whip it up to the proper consistency.

Reply: From your discussion, especially in the last paragraph of your letter, it appears that your difficulty in not getting the overrun is due to the very thick, heavy consistency of the mix, and which is due to the large amount of solids compared with your other mix and possibly also to too much gelatine.

I know of ice cream factories who have been able to get 100 to 120 per cent overrun with mixes containing a total solids as high as 40 per cent. I suggest, however, that you try the formula given below in table one where I am indicating a 900 pound mix for you, testing 14 per cent fat, but you will notice that I have reduced the amount of gelatine and the amount of skim milk powder, giving you a total solids of 34.5 per cent. I believe that with this mix you will have no difficulty in getting a satisfactory overrun and I also believe that this special mix will meet the requirements of your special trade.

Table 1.

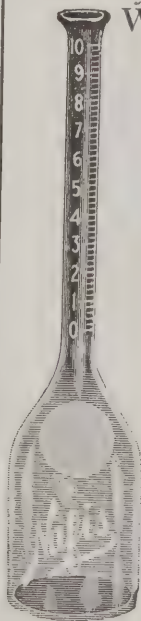
Ingredients	Fat	Serum Sol.	Total Sol.
602.7 lbs. milk 4%	24.1	51.03	75.03
121.5 lbs. butter 84%	102.06	102.06
118.0 lbs. sugar	112.10
3.0 lbs. gelatine	2.85
20.0 lbs. skim powder	19.00	19.00
34.8 lbs. water
900.0	126.16	70.03	311.04
Per cent	14.18	7.78	34.5
Per cent sugar	13.11

The finished ice cream should weigh not over four and one-half pounds if you are to get 100 per cent overrun.

* * *

Dear Sir:—In accordance with your instructions I

IT TAKES more than mere mechanical ability to make TESTING GLASSWARE as pre-eminentely reliable as



NAFIS Scientific Glassware

Equally vital is an intimate knowledge of conditions under which each piece of apparatus is to be used.

Our force consists not only of factory workers carefully trained under scientific direction, but also of those thoroughly experienced in the chemical constituents of glass and in the use to which NAFIS GLASSWARE must be put in making the various tests.

For Sale by Dealers in
NAFIS Glasware

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glass Apparatus
for Testing Milk and its Products

17-23 North Desplaines St. CHICAGO, ILLINOIS

ASK THE MEN WHO USE IT

have revised this mix as follows, and would appreciate any suggestions that you might care to offer: 425 pounds 4 per cent milk; 183 pounds sweet condensed—40 per cent sugar and 60 per cent reduced 5 to 1; 34 pounds sugar; 60 pounds sweet butter; 2. pounds gelatin pound Purity powder; total 705 pounds.

I am trying to standardize my mix at approximately 12 per cent fat and about 33 or 35 per cent solids.

Would you be so kind as to accommodate me with a formula for a 700 or 725 pound mix using 4 per cent milk, sweet butter, sugar and skim condensed (plain).

Reply: I have calculated the ingredients in the mix which you have given in your letter. You will find the tails given below in table one. You will notice that I have figured your sweet condensed 40 per cent sugar and 60 per cent total solids, allowing 20 per cent for serum solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
425.0 lbs. 4% milk	17.0	36.31	53.31
183.0 lbs. sweet cond.	40.60	36.60	109.80
34.0 lbs. sugar	32.30
60.0 lbs. sweet butter 84% ..	50.4	50.4
2.0 lbs. gelatine	1.90
1.0 lbs. purity powder95
705.0	67.4	72.91	248.66
Per cent	9.5	12.0	35.3
Per cent sugar	15.2

In view of the fact that you seem to think your ice cream tests 12 per cent fat, it is possible that I made an error. Your sweet condensed also contains some butterfat. You will notice that the butterfat test of your mix figures 9.5 per cent, but if the sweet condensed tests 8 per cent fat the test would be 11.6 per cent.

I am suggesting in Table two, a 700 pound mix made up with 4 per cent sweet milk, butter, sugar and plain skim condensed, according to your suggestions.

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
98.0 lbs. sugar	93.10
3.5 lbs. gel. & powder	3.30
140.0 lbs. plain cond. 27%	33.80	33.80
83.0 lbs. 84% butter	69.72	69.72
375.5 lbs. 4% milk	15.02	32.04	47.06
700.0	84.74	65.84	246.98
Per cent	12.1	9.4	35.2



NEED ANY HELP?

If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.

Ask the user — about

ST. LOUIS GELATINE COMPANY'S



Pure - Hy - Grade
**GELATINES, GUMS
AND
ICE CREAM
POWDER**

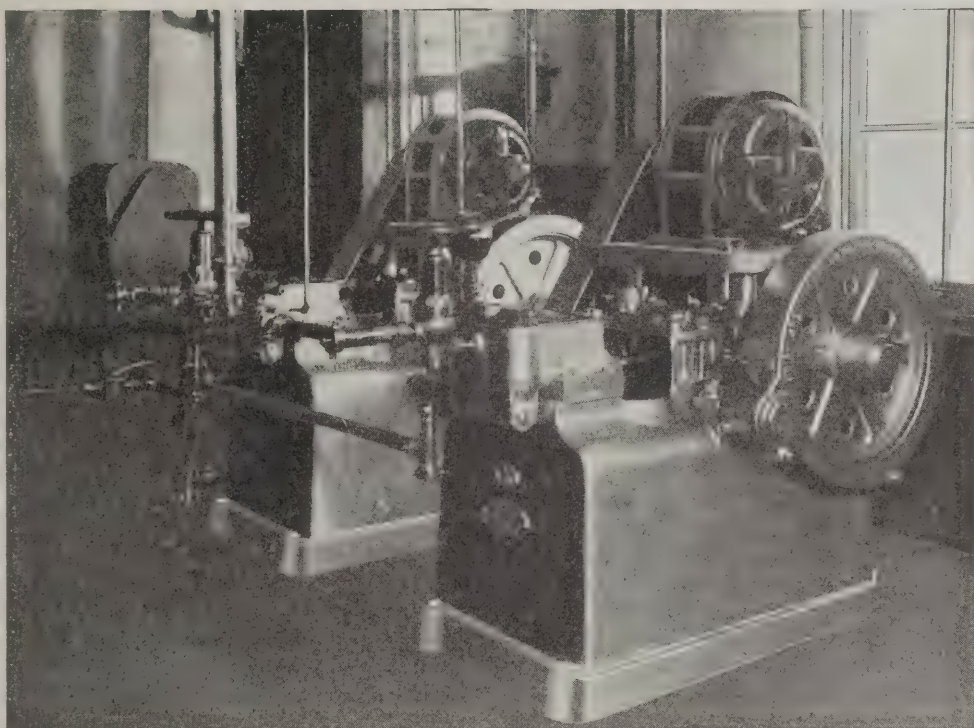
We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

CLEVELAND Uses *The* *Viscolizer* "The Machine of Many Uses"



2—450 Gallon Viscolizers

Installed at

THE CLEVELAND ICE CREAM CO., Cleveland, Ohio

Let us tell you
how you can use

The
Viscolizer

in your plant

Built by Union Steam Pump Co.

Distributed by

John W. Ladd Co.

Detroit Columbus Cleveland Cincinnati

Cherry-Bassett-Winner Co.

Philadelphia Baltimore Pittsburgh N. Y. City

Report of National Associations' Cost Accounting Committee

By S. T. NIVLING*

MY co-workers on this committee are the same as last year, Jas. G. Lewis, secretary and treasurer, Rieck-McJunkin Dairy Co., Pittsburgh, Pa.; Vernon F. Hovey, manager, International Ice Cream Company, Schenectady, New York; C. F. Eurich, assistant treasurer, J. M. Horton Ice Cream Company, New York City, and C. B. Harpster, auditor, Crane-Ohio Company, Columbus, Ohio.

At various times throughout the year this committee has met and given careful thought to the problems of



S. T. NIVLING.

cost accounting with the object in view (at all times) of ascertaining whether we might assist our members to a more thorough knowledge of this very important subject.

In compliance with the report and recommendations of last year's auditing committee, the president instructed the cost accounting committee "to secure the service of a certified public accountant to install a new accounting system in the secretary's office, and that the firm so engaged should bring in a certified statement of

the secretary's book at each annual meeting"

This committee recommended the employment of Whitfield, Whitecomb & Company who are now and have been putting in a uniform cost accounting system for the International Milk Dealers Association and recommended to your president that said company be employed for the term of one year, the committee feeling that they had no authority to go beyond the one year term.

In last year's report this committee stated that it might become necessary in the near future to make a service charge on the basis of each cabinet hole and after giving very careful consideration of the subject, the result of their deliberation was a unanimous decision favoring the service charge per cabinet hole as fundamentally sound basis for payment for services rendered by ice cream manufacturers.

Believes Practices Will Be Generally Adopted.

The committee believes that a general adoption of this practice throughout the industry will result in an equal profit per gallon from each customer. We feel that the present flat price results in unequal profits per customer and that the adoption of the service charge per cabinet hole would result in fairer prices to manufacturer and dealer. A payment by the customer for services rendered is a sound business basis when coupled with a reduction in the fundamental selling price.

The result of the committee's deliberation on this subject is embodied in Bulletin No. 67 issued from the

* Chairman of the committee, submitted at the annual convention of the National Association of Ice Cream Manufacturers, Cleveland, October 25, 1923.

secretary's office, and the committee desires again re-iterate its statement that it considers the charge per cabinet hole as fundamentally sound principle and recommends it to our members as furnishing the best method of securing payment for services rendered.

Cost Accounting.

Early in the year I had the pleasure of a conference with President Morris, at which time we gave consideration to the subject of better accounting for the industry. At his suggestion I called a meeting of the accounting committee at the rooms of the Chamber of Commerce of the United States at Washington. At the meeting in Washington we were addressed by E. W. McCullough, head of the Fabric Production Department and Thomas W. Howard, of the Cost Accounting Division of the Chamber of Commerce of the United States. We were also addressed by Arthur Lazarus, former chief of the Cost Accounting Division of the Chamber of Commerce of the United States, and also by a representative of Whitfield, Whitecomb & Company, who are installing a uniform system for the International Milk Dealers' Association as above stated.

The result of the deliberation of our committee is the following recommendations to the executive committee:

"The cost accounting committee recommends to the executive committee of the National Association of Ice Cream Manufacturers that they employ the firm Whitfield, Whitecomb & Company to assist this association in the work of perfecting a uniform system of cost accounting. The committee further suggested that special attention be made that T. J. Bolitho be put in charge of particular work.

The committee also recommends to the executive committee that a cost accounting group or council be appointed including thirty or more accountants or executives representing this association to work as an advisory committee in conjunction with the cost accounting committee in carrying out this work."

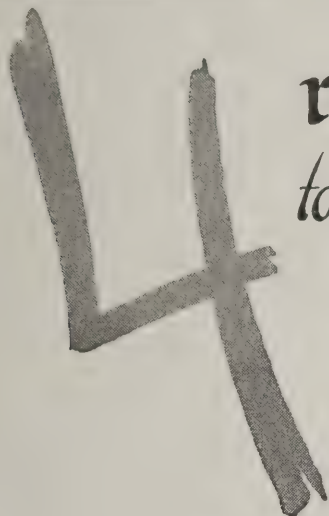
We suggested immediate action because the international milk dealers had about completed their work and were ready to publish their manual. By going along with the work the system of the international milk dealers could be dovetailed with ours and it would be mutually beneficial and advantageous to the milk dealers and ice cream manufacturers, as many of our members are in both lines of work. It is the thought of the committee and also Mr. McCullough of the Chamber of Commerce of the United States that to employ the cost accountant would be profitable to us, mutually helpful to both industries and naturally a benefit to a great many of our members.

The object of a large committee composed of accountants representing our association is that the industries would be building their own cost system and the fact that with such a large number of accountants assisting in this work it would naturally follow that they would be selling the proposition to themselves and thus it would require practically no introduction of a new accounting system within the industry.

As reported at last year's convention our committee endeavored to arrange classification of accounts. We assumed that all manufacturers could submit their figures on a per gallon basis and thus arrive at a conclusion as to which department of their organization costs were

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

To buyers of *paraffined* Cartons in small or large quantities



reasons why it pays to use Character Cartons

- I. High quality *Character Cartons* are low in price, due to our selling methods and to our scientific manufacturing processes.
- II. *Character Cartons* offer uniform protection to your product—being made of the highest grade sulphite box board produced in *our own mill*.
- III. *Character Cartons* have extra *sales value* due to the advertising knowledge of our designers and the skilled craftsmanship of our printers and expert workmen.
- IV. *Character Cartons* have a *Porcelain-Lustre* finish, smooth as glass, that adds to their good looks and durability.



Character Cartons For Ice Cream

These better cartons are produced in any number of colors and in all sizes including *individual slice cartons*.

Important

Character Cartons are obtainable in stock designs of great selling value. These stock designs can be skillfully imprinted with your name so that the whole carton appears as one made for you. Write for sample and prices.

No matter how small or large the number of cartons you use, we shall be glad to prove that *these reasons* mean a dollars and cents saving to you. Put us to the test by mailing in your present carton and asking for an estimate. Sutherland Paper Co., Kalamazoo, Michigan.



10

Sutherland Paper Co.

Kalamazoo, Mich.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

in excess of the average. Our efforts resulted in failure. The committee itself tried it out within our own little organization to verify its practicability before presenting it to the national membership.

I quote you a bulletin of the Chamber of Commerce of the United States, "Cost accounting should not be considered an incidental and temporary service to the manufacturers of an industry, but should be organized on a permanent and continuous basis. This may be done first, by forming a cost association or department within the trade association where the cost accountants of the manufacturers may meet three or four times a year to discuss such improvements and changes as should be made in the standard cost system, or, a cost accountant may be employed by the secretary of the group who, in co-operation with the cost accounting committee will promote such changes in the cost procedure as may be necessary from time to time.

"The services of an outside cost expert are valuable and necessary at some point in the development of uniform cost finding, but these services should not be relied upon solely. A system should be developed by the co-operation of those in the industry who are best posted on the cost branches of the manufacturing problems of the industry."

Determination of Cost Is Fundamental.

C. N. Hurley, former head of the Federal Trade Commission, stated in a pamphlet published in 1916, "that accurate determination of cost is fundamental to manufacturing efficiency" and he further said that, "every man who joins in this work can feel that he is doing his part toward the improvement of business conditions generally and his own business conditions particularly."



BAKER

System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

The Chamber of Commerce of the United States realizes the importance of the subject and has a permanent department devoted to the cost accounting work of trade associations and manufacturers. It is a strong and working force designed to promote efficiency in cost accounting in trade associations. The chamber has published numerous pamphlets on the subject, the latest one on the "Acceptance and Installation of Standard Methods of Cost Accounting" will reach your desk within a few days if not already received by you.

The Department of Commerce of the United States government has just published a 400-page book entitled "Trade Association Activities" and in that book an entire chapter is devoted to the subject of cost accounting. The Department of Commerce recognizes cost accounting as a desirable and proper activity of trade associations and recommends to trade associations the furtherance of this work, believing that it will result in standardization, equalization of costs and ultimately reduced prices.

"A scientific cost accounting system properly applied raises the entire tone of an industrial or commercial group through promoting intelligent competition, increasing comparative efficiency and making it possible for the individual units to establish better credit ratings which, in turn, attract trade to the group. Simply a cost system is instrumental in approving quality and systematizing and stimulating production and distribution through checking variations from standard practice and helping in the control of overhead. Perhaps an outstanding advantage is its aid in making income and other tax returns."

Commenting on methods of procedure in installing a cost system, Secretary Hoover's Department says, "a conference of operating and executive heads should be held, and data obtained should be turned over to a chosen firm of outside cost accountants to be developed with the assistance of the executives and accountants in the industry." The department further suggests the appointment of a special committee to secure the attention and active support of the entire membership of the association. It comments that some associations have given it to their members while others have found it advantageous (and it is appreciated more) if the members chase it.

Commenting on the value of trade association work along cost accounting lines, the Department of Commerce Bulletin of this Government contains the following:

"The worth of uniform costs to the members of a trade association will depend upon the use which they make of them. If composite costs of a given group are placed in the hands of the reporting members, each has an opportunity to check the efficiency of his own plant, to manage against the field and to profit thereby. Frequently an association may tabulate costs of separate manufacturing operations including the figures of the reporting members, the designation of the individual members being in code and known only to the executives of the association. The member, thus, has an opportunity to check his cost results against those of other members individually. Having such information, especially if reports are in sufficient detail, he is enabled to correct or modify his errors or practices and thus bring his costs more nearly in line with those of his competitors."

"Too frequently comparable cost data are not collected and disseminated by the associations at regular periods, the only activity in this respect being at irregular intervals when called upon by some investigating committee. To be of the utmost use there should be a constant, current exchange of cost information."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ICE CREAM

Prepared with

Crown Fruit Products

is a Delicious
Dessert *for the*
HOLIDAY
DINNERS

Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

properly tabulated and safe-guarded as to identity, if desired, among the members of the association.

"Such a knowledge among the members of an association with proper publicity as to average costs and the important reasons for changes and fluctuations, eventually must have a stabilizing effect upon the industry and tends to inspire confidence upon the part of the public."

M. C. N. Gaskell, chairman of the Federal Trade Commission has stated emphatically that "cost accounting is a legitimate trade association activity" and that "to prohibit collective study of costs for the purpose of their analysis is to shackle educative progress."

The Chamber of Commerce of the United States has also from its inception seen the necessity for and the value of the development of sound cost accounting within the various industries of this country. Today there are something over one hundred national organizations making this one of their major activities.

Value is Apparent.

The value of this work endorsed by the Chamber of Commerce of the United States, the head of the Federal Trade Commission, the Department of Commerce of the United States Government and the leading executives within this country, should be sufficient evidence to warrant its adoption by any progressive industry.

It is the thought of your committee that if the national association is to render service to its members it must of necessity do something more tangible than simply accumulating a War Chest and using efforts to prevent adverse legislation. Of course, we have the annual convention, which is very valuable and growing more so each year. However, the annual convention, to

render the greatest benefit to its members, should take up some of the problems of the industry in order to solve these problems or assist its members in solving them.

Your committee wishes to state further that they speak of a uniform system they do not mean a change of systems in the plants of manufacturers already have a system installed, but rather to formulate a set of principles and a manual to be followed by all engaged in our industry to present a uniformity of unit costs which will be comparable with other manufacturer in our line of work. To create an outstanding impression that a uniform cost system implies uniformity in all details, we desire to state that such would be entirely impractical and the most uniform perhaps would be uniform methods of accounting, the definition here implying that while the methods are uniform, the records, forms, etc., necessarily will vary to suit the needs of each individual case.

Your committee has given thorough consideration to the question as to whether the cost expert's assistance in this work is justified by the expected results. Their answer is in the affirmative.

Their report was represented to the executive committee on April 12th last and the report was taken up for consideration.

The action of our executive committee is justified by their desire to conserve the finances of our organization; however, unless there is sufficient demand on the part of our members for constructive activity, cost accounting work, and co-operation on their part, the efforts of the cost accounting committee to assist members in accurate and uniform methods of cost reckoning will be unsuccessful. The executive committee must first be convinced of a bonafide desire on the part for a continuation of this work; then they will weigh carefully the possible cost and endeavor to determine the expected result.

The committee suggests formal action at this time.

Respectfully submitted,

COST ACCOUNTING COMMITTEE

National Association of Ice Cream Manufacturers



PENNSYLVANIA FIRM TO ERECT NEW BUILDING

The W. H. Walker Company of Somerset, Pa., will erect a new building in Somerset this fall and expect to have it completed in time for next spring's business.

The McCormick Company, Inc., of Pittsburgh, Pa. New York now is preparing plans which call for a two story and part one story building to be constructed of brick and reinforced concrete.

In addition to a complete ice cream plant, with ice tank and mechanical refrigeration, there will be a condensed milk department and refrigerated rooms to handle considerable sweet cream which the company ships to distant points.

The plant is to be erected upon a site recently purchased on the state highway which has recently been completed to connect the Lincoln and National highways through western Pennsylvania and is expected to be much used by automobile traffic.



You can find the person who will be glad to buy your product, or you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - - WISCONSIN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Take a tip,
from
Zipp!

HIGHEST
QUALITY
for
YEARS

ZIPP'S

VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—Special Flavors—Colors and Fruits in bulk. Delicious Cold Process Strawberries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Report of National Association Vigilance Committee

By WILLIAM PALMER*

THE vigilance committee, which was created by the board of directors following the convention of 1922, has been limited in its activities during the year by the lack of knowledge in the membership, both as to its existence and as to the purpose of it.

It was the idea of the board in setting up this new agency for usefulness that the inter-relations of our members might be made more harmonious and more cordial if controversies or misunderstandings over prices, advertising, competition and like disturbing questions or conditions could be referred to a committee of the membership whose duty it would be to quietly and with that utter lack of personal feeling or pride of opinion, which is always impossible for the direct parties to have or to hold under such conditions, to go over the situation and by suggestion and friendly argument seek such adjustment of the controversy as would result in establishing mutual confidence between the concerns interested.

Manifestly, such results can be reached only to the extent that the membership avails itself of the opportunity offered to bring to the attention of the committee their problems and difficulties. The country is wide and a bitter war might go on quite indefinitely in some sections of it, before the fact became generally known. The harm to the industry and the ill effects upon the locality, nevertheless, would be immediate and continuous.

We trust that this conception of our duties will not be misunderstood. We have no desire, much less any authority, to control the conduct of anyone's business. We lack every vestige of power, save only that power which arises from an honest desire to see the right and to point it out to others who alike search for it—the power of good will and friendly interest.

Our only desire is to aid and to serve. While we observe and inquire, we do not sit in judgment. We seek not to place the blame, but to correct the fault, if one exists. Ours is not the province to determine that one is right and the other wrong, but to unite both in a sincere effort to promote their common interests. It is to the lasting credit of our organization that there are in it so many men working to avoid the creation of these situations, or to adjust them if created, but sometimes passion or resentment or misunderstandings or discouragements will obscure the vision of clear eyes and then some one outside is needed to clear away the mists. These are the opportunities of this committee.

* Rendered at annual convention of The National Association of Ice Cream Manufacturers, Cleveland, October 25, 1923.

**Ice Cream and Dairy
Plants**

K. W. Schantz, Inc.

Architects and Engineers

BUFFALO - NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Soon after our appointment a conference was ranged with a similar committee appointed by the national association of supply men for the purpose of determining the extent to which we might co-operate in the discharge of our duties. At this meeting it was determined that all questions relating to or affecting publicity which should come to the attention of either committee whether through complaint or by its own observation should be a subject of joint consideration and action. Under this agreement several matters of character have been investigated and decided during the year. Our practice in each case has been simple. A matter which was the subject of criticism has been fully considered. Its effect upon the fortune of the industry at large, as well as the possible benefits to be derived from its publication, have been considered from all angles, and in each case the recommendations of the committees have been accepted without protest or sentiment.

Only two instances affecting the inter-relationship of members of the association were brought to the attention of the committee during the year. The first arose in widely separated sections of the country. It was an instance of unfair competition by means of advertising whereby through unmistakable insinuation the quality of the product of an immediate competitor was attacked. The seat of the trouble was too far removed from the location of any member of the committee to permit a personal investigation, but a satisfactory adjustment of the difficulty was reached through correspondence, without undue delay and it is the opinion of the committee that the member involved in the complaint was not an unfair competitor in its general practice but that the instance in which your committee acted was one in which the rules of good business and fair competition were violated without harmful intention.

The other case was an instance of unfair competition by means of secret price cutting. As this difficulty arose in a locality not far removed from the home of the chairman of your committee, the matter was adjusted by means of a personal visit to the interested parties and a joint conference between them. As the condition did not represent the real standard which the offending member conducts its business, it was an instance of over-anxiety to develop and keep up trade. It was not thought advisable that the committee should submit, in detail, a report of its activities to this convention. No good purpose would be accomplished by making public names, addresses and particulars in each case coming to our attention.

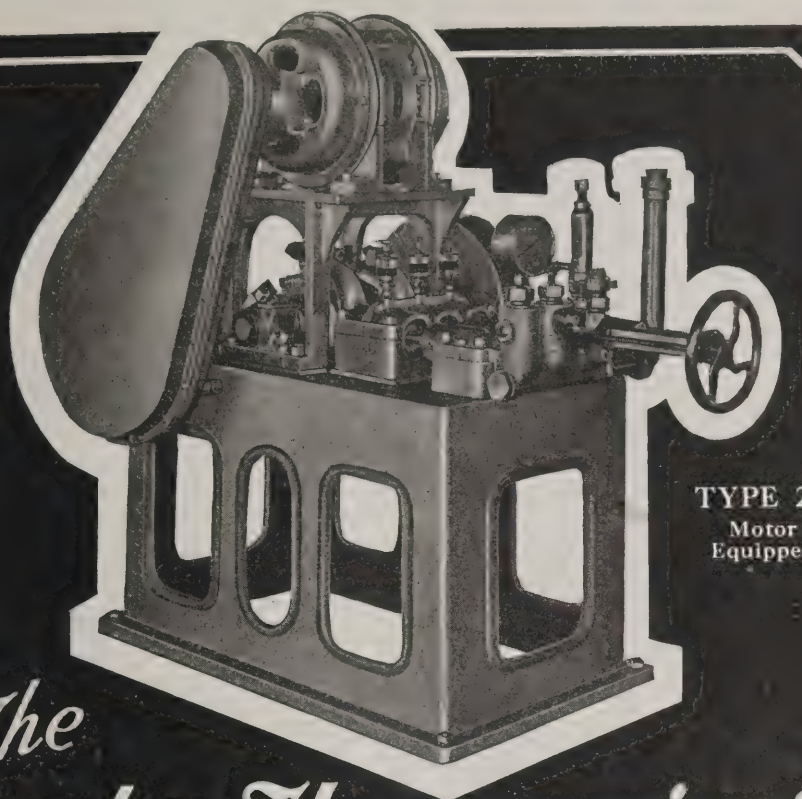
This general summary of our work is submitted to indicate the field of our activities and the results of our efforts have attained. It has not been easy always to approach the subject under consideration but with satisfaction that we report that the membership has received our suggestions in good spirit, and seemed to appreciate that we have no desire to accomplish our purpose to serve except the interest of the industry.

Dated, October 24, 1923.

WILLIAM PALMER, Chairman
Wm. SCHWINDELER.
W. J. WELLER.
ERNEST W. DANIEL.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.



TYPE 250
Motor
Equipped

The Gaulin Homogenizer

Efficient - Durable - Economical

YEARS of constant use by the leading ice cream and dairy plants the country over have proved The Gaulin Homogenizer the most efficient, the sturdiest and the most durable machine of its kind manufactured.

Gaulins have no equal in length of service—they are *built to last*. Many of our original installations are still in daily use, operating with the same high standard of efficiency, in some instances under homogenizing pressures ranging from 4,000 to 5,000 pounds.

If you are contemplating the installation of new homogenizing equipment in your plant, we recommend your investigation of the *superior merits* of The Gaulin.

Standardize on The Gaulin and insure uniformity of the mix.

Write us today for our illustrated catalog. No obligation.

The Manning Manufacturing Co. of Rutland, Vermont, will act as our distributors after January 1, 1924.

THE MANTON-GAULIN MFG. CO., INC.
11 ELKINS STREET BOSTON, MASS.



Research Pertaining to Some of the Difficulties of the Ice Cream Manufacturer

By C. H. KIMBERLY and J. W. HUDSON*

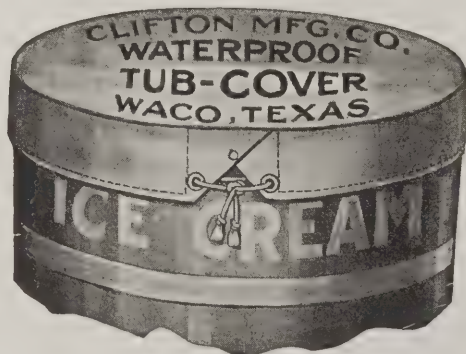
FLYING through the air at 274 miles an hour makes demands that we knew not of with the "One Horse Shay," similarly our modern ice cream plants require much that was not needed when the product of the freezer was consumed almost within the hour right at the tables of the manufacturer.

From the moment the idea of ice cream manufacture enters one's mind problems begin, and embrace every endeavor, problems of plant design, construction, machinery, refrigeration, processes, storage, marketing, etc. to say nothing about those of allied industries, that affect us so closely as to become part of our burden. All those are operating problems, but we also have the technical and ethical matters to consider and within their province lies the foundation upon which the success of the modern business is built, or crumbles to failure.

To the technical laboratory in our relation to your association and industry come especially the latter problems, the what, why and how, of the agencies exerted by Nature in working her wonders and completing her plans, and we are asked to determine the cause and suggest the cure for the effects of chemical, bacterial or enzymic actions.

There is always plenty to be done when we are dealing with products so susceptible to these agencies as are the ingredients entering into the composition of

* New York Branch of The Dairy Laboratories. This is an address delivered by Mr. Kimberly before Seventeenth annual convention of Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, Altoona, Pa., Nov. 14.



Made of Olive Drab Waterproof and Mildewproof Duck, which will outlast five ordinary Tub Covers, without this special treatment.

One Customer says, "We have found from past experience that your cover fits better than any other we have purchased in the past."

Prices quoted on application.

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

Branch Offices and Warehouses are:

Los Angeles, Calif.	747 Warehouse
San Francisco, Calif.	339 Larkin Street
Kansas City, Mo.	202 Bryant Bldg.
Denver, Colo.	1526 16th Street

ice cream, yet the difficulties are overcome not by antagonizing or overcoming natural action, but by properly controlling them. The "ounce of prevention is of paramount importance."

You want the delicacy of flavor, the fineness of texture, the richness in appearance, the smoothness of general superior qualities, obtainable only by the use of pure materials the intelligent methods of preparation and the utilization of all of the natural agencies of ripening, aging, mingling, flavoring, etc., and yet you want the opposite results of off flavors, roughness of cream, faulty coloring or spottiness of cream, mould changes, which are caused by allowing natural factors to obtain control.

Today we wonder how results could have been obtained without the aid of thorough pasteurization and sterilization, and the answer is that it was not at all possible to do so, but that we always have not known though we did not so fully realize it in the past as we do today. The solution of so many of our present problems depend upon these factors that we can strongly impress upon you their importance.

Pasteurization is a term used when liquid is heated with the distinctive object of destroying bacteria, particularly the disease producing bacteria present.

It does not injure the milk, since it does not change its chemical composition materially, nor in taste, or odor is it rendered unpleasant, and while it is not the water soluble vitamin C, this is easily supplied either children or adults, by the use of what should be a part of our diet anyway, citrus fruits or green leafy vegetables.

It is generally believed that it prevents souring of milk, but it does not, for milk will sour naturally to the fact that while the number of all bacteria is reduced the relative number of the acid forming bacteria in proportion to other types present, is increased. The process is carried out according to the present standard method, which is that of holding at a temperature of 145 degrees F. for thirty minutes, the so-called "batch" or holding method. There are two other methods recommended for milk, the flash method, not much used in this country and not likely to become popular, in which the milk is heated at a temperature not less than 180 degrees F. for one half to one minute and immediately and rapidly cooled; also the bottle method which has definite merit and should become more popular. In the first the milk is first bottled then subjected to the pasteurization process.

An interesting side light in pasteurization, has been brought to our recent attention due to the investigation by the U. S. government and others, of a form of bacterial development that seemed to periodically appear from nowhere and likewise go nowhere. It made its appearance often enough to become a serious problem in counting bacterial plates where it was found in an infinite number of very small colonies, hence, the name "pin-points." It has the peculiar characteristic of incubating at the usual temperature of pasteurization so that when we were destroying the usual bacteria we were actually multiplying by millions this type, now called by the U. S. Department of Agriculture, the *lactobacillus thermophilus*. Where pasteurized raw milk will show a low count, but the same milk after pasteurization shows a vastly larger count. We have many of us taken an interest in this problem.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What Science Has Done to the Bubbles in Your Ice Cream

BUBBLES in ice cream? Sure! Billions of them. Invisible to the naked eye, they are there just the same, and it is these billions of tiny bubbles that keep ice cream from freezing into a hard lump like a cake of ice. Under a powerful microscope you can see them, little cells surrounded by the fragrant and delicious mixture of cream, flavored and sweetened.

In making ice cream the mixture is poured into the freezers and paddles set to work beating it. The cold increases steadily. Still the paddles beat. And every beat of the paddles adds bubbles to the mixture until the whole mass is filled with tiny bubbles. So about half the volume of such finished ice cream is air in minute bubbles.

These air bubbles always contain impurities that impair flavor. Moreover the air, even if chemically pure, destroys the vitamins which give ice cream its high value as a food. Hence scientists long sought a means of making ice cream and other mixed food products in an atmosphere devoid of the destructive air.

Heathization Solves the Problem.

Paul Heath, a young Spokane scientist, solved the problem by devising means of replacing air in food manufacture with a pure, dustless, nonoxidizing atmosphere. He did it by expelling the air by forcing carbon dioxide into the food container. Ice cream is now produced, millions of gallons annually, in this sterile atmosphere. The name of the inventor has been attached to the process wherever used, and for whatever purpose, it being commercially known as Heathizing.

The world of science awoke at once to the vast possibilities inherent in the Heath process. It has been acclaimed as a far greater step toward food purity than Pasteur's discovery now used world wide in the pasteurization of milk, because it affects so much wider a field of foods than the French scientist's discovery. After intensive study of the Heath system in relation to food economics, renowned experts everywhere unite in commending its theory and practical results.

Boston Scientist Praises System.

Prof. Samuel C. Prescott of the Massachusetts Institute of Technology, Boston, says:

"Perhaps the most spectacular, valuable and widespread use of this method of food preservation is in the Heathization of butter and ice cream—a process now doing much to raise the commercial standards of these foods. The air worked into butter is recognized by experts as one of the chief deteriorating influences from the standpoint of fine

flavor. To use vacuum churns was impractical, and the next step, worked out logically and with scientific precision by Mr. Heath, was the process to which his name is given. With the new knowledge of the relative effect of air and of carbon dioxide on vitamins occurring in butter fats, the soundness of the principles he has established cannot be gainsaid. It surely seems as if this process should become universal.

"In making ice cream the same principle holds good. The use of a pure inert gas in place of a possible dirty air, the reduction of oxidations of fats and the preservation of vitamins—are, however, the same. Comparative studies in my own laboratory, using a large group of students and others as test individuals to detect differences in flavor and appetizing quality, brought interesting results. Ice cream of identical composition as to the "mix," but frozen in the atmosphere of carbon dioxide, was held superior in texture and flavor. That carbon dioxide tends to accentuate flavors was demonstrated. No manufacturer who desires to sell a poor product or to make an "off-flavored" butter or ice cream can derive satisfaction by use of carbon dioxide. A good product is made better, but a poor one is made less satisfactory in flavor by its use. The tendency will therefore be, as this process extends in use, to raise the standard of quality of these foods. Those who cannot compete will have to withdraw or be satisfied with producing a distinctly inferior product at a lower price."

Process Benefits Public Health.

Dr. Jacques W. Redway, F. R. G. S., is one of the world's foremost authorities upon air contaminations. He is the author of a federal bulletin upon that subject, and in a number of his articles has commended Heathization most highly. He says:

"Heath forces carbon dioxide in at the bottom, thereby displacing the air at the top. With careful manipulation, practically all the free oxygen is expelled. There is neither chemical nor medicinal action in its use; it merely expels the air which contains the causes of deterioration; and no matter what the economical features of the process may be one thing is certain—it is in the interest of public health."

In the ice cream industry, manufacturers in all parts of America are Heath enthusiasts. As it is only possible to use the very best materials in the making of Heathized Ice Cream, manufacturers welcome the Heath process because it certifies to the purity of their product.—Advertisement.

it seems definitely proven that this type is harmless, and can be destroyed, by exacting cleanliness through sterilization of equipment, and subjecting contaminated milk to a pasteurizing temperature of 180 degrees F. for two minutes.

Some study of this matter made in our laboratories indicates that the source of this so-called type may be only the usual forms of milk bacteria which through conditional environment, have been changed in character, as described, but careful study will still prove most interesting.

The first word of our subject, research, usually conveys the impression of profundity of thought, of endeavor, of time, as if it be a word to be held in awe and to be considered as something beyond the reach of all except the most favored of individuals. We wish right now, with you to destroy that false impression and hope to get you each to feel that you may do your part in the field of research opened by the industry which we all serve.

Research is nothing more nor less than an honest investigation of any problem be it great or small, if its solution be undertaken with a sincere purpose and with ordinary intelligence. It is naturally a fact that a person of little education or small practical experience cannot conduct an investigation into technical problems of which he knows not even the reason nor the beginning, no matter how greatly he may realize the need, but with questions that come within his plane of ability he can surely do his bit.

The highest research is naturally that where a careful technical education is combined with long practical experience, and it is often necessary to have these qualities either combined in one person or brought together through association of several, each giving his special abilities to the work at hand. The latter often is the

better, due to the diversity of viewpoint, and the general work of such association as yours, may be instrumental in producing excellent results, in statistical and even legal research.

No matter how difficult a thing is, it seems at once we know how, and we are prone to belittle the importance of the rule for preventing its recurrence. Familiarity breeds contempt, and we slip back into old ways, with the consequent results, "Watch your step," is a good adage for us to keep in front of us.

It will not be proper for us to take up your time to cover many of the results of research regarding trouble that beset your industry, for this would not serve you inasmuch as these results are usually reported through the trade journals, if they are made public at all, by the investigator, and we shall mention only a few that will come more closely within our own study within next months.

Greenish Black Spots in Chocolate Ice Cream.

This disturber of the peace of mind of the ice cream manufacturer has made its appearance here and there for many years, but has for some reason never come to sufficient prominence to demand solution.

Rust stains alone will not be sufficient to produce the spots and that in most cases considerable time and contact is necessary. Moreover the cocoa itself has much to do with it and the trouble can be so easily eliminated by rejecting all cocoas or chocolate when made into solution and treated with a few drops of a solution of ferric chloride, produce a black or greenish color in the solution, that little difficulty should be experienced with it. Moreover, cans free from directly exposed surfaces of iron, or the use of can liners will also prevent it.

As another phase of this discoloration, we found while studying the chemical results above described that the molds especially of the types *penicillium* and *aspergillus*, developed greenish black spots especially around the top rim of the can or under the paper liner. The conditions are ideal, for with excellent food upon which to develop and with moisture and darkness they are almost certain to appear if the infection is afforded.

However, due to these same conditions these molds do not develop fully and therefore, the spots do not once show their true nature. In our laboratory tests they developed very distinctly, on all flavored mixes, but peculiarly did not produce the dark spots on any except the chocolate flavor. They might, therefore, be mistaken for the spots of chemical origin, but as stated, when plated the difference is readily shown.

The solution of this trouble is readily seen, being only one of the usual precautionary measures of cleanliness and sterility.

Off Flavors in Strawberry Ice Cream.

We have examined many flavors of strawberry ice cream and have nearly always found mold to be present, in varying quantity depending we believe upon the atmospheric conditions, at the fruiting season. The fruit, therefore, offers a source of infection which will require great care in the cleaning and sterilizing of pipe lines and machinery, for a mold infection spreads rapidly unchecked. Infections may come also of course, from outside sources.

The disagreeable flavor usually does not appear until the cream has stood for sometime in cabinets or storage, unless the contamination has progressed extensively.

A thorough cleansing of storage rooms, pipe machinery, etc. with the use of a strong sterilizer usually the chemical type is necessary to destroy the mold, and

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

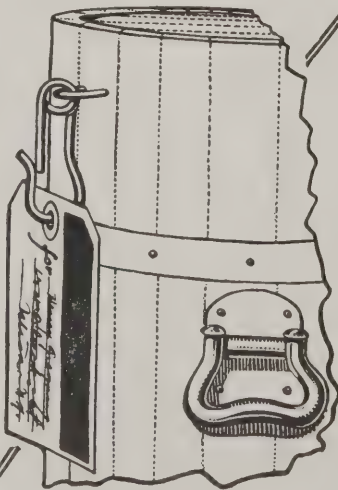
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.

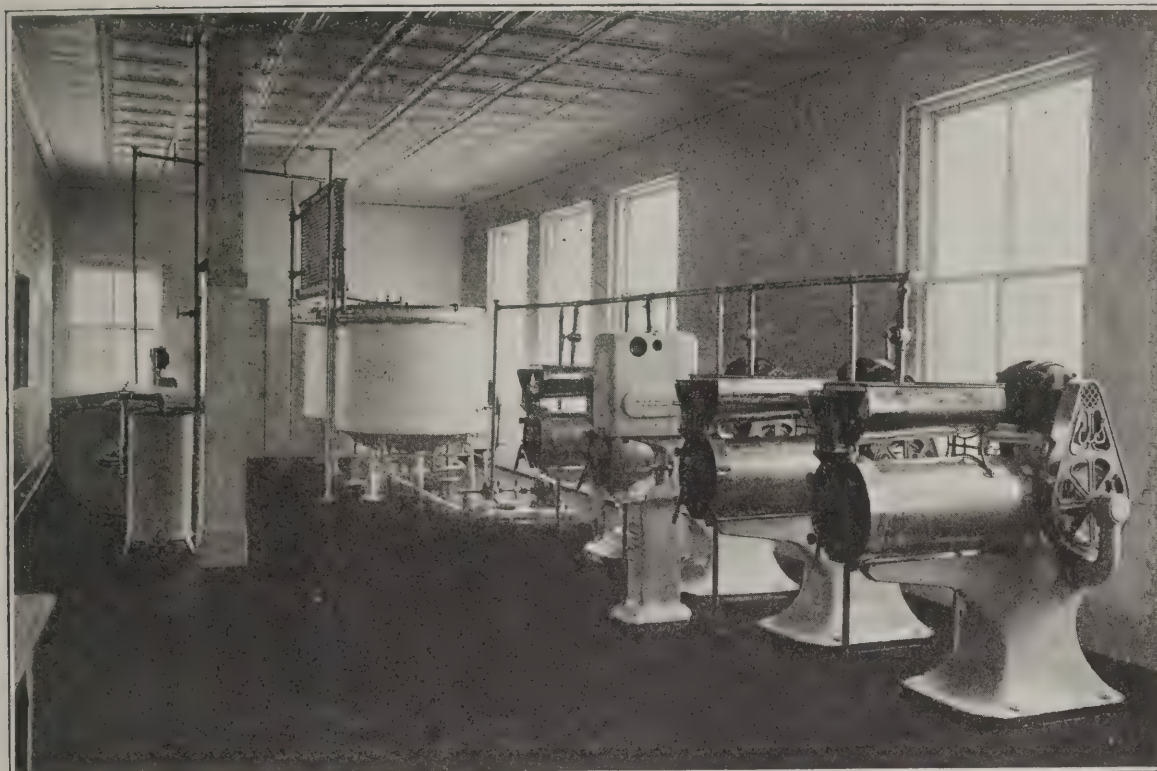


PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



BARBER

Everything for the Dairy Industry



Battery of Six 60-Quart U. S. Freezers—Plant of Tauber Absopure Ice Cream Company, Chicago

Improved U.S. Heavy Duty Freezer

IF YOU believe in the economy of good equipment it will be merely a question of time until the U. S. Heavy Duty Brine Freezer is standard equipment in your plant—the freezer that through sheer merit has won a place of indisputable leadership.

The U. S. Freezer is equipped with every modern device for the saving of time and labor and for the improvement of its product; rotary brine control valve, gravity operated automatic batch weigher, new fruit inlet and peep hole,

improved mixture control valve, bronze bearing support for front end of dasher, hinged cover, chain guard for all motor driven machines.

All belt driven machines are convertible to direct motor drive if desired.

Seven sizes, with capacities ranging from 40 to 160 qts., making it possible to use this sturdy freezer in any plant, large or small.

We shall be glad to give you complete specifications and prices on request.

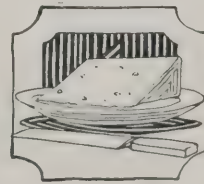


A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

if the infection in the berries is bad, they also should be cooked before using. We find that the usual temperature of 145 degrees F. is not sufficient, but that the fruit must be held at a temperature, not less than 180 degrees F. for not less than 15 minutes; we have found but little difficulty in overcoming the unpleasant conditions when it was due to molds, but the cure must be thorough and the treatment drastic.

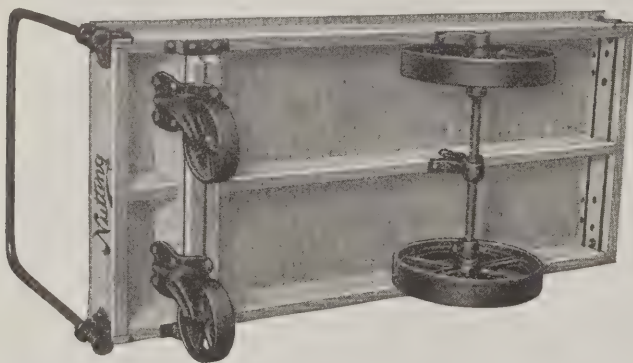
There are many other causes for off flavor in strawberry or in any flavor, and each must be traced to its source, and then corrected by suitable methods as the case may require.

Sandy Ice Cream

This is of such common occurrence that it has been often discussed, and we wish only to add—that our study of it shows that it is due entirely to the crystallization of milk sugar. The way to prevent it is to use raw materials that do not contain crystallized lactose, or if present, to dissolve by mixing hot or by pasteurizing after mixing to and keep the proportion of M. S. N. F. low. If these run above 10 per cent the milk sugar will crystallize with varying duration of storage, even if it does not appear at the freezer. It has been suggested that the trouble cannot be overcome, and that the grittiness be made as little apparent as possible by seeding the mix with exceedingly fine lactose crystals forming nuclei for the formation of a large number of small crystals instead of a smaller number of larger ones. We do not think this advisable for with proper care, we see no reason why it should not be readily overcome.

Flavor and Texture

The best means of obtaining quality is by selection of raw materials and by putting them through to finished product and to the customer as quickly as possible.



Dependable!

The extra strength put into every part of Nutting Trucks explains why thousands of them are still in daily use after 28 to 30 years of service.

Nutting

**Floor Trucks for
the Dairy Industry**

Get our Bulletin C-6 and note the platform construction, the wheels and the casters of Nutting Trucks and you'll see why they give long, dependable service. This bulletin also describes several trucks for dairy uses, including the Nutting Ice Cream Can Truck.

Manufacturers who have placed them in use side by side with competitive makes tell us that Nutting Trucks outlast others, often by many years.

Bulletin C-6 tells why Nutting Trucks give "Most year's use for the money." Write us for your copy.

NUTTING TRUCK CO.

1143 Division St.

Faribault, Minn.

Representatives in Principal Cities

There is, however, many possibilities in the use of rennet or pepsin or in bacterial cultures. The changes that can be produced by their use are many and without doubt improve the quality but naturally great care and exactness of control must be taken in order to get the desired results, for there is a proper acidity which might be easily exceeded with disastrous results. Development under practical plant methods will be very interesting.

Meanwhile, we suggest that a cultured buttermilk could be used to impart the acidity and the lively sharp pleasant taste that is desired.

The buttermilk naturally must be made with pure cultures and with care so that a high grade product is obtained.

The consumption of ice cream has been increasing steadily, but more particularly since the name "Vanilla" became a by-word.

U. S. Government statistics show that the country consumed:

1922—263,520,000 gal. per capita—2.43
1921—244,000,000 gal. per capita—2.20

19,520,000 gal per capita—.23 gal or about 10

It will increase still more rapidly if the individual manufacturer studies his processes, his raw products, his marketing and attempts to give his consumer a fair return for his money in wholesomeness, in nutrition, in confection value. No firm can long succeed who produces off a faulty product from any standpoint. A satisfied customer is one's greatest advertising. Another way in which consumption may be multiplied is in making your ice cream formula such that it is a true food or as dieticians say a balanced ration. Ice Cream now is a confection, a nourishing one it is true, but still a confection, containing too much fat for ones good and to rich to permit of being eaten in quantity, due to the feeling of fullness produced. It is, therefore, consumed largely for its pleasant flavor.

If the ingredients were proportioned around 8 per cent fat and 10-12 per cent solids-not fat and 13 per cent sugar, we would have a more nearly balanced food and could be enjoyed at a sitting and production would necessarily increase. The palatability need not be reduced for the use of high grade fresh selected raw materials, wholesome fine flavor, fruit, etc. We can maintain the quality and flavor at a higher plane than it is now and furnish to the consumer a product in every way better, pleasanter and of greater value.

A few days ago, I visited the "Colorado," the world's greatest battleship recently put into commission.

Beehler Tub Handles



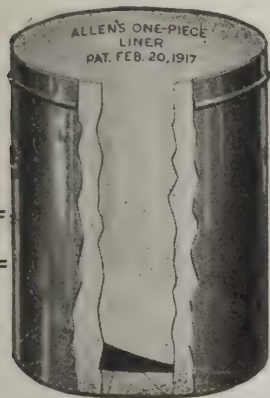
Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

RUST SPOTTED CANS END NO PRESTIGE TO YOUR SANITARY NDEAVORS



DIGGING ice cream out of a can with a rust spotted interior is surely not very inviting. Yet, — you cannot afford to have a can retinned every time it shows a rust spot, much less throw it in to discard.

Use

Allen One Piece Sanitary Can Liners

and add a visible touch of sanitation to every can of your product. These can liners also help you to get greatly increased use out of your cans.

*Write today to your nearest jobber for
samples and prices, or to*

THE ALLEN CANDY COMPANY

Manufacturers

PONTIAC

ILLINOIS

*To Our Good Friends
in the Ice Cream Trade.*

GREETING!

HERE'S a sincere wish that yours may be a good old-fashioned Yuletide—a Christmas warm with the spirit of good will; a New Year abundant in prosperity and radiant in the happiness of 365 perfect days.



Cranberry Pineapple (Brand New)

A delicious combination of Cranberries and crushed pineapple for making cranberry pineapple ice and sherbet.

Crushed Peach and Crushed Apricot

Solid pack, cold process, for making fresh fruit creams of the better sort.

Chopped Walnuts in Maple

of the Reyam Kind means bigger maple walnut business. Tie to it now.

Broken Assorted Glace Fruits

In 25-lb. pails; a complete assortment of fruits of various colors.

Glace Angelique and Complete Line of Glace Fruits, Citron, Lemon and Orange Peel.

THE CINCINNATI EXTRACT WORKS

422-424 W. FOURTH ST., CINCINNATI, OHIO



THAT HOT SPRINGS TRIP IS A BRIGHT FEATURE OF THE SOUTHERN CONVENTION.

by the United States at a cost of over \$27,000,000. Such a ship has a life of about 15 years, and it is believed and hoped that it will never fire a gun in warfare, but that its work will be a work of peace.

It is exploited as an enormous research laboratory in which every one of its crew of over 1,200 men of all grades of education and ability are to do their bit in solving the problems of marine industry and commerce.

This is only one example of what our government is constantly doing to assist the industries of our great country, and we leave you with this thought that everyone concerned with the ice cream industry must strive to make it bigger and better day by day. We must build the future on the foundation we place today. Let us be sure the foundation is laid wide and deep with honesty, integrity, square dealing and service to the public to whom we must look for approval in order to develop our industry to where it belongs, at the top of the list.



ICE CREAM "ROUND UP" IN NEBRASKA IN FEBRUARY.

February 19 to 24, 1924.

The University of Nebraska will aid ice cream manufacturers to run down their ice cream problems, brand them and bring them to the "second ice cream round-up" at Lincoln, Neb., February 19, 1924. The Department of Dairy Husbandry announces a week's round up for those engaged in the ice cream industry. Those interested are requested to bring their questions and problems which will be discussed. Those requiring actual experiments will be studied in the creamery where complete equipment is available.

This equipment includes a 50 quart Cherry and a 40

quart Fort Atkinson brine freezer, Gaulin ho-izer, Sharples and De Laval emulsors; Mojonnie run tester; Sealright packaging machine; two Baker ice machines together with adequate refrigeration rooms.

Demonstrations and discussions will begin Monday, February 19, at one o'clock and will continue Saturday noon. New problems will be discussed each session covering: Standardization of the ice cream mix; ingredients, kinds and qualities; ripening; freezing the mix; operation of refrigerating systems; problems involved; manufacturing record forms; how to keep books; cost accounting; arrangement of plant; simple dairy bacteriology, condensed milk; how to make and use it along with any other questions that may come up.

A comparative scoring of ice cream brought by those interested will be carried on. Officials point out that this will be a good way to check up the quality as per cent of fat, solids and bacteria count will be made on each sample.

Details and directions for bringing samples may be gained by writing the Department of Dairy Husbandry, College of Agriculture, Lincoln, Neb.



MINNESOTA MANUFACTURERS MEET IN JANUARY.

The annual convention of the Minnesota State Association of Ice Cream Manufacturers will be held in St. Paul, January 10 and 11, according to announcement by Secretary J. J. Farrell, 620 Hamm Building, St. Paul. Hotel St. Paul will be convention headquarters.

A tentative program has been announced. The convention will open at 2 o'clock Thursday afternoon, January 10. The secretary says addresses by prominent men in the industry will follow. A banquet will be served at 6:30 the first evening of the convention.

The second session will be held at 2 o'clock the following afternoon. A supper and smoker have been arranged for Friday evening by the supplymen affiliated with the association.



COMPETITORS.

Two little English girls were quarreling over the success of their fathers.

"My father can preach better than yours, bishop," said the first.

The second little girl could not answer her back, she suddenly recovered and said: "Well, anyway, my father got a hen in our yard which lays an egg every day."

"That's nothing," said the bishop's daughter. "My father lays a cornerstone every week."—Van Nuys Vanguard.

ICE CREAM
is an all-the-year
'round food-dessert.

Wherever the trade is being
educated to this fact, winter
sales are growing.

**Right Advertising
Does The Trick!**

The Kunsman Ice Cream
Advertising Service is
helping others, it will help
you.

Write for Particulars

Kunsman Ad Service

528 Washington St.

Reading, Pa.

**DREW'S
Egg Yolk**

Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGES

Prices on Request

JAMES F. DREW & CO.
382 Pearl Street New York City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Sethness Company,

Western Branch
DENVER, COLORADO
2910 Huron Street



Pittsburgh Office
511 First Avenue
PITTSBURGH, PA.



659 HOBBIIE ST., CHICAGO
Operating 75,000 Square Feet for Quality and Service

COSCO BRAND FRUITS

ICE CREAM CRUSHED FRUITS
(BULK)

SOLID PACK FRUITS IN NO. 10
TINS
COLD PACK STRAWBERRIES

C. P. CRUSHED FRUITS IN BULK
PKGS.

FLAVORING EXTRACTS, ARTIFI-
CIAL
TRUE EXTRACTS
ORANGEADE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)

CONCORD GRAPE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)
VANILLA COMPOUNDS
VANILLA EXTRACTS, PURE
MARVEL PURE VANILLA BEAN
EXTRACT

VANILONG
WALNUT FLAVOR
MAPLE COSCO CONCENTRATED
PINEAPPLE JUICE
QUINTOLS
EMULSIONS

COLORS

LIQUID CERTIFIED COLORS
CERTIFIED DRY COLORS

CARAMEL SUGAR COLORING
BUTTER COLOR ANILINE

NEW YORK ICE CREAM COLOR

TRUE FRUIT PASTES
CERTIFIED PASTE COLORS
MARSHMALLOW TOPPING
COCOA
BUTTERSCOTCH SUNDAE
CARAMEL SUNDAE

GELATINE
CITRIC ACID
GUM, PURE INDIA, POWDERED
ICE CREAM POWDER
SOLUBLE SKIM MILK POWDER
SPRAY

KREMOLIN R. ICE CREAM
RIPENER AND BINDER
VANILLA BEANS
VANILLIN
COUMARIN
GLYCERINE
TARTARIC ACID

SODA FOUNTAIN FRUITS AND PRIVATE LABEL MARSHMALLOW TOPPING FOR JOBBING PURPOSES



GLASSINE LINED & PRINTED

JOHN H. MULHOLLAND CO.

1033 Chestnut Street

Philadelphia, Pa.



ICE CREAM PLATES

LINED AND PRINTED.

PLAIN Fluted
Square
Round
Deep

— All Hot-Pressed —

ICE CREAM SPOONS

BENTWOOD
FLATWOOD

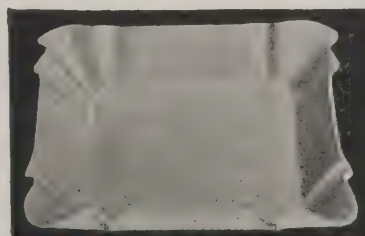
Plain Branded

Packed

1000

100

48



THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Spread in Cost Between Brick and Bulk in Ice Cream

By N. J. DESSERT*

FROM time to time we have received information in regard to the differential between bulk and brick ice cream charged by different manufacturers. It has always been interesting to note how these figures varied. For instance, in a list which I have before me now, covering fifty cities, the differential runs from fifty cents a gallon down to nothing at all. In New Jersey a manufacturer is selling his product at \$1.52 per gallon all the way through. Down in Louisville, Ky., there is a straight price of ninety cents. In Fort Wayne, Ind., brick is sold at the same price as flavors. A manufacturer in North Adams, Mass., gets fifty cents more for his brick and charges the same for bulk flavors and vanilla, \$1.10. In Rochester, N. Y., this list gives a price of \$1.75 on brick against \$1.40 on flavors. In Tulsa, Okla., the brick price is \$1.60 against \$1.15 on flavors.

The Detroit Creamery has always figured that thirty cents a gallon was the correct differential on brick cream. I am speaking, of course, of the difference between the price we get for bulk colors (chocolate and strawberry) as against our brick of assorted flavors.

This subject, as I said before, has not only been interesting from a comparative standpoint, but it has, especially during the last few years, created considerable discussion in the trade. I have talked it over several times with our secretary, Mr. Loewenstein, and at the last national ice cream exposition I told him that I would prepare a set of figures showing how we arrived at the thirty cents differential on brick cream. In compiling these sheets and carefully checking over every item it proved that we were right in our contention. It also brought to light a condition heretofore unknown to us and which I think will prove very interesting to you gentlemen as an instance of how very careful a manufacturer must be with every detail affecting the cost of his product. I will tell you the story later on.

Actual Figures.

Getting down to figures, I will say that the information that I am presenting today is taken from our books for the first seven months of this year—January to July, inclusive.

The cost of labor in manufacturing bricks is .0407 per gallon. The cost of supplies is .0521. Difference in delivery is .1789. Shrinkage, .0313. Total difference, .3030.

*Detroit Creamery. An address before annual convention of National Association of Ice Cream Manufacturers, Cleveland, O., Oct. 24, 1923.

They cut the long costs out of short hauls—

WRITE FOR BOOKLET THAT TELLS HOW

C-T

Commercial Truck Co.
PHILADELPHIA

ELECTRIC TRUCKS

½, ¾, 1, 2, 3½ and 5-TON CAPACITIES

The difference in cost of **delivery** of bulk and brick ice cream is estimated on the basis that it takes as much ice and salt, space and time to deliver three gallons of brick as five gallons of bulk cream.

You gentlemen are all familiar with what constitutes labor costs on brick cream, but anyway I will mention that our charges include operating Mojonmier brick machines, lining cartons with parchment, filling slabs by hand, cutting hand-filled slabs into pints and quarts, wrapping hand-made bricks, also cutting bricks individually for push carts.

The item of supplies includes cartons, wrappers, rubber bands, cardboard circles and miscellaneous supplies used in operation.

I mentioned "shrinkage" costing us three cents a gallon. This is the item I wish to call particular attention to. You have all heard the old adage that "small leaks will sink a great ship." Now in this case the small leak did not sink a great ship because we plugged it up in time. But just the same that small leak cost us over \$900.00 in the month of July alone. In other words, we lost something over three cents a gallon on 32,000 gallons of brick ice cream. Here is how it happened:

How It Happened.

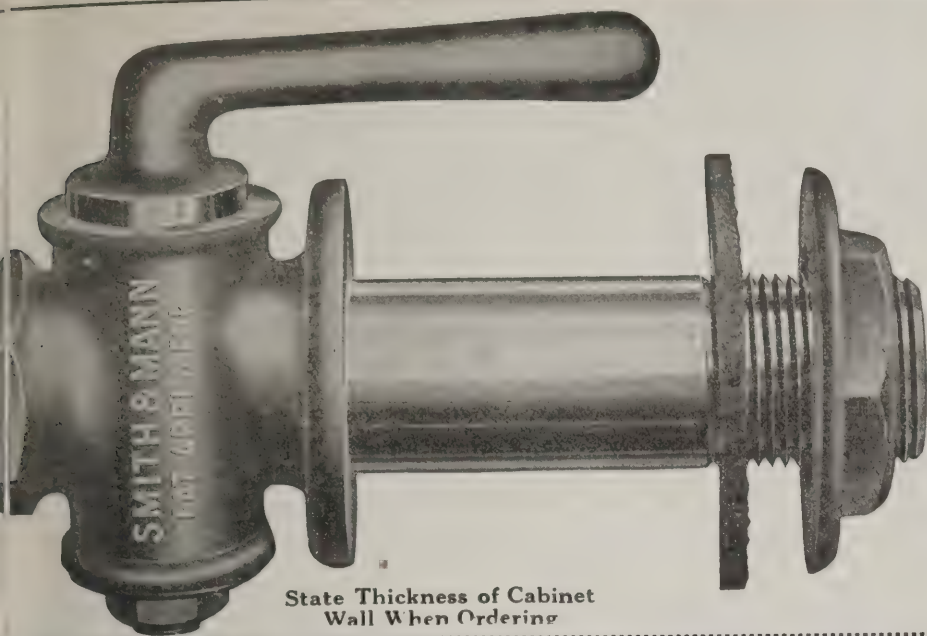
We have been using cartons which were made to take hand-made bricks. You must make some allowance for the irregularity of cutting hand-made bricks. The cartons must be a trifle large because sometimes the bricks are not sliced perfectly straight. I don't want to bore you gentlemen with figures but when this matter of over-run or shrinkage was brought to my attention, I determined to dig right down to the bottom of the case and see what was wrong. And here it is in figures:

The standard quart carton contains 57.75 cubic inches of space. The carton we were using measured 3½x2 11/16 by 6 9/16 inches, or 61.73 cubic inches. The difference, practically 4 cubic inches on a quart carton, is what caused that shrinkage—it made our brick ice cream cost more than three cents a gallon above what it would have cost had we thought of it in time that the old carton for hand-cut brick was larger than it should be for a Mojonmier filled brick. Now we are having cartons made which measure 3½x2¾x6½ inches, or 58.09 cubic inches. This is just a trifle larger than the standard carton (57.75 cubic inches) but we are making allowance for the parchment lining.

I have here all the figures in detail showing how we arrive at the thirty cents differential on brick ice cream, and if any of you gentlemen would like to see them or make any further inquiries on the subject, please consider that the privilege is already granted.

It has occurred to me that you might be interested in knowing something about our brick business from a merchandising standpoint. Several years ago we began putting out a special brick each week. It seemed to us that the people might grow tired of the same old "Neapolitan" brick and so we figure out a schedule for three months in advance, with different flavors each week. The idea has gone over big and we have made some remarkable sales records when fresh fruit specials were offered. All of our brick dealers are supplied with advertising display cards, showing the flavors for each week. These cards are sent out by mail one month in advance. Naturally we have extra choice flavors for holidays, and these are usually advertised in the newspapers as well as by the dealers.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



"Where
Pride and
Ultimate
Economy are a
Consideration
Smith & Mann
Cabinet Drains
Predominate"

The non-corrosive metal used in Smith & Mann drains gives them a life that will outlast your business. Their one-piece construction makes them leakproof—a desirable feature ice cream dealers appreciate. Their larger capacity hastens brine drainage—a time saver for the busy dealer.

Send in a trial order. You will find satisfaction in making Smith & Mann drains your standard cabinet equipment

SMITH & MANN, 914-18 West York St. Philadelphia, Pa.

TRACTS EMULSIONS

Acme Extract & Chemical Works Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turbidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME" Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

STARDS COLORS

EVERY PACIFIC COAST MANUFACTURER IS INVITED TO BE AT VANCOUVER DECEMBER 3, 4 AND 5.

Truck Operating Costs

By BEN. H. PETTY*

REAMS of perfectly good paper have been wasted in the printing of columns of so-called cost data which is not only very inaccurate, but dangerously misleading because many operators, new to the game, will seize upon this data as a basis for expansion of their trucking activities only to discover its inaccuracy after some very costly experience.

The sources of error in this cost data are many and



PROF. BEN H. PETTY.

varied. As an example, operating costs have been broadcast as authentic based on cost systems which omitted such important items as depreciation, overhead and garage rental. Naturally the costs of operating different sized trucks figured on such a basis would be very low. We are liable to be frequently misled in considering costs per mile or costs per unit mile unless the exact operating conditions in question are stated fully. For instance, it is quite obvious that with two trucks of the same type, size, loading, etc., one operating on long hauls with few stops, the other on short hauls with many stops, the former should show considerably lower operating costs. The type of road surfacing operated over, weather conditions, climate, season of year, time period covered, age of trucks, etc., all have their direct influence on costs of operation and should all have careful consideration when comparing one truck with another. Most comparisons of operating costs are meaningless due to the fact that the trucks in question are operating under entirely different conditions.

During the school year of 1921-22, I spent considerable time in gathering and analyzing data to be used in a bulletin on truck operating costs. I was simply amazed by the dearth of dependable data of this type. It is really surprising that there are so many men in

classes of business which necessitate the use of motor trucks, who keep the most detained records of conducting all other departments of the business, but are absolutely at sea as regards costs in delivery end. Thousands of trucks have been sold, out and relegated to the scrap heap on which absolutely no operating costs were ever recorded. One owner of a fleet of about fifteen trucks engaged in general trucking frankly informed me that he possessed absolutely no record of the cost of operating his various trucks and that he simply determined his annual profits by subtracting his yearly expenses with his gross receipts. No doubt this mathematical result is frequently a quantity. At any rate his annual profit could be greatly increased if he possessed an accurate record of costs covering each individual truck by which he could fully analyze his business and plug up the leaks otherwise would be indeterminate.

The value of accurate operating cost records comes readily apparent when one realizes that by intelligent analysis the owner is enabled:

1. To compare one truck with another as to performance and itemized costs, thus determining which unit, size and type of truck is best suited to his particular trucking conditions.
2. To decide which drivers are giving best service by checking them on repair costs, gasoline consumption, etc.
3. To pick out types of trucks that are making most profit.
4. To prove where it is cheaper to ship by truck than by rail.

There are many other advantages to be gained from accurate records of delivery costs which apply to particular types of business.

Items Considered in a Cost System.

Obviously it is impossible correctly to estimate the cost of operating a truck unless all of the factors which go to make up the total cost are included. These costs come under two general headings, namely, fixed and variable costs, which are again usually subdivided as follows:

I. Fixed costs:

1. Depreciation (if on age basis).
2. Interest on investment.
3. Insurance.
4. Taxes.
5. License fees.
6. Garage rent.
7. Overhead (administrating).

II. Variable costs:

8. Depreciation (if on mileage basis).
9. Drivers' wages.
10. Gasoline or electric current.
11. Lubricants.
12. Tires.
13. Repairs and overhaul.

Under fixed costs are included all of those costs which go on regardless of whether or not the truck is used.

* Assistant Professor of Highway Engineering, Purdue University. Paper presented at the annual convention of the National Ice Cream Manufacturers' Association in Cleveland, October 23, 1923.

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring

THE HOLIDAYS

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulpes and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Tub Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

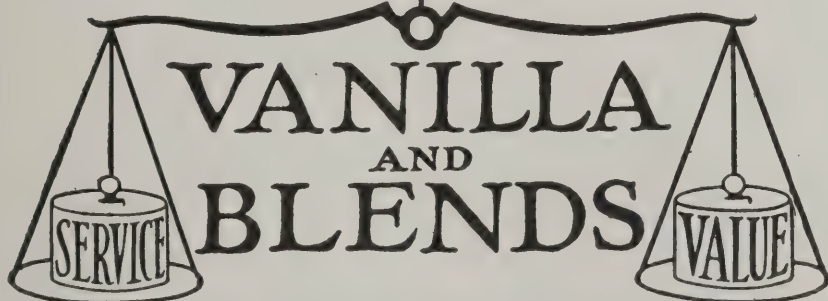
The constant re-orders of big users show recognized value.

Write us for quotations on your season's requirements **NOW!**

The Schott Bros. Co.
West Salem, Ohio U. S. A.



STANDARD



G.R. RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
EXCLUSIVELY
Rochester, N.Y.

in actual operation. These are usually figured on a yearly basis, but can easily be reduced to a monthly or daily basis if so desired. It should be noted, however, that the daily fixed cost will vary with the number of days of the year that the truck is actually operated.

Variable costs are those which vary with the number of miles operated. When the truck is not being operated there are no costs under this general heading. Being figured on a mileage basis, it is obvious that these costs increase as the mileage increases.

Many large operators maintain a more elaborate system of accounting with the major items itemized in detail. The above outline covers the necessary cost data, however, and is not so elaborate as to discourage use by the smaller operator.

I. Fixed Costs.

(1) Depreciation.

This is an item that is frequently neglected in cost estimates and yet it is one of the largest single items in the operating cost. It is just as much an operating cost of the truck as the cost of gasoline, oil, etc. The only difference is that the cost of fuel and oil are immediate, while depreciation expense is extended over a considerable period of time. The term sinking-fund is sometimes used instead of depreciation, since the depreciation charge is really a sinking-fund to be placed in reserve so that at the end of the life of the truck a sufficient sum will have accumulated to replace the old truck with a new one.

Depreciation charges should be based on the total investment in the truck (including cost of chassis, body, top, painting, freight, special equipment, etc.) minus the tire value. The tire expense is figured under variable costs since the tire life varies with the mileage.

There are some who argue that a certain re-sale or salvage value should be allowed on a truck and, therefore, the depreciation should be based on the original investment minus this salvage value. Theoretically this is correct; however, due to the great variation in the salvage value of trucks at the end of their assumed lives, it is very difficult to fix a proper value beforehand. It appears to be a safer method to figure the

depreciation on the original investment and thus avoid the difficulties involved in fixing a suitable salvage value, but if the analysis of operating costs is made up after the truck has completed its useful life, then the salvage value should of course be considered.

Depreciation is figured in different ways, the principal methods being by the "age basis" and the "mileage basis." In the first case, the truck is assumed to have a life of a certain number of years and a portion of the cost of the machine is charged as depreciation each year. For instance, a truck costing \$3,000 is assumed to have a useful life of five years, then the depreciation charge each year will be one-fifth of the original cost or \$600.

In figuring depreciation on the "mileage basis" the truck is assumed to have a useful life of a certain number of miles. Then the monthly or yearly depreciation is computed on the basis of the miles traveled in a period. A useful life of 60,000 miles for the truck mentioned above would give a depreciation cost of \$50 for each mile operated. If the truck traveled 10,000 miles the first year the depreciation charge for that particular year would be \$500.

The conditions under which the truck has been used will be operated must be taken into consideration in setting the estimated life. A truck in one kind of service may run 100,000 miles, while in another kind of service the same truck may not last 25,000 miles. Since the assumption of the useful life of the truck is the source of considerable error, there seems to be no argument for the finer calculations that are sometimes used in distributing the depreciation.

If the assumed useful life of the truck has been established at less than the actual life, costs during the remaining life of the truck will not include interest on depreciation charges and, therefore cannot fairly be compared with the former costs until proper adjustment has been made. This situation may arise in any method of computing depreciation.

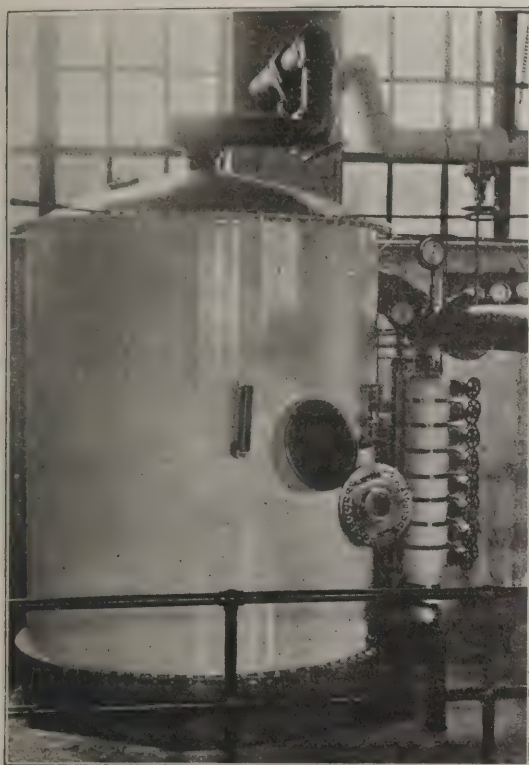
Those who use the "age basis" point out that a truck depreciates to a certain extent whether it is operating or not, also it is easier to distribute depreciation charges in this method.

The supporters of the "mileage basis" argue



Annual Banquet National Association of Ice Cream Manufacturers, October 23, Hotel Winton, Cleveland, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



6' Vacuum Pan at Wellington, Ohio, plant of
Telling-Belle Vernon Company,
Cleveland, Ohio

THE TELLING-BELLE VERNON CO.

CLEVELAND, O.

EXECUTIVE OFFICES

September 23rd, 1922.

C. E. Rogers & Sons,
Detroit, Mich.

Gentlemen:

We take pleasure in saying that the Rogers condensing pan installed in our new Wellington plant is a great improvement over the pans heretofore used. We find that we can boil at a lower temperature with water at a higher temperature, and with less entrainment loss than has been our experience with other pans. The pan also has a decidedly greater capacity. We are very glad in this way to express our satisfaction with this installation.

Yours very truly,

THE TELLING-BELLE VERNON COMPANY.

J. H. Lucid
Vice President.

JHC:BN

Capacity and Economy

are built into our

VACUUM PANS

for Condensed Milk, Ice Cream Mix and Milk Powders

C. E. ROGERS

8731 Witt Street

DETROIT, MICH.

"Atlas" Century Color
*will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.*

BBLs. per Gal.

\$2.00

KEGS per Gal.

\$2.50

6 GALS. per Gal.

\$2.75

1 Gal.

\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

Established 1851

NEW YORK

83-93 Park Place

CHICAGO

11-13 E. Illinois St.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

The New Era

Ice Cream Brick Cutter

The most PRACTICAL, DURABLE, EFFICIENT ICE CREAM BRICK CUTTER on the Market.



Past the Experimental Stage

WE CAN REFER YOU TO A GREAT MANY SATISFIED USERS.

The NEW ERA enables you to furnish your trade with a uniformly cut brick of ice cream. Can be adjusted to cut slices of any size.

Our representatives are the leading Ice Cream Supply Houses.

HERE THEY ARE

Baltimore, Md.	
Philadelphia, Pa.Cherry-Bassett-Winner Co.
Pittsburgh, Pa.	
Boston, Mass.Wright-Ziegler Co.
Columbus, Ohio	{John W. Ladd Co.
Detroit, Mich.	
Cincinnati, Ohio	
Cedar Rapids, Ia.	{J. G. Cherry Co.
St. Paul, Minn.	
Chicago, Ill.	{A. H. Barber-Goodhue Co.
St. Paul, Minn.	
San Francisco, Cal.Geo. W. Prising Co.
Salt Lake City, UtahCannon Supply Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

the re-sale value of a truck is usually based on the general condition and the total mileage covered, therefore it is logical to compute depreciation on the mileage basis. The operator simply estimates the life of a truck from past performance of similar trucks under similar service conditions and makes his depreciation part of his daily variable operating cost.

There is frequently a great variation in the life of similar trucks in similar service and, therefore, it is rather difficult to estimate a truck's life beforehand. A truck in the hands of one driver may be a pile of junk inside of a year. On the other hand, a competent driver might extend its useful life over a period of five years to ten years.

(2) Interest on investment.

Various methods are used in figuring interest charges. One of the most common methods is a straight interest charge on the entire investment covering the whole life of the truck. Take for instance a \$3,000 truck with an assumed useful life of 5 years. With an interest rate of 6 per cent the yearly interest charge would be \$180 and the total interest for the five year life of the truck would be \$900.

PRESIDENT COOLIDGE THANKS ICE CREAM MEN.

Ice cream manufacturers of Cleveland, seeking to honor their industry on the occasion of its joint National Convention and Exposition, held in Cleveland, October 22-27, inclusive, sent by express a special packer containing special bricks of ice cream to President Coolidge in Washington, a service man accompanying the shipment to keep it properly refrigerated.

News dispatches from Washington announced to the entire country the receipt of the ice cream on Tuesday, October 23, in time for the president's evening dinner. The same evening in Cleveland, 1,500 members of the National Association of Ice Cream Manufacturers and of The Association of Ice Cream Supply Men were dining at the annual banquet of the first named organization.

The following day the secretary to the president, C. Bascom Slemp, addressed to the ice cream manufacturers of Cleveland, in care of Harry G. Dean, their secretary, the following acknowledgment in behalf of the president:

"The president has asked me to express through you to the ice cream manufacturers in session in Cleveland his sincere thanks for their remembrance of him and for the courtesy which they have shown to him. The ice cream proved to be delicious, as might have been expected.

Virtually every daily newspaper of any consequence in the United States carried the news of the receipt of the special packer of ice cream at the White House.

TRUCK OPERATING COSTS.

(Continued from page 94)

Perhaps a better method is to make allowance for interest secured from the sinking fund by deducting the accumulated sinking fund from the total interest each year and computing interest charges on remainder. To illustrate, take the same \$3,000 truck mentioned above and figure the depreciation on the basis allowing a life of five years. The depreciation and interest at 6 per cent would be as shown in following table:

Table No. 1—Interest Table.

Depreciation	Interest on	Interest Charge
\$ 600	\$3,000	\$180
600	2,400	144
600	1,800	108
600	1,200	72
600	600	36

5 years..... \$3,000 \$540
 By this method the interest charges decrease each year due to the compensating effect of the accrued interest from the sinking fund (depreciation charge). If desired to charge off this total interest in equal yearly increments, it can be easily done by using the following formula:

$$\frac{A + 1}{A} \times \frac{C \times B}{2}$$

which A=length of sinking fund period in years.
 B=the total investment (cost of truck).
 C=rate of interest.

In the example given, the formula would work out as follows:

$$\text{Average yearly interest} = \frac{5+1}{5} \times \frac{.06 \times 3000}{2} = \$108$$

The total interest over the five year life of the truck would be $5 \times \$108 = \540 , the same as shown in the above table.

In cases where it is desirable to secure monthly operating costs, the depreciation can be charged off at the rate of each month and interest computed on the balance.

Insurance.

Insurance covering liability, property damage, fire and theft should always be considered in arriving at operating costs under this item. This should be charged off the truck whether the owner is actually carrying insurance or not, for if he does not insure his truck he must carry the risk himself in the place of the insurance company.

Taxes.

A explanation is necessary on this item of cost. Regular or special tax on the motor truck should be included under this item.

License Fees.

License fees vary greatly in different states and for different truck capacities. In some states both city and state license fees must be paid. License fees for drivers are necessary in some states and should be included. License fees are on a yearly basis and are obviously a part of the fixed operating costs.

Garage Rent.

If the operator rents a garage, the charges under this item will be the garage rental. But if he owns his own garage, the garage charge will include the following items: interest on garage investment, depreciation, real estate taxes and insurance.

This item is frequently a source of error, as many operators who use their own garages fail to record any operating charges under this item. The expense is there in the form of interest, depreciation, taxes and insurance and must be recorded just the same as rental for

(Continued on page 122)

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

The Manning Can Washer is:

smallest in first cost

smallest in up-keep

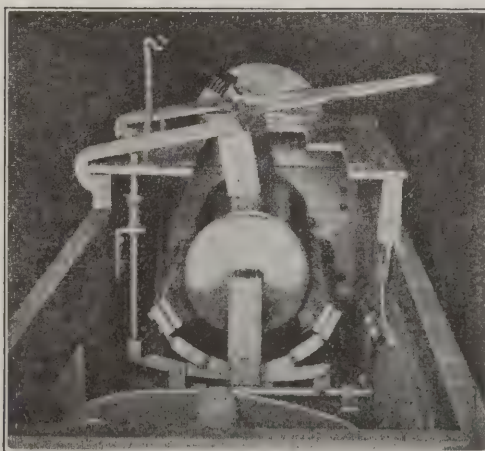
greatest in efficiency

greatest in service

A thousand Manning users will tell you so. We'll put you in touch with one near you.

MANNING MANUFACTURING COMPANY

Rutland Vermont
 U. S. A.



The Washer That Grips The Can!

VIRGINIA

NORTH CAROLINA

SOUTH CAROLINA

GEORGIA

OKLAHOMA

MISSISSIPPI

TEXAS

TENNESSEE

ALABAMA

LOUISIANA

ARKANSAS

KENTUCKY

FLORIDA

Way down South in Dixie

SOUTHERN ice cream manufacturers are getting ready to pack up their troubles in their old kit-bag and travel over to Little Rock, where the eleventh annual convention of the Southern association will be held December 4, 5 and 6. The coming convention has attracted the interest of manufacturers in all parts of the country, for, though only the Southern industry is directly involved, manufacturers throughout the country feel a keen interest in the association that has grown to be the second largest in the industry, ranking next to the national body.

The Southern convention is one of great importance to the manufacturers of Dixie. It seems sure that every section of the South will be represented. Men of other sections, of course, will content themselves with their state conventions, but the eyes of the entire industry will be turned upon that delightful little "city of roses" where one of the most important conventions of the years will be held—important not only to the men of Dixie who will go to discuss their problems, but important to the industry as a whole.

Your convention will be watched with great national interest, gentlemen of Dixie. The ice cream industry expects you to do yourself proud. In this great undertaking your association officers expect every man to do his duty. You will be sure not to let anything keep you away from Little Rock at that time. You just can't stay away and keep faith with the men who are expecting you to make things safe for Dixie's ice cream expansion.



SPECIAL work aside from regular convention matters faces the Southern association at the Little Rock convention. In addition to its own business matters, the association has to bear in mind the fact that in 1924 it will be host to the national association, which will meet in New Orleans next year.

This will be the first time that the national association has ever gone South. Another precedent was when it elected a Southern vice-president, W. W. Campbell being the first Southerner ever to hold office in the national body.

The decision of the national association brings up again much speculation as to the Southern association's plans for next year's convention. Other cities have been clamoring for the Dixie body to meet with them. It would appear that the logical thing for the association to do would be to meet in New Orleans again in connection with the national convention. The association already has held five conventions in New Orleans, in

addition to the organization meeting held there in 1919 and it was only a year ago that the last convention was held in the Crescent City. But with the manufacturers of the whole nation as their guests, the association naturally will wish to be as well prepared as possible to give a proper reception to their visitors. It is not at all unlikely that the next Southern convention will be held in New Orleans.



OUR friend M. J. Costa, that redoubtable Georgian who has done so much for organization in the ice cream industry, will finish a singularly successful term of office at Little Rock. Having made a success of his organization efforts in Georgia, where the co-operative spirit now is very highly developed, Mr. Costa took the leadership of the Southern association at the past convention. His has been a very inspiring personality during the past year.

Mr. Costa is one of the outstanding men of the industry, not only in the South, but of the whole country. He is a man of force, with an intimate insight into industry problems.

The association this year may take up the job of retiring Mr. Costa and finding a successor. W. J. Barr of Tampa, Fla., probably will be the next president. Mr. Barritt has served as vice-president during the past year. He is one of the Southern industry's able members.

For a vice-president a number of manufacturers already are mentioning the name of S. N. Sutton, Vice-President of the Mississippi Ice Cream Manufacturers' Association.

There is good official timber for the association.



GOING to press early this month to feature the eleventh Southern convention makes it necessary for us to wait until next month to publish accounts of the conventions of the Texas Ice Cream Manufacturers' Association and the Oklahoma Association of the Ice Cream Industry. These conventions will be features of the January issue, as also will the West Virginia convention.

After arrangements had been made to print in the Ice Cream Review a stenographic report of the Texas convention, as was done last year, Secretary A. J. W. of that association wrote The Ice Cream Review in regard to how much his members appreciate this co-operation, writing in part as follows:

"As to the appreciation on the part of the members of the association for what you are doing, there is no doubt that they are very grateful to you."

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

G. AHERN
40 Court St., Boston, Mass.
A. JOHNSON CO.
221 State St., Boston, Mass.
E. RIDDLE
Emerson Tower, Baltimore, Md.
ERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
ICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
ANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
E-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
LIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
P. DOWNEY
88 Grey Nun St., Montreal, Can.

Christmas Greetings

Business for the year 1923 has been so good that I want to thank our friends and customers for their hearty cooperation and to wish them a Merry Christmas and a Happy and Prosperous New Year.



Harold A. Sinclair

Banish Loose Rivet Troubles with this rivetless seam can

EVERY rivet in the seams of an ice can is a menace—and there are 146 of them in the side and bottom seams of the average ice can. All potential sources of rust and leakage.

Banish rivet troubles with this G-W Ice Can with absolutely rivetless seams. Built with a heavy galvanized steel body, electrically-welded

into one inseparable piece. Not a rivet in the seams.

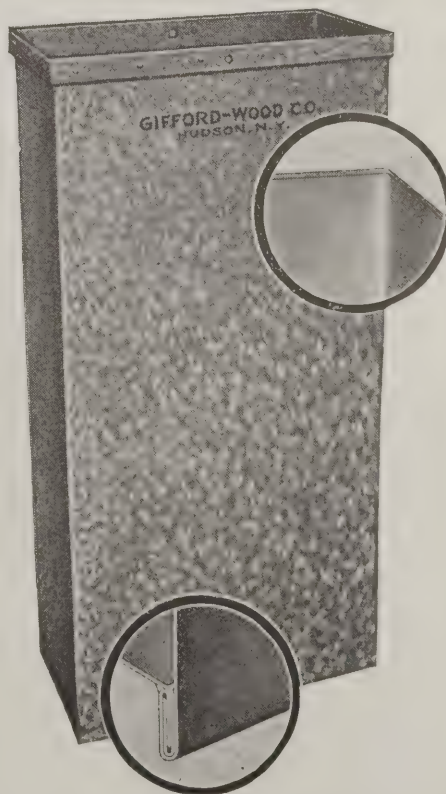
Five-ply rivetless construction at the bottom—five thicknesses of metal, pressed together under 25 tons pressure. Electrically welded at corners—soldered inside and out.

Write our nearest office for complete information. Just state your can dimensions.

MAIN OFFICE AND WORKS, 6 Hill Street, Hudson, N. Y.
New York: 50 Church St. Pittsburgh: Peoples Bank Bldg.
Boston: 24 Milk Street Chicago: 565 W. Washington St.

ICE CAN PLANT: OAKMONT, PA.

Gifford-Wood Co.
BUILT STRONGER
LASTS LONGER
ICE HANDLING MACHINERY AND TOOLS



ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

SOUTHERN MANUFACTURERS DISCUSS COMING CONVENTION

Veteran Members Believe Little Rock Convention will be one of Great Importance
to Southern Industry

NEXT to the national convention, the Southern stands pre-eminent. Ninety-five per cent of the manufacturers of the South are members. Our association has filled a particular niche, as it serves directly its members, and is particularly well equipped to cater to their requirements. I wish I had the time and space to tell your readers what very fine work the officers of the Southern Association have done for its members.

Little Rock, situated as it is in the Southwest, is very accessible, has splendid hotel accommodations, and will render every facility to make those comfortable who may attend. This coming meeting should draw quite a number from states outside the Southern association, and I know all of the old guard will be there.

A program is being arranged that will fit in with Southern conditions and will be just as interesting to the small manufacturer as it is to the large.

Harmony has always prevailed at our meetings. Our association is very much like a large family where the members can get together, sit down and discuss things frankly. Considerable time is to be given over to this sort of thing which will afford a great opportunity for the members to become better acquainted. A man is sure to find his old friends at Little Rock and will have the opportunity of making new ones.

From a financial standpoint of a Southern ice cream manufacturer this meeting is something he cannot afford to miss. It will put him in touch with his competitor, the very fellow that he should know better, and at the same time he has a chance to rub shoulders with the leaders in the industry. I can not urge too strongly a large attendance.

Yours very truly,

BENJAMIN C. BROWN,
New Orleans.

* * *

D. S. COX LOOKS FORWARD TO GOOD CONVENTION.

I wish to say that the writer always looks forward to a meeting of the Southern Ice Cream Association each year with great pleasure. It brings me in personal contact with men in the same line of business, thereby giving an opportunity to discuss and exchange ideas which is beneficial to everyone attending the meeting. I firmly believe that the association has been a medium through which a closer relationship has been built between the manufacturers and our good friends, the Suppliers, who always seem to take a keen interest in our development.

With very best wishes from the writer and sincerely hoping that I will have the pleasure of seeing you in Little Rock in December.

Yours very truly,

D. S. COX,
Columbus, Miss.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ALABAMIAN SAYS IT'S HIS DUTY TO GO.

I am planning to attend the convention at Little Rock, Dec. 4, 5 and 6, because I think every ice cream man who possibly can should attend this convention.

It will afford an opportunity for all who go to meet and get acquainted with the big men of the ice cream trade and in addition will learn the latest methods of manufacturing as well as distributing ice cream creamery products.

If we are to succeed in the South, we must co-operate and keep up to date in this the coming industry. There is no better way to do this than to attend the conventions and hear the methods discussed.

Yours truly,

J. I. PERRY,
Tuscaloosa.

* * *

ARKANSAS' PRESIDENT EXPECTING LOTS OF VISITORS.

The Southern Association of Ice Cream Manufacturers, which meets at Little Rock, December 4, 5, 6, is making preparations for the large crowd which they reasonably expect. As president of the Arkansas association, I want to urge every manufacturer in the South to "knock off" for three days and attend.

Preparations for entertainment are being pushed rapidly, both by Mr. Clopton of the Southern, and Mr. Miller of the Dixie Flyers. This combination is hard to beat and you may expect, and will have, a rough good time, aside from the benefit of seeing on display the equipment and products of all the manufacturers who call on us in the South.

Bring the wife with you. She needs a vacation, and the Ladies' Auxiliary will see to it that she enjoys every moment of her stay in Little Rock.

Yours truly,

E. A. WATSON,
President Arkansas Ice Cream Manufacturers' Association.

* * *

MISS MARY KATE EXPECTS "BESTEST TIME"

There are so many reasons why every Dixie ice cream manufacturer should attend the Southern convention at Little Rock, it would indeed be hard to point out the most important one.

As for me, I just have the "bestest" time of my young life. There are so many things of real interest discussed at the business meetings, which, if absorbed, will be very beneficial throughout the coming year. However, I always leave that for the brainy men of the convention, as my little fat head can't be bothered with too much business.

The "social functions" appeal to me most, and when the time draws near, I can hardly wait for that open dance given by the Dixie Flyers. Those boys are the

(Continued on page 123)

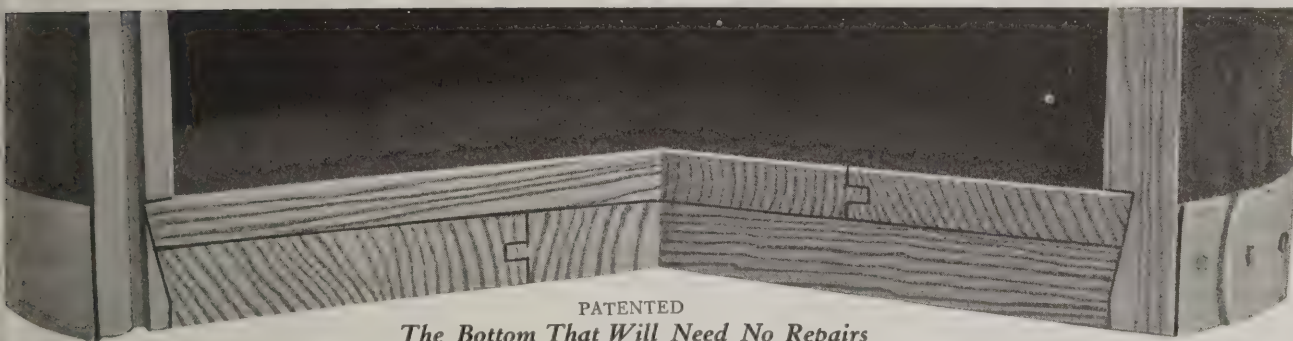
Order Your Tubs SOON, But Not Until You Investigate the Superior Values in

The **STOUT** Cedar Tub with the **WEDGED-IN BOTTOM**

If you really want a GOOD tub, here it is—study the construction of this bottom, for after all it's the bottom that makes or breaks the tub. The more you drop it the tighter it holds.

Our Prices Are Right

for a tub that is right—IT'S TIME YOU BOUGHT **STOUT** TUBS.



PATENTED

The Bottom That Will Need No Repairs

STOUT MANUFACTURING COMPANY, Milwaukee, Wis.

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time

Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
NEW YORK CITY

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



C. MORTENSEN,
Louisville,
President.



BYRON MORRIS,
Jackson, Miss.,
Vice-President.



P. N. MILLER, JR.,
Birmingham,
Secretary-Treasurer.



B. B. SCOTT,
Providence, R. I.,
Past President.

Officers
and Some of the
Veteran Members
of the
Dixie Flyers



L. H. EVERS,
Chicago,
Arthur T. Barlass.



ADOLPH SKINNER,
Chicago,
First Vice-President.



THOS. J. STEWART,
Cincinnati,
C. Nelson Mfg. Co.



J. W. MULLIGAN,
Louisville,
First President.

ESKIMO PIES

If you are making 5 cent Pies you need a
Thin Flowing Chocolate Coating. —USE

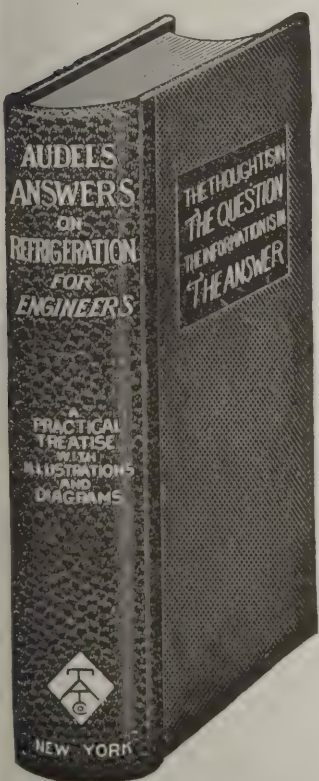
Fortune's "Thinflo"

"THINFLO" produces a thin shell like covering, has a delicious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

"THINFLO" was used on the Anderson Eskimo
Pie machine at the Cleveland Convention.

Manufactured By

Fortune Products Company, 416-422 S. Desplaines Street
CHICAGO



When Something Goes Wrong with Your Refrigerating Equipment What do You do?

*If you
Operate
Refrigerating
Equipment
You Need
a Copy of
this Book*

Get a copy of "Audels Answers on Refrigeration,"—have it handy—and when you run into trouble you will find the information as given in this book a handy "First Aid" trouble finder and fixer.

Price \$2.00 Sent postpaid on receipt
of remittance.

The Olsen Publishing Co. 5th & Cherry Sts.
Milwaukee, Wis.

Arkansas Rapidly Developing in Dairying

Will Terry, one of South's Organization Leaders,
Operates Model Dairy Plant

THE Southern Association of Ice Cream Manufacturers will meet this month in a state that is rapidly forging to the front in the development of the dairy industry of Arkansas, and with manufacturers who are among the leaders in the ice cream industry.

One of the most prominent ice cream manufacturers in ice cream organization work is Will Terry of Little



WILL TERRY.

Rock. He has for a number of years been identified with the Dixie organizations, serving for several terms as president of the Arkansas association.

Another striking co-incidence is that Mr. Terry embarked in the ice cream industry the same year that the Southern Association was formed, in 1912, and since that time the Terry Dairy Co. has kept pace with the development of the dairy industry in his state and Mr. Terry himself has kept pace with the leading ice cream manufacturers of the South, both

in viewpoint of plant efficiency and in boosting the spirit of co-operation.

We are fortunate in having material concerning the Terry Dairy Co. at a time when Southern manufacturers are thinking of their visit to his state.

This plant is modern in every respect. The quality of its products is known throughout the state. Terry's ice cream is shipped to most of the towns in Arkansas. The company also operates 18 milk routes in Little Rock. He supplies milk, butter and ice cream to the principal hotels, cafes, grocers and markets of the city. About 700 farmers of Arkansas ship cream to this plant.

Seventy-five men are employed in the plant, many of them having been with the company for several years, and are thoroughly experienced in dairying. The company owns and operates its own farm. The farm has large, modern barns, complying with every requirement of sanitation. It is well stocked with thoroughbred Holstein cattle.

Will Terry is president of the company; Seymour Summerfield is secretary; G. W. Kump is treasurer; E. Beeson, auditor, and George Banzhof, superintendent.

Ladies' Auxiliary to S. A. I. C. M. and Other Organizations

"LAST CALL FOR LITTLE ROCK."

November 12, 1923

Dear Ladies:

There is only a few weeks left before the Southern Ice Cream Manufacturers' Convention, December 4 and 6, at Hotel Marion, Little Rock, Ark. **Are you going to be there?**

We hope all the ladies who were in New Orleans last year will be with us in Little Rock, also trust that we will have many, many new members join us. There are so many nice times being planned for us by the Southern Association and the Dixie Flyers that I urge you to be sure and come, if you don't you will regret it. The Ladies Auxiliary will have their Luncheon on December 4, the first day of the convention, all get acquainted and the remaining days will be joyful ones.

The Ladies Auxiliary to the Dixie Flyers is the largest of its kind in the ice cream industry and if you will attend and bring as many lady friends as possible our Little Rock convention will be 100 per cent for attendance.

Anticipating the pleasure of seeing you all in Little Rock, I am

Sincerely yours,

SALLY H. MAHONEY

President Ladies Auxiliary to D.



VIRGINIA AND TENNESSEE MANUFACTURERS' MEET.

Optimism prevailed at a get-together meeting of ice cream manufacturers of the vicinity of Bristol, Va., Tenn., held in that city November 13. The impression was that 1924 would be a "big year" for the industry in their section. Virtually every manufacturer present expressed satisfaction over business done in the past twelve months.



You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

Write for the new

Ice Cream Powder Preparations

Improve
Ice Creams
and Ices at
reduced costs.

Supplied only in
100 lb. containers.

HELP **Richness**
Smoothness
Viscosity
Ageing
Overrun

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,

LONG WHARF

Importers

BOSTON, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



A. H. ANDERSON,
Massey & Massey.



HENRY W. STERN,
Sani-Dairy Products.



C. P. HOSTETTER,
J. B. Ford Co.,



O. M. STROUP,
Bessire & Co.

Some of the
Dixie Flyers
who are Getting
Ready for the
Southern
Convention



F. W. HOOTON,
Meyer Dairy Equipment Co.



J. R. HOOD,
York Engineering Co.



L. C. CHAMBERLAIN,
C. Nelson Mfg. Co.



F. E. ROBINSON,
United Chem. & Organic Prod. Co.



MRS. R. J. MASSEY,
Chicago,
Vice-President.



MRS. E. B. GEISEL,
New Orleans,
Secretary.



MISS SALLY MAHONEY,
Chicago,
President.



MRS. FLORENCE EVERS,
Chicago.

Officers
and some of the
Members
of
the Ladies' Aux-
iliary to the
Dixie Flyers
and the
Southern Ass'n.



MRS. E. R. HARRIS,
New Orleans.



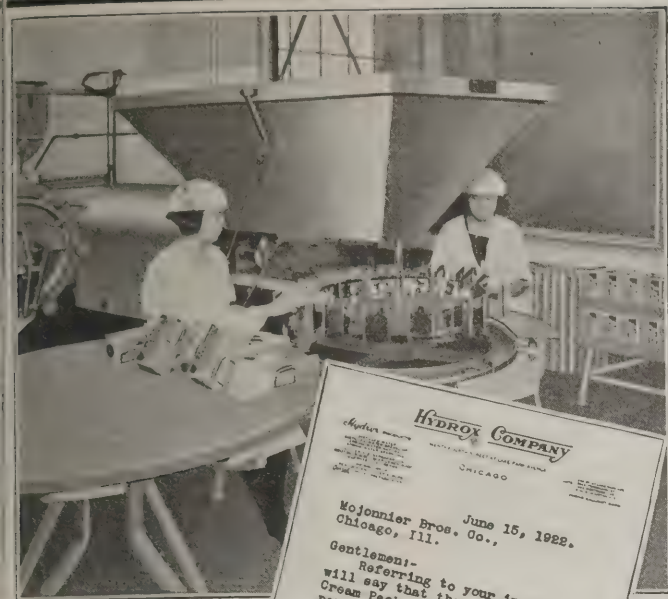
MRS. W. M. SIDEBOTTOM,
Nashville, Tenn.



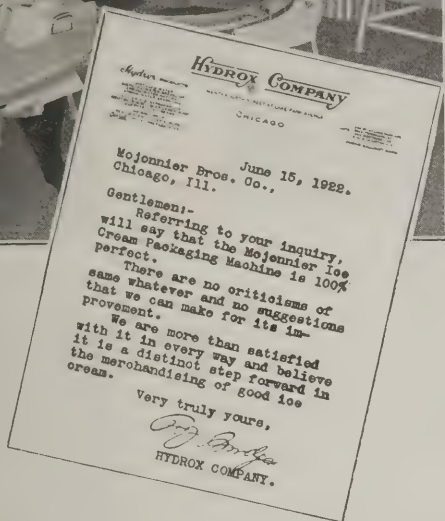
MRS. D. F. SOLLIDAY,
Oklahoma City.



MRS. JAS. L. NELSON,
St. Louis.



Ice Cream Pack-
aging Machine in
plant of the Hy-
drox Corpora-
tion, Chicago, Ill.



Packaged Ice Cream

You can meet the demand for it; preserve the fine texture and flavor of bulk ice cream; improve the appearance of your package and save time by using the automatic

Mojonnier

ICE CREAM PACKAGING MACHINE

It fills a measured quantity with precision into the popular parchment lined carton, as well as the new sensation—the "Arctic Sweetheart."

It produces a full package of ice cream—smooth in texture, clean in flavor and untouched by human hands.

Write for circular.

"See our newest model on display at the Hotel Marion, Little Rock, Ark."

Mojonnier Bros. Co.

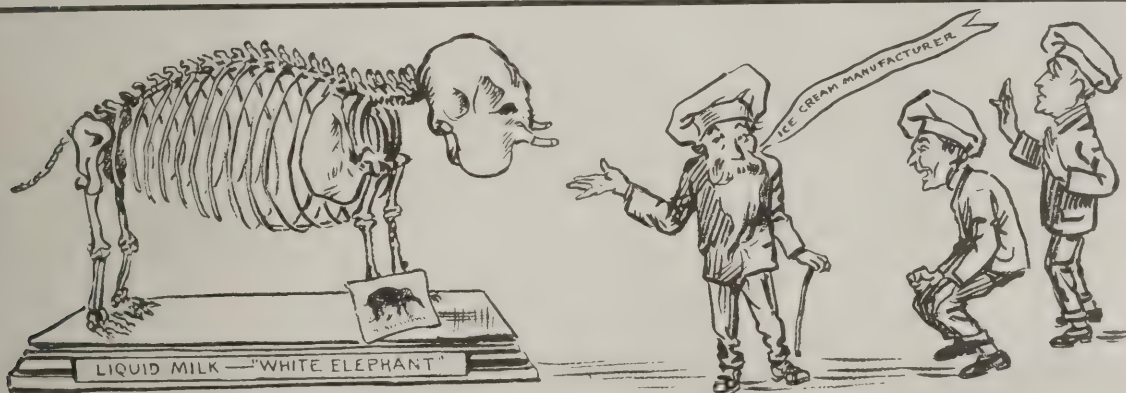
MILK ENGINEERS

4601-21 W. Ohio St., Chicago

SALES BRANCHES:

New York (Flushing) St. Louis, Mo. Columbus, O.

Manufacturers of the famous Mojonnier Tester, Overrun Tester and Vacuum Pans.



"That fellow used to wreck ice cream plants"

SOME of the older ice cream manufacturers remember their troubles with liquid milk—the uncertainties of delivery, the loss of trade because the "watery" grade of milk supplied resulted in a poor product, the expense of handling a lot of cans and the loss of profit when a sudden lull in orders left a quantity of milk standing around to sour or spoil.

Even some of the present generation cling to the old ways but the majority of successful plants use Merrell-Soule Powdered Skimmed Milk—

Because:

1. It is of absolutely uniform grade—allowing you to gain the business which comes when you can guarantee the quality of your ice cream.
2. It can be ordered as conveniently as sugar or salt and keeps without ice in the store room.
3. It can be mixed for use in whatever amount your needs require. You get your full profit from a sudden demand and lose nothing when a sudden lull stops orders.
4. Saves handling of cans and requires less sanitation costs.

It will pay you to investigate the advantages of

MERRELL-SOULE Powdered Skimmed Milk

MERRELL-SOULE COMPANY, Syracuse, N. Y.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.



O. A. KLINE,
Massey & Massey.



G. L. NEWMAN,
Daigger Corp.



JACOB NOODLEMAN,
Texas Barrel Co.



F. E. HOLLWEG,
Thos. W. Dunn Co.

These
Flyers
will be
seen at
Little Rock
this
Month



DR. BEN H. BROWN,
Bessire & Co.



H. E. SCHOTTMUELLER,
Daigger Corp.



GORDON MOUMBLO,
Turnbull Cone Machine Co.



JAS. J. HARVEY,
Bessire & Co.



Advertise With What You Have

Make every unit of your business speak loudly of the quality of your product. Make each can, each tub, each cabinet, and each delivery truck advertise your name—suggest the quality—help each salesman get more business—bring more prospects to use the telephone. With



It only costs a few dollars to keep tubs, cans, cabinets, and trucks looking like a million dollars. What's more, they retain this brilliant finish for a long long time.

Use DERYCOTE exclusively



THE NATIONAL PAINT & VARNISH CO.

8707-8709 Kinsman Road

CLEVELAND, OHIO, U. S. A.

ECONOMY CABINETS

Mr. Manufacturer:—

You were no doubt at the Cleveland exhibition of the Ice Cream Supply Men's Association, and had the opportunity to examine the Economy Ice Cream Cabinets. These Cabinets are handsome, durable and efficient. We can supply you with any type you desire. Metal-lined and Tub-lined Cabinets insulated with granulated cork. Also Metal-lined Cabinets insulated with 3 inches of corkboard on sides and 4 inches on bottom. These cabinets are truly Economy Cabinets. Anticipate your requirements for next season and place your order early.

Write for Catalog and Prices

Homer Manufacturing Company
HOMER CITY, PENNA.

RICE-DURFEE COMPANY, Springfield, Mass., *New England Distributors*

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

DIXIE MAIL BAG

One thing that I have noticed in particular during my short stay in the south. That is the difference in the quality of ice cream being manufactured. The last three years has seen a marked improvement. I believe the ice cream being made today in Dixie is on a par with that made in any other section of the country. I attribute a large percentage of this improvement in quality to the information being published in your papers.

Everybody reports a good season and the tourists are pouring into Florida fast and furious. The Florida manufacturers are looking forward to the biggest winter business they have ever had.

Think it sure would be great if the Imperial Association of "Yallar Dogs" could get together before the Carolina convention.

ROY S. JENNINGS,

Creamery Package Manufacturing Co., Atlanta, Ga.

* * *

PRAISES OKLAHOMA CONVENTION PUBLICITY

You should be commended upon your interest in making the Oklahoma convention a success. I think that the most good derived from conventions of this kind—in fact, all conventions where men meet with the view in mind of building up an industry not only from

the selfish standpoint but for the betterment of the consuming public is the realization of the part they play in the economic system of our civilization and to learn to know one another.

When we begin to know a person his ideals and in life we find that he is a great deal like ourselves, despite the seemingly bad points in his character there are many good points. It is hard to hate a man until we once learn to know him. To sum the whole thing up in a few words a convention gives us a chance to know other fellow men and builds up the greatest thing of all—confidence.

Director, Oklahoma Association

Ice Cream Manufacturers

EARLY R. CASS,

Tulsa Okla.

* * *

WANTS TO SEE NATIONAL CO-OPERATION

I feel those of us who were fortunate enough to attend the national convention should attend the south in a body and endeavor to impress on those who do not present the extreme importance of national co-operation of all ice cream manufacturers. Personally I like to mention Northern and Southern associations and would like to see the time come when there will be two divisions, that of the individual states and national. I believe this is the only way that the ice cream manufacturers will be able to realize fully the cumulative effect of coordinated effort.

The old idea of North and South in our national life is rapidly passing and today is only reflecting a few sparks of the last dying embers of the Old South and may God speed the day when there will be no reference to North and South, but just one big fair composed of the various states that meet either North or South at some convenient point each year mingling with each other in the spirit of good fellowship.

Sincerely yours,

CHARLES E. LANDRETH, Pres.

North Carolina Ice Cream Manufacturers' Association



OHIO MANUFACTURERS TO CONVENE IN JANUARY

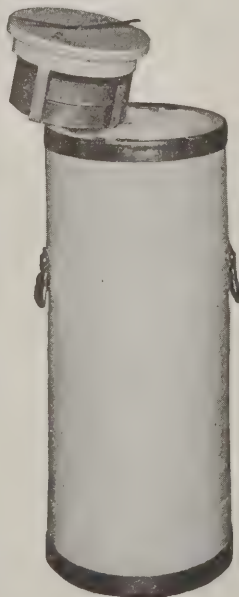
Dates for the annual meeting of the Ohio Association of Ice Cream Manufacturers have been set at January 31 and February 1, according to announcement by A. Wentworth, Columbus, general secretary of the Association of Dairy Products Manufacturers, of which the ice cream body is a division.

The Deshler Hotel will be convention headquarters. Secretary Wentworth expects a large attendance. The Ohio association is one of the most aggressive in the industry. Its conventions for the past several years have attracted numbers of delegates and have been marked with enthusiasm.

It seems sure that the coming convention will up to the standard, officials say, and every member is assured of an interesting business program and plenty of recreation features. Ohio manufacturers not affiliated have been invited to write the secretary and make arrangements to attend the convention. A welcome is extended to all, the secretary says.

Glacifer Shipping Packers

require no ice or salt



An insulated packer with a dry method of refrigeration.

A saving of 20% to 50% in Express rates

Made in 3 gal. and 5 gal. sizes for either bulk, brick, or packaged ice cream. Smaller packages for catering.

Glacifer dry disc system will keep ice cream in dealer's cabinet for 24 to 36 hours without ice or salt.

Did you see it in service at Cleveland? If not, write for circular.

The Glacifer Co.

491 Main Street

CAMBRIDGE, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Christmas 1923

With the approach of Christmas and its spirit of peace and good fellowship it is with the utmost pleasure and sincerity that we join the many friends of the



in wishes for success, prosperity and hearty good will.

¶ This year has been exceptional in its opportunities for "honest to goodness" service to humanity. ¶ The realization of this fact not only brings the highest reward, but is also a definite incentive to greater effort and larger success. ¶ To one and all we wish this realization and in the year so soon to come, we hope that your prosperity will eclipse all previous experiences.

THE J. B. FORD CO.,

WYANDOTTE, MICH.

ANNOUNCEMENT

Manufacturas de Corcho, Palafrugell, Spain

have now completed their new plant, which will have a monthly capacity of 2,500,000 sq. ft. board measure of

NON-PLUS-ULTRA PURE CORKBOARD

This is triple the output of their former plant. And to adequately take care of this increased volume, the Cork Import Corporation was organized, with large financial resources, to take over the sale of Non-Plus-Ultra Corkboard heretofore handled by the Junius H. Stone Corpn.

There will be no material change in the executive personnel, and Mr. Junius H. Stone will continue to handle the sales end of the business. Mr. Stone produced the first commercial sheet of corkboard manufactured in this country and has furnished the insulation for many of the biggest cold storage plants of all kinds.

The policy of working with and through building contractors, as far as possible, will be maintained.

It will be our policy to carry in stock in our New York warehouse for immediate shipment a stock of 2,000,000 sq. ft. of corkboard.

We assure the customers and friends of the Junius H. Stone Corpn. that they will receive even better service than heretofore by reason of our larger output and large reserve stock.

We are ready to make interesting quotations on your requirements.

CORK IMPORT CORPORATION

345-349 West 40th St., NEW YORK CITY
BRANCHES IN LARGE CITIES



MRS. C. A. KENT,
Kentwood, La.



MISS JESSIE MAE CARTER,
Birmingham.



MRS. B. H. GAMBRELL,
Oklahoma City.



MISS MARGARET MEDCALF,
Owensboro, Ky.

Some
More
of the
Lady
Flyers



MRS. JOHN ROTH,
New Orleans.



MISS HELEN CARMICHAEL,
Little Rock.



MRS. J. B. PORTER,
Tulsa, Okla.



MISS MARY KATE CARR,
Montgomery.

KENTUCKY ASSOCIATION ACTIVE.

Since the organization of the body late last summer annual meetings of the Dairy Products Association of Kentucky have been held to discuss dairy problems in that state. As this is written, members of the association are preparing to attend at Louisville, Watterson Hotel, November 15.



C. G. VAHLKAMP.

Officers of the association, which comprises ice cream manufacturers, creamerymen and milk plant operators, are highly encouraged over the outlook for useful work through the association. The Officers are: president, Charles G. Vahlkamp, Paducah; treasurer, C. O. Ewing, Louisville; general secretary, Carlton Ball, 206 Republic Building, Louisville; vice president of ice cream division,

Kloecker, Lexington; vice-president creamery division, E. Yoder, Lexington; vice president milk division, George Schneider, Louisville; secretary of ice cream division, W. A. Heuser, Louisville; secretary creamery division, W. A. Horneman, Louisville; secretary milk division, Harold Neel, Louisville.



CAROLINIANS ANNOUNCE ENTERTAINMENT PROGRAM.

Plans are going forward under the direction of committees and association officials for the annual convention of the North Carolina Ice Cream Manufacturers' Association, which will be held at Winston-Salem, January 15 and 16.

Entertainment plans, for which the Carolina association is famous, were laid at a meeting of the entertainment committee at Greensboro, November 7.

It was decided to hold the annual banquet the first evening of the convention instead of the last, for the reason that many delegates in the past have been unable to remain over for the banquet at the close of the convention. The second night will be taken up with a visit to the Neil O'Brien minstrel. The Carolinians' old friend, Elmer Swer, formerly of the Al. G. Field's minstrel, will appear with Neil O'Brien in some sparkling entertainment.

A dinner dance will be a new feature of the annual banquet.

A copy of the entire program will be announced in the following issue of The Ice Cream Review. President Charles E. Landreth is sure that his members will enjoy the visit to his home-town, Winston-Salem. Secretary J. L. Dixon of Fayetteville, says a large attendance is expected.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.



What They Look Like When We Send Them Back

Your cans may be
a sad looking sight
but when they go
thru our mill for



Retinning and Rebuilding MILK & ICE CREAM CANS

You will have a hard time to
recognize them from a new lot.
And the saving in price makes
the operation worth while.

Ship Us a Trial Lot and See

We distribute the

JOHN WOOD

*Electric
Weld*

Ice Cream Cans

*You can't find a better can for the money
—and we re-tin them at a price
below that of a soldered can.*

Thompson-Bremer & Co.

1750 Carroll Ave.

CHICAGO, ILL.

Post-Exposition Reflections and Summaries

Educational Exhibits Featured Show—Supplymen Well Pleased With Results—President Hoyey Lauds Exposition

THE second national exposition of The Association of Ice Cream Supply Men and the twenty-third annual convention of the National Association of Ice Cream Manufacturers have passed into history.

And each will go down in the industry's history as the biggest ever held—in point of attendance, interest, size and entertainment.

Cleveland's hospitality again marked the Fifth City as an ideal place in which to hold an exposition and convention and from the time the van guard of delegates the visitors arrived until the close of the exposition on October 27th everyone was kept busy.

With 200 booths, including 175 separate exhibits, the exposition occupied a space 40 per cent greater than that of the previous year. Held in Cleveland's new \$6,500,000 Public Auditorium, the exposition required both floors for displays, utilizing a total of 65,000 square feet and it established itself as among the first half dozen trade shows of the country, catering to a single industry, both in size and attendance.

Machinery, equipment and supplies of every description used in the industry were on display, the total actual value of the exhibits being placed at \$300,000. The total registration at the show was around the 4,000

mark, Robert Everett, Secretary of The Association of Ice Cream Supply Men, announced.

At the convention, held in Hotel Cleveland, it surpassed expectations, with a record breaking attendance. The program was an unusually interesting, as well as profitable, one.

* * *

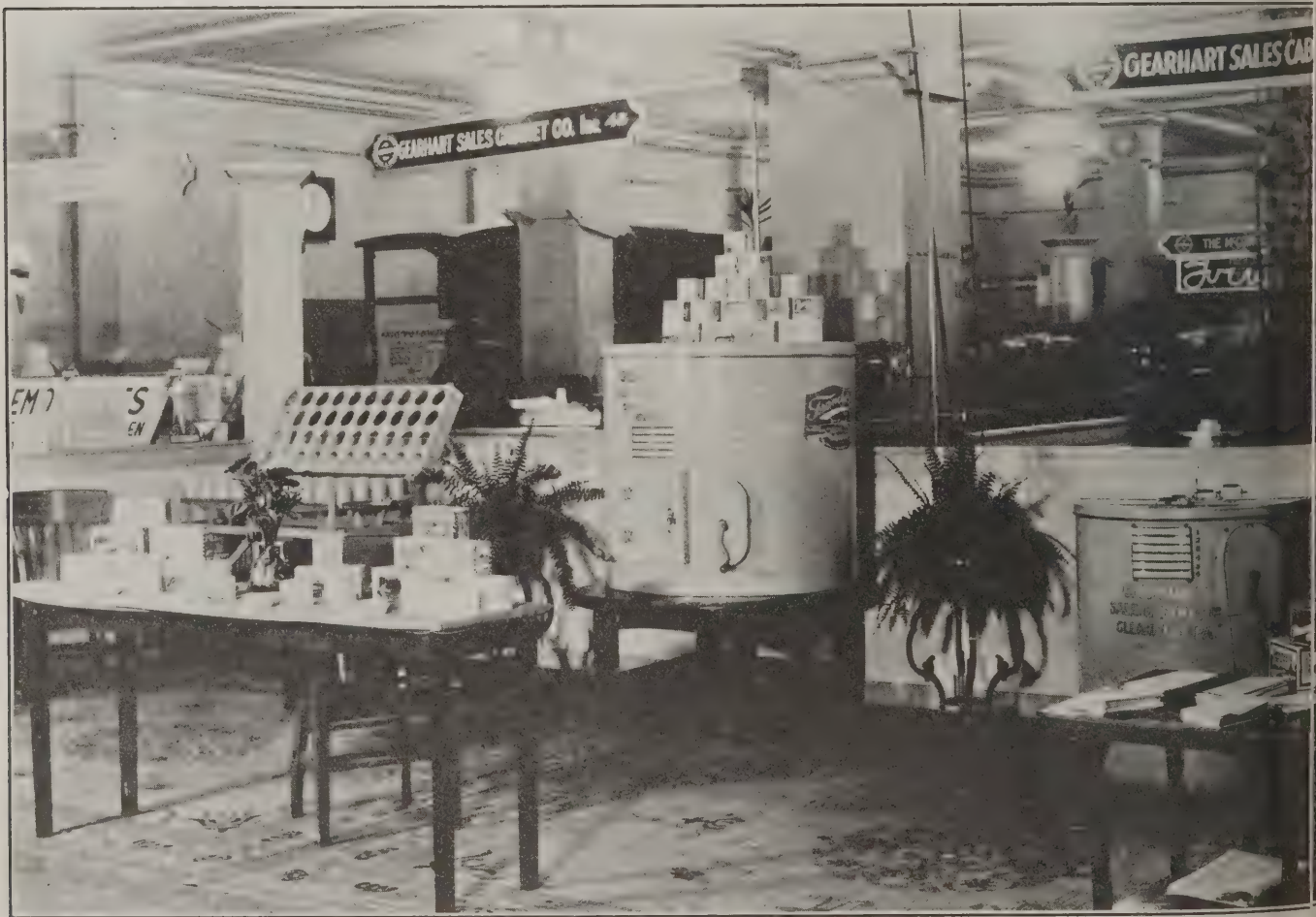
TOTAL REGISTRATION 4,156.

The total registration at the second national exposition of The Association of Ice Cream Supply Men was 4,156.

The exposition occupied nearly 65,000 square feet of the magnificent Public Hall, October 22 to 27 inclusive. It was held in conjunction with the 23rd annual convention of the National Association of Ice Cream Manufacturers.

Registration of persons directly representing ice cream manufacturing companies was 2,143, as compared to slightly less than 1,700 at the first national exposition held in the same building in 1922.

This registration included the names of ice cream manufacturers and their representatives from 41 states and the provinces of Ontario and Quebec in Canada; St.



The Gearhart Sales Cabinet Company's Exhibit at the Cleveland Exposition.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Now Is The Time To Consider Your Delivery Equipment



One of the Late Deliveries to KIRK-MAHER of Binghamton, N. Y.

The Light Weight and Economy
ALSO

The Advertising Advantages
Make ZERO Refrigerator Bodies
A Profitable Investment.

Our authorized building branches are located so
as to give you a low freight rate and the reliable

"Grothe Service"

JOHN J. GROTHE CO., Inc.

Our new
catalogue
sent upon
request

ZERO BUILDING

Woburn, Massachusetts



CLEVELAND

ST. LOUIS

NEW ORLEANS

SACRAMENTO

GUELPH, ONT.

holm, Sweden; Buenos Aires, Argentina; London, England; Honolulu, Hawaii, etc., etc., were represented.

Registration of exhibitors, both members and non-members of The Association of Ice Cream Supply Men and their various sales, service, laboratory and other representatives, reached 1,430.

* * *

There were 171 individual exhibits in the exposition, bringing the average number of representatives of each exhibitor to eight.

In addition to these two main groups of registration, passes of limited duration were issued to 530 representatives of commercial houses active on, or touching to some degree, the ice cream industry, as an expression of courtesy by The Association of Ice Cream Supply Men.

Then, in addition to these classifications of registration, 51 admissions were accorded to representatives of federal, state and local bureaus and departments, to educators, representatives of civic bodies, newspaper and periodical representatives from outside the ice cream industry, and to various representatives of other industries entirely, interested in observing the exposition arrangements perfected by The Association of Ice Cream Supply Men in the service of the manufacturing ice cream field.

The total registration of all groups at the first national exposition in 1922 was approximately 3,100. This year's registration represents an increase of about 25 per cent.

* * *

Delegates Pleased

Delegates declared that the convention accomplished more in the way of promoting and bettering the industry, through discussion of the manufacturers' problems

and of research work being conducted than any of gathering. President Hovey said he believed he voicing the sentiment of all visitors in saying that was the best convention, and the most educational position ever staged.

"The exposition was a credit to The Association of Ice Cream Supply Men," he declared. "Its educational features were numerous and illustrative of the work the supply men's organization is doing towards general advancement of the industry."

Among the notable exhibits which attracted attention of the exposition visitors were those of the division of the United States Department of Agriculture; the University of Illinois department of dairy husbandry; the joint exhibit of the Ohio State University, the State Board of Agriculture; and the Edible Gelatin Manufacturers of America, Inc.

The federal government's exhibits consisted of showing the effect of homogenization on yield or overrun, physical effects of homogenization, effect of homogenization on palatability of ice cream, etc.

Educational charts were a part of the University of Illinois display. These charts were on "Kind and Amount of Milk Solids in Relation to Quality of Ice Cream," "The Condensation Process of Preparing Ice Cream Mix," "Comparison of the Use of Superheated and Superheated Condensed Skim Milk," "The Acidity Factor in the Ice Cream Making," and various others.

The necessity of educating people to the fact that ice cream is a food, in addition to its being a confection, was emphasized by the joint display of the Ohio State University and the Ohio State Board of Agriculture. The exhibits also stressed the importance of standardizing products and making ice cream uniform. An advertising device, operated electrically, flashed slogans as "Ice Cream is a Food," and "Make a Food of Ice Cream."

At the booth of the Edible Gelatine Manufacturers of America, Inc., the food values of gelatine in ice cream were explained. Literature, showing how experiments had proved that animals having gelatine as part of their food developed more rapidly than these without gelatine, was distributed.

The other booths of individual supply companies were attractively decorated, the Public Auditorium, fully erected, furnishing a rich background.

* * *

Exhibitors

The exhibitors included:

Acern Refining Co., Cleveland; The Allman Gas Engine Machine Co., New York; Anderson Bros. Mfg. Co., Rock Island, Ill.; Anheuser-Busch Inc., St. Louis, Mo.; Armstrong Co. Insulation Co., Pittsburg; Aschenback & Miller, Inc., Philadelphia; Atlantic Gelatine Co., Woburn, Mass.

Wm. F. Baird Co., Boston; A. H. Barber-Goodhue Co., Chicago; Barker, Duff & Morris, Pittsburg; Beacon Mfg. Sales Co., Freeport, L. I.; F. Bischoff, Inc., Brooklyn; Bishop & Babcock, Cleveland; Brooks Cabinet Co., Norfolk, Va.; Brown & Shaw, New York City; Buhl Stamping Co., Detroit.

Canvas Products Co., Fond du Lac, Wis.; Central Ohio Ice Cream Co., Columbus, O.; Chalmers Gelatine Sales Corp., Richmond, Va.; J. G. Cherry Co., Cedar Rapids, Iowa; Chas. Bassett-Winner Co., Philadelphia; Cincinnati Extract Co., Cincinnati; Citrus Products Co., Chicago; The Clear Fruit Juice Co., Cleveland; Climax Engineering Co., Chicago; The Clothel Refrigerating Co., New York; H. S. Cochrane Corp., Philadelphia; Commercial Truck Co., Philadelphia; Cone Co. of America, Long Island City, N. Y.; Consolidated Wafer Co., Chicago; Cork Import Corp., New York City; Corrizo Extract Co., New York; Cosmopolitan Lithograph Co., New York City; The Creamery and

THE reputation of the
Swift name lives because it is maintained by every Swift Product.

Swift & Company

Makers of

Swift's Edible Gelatins



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

National Homogenizer

the Machine with the Revolving Head

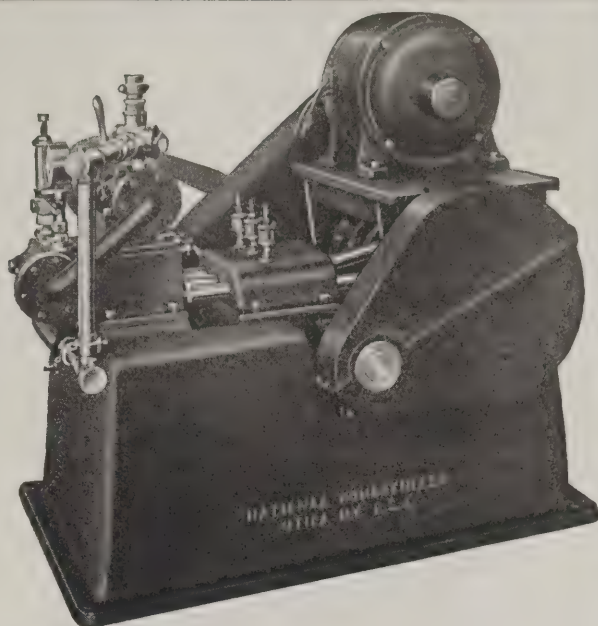
The National Homogenizer is manufactured and backed by a million dollar corporation, builders of precision machinery for fifty years. It is the only machine that bears a perpetual guarantee.

Better Results!

In the history of the Dairy Industry there is occasionally brought on the market a new or improved machine which outdistances competition. The National Homogenizer, as exhibited at the National Dairy Show and the Ice Cream Convention at Cleveland, is such a machine and was pronounced by those who saw it as a triumph of engineering.

Better results, with less danger of tie-up because of worn out parts, can be obtained—a more satisfactory emulsion, creamier ice cream, etc.—by using the National Homogenizer and there are many good reasons why.

Chief among these is the revolving head which adds rolling and grinding to pressure. This makes clogging impossible; prevents the formation of radial grooves; and, with the three



graduated steps, insures a more perfect reduction of globules.

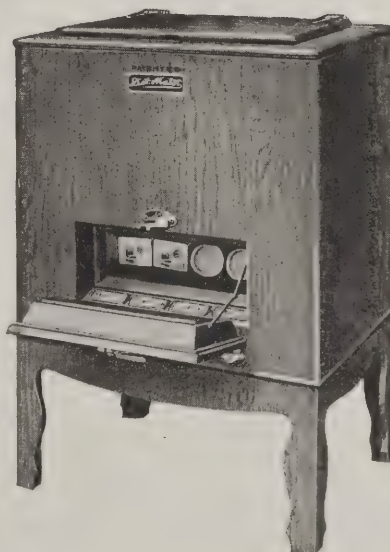
We guarantee this machine to produce a more perfect emulsion under less pressure and with less power consumption, than any other machine now on the market! Get all the facts. We shall be glad to send you a catalog and full information.

Bessire & Company, Inc. INDIANAPOLIS
MEMPHIS
DISTRIBUTORS

LOUISVILLE
ATLANTA

THIRTY-FIVE years' experience in the manufacture of insulated products has brought the Matot line of Ice Cream Cabinets and Everkeep Package Cream Freezers to the front.

A full line of cabinets both metal and tub lined carried in stock in all sizes.



Let us send you our latest catalogue with interesting and detail information as to construction, low ice consumption, etc.

D. A. MATOT 1538-46 Montana St.
CHICAGO, ILLINOIS
Manufacturer

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Pause long enough to consider that

Unless you make your ice cream as

Reasily salable as a chocolate bar or a bag of peanuts,

Ice cream will remain a confection and a delicacy, instead of

Taking its rightful place as an all-

Year-round staple food product.

PURITY PAPER CANS

Afford the best means of

Procuring this

Excellent and enviable

Result

Consequently

Achieve the desired end and

Nail success to your

Standard by using

**PURITY PAPER CAN
PACKAGE SERVICE!**

**THE PURITY PAPER
VESSELS COMPANY**

BALTIMORE - MARYLAND

Plant Monthly, Chicago; Creamery Package Mfg. Co., Chicago; The Crown Fruit and Extract Co., New York City; Crystal Gelatine Co., Boston; Crystal Mfg. Co., Chicago.

The Daigger Corp., Chicago; Dairy Products Mfg. Co., Detroit; Davis Cooperage Co., Martinsville, Ind.; Dayco Light Co., Dayton, O.; Dominion Chemical Co., Syracuse, N. Y.; Dry Zero Insulation Co., Chicago; James F. New York City; T. M. Duchs & Sons, New York City; W. Dunn Co., New York City.

Edible Gelatine Mfrs. of America, Inc., New York City; Edison Storage Battery, E. Orange, N. J.; The Wm. Edgar Co., Cleveland; The Elyria Enameled Products Co., Elyria, Ohio; Emery Thompson Machine and Supply Co., New York City; Eskimo Pie Corp., Chicago; Essex Gelatine Co., Boston.

Federal Motor Truck Co., Detroit; Foote & Jerks, Detroit, Mich.; J. B. Ford Co., Wyandotte, Mich.; Mark E. Fox Co., Chicago; The Foxboro Co., Inc., Foxboro, Mass.; Fox Co., Waynesboro, Pa.

Gearhart Sales Cabinet Co., Inc., Clearfield, Pa.; Glidden Co., Boston; Gould Cream Co., Minneapolis, Minn.; Grand Rapids Cabinet Co., Grand Rapids, Mich.; John J. Grotz Co., Inc., Woburn, Mass.; Guardline Ice Cream Brick Cutting Wrapper Machine Co., Brooklyn, N. Y.; S. Gumpert & Co., Brooklyn, N. Y.

Haines-Carpenter Co., St. Louis, Mo.; Wm. A. Hazen Co., Chicago; B. Heller & Co., Chicago; Homer Mfg. Co., Homer City, Pa.; Hopwood Retinning Co., Brooklyn, N. Y.; The Housing Co., Waverly, Mass.; The Hudson Mfg. Co., Chicago.

Ice Cream Field, Atlanta, Ga.; Ice Cream Review Magazine, Milwaukee, Wis.; The Ice Cream Trade Journal, New York City; The Improv-Mix Co., New York City; Individual Drilling Cup Co., Inc., Easton, Pa.; Industrial Products Co., Inc., Easton, Pa.; The International Co., Baltimore; International Sales Co., Inc., Scranton, Pa.

Jensen Creamery Machinery Co., Bloomfield, N. J.; Kin Williams Stamping Co., Richmond Hill, L. I.; The Knap Thomas Co., Cincinnati; Kleen Products Co., Inc., New York City; H. Kehnstarm & Co., Inc., New York City; John W. Co., Detroit; Lipman Refrigeration Co., Beloit, Wis.; Carbonic Co., Chicago; Joe Lowe Co., Brooklyn, N. Y.

The McCormick Co., Inc., Pittsburgh; C. B. McKeown & Co., Williamsburg, Pa.; The McLaren Products Co., Dayton, Ohio; McSavane Co., Springfield, O.; The August Maag Co., New York City; Manning Mfg. Co., Rutland, Vt.; Manton-Gaulin Mfg. Co., Inc., Boston; Manufacturers Sales Co., New York City; F. C. Mathews Co., Detroit; D. A. Matot, Chicago; Mayborn Food Products Co., Cleveland; Menasha Printing Carton Co., Menasha, Wis.; Merit Paint & Varnish Co., Menasha, Wis.; Merrell-Soule Sales Corp., Syracuse, N. Y.; The Record Co., Chicago; Meyer Wagon Works, Buffalo, N. Y.; Michael & Co., Philadelphia; The H. H. Miller Industrial Co., Canton, O.; The Joseph Miller Co., Minneapolis, Minn.; H. H. an & Higgins Gelatine Co., New York City; Mission Paper Co., Los Angeles, Calif.; Mojonnier Bros. Co., Chicago; John H. Mulholland Co., Philadelphia.

National Homeogenizer Co., Utica, N. Y.; National Finishing Varnish Co., Cleveland; C. Nelson Mfg. Co., St. Louis, Mo.; New Era Co., Oshkosh, Wis.; Oakes & Burger, Cattaraugus, N. Y.; The Ohio Galvanizing and Mfg. Co., Niles, O.; P. Fechteler & Co., New York City; Parker-Browner Co., Washington, D. C.; Paterson Parchment Paper Co., Passaic, N. J.; Pfaunder Co., Rochester, N. Y.

Rex Extract Co., Brooklyn, N. Y.; Rice & Adams Co., Buffalo; Richmond Cedar Works, Richmond, Va.; Richmond Mfg. Co., Jersey City, N. J.; W. C. Ritchied Co., Clearfield, Pa.; G. H. Robinson Co., Inc., Chicago; C. E. Rogers, Ltd., Russ Bros., Cleveland; G. R. Ryan Mfg. Co., Inc., Rochester, N. Y.; Ryan & Timmerman, Wilkes-Barre, Pa.

Salisbury & Wiltesy, Waterford, N. Y.; Sanitary Products Corp. of America, Philadelphia; Sanitary Tinning Co., Philadelphia; K. W. Schantz, Inc., Buffalo; Schett Bros. Co., New York City; The Schuster Co., Cleveland; B. B. Scott, Providence, R. I.; Sealright Co., Inc., Fulton, N. Y.; The Sharples Ice Machine Co., West Chester, Pa.; A. L. Shaw & Co., Mechanicsburg, O.; Harold A. Sinclair, New York City; Smith & Co., Indianapolis, Ind.; Smith & Mann, Philadelphia; Sturges Mfg. Co., Chicago; Standard Milk Machine Co., Louisville, Ky.; Star Extract Works, New York City; See Lithograph Co., Bellsville, N. J.; Swift & Co., Chicago.

Taylor Instrument Co., Rochester, N. Y.; Texas Ice Co., Houston, Texas; Tin Decorating Co., Baltimore, Md.; United States Gelatine Co., Milwaukee, Wis.; Van Houten Inc., New York City.

Waldman Bros., New York City; Walker Vehicle Co., Chicago; P. Wall Mfg. & Supply Co., Pittsburgh; Ward

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Co., Mt. Vernon, N. Y. Weigh-Batch Liquid Scale
Grand Rapids; The White Co., Cleveland; J. O. Whitten
Winchester, Mass.; The Widlar Co., Cleveland; Wolf Ad-
ing Co., New York City; Wolf & Lavensen, Philadel-
The John Wood Mfg. Co., Conshohocken, Pa.
e York Mfg. Co., York Pa.

op Mfg. Co., Cleveland.
Educational Displays—U. S. Government Exhibit; Ohio
University and Ohio State Board of Agriculture; and
University of Illinois.

* * *

last month's issue we described some of the booths
the exposition building, but lack of space prevented
ing the list completely. Following are items about
of the exhibits omitted last month:

the Anderson Bros. Mfg. Co., displayed at the Cleveland
exhibition their "solution" to a profitable five cent Eskimo
the Anderson Eskimo Pie machine, which automatically
s dips and wraps 100 dozen eskimo pies in one hour.
e company was represented by Swan F. Anderson, G. A.
n, R. O. Lundgren, and Arnold Gentzhorn, all of Rock-
Ill., where the plant is located.

* * *

he attractive exhibit of the Rex Extract Company,
tlyn, New York was attended by Chas. A. Beall, J. W.
lgan and H. J. Tomb. They demonstrated their well-
on line of extracts.

* * *

riends of the J. B. Ford Co., Wyandotte, Mich., manu-
frers of Wyandotte sanitary cleaner and cleanser and
yandotte detergent, found the following representatives of
e company in attendance at the exposition: "Chief" Little
a F. R. Merrick, H. S. Cline, L. G. Foulks, of the Cleve-
a office; E. L. Mead, Akron, Ohio; J. C. Hengstebeck,
rfield, Ohio; N. R. Horner, Toledo, Ohio; J. J. Harris,
Lee, M. B. Wolford, C. B. Robinson of the Wyandotte
e, and Joe Hruby of Detroit.

* * *

he Citrus Products Co., Chicago, Ill., was represented by
Scudder, president; P. S. Mann, treasurer; C. H. Achel-
r manager ice cream department, and J. W. Sheridan,
man.

* * *

re cream tubs, pails, cabinets, and cabinets for mechan-
refrigeration were exhibited by the Davis Cooperage Co.,
ainsville, Ind. J. W. Hussey, W. M. Gribbin and L. D.
Jr., represented the company.

* * *

very manufacturer of ice cream attending the national
vention was intent on finding out what was the general
ion about making eskimo pies this season and it was
tral that the working exhibit of the Anderson Eskimo Pie
aine would attract attention.

fortune's "Thinflow" chocolate was used in the demon-
ion and the pies came out with a thin shell-like covering
a melted evenly with the ice cream. This is an improve-
e. that eliminates the old way of having a mouthful of
olate after the ice cream has been consumed.

I. C. Watters represented the Fortune Products Co., 416
elains St., Chicago.

* * *

he high grade edible gelatine manufactured at the T.
uche & Sons' works in Belgium was exhibited in Cleve-
n, together with shelled nuts, egg yolks, Indian gum, milk
er, maple sugar and crushed fruits.

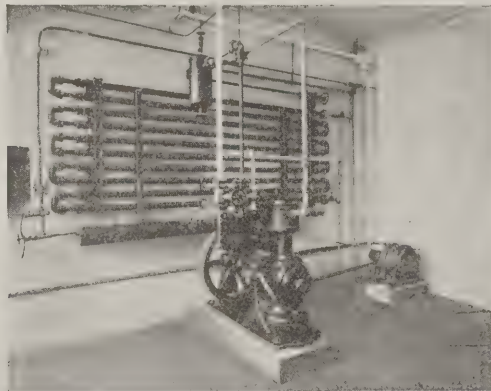
L. G. Larson, in charge of the company's booth, stated
e the object of their exhibit was to again familiarize ice
en manufacturers with their high grade products, and
orm them that the company is now again in position to
for a share of business. The company's factory at Bel-
ti was lost early in the war and for that reason they have
e virtually out of the gelatine market ever since.

L. G. Larson and A. H. White of the New York office,
a, W. H. Shape and E. Frater of the Cleveland office were
tendance.

* * *

The qualities of the Xlent reversible ice cream flavor
d were impressed upon the manufacturers attending the
eland exposition. The Tin Decorating Company of Bal-

When Considering Refrigerating Equipment Investigate



BECAUSE—

The machine has been carefully de-
signed down to the last detail—

Materials and workmanship are guar-
anteed—

The strength and solidity of machine
are apparent at a glance—

Has most efficient compression—

All details are given expert attention,
assuring perfection—

Produces economical refrigeration.

Write TODAY for Catalog

Frick Company
WAYNESBORO, PA. U.S.A.
ICE MACHINERY SUPERIOR SINCE 1862

BRANCHES:

NEW YORK, N. Y.
PHILADELPHIA, PA.
BALTIMORE, MD.
ALLAS, TEXAS

ATLANTA, GA.
PITTSBURGH, PA.
CHARLOTTE, N. C.
MEMHPIS, TENN.

DISTRIBUTORS IN ALL PRINCIPAL CITIES

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

timore, Md., is the manufacturer of this tin flavor board, which is durable, cleanable, non-breakable, interchangeable, etc.

Representatives of the company in charge of the booth were Julius Reir, S. L. Love and C. A. Fethers.

* * *

The Gearhart sales cabinet is a refrigerator built in attractive cylinder form of sheet metal, insulated with three inch cork board and operates on a vacuum system. The Gearhart sales cabinet makes possible the satisfactory handling of sealed package ice cream. This cabinet was displayed at the national exposition by the Gearhart Sales Cabinet Co. of Clearfield, Pa., and a chart showing figures of what the cabinet did for one store proved interesting.

* * *

If you "took a tip from Zipp" at the national exhibition you would use only flavoring, extracts and fruits manufactured by the Zipp Manufacturing Company, Cleveland, Ohio. The company claims highest quality for 38 years and handled a complete line of flavors for the ice cream trade.

Those in attendance in the Zipp booth were John Zipp, president; F. L. Fisher, secretary-treasurer; of Cleveland, Ohio; L. B. Woods and C. J. Yunker of Toledo; O. M. Wells of Omaha, Neb.; F. H. Hyde of Rochester, N. Y.; L. A. Watson of Mentor, Ohio, and A. E. Henitselman of Akron, Ohio.

* * *

The Edison Storage Battery Co., Orange, N. J., displayed their all-steel alkaline battery for driving electric trucks. The feature of the exhibit was a large three position pabel showing the lighter weight of the Edison battery as compared to other makes. This lighter weight was translated into more pay load that the truck would carry. A tray of truck batteries was shown together with several cut pen cells showing the interior construction of this all steel battery.

All the electric trucks on display at the exhibition were equipped with Edison batteries.

Representing the company were G. E. Stringfellow, manager, T. E. Giblin, G. S. Towar, L. R. Lindsley and J. Mahaffey.

* * *

A. H. Barber Goodhue Co., Chicago, exhibited at Cleveland show, one 120-quart U. S. heavy duty motor ven freezer, with recording thermometer and signal light give notice to the operator that the ice cream has been frozen to the desired temperature. Officials say this thermostatic control is associated with an electric magnet, which also closes the brine valve at the same time. They state that this vice in connection with the batch weighing device, which actually weighs every batch, created much interest and favorable comment. It is claimed that it gives the ice cream manufacturer a definite means of controlling the definite uniformity of his product.

The company also exhibited a 300 gallon Elyria lined mixing and aging tank, No. 50 Titan cream separator, viscolizer, and electro-chemical cells for purchasing hypochlorites.

Representatives of the company were D. F. Wallace, H. Bonefeld, P. C. Barber and A. H. Barber.

* * *

Sealright liquid-tight paper containers, made in all sizes from the one-fourth pint sundae size to the one gallon size, excited interest at the Cleveland exposition.

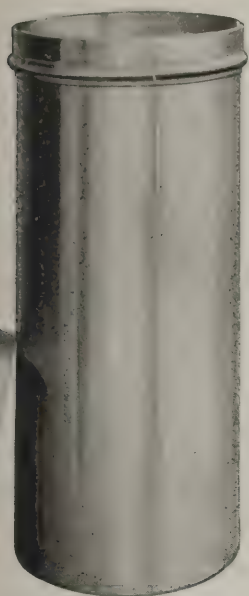
One Sealright feature in particular—the Sealright one-fourth pint sundae size (2 1/2" dia.)—made a marked impression on the visiting manufacturers as a potential creator of volume sales, according to officials. The Sealright one-fourth pint size is claimed to have many advantages.

The Sealright one-fourth pint flat (3 3/8" dia. x 13/16")



A Section of the special mold storage cabinet in the De Haven Ice Cream Plant, Cincinnati, Ohio.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Soldered Ultra

Which Do You Prefer?



Solderless "Tinokeh"

FOR the first time you can get the facts on soldered and welded, or solderless cans, without bias.

Heretofore, every manufacturer of cans would loudly claim that his can was best—whether a soldered can or a welded can—according to the type he made.

No wonder ice cream men were bewildered—and got a lot of wrong ideas on the merits of these two types.

SOLAR ICE CREAM CANS

We Make Both Soldered and Solderless Cans —

and we can therefore honestly tell the truth about each—we need hold nothing back, nor camouflage.

This season we again offer the good old reliable Soldered Ultra, the can that put more pep in can making than any event in the industry. When the Ultra started, it started a march of improvements—and today the Ultra heads the list—millions in service attest its goodness.

Now for the "TINOKEH." Well—you have seen the other so-called welded cans—but if you want a common sense solderless can—that weighs more—that's stronger—that anyone can re-tin—that has no feather-edge fissures—that does not depend on tin to fill up cracks—then—you must see the "TINOKEH."

Pound for pound our prices are 10% lower! Surely write us!

SOLAR-STURGES MFG. CO.

50 Church Street, New York City

838 Congress Street, Chicago, Ill.

84 Clay Street, San Francisco



Hurrah for
the SOLDERED
can!



Hurrah for
BOTH!

Hurrah
for the
SOLDERLESS
can!



ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

deep) was exploited by Sealright salesmen as offering the ice cream manufacturer the opportunity to get \$1.60 per gallon for his ice cream. Ice cream packaged in the Sealright one-fourth pint flat size is on the same rapid, profitable selling basis as chocolate bars, a package of cigarettes, or any "buy it and carry it away with you" community. This Sealright size is especially salable in public places where many people must be served quickly—such as ball parks, banquets and other public gatherings, officials say. This one-fourth size when sold for ten cents, with a paper spoon clipped under the crimp on the cover, is another potential developer of volume sales at volume profit.

The Sealright one-half pint container made its impression, we are told, through offering ice cream manufacturers a way to create a real sales volume for "popular priced" ice cream. The one-half pint size when packaged with ice cream may sell to consumers for 15 cents—a popular price, they point out.

Sealright pints, quarts and two quart sizes were exhibited as logical developers of the ever-growing, ever-profitable carry-home trade. Sealright national advertising in The Saturday Evening Post and Good Housekeeping is backing up all Sealright sizes, but it is probably exploiting in particular the carry-home feature of Sealright service.

The Sealright "one-time-use paper packing tray," made in two sizes for the packing and delivering of ice cream in the Sealright gallon and two-quart sizes, is probably the most modern and economical way of delivering ice cream to homes and other private places, the company believes. Officials say it eliminates the use of cans—the call-back nuisance—the loss of cans and tubs and all the attendant overhead in man-power and time.

Sealright one-time-use paper butter tubs were exhibited in one, two, three, five and ten pound sizes and here again the sales appeal of a neat package plus the elimination of costly tubs, parchment paper wrapping, etc., impressed the visitors.

The following Sealright officials and representatives attended the National Dairy Show in Syracuse: Dr. Wilbur L. Wright, president; Eugene W. Skinner, vice-president; John L. Dolphin, New York, Pennsylvania, New Jersey, Delaware and the Dominion of Canada; Sam A. Landau, Southern ter-

ritory as far as New Orleans; Wm. S. Lee, manager Chicago office, 1812 North American building; J. Good Conley, Michigan, West territory from Canadian border to Texas; Ernest R. Johnson, Michigan, Indiana, Ohio and Kentucky; George Geddes, service man on Sealright ice cream filling machines.

* * *

Those who attended the second annual exposition of ice cream supply men held at Cleveland the week of October 22, will remember the pleasant moments spent in the Bischoff, Inc., booth. This company is located at Brooklyn, N. Y., and are manufacturers of pure high-grade chocolate and cocoa. The exhibit was most interesting. They had pictures on exhibition which showed the growth of cocoa, the harvesting and methods of curing at the plantation. They had raw cocoa beans, roasted cocoa beans and the product through the various stages to the finished cocoa powder. Visitors were impressed with the display of pure chocolate liquor and also with the purely refined cocoa butter. That the proper manufacture of chocolate and cocoa requires experience, skill and special knowledge, was readily realized by visitors after hearing the interesting story of all stages of the manufacture of these products. Visitors were impressed with the fine coating displayed for covering eskimo pies. Twenty eight years of effort are back of the Bischoff products; and their goods merit the reputation of being pure and of high quality, officials say.

✱

Supply Association's President Happy.

At the close of the exposition, Oliver S. Jordan, president of The Association of Ice Cream Supply Men, expressed enthusiastic appreciation of the co-operation which Cleveland manufacturers and the Ohio state association of ice cream manufacturers gave the exposition committee.

"The arrangements for the exposition were perfect," said President Jordan.

Similar appreciation of the co-operation of Cleveland and Ohio manufacturers, as well as the co-operation of manufacturers as a whole, was included in a statement issued by the supplymen's organization.

The statement read:

"We are happy and proud of having had the opportunity of again holding our show in conjunction with the National Association of Ice Cream Manufacturers' convention. The 1923 show, we believe, was marked for its educational value, for which we will continue to strive in future years.

"The attendance at the exposition was most gratifying. We want to take this opportunity of thanking both manufacturers and exhibitors for the overwhelming success of the exposition."

* * *

Supplymen's Convention.

The convention of the supply men was held Sunday morning in Public Auditorium.

Heading the committee of supply men, who arranged the convention entertainment was Oliver S. Jordan, New York, as honorary chairman; and Howard V. Black, Cleveland, as chairman. Others were V. L. Cooke, J. T. Erwin, C. E. Schuster, F. L. Fisher, L. Miller and J. B. Wise. The co-operating committee of the Salesmen's Club of The Association of Ice Cream Supply Men was composed of Thos. J. Stewart, assistant honorary chairman; M. J. Conaton, Jr., chairman; J. Achelpohl, P. N. Miller, Jr., A. T. Sponar, Lloyd Uhl, Elmer Mack, D. L. Beal, George A. Mortland, Thos. Crouch, J. B. Morse, Leo. E. Levy, F. R. Merriek, Harry Pratt and H. W. Maurer.

The committee representing the National Association of Ice Cream Manufacturers, their Ohio association and the manufacturers of Cleveland was headed by J. Schindler, with Harry Pratt, David H. Schlegel, Fred

Indicating **Tycos** Temperature Instruments Controlling

Recording



Use Tycos Recorders for Pasteurizing

Write for Ice Cream Plant Catalog 500-A.

Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

Canadian Plant, Tycos Building, 110 Church St., Toronto

There's a Tycos and Taylor Thermometer for Every Purpose

857

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

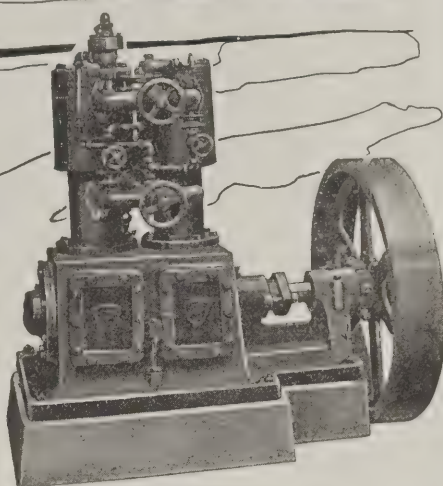


VINTER TEMPERATURE IN SUMMER WITH CP REFRIGERATING MACHINE

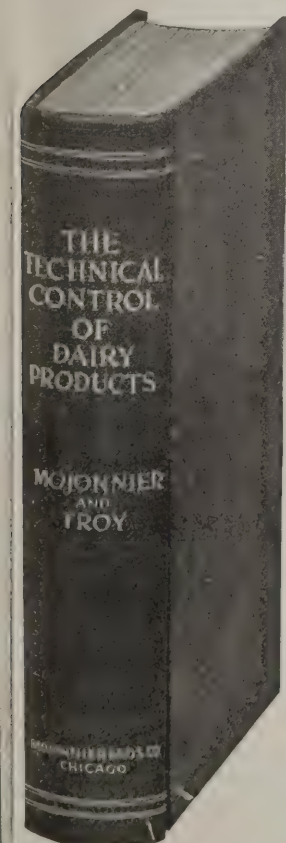
The man who has a CP Refrigerating Machine does not have to worry about hot weather. Regardless of outside climatic conditions, he knows that he has ample refrigeration in his plant for all requirements. CP Refrigerating Machines are made in both vertical and horizontal designs in capacities ranging from one-quarter to fifty tons. Over 5,000 now in operation. Let us send you complete catalogue.

The Creamery Package Mfg. Company

GENERAL OFFICES: 61-67 W. KINZIE ST., CHICAGO, ILL.



Front View of CP Vertical Refrigerating Machine with capacity 5 tons and upwards.



— *An Encyclopedia on Dairy Products Manufacturing*

Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

You Need This Book

It would take four magazine

pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

GET YOUR COPY NOW

and benefit from the information gained during the next rush season. Sent postpaid anywhere on receipt of \$10.25.

The Olsen Publishing Company

5th and Cherry Sts.

Milwaukee, Wis.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

R. Albery, I. Budin, P. H. Baker, Dick Bauman, and L. B. Baum as members.

A ladies' committee to assist in entertaining visiting ladies was composed of Miss Cecil M. Baldwin, Miss Nell Gray, Miss Pauline Toubel, Mrs. Frank Neff, Mrs. Gerard Bauman, Miss Carolin Baum, Miss S. Jennis White, Mrs. Michael Conaton, Mrs. Fred R. Merriek and Miss Margaret Mahoney.

The exposition committee for the supplymen's association was composed of K. W. Schantz, Lewis B. Esmond, Thomas J. Stewart, Albert McDougal and Roberts Everett.

Cleveland is to be congratulated, Mr. Everett declared, in having such an efficient convention board of its chamber of commerce.

"The arrangements for the convention and exposition were rushed along in a highly efficient manner by the convention board, in co-operating with the various committees," he said.



TRUCK OPERATING COSTS.

(Continued from page 95)

a rented garage. Heat, light, water, etc., used in the garage should also be included under this item.

(7) Overhead.

An item of cost that is probably overlooked more than any other is that of overhead. This is also the most difficult cost item to ascertain. Overhead refers to the expenses of administering the business and includes such items as managerial and clerical salaries, office rental, supplies, telephone, lights, heat, water, taxes, insurance, depreciation, etc., incidental to the proper supervision of the business. Where the fleet of trucks is used in a purely transportation business the

total overhead is prorated equally among the trucks. In the case of a combination of trucking and warehousing business, the overhead must be properly divided between the trucking and the warehousing ends of the business. In the case of a large business concern making its deliveries it is rather difficult to apportion the proper share of the overhead to the trucks. The amount of overhead to be charged depends on just what part trucks play in conducting the business as a whole. This varies so that each case requires individual consideration.

For the purpose of economic comparison of trucks it is probably fair to neglect the overhead and consider the actual truck operating cost alone. However, in seeking the total operating costs to be used, for instance, as a basis of fixing rates it is absolutely essential that the overhead charges be included.

II. Variable Costs.

(8) Depreciation (Mileage Basis).

This item has previously been discussed under the heading of Fixed Costs and no further explanation is needed here. If figured on the mileage basis it comes under the heading of Variable Costs.

(9) Driver's Wages.

There is a difference of opinion as to what classification driver's wages should come under. Some authorities place it under the class of fixed costs, some include it with the variable costs while a few consider it a separate and distinct item and do not include it under either the fixed or variable costs.

From the definition of fixed costs (all those items which continue whether or not the truck is in operation) it is evident that driver's wages are excluded. Even though the driver be employed on a straight time, he would not be permitted to sit around idle while the truck is laid up for repairs or for other reasons, but would be placed on other work. Any work he might perform should not be chargeable to the truck under this item of driver's wages. It seems more logical to place the driver's wages under the general heading of variable costs.

In computing "cost per day" it is best to list the costs separately as variable costs, fixed costs and driver's wages, adding all three to get "total cost per day." By separating the total cost per day under these three headings, it is possible to make a better comparison with other trucks as regards fixed and variable expenses uninfluenced by variations in rates of driver's wages.

The item of driver's wages is usually the second or third largest item in the total cost of operation, averaging 15 to 20 per cent. If the owner drives the truck he should charge off wages for himself at the existing market rate for labor of this class. An operator who drives his own truck should bear in mind that he is both employer and employee. He is not successful unless he is paying himself wages at the prevailing driver's rate, making an adequate profit on the investment involved and in addition is receiving proper remuneration for the work of conducting the business.

In case a helper is used on the truck, his wages should be included under this item or entered under a separate item of helpers' wages under the general heading of variable costs.

(10) Gasoline or Electric Current.

This is one of the large items of truck operating costs, ranking about fourth among all the items. Twenty-six states are now imposing a gasoline tax which must be included under this item.

(11) Lubricants.

The item of lubricants covers the cost of oil and grease. It is one of the smallest items in the list.

Real Value and Correctness of Principle

is the only basis on which we could have built up a wood working plant covering 15 acres and employing 2,000 skilled workmen. This plant is a tribute to the everlasting qualities of Virginia White Cedar.

USERS OF

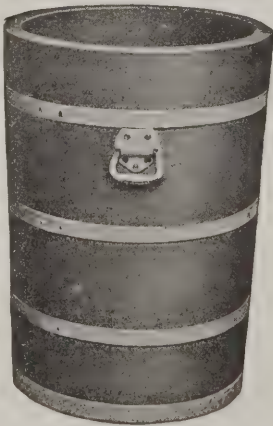
Richmond White Cedar Tubs

show their recognition of superior qualities by the persistency with which they re-order for increased requirements.

Send for prices

**RICHMOND
Cedar Works**

RICHMOND VA.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

heless it amounts to an appreciable sum in a time and must not be neglected.

) Tires.
mentioned before, tire cost is a variable cost and, ore, the value of the tires is deducted from the cost of a new truck leaving the proper balance depreciated.

ere are some operators who assume a certain life (on past experience) for the tires, i. e., 18 months and 6 months for pneumatics, and then record re expense under the heading of fixed charges. mplifies the tire cost record by eliminating the ity of keeping tire mileage records.
should be noted here that the type of road sur- over which the trucks operate greatly affects e of the tires.

e cost of tire repairs must be included under this

) Repairs and Overhaul.

is item is about the second or third largest in operating costs. It includes cost of materials labor for all repairs as well as the cost of the overhaul. This latter item will run as high as a year for a five ton truck. Many cost figures are arate due to the fact that this item of overhaul ot been properly considered. For instance, a cost l might be kept on a truck for a period of six s in which no overhaul occurred. The resulting ata would be too low. Cost records during the six months period, including overhaul charges, be too high. It is evident that this item should ead over the entire twelve months period in order ure accurate cost figures.

(Continued in the January issue)



S MARY KATE EXPECTS "BESTEST TIME."

(Continued from page 98)

m sure they will "strutt their stuff" on this par- r nite.

a sure "Sally," Mrs. Geisel and Mrs. Massey will at all the ladies have a good time. You can look e to be there, right on hand with my little \$2.00 for the Ladies' Auxiliary to the S. A. I. C. M. I n't miss that luncheon the first day for, well, quite more than \$2.00.

the ladies that are not members of the Ladies' iary, take this tip from me, "Join now." Meet Little Rock and we will guarantee you one of the if not the best time you ever had. I speak from P-E-R-I-E-N-C-E—and I know.

st a word of praise, in closing, for The Ice Cream w, that best of all magazines, that keeps us close er from one year to the next. I'm your booster er cent.

ith best wishes and kindest regards to my ice n buddies, I am,

"Fatfully" yours,

MARY KATE CARR,

Carr's Creamery, Montgomery, Alabama.

* * *

7AT? VILL I GO? VELL, YOU BET—JA.

uch a fullish-ness question once to ask. Maybe vill there? Oh, Oh!!!!

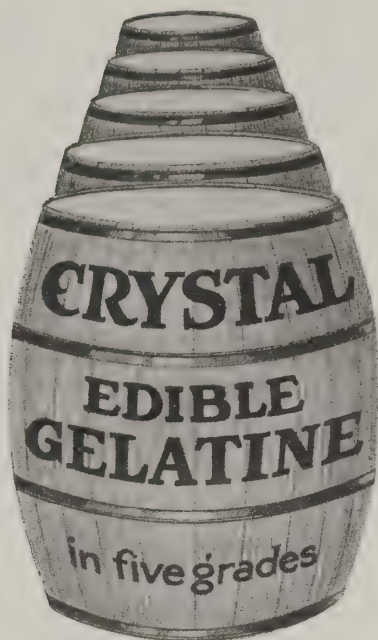
ealy you would not think that we would for one ent let such a bunch of real men come to our won- l State and us not be there?

every ice cream man in the state and the South d come. Let's make it a real get-to-gether meeting. r things we must get together on.

E. T. REYNOLDS,

Camden, Ark.

EVERY PACIFIC COAST MANUFACTURER IS INVITED TO BE AT VANCOUVER DECEMBER 3, 4 AND 5.



Contracts

We accept orders to cover customers' requirements specifying a maximum and minimum quantity for deliveries to Oct. 1st.

PRICES GUARANTEED
AGAINST DECLINE



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
14 Ferry Street
ST. LOUIS
408 Elm Street

PHILADELPHIA
418 Arch Street

CHICAGO
3630 Iron Street

SAN FRANCISCO
Fairfax Ave. & Rankin Street

Established 1879

Gelatin is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

*Guaranteed to Comply with all National
and State Pure Food Laws*

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.



RE-TINNING ICE CREAM & MILK CANS

By Our Special Sanitary
Process Makes

**OLD, WORN OUT
CANS LIKE NEW**

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

CONVENTIONS ARE CLEARING HOUSES FOR IDEAS.

Conventions, as an institution, are clearing houses for ideas and problems confronting the ice cream manufacturers where it is possible to personally discuss troubles with those who have in a measure successfully solved them.

I seriously doubt if there is any other assembly of kindred interests where the spirit of willingness to along helpful and unselfish solutions of our various problems as will be found at our conventions.

The larger manufacturer realizes the importance of these meetings, and generally speaking, attends regularly; but the smaller manufacturer, to my mind, is one who will get the most benefit and he cannot afford to lose such an opportunity to hear subjects of interest to his business discussed by those of larger experience. You may have your idea of how best to do a thing at your own plant, but it's quite possible some other fellow is doing it in a better way for less money.

Get his idea—adopt it—save real money.

Let's meet at Little Rock, December 4, 5, 6.

W. E. DRAKE,

Union Ice Cream Company
Nashville, Tenn.



"WELCOME TO ARKANSAS."

The program as it is being prepared for the convention of the Southern Association of Ice Cream Manufacturers at Little Rock, Ark., Dec. 4-7, is one of a large scope and takes in the discussion of every phase of the ice cream industry, as well as the entertaining features are of such nature that both old and young enjoy themselves to the fullest extent. No manufacturer can afford to miss a single session or miss any of the material that is handed out at this time.

To get the full benefit you should bring the wife and the help and their wives and make it a holiday for a week, it will be money well spent and fill every minute full of pep besides the new ideas that everybody will pick up.

When such big men as W. J. Barritt of Tampa, Fla., W. E. Drake of Nashville, Tenn., W. W. Campbell of Shreveport, La., A. E. Dixon of Fayetteville, N. C., J. H. Sutton of Vicksburg, Miss., and many others that manufacture ice cream on a big scale get together to discuss the different phases of their business, you can rest assured there is something doing.

Anybody that is connected in any way with the manufacture of ice cream has not heard Prof. A. C. Jones of Stillwater, Okla., lecture, cannot comprehend the most instructive information he puts into his lectures.

Secretary J. W. Clopton will be in Little Rock on the 20th of this month to make the final arrangements for this great convention. "Pete" Miller was here Nov. 9 and completed all arrangements for the Ice Cream Flyers.

Arkansas ice cream manufacturers, and especially those of Little Rock, consider every member of the Southern Association of Ice Cream Manufacturers and the Ice Cream Flyers their guest while at the convention, and nothing is too good for them. We want to be of service to you. We bid you thrice welcome.

G. A. MEYER,

Secretary and Treasurer Arkansas
Ice Cream Manufacturers' Association
Stuttgart, Ark.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ANNUAL CONVENTION

Southern Association of Ice Cream Manufacturers LITTLE ROCK, ARKANSAS

To Members and Associate Members:
Southern Association of Ice Cream Manufacturers:

GENTLEMEN:—

We are pleased to advise that executive officers of the above association have selected the following schedules as the official route to the Southern convention, which will be held in Little Rock, Arkansas, December 4 to 6, 1923.

In order that members of our association may spend one day in Hot Springs, Ark., without additional cost of railroad fare, during the meeting of the Eleventh Annual Convention, which will be held in Little Rock, Ark., December 4 to 6, 1923, it has been decided to suggest that members purchase the "all year ticket" to Hot Springs, Ark. These tickets are on sale daily, with final limit ninety days from date of sale, stop-over allowed at all points enroute. Please see that your tickets read via the MISSOURI PACIFIC RAILROAD, from Memphis, St. Louis and Kansas City. This in order that we may all travel together on the trip from Little Rock to Hot Springs, as well as from Memphis, St. Louis and Kansas City.

We have also to request that members arrange, if possible, to arrive in Memphis the morning of December 3rd. We will visit members of the association in Memphis, and make a sight-seeing trip, have lunch at one of the leading hotels and leave Memphis via the Missouri Pacific at 1:50 p. m., arriving in Little Rock at 6:55 p. m.

PULLMAN RESERVATIONS:—Secure Pullman reservations through your railroad representative for the going trip. The Missouri Pacific representative will be at headquarters hotel, Little Rock, during the convention, and make your Pullman reservation covering the entire return trip.

The trip to Hot Springs, Arkansas, should appeal to everyone and will give us an opportunity to visit the Hot Springs National Park, wherein is located forty-six springs which gush approximately one million gallons of water daily, at an average temperature of 135 degrees Fahrenheit.

ITINERARY

Leave Richmond	via C. & O.	1:00 P.M.	Dec. 2nd
Leave Richmond	via A. C. L.	9:00 A.M.	Dec. 2nd
Leave Richmond	via S. O. U.	10:20 P.M.	Dec. 1st
Leave Norfolk	via C. & O.	9:00 A.M.	Dec. 2nd
Leave Norfolk	via N. & W.	8:15 A.M.	Dec. 2nd
Leave Norfolk	via S. A. L.	8:35 P.M.	Dec. 1st
Leave Norfolk	via S. O. U.	6:10 P.M.	Dec. 1st
Leave Lynchburg	via S. O. U.	2:55 A.M.	Dec. 2nd
Leave Lynchburg	via N. & W.	10:55 A.M.	Dec. 2nd
Leave Raleigh	via S. O. U.	12:25 A.M.	Dec. 2nd
Leave Raleigh	via S. A. L.	5:22 P.M.	Dec. 1st
Leave Greensboro	via S. O. U.	6:15 A.M.	Dec. 2nd
Leave Charlotte	via S. O. U.	9:05 A.M.	Dec. 2nd
Leave Asheville	via S. O. U.	2:25 P.M.	Dec. 2nd
Leave Charleston	via S. O. U.	3:00 A.M.	Dec. 2nd
Leave Columbia	via S. O. U.	7:05 A.M.	Dec. 2nd
Leave Spartanburg	via S. O. U.	11:25 A.M.	Dec. 2nd
Leave Greenville	via S. O. U.	12:30 P.M.	Dec. 2nd
Leave Jacksonville	via S. O. U.	8:25 P.M.	Dec. 2nd
Leave Jacksonville	via A. C. L.	10:00 P.M.	Dec. 2nd
Leave Pensacola	via L. & N.	12:55 P.M.	Dec. 2nd
Leave Atlanta	via S. O. U.	4:45 P.M.	Dec. 2nd
Leave Atlanta	via S. A. L.	4:55 P.M.	Dec. 2nd
Leave Birmingham	via Frisco	11:15 P.M.	Dec. 2nd
Leave New Orleans	via I. C.	7:45 P.M.	Dec. 2nd
Leave Shreveport	via K. C. S.	8:40 A.M.	Dec. 3rd
Leave Nashville	via N. C. & St. L.	11:00 P.M.	Dec. 2nd
Leave Chattanooga	via S. O. U.	11:00 P.M.	Dec. 2nd
Leave Louisville	via L. & N.	10:10 P.M.	Dec. 2nd
Leave Jackson	via I. C.	1:50 P.M.	Dec. 3rd

Arrive Memphis, Tenn, Morning of December 3rd.

Leave Memphis	via Mo. Pac.	1:50 P.M.	Dec. 3rd
Arrive Little Rock	via Mo. Pac.	6:55 P.M.	Dec. 3rd
Leave Little Rock	via Mo. Pac.	7:50 A.M.	Dec. 6th
Arrive Hot Springs	via Mo. Pac.	10:00 A.M.	Dec. 6th

Spend day in Hot Springs sight-seeing.

Leave Hot Springs	via Mo. Pac.	5:30 P.M.	Dec. 6th
Arrive Little Rock	via Mo. Pac.	1:30 P.M.	Dec. 6th
Arrive St. Louis	via Mo. Pac.	6:58 A.M.	Dec. 7th
Leave Little Rock	via Mo. Pac.	2:25 A.M.	Dec. 7th
Arrive Memphis	via Mo. Pac.	6:45 A.M.	Dec. 7th

Arriving Memphis connections are made for all points in the Southeast.

M. J. COSTA, President.
J. W. CLOPTON, Secretary.

DECEMBER 4th, 5th and 6th, 1923

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

TAXATION MAY CONFRONT SOUTHERN ICE CREAM INDUSTRY.

Editor The Ice Cream Review:

I assure you that the Southern ice cream manufacturers greatly appreciate the co-operation and help that you have always given.

As we are not yet members of the Southern association, but intend joining at this meeting, I do not believe that a letter to the Southern manufacturers from me would be in order. However, I would like to see you make a special plea to them along this line especially.

The ice cream industry is one that has grown up very rapidly. It is one industry that the legislators have not, as yet, taxed as an industry. With the increasing demand for money to run the state governments, they are looking for some one to tax. Their eyes are falling on the ice cream manufacturer and he is going to be the subject of some very unjust taxation, if he does not stay right on the job.

The legislators will treat us right if they know what is right. But we must be ready with figures and statistics and be able to convince them when they are wrong. We have had some experience along the line here in Texas and if we had not been organized and on the job laws would have been enacted that would have been very unjust to the ice cream industry.

There are also many other things that demand that we all attend conventions but the above is one that I do not believe has been stressed enough.

Yours very truly,
GEO. L. BOEDEKER,
Boedecker Manufacturing Co.,
Dallas, Tex.

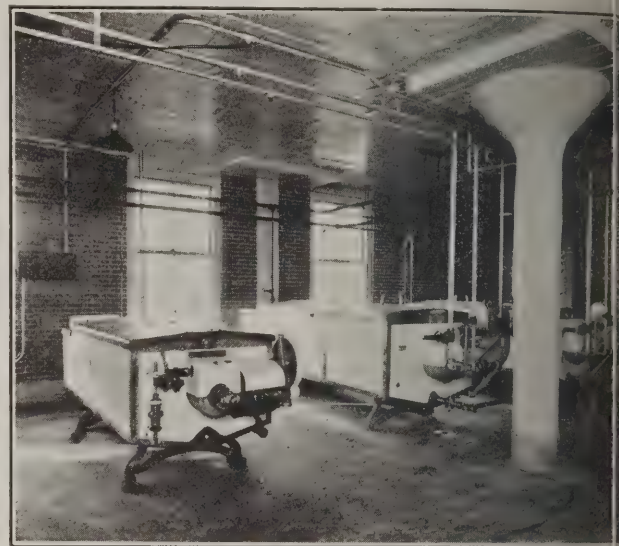
NEW PLANT IN TENNESSEE RANKS WITH SOUTH'S BEST.

(Continued from page 12)

outgoing doors of the hardening room, and on the opposite side is the freezer room.

The hardening room, which is divided into four departments and two anti-rooms, contains something over two and one-half miles of pipe that is used for refrigeration. A temperature of eight degrees below zero, Fahrenheit, is maintained continuously in the hardening room. More than \$8,000 worth of cork was used in the construction of the room with excellent results.

A battery of five Fort Atkinson freezers, which are of hundred-quart capacity and three of quart capacity, direct motor driven, together with



View of Mixing room.

Mojonnier brick machine and tester, comprising the equipment of the freezer room. The drainage in the room is perfect, and the terrazzo floor and tiled walls lend a pleasing appearance.

In an adjoining room there is a Mills whipping machine, Mojonnier carton liner, Eskimo Pie dipping machine and steam kettle. This room is also used for wrapping and packing the individual packages, such as Eskimo pies, individual bricks, etc. Girls working here are in uniform.

On the next floor above are the drivers' dressing rooms, equipped with steel lockers and shower tub and can repair and paint shops; supply store and laboratory, which is equipped with a complete Mojonnier outfit. The high degree of efficiency that has been attained in the industry by the company for turning out a consistent product is attributed to this named department by the management.

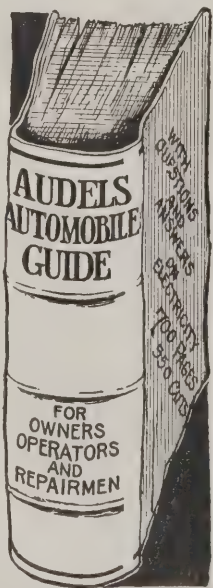
Adjoining the laboratory is the mixing room having C-P vats, having something over 2,000 gallons' capacity, a Mojonnier hot well and sixty-inch vacuum pan. A Gauldin homogenizer and holding vats are installed in this room also has a terrazzo floor and perfect drainage.

On the roof where the spray-jet pond cooling system is located, Ernest Drake has a rainbow made to his liking. He believes that this is an omen of good luck and it might have been for him, as it's easy enough to see both ends, thought there isn't any bag of gold in either one.



"If they cut out the middleman," said the company, "they'll have to come to me for their ice cream." Electropure News.

Be Your Own Trouble Fixer



Keep a copy handy of

Audel's Automobile Guide

and you will be able to promptly locate the source of trouble. The answers also tell you how to fix it. A single home repair may be worth many times the price of this book.

PRICE

\$1.50

Sent Postpaid on Receipt of Remittance

The Olsen Publishing Co.

Fifth and Cherry Sts.

Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



A. E. DIXON,
Fayetteville, N. C.
"Uniform Ice Cream Law in
Southern States."



PROF. A. C. BAER,
Stillwater, Okla.
"Progress of Southern Ice Cream
Industry."



D. W. C. YARBROUGH,
Birmingham.
"Is a Charge Account on Empty
Containers Practicable?"



L. A. CORNING,
Hamlet, N. C.
"Express Rates."

Some
of the
Speakers
on the
Southern
Convention
Program



HARRY A. CUSCADEN,
Louisville.
"What's Dumber Than a Dumb
Bell."

INVITATION FROM HOT SPRINGS TO SOUTH- ERN ICE CREAM MANUFACTURERS.

(Continued from page 32)

the valleys in a most picturesque way. Central Avenue, the main thoroughfare, is so narrow at one point there is room only for a single row of buildings on each side. The very heart of the city is flanked on the west by Hot Springs Mountain with its 46 thermal springs, from which flow one million gallons of radio-active waters daily. At the summit of this mountain, an observation tower offers a magnificent view of the surrounding valleys. The mountain drive-ways and can be seen winding in gradual ascent in all directions. "Bath House Row," shadowed by its magnificent grove of magnolias, is made up of bathing palaces of exquisite architectural beauty.

Hot Springs, aside from its accessibility, convenient climatic advantages and scenic inducements, is interesting because it was set aside in 1832 by the

United States Government as the nation's health resort and playground for the people of the nation for all time.

The resort is also interesting because of its rich legendary background which has to do with the Indians, great explorers and with Ponce de Leon in his famous search for the "Fountain of Youth."



MINNESOTA SHORT COURSES

The University of Minnesota, University Farm, Minn., has announced dairy short courses for 1923-1924. The ice cream course began November 19 and continued for two weeks. This was followed by the milk plant course, and the six weeks' beginners' course will open December 31. The cheese plant course begins February 11.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Manufacturers of Pacific States to Meet in Canada

(Continued from page 40)

Vancouver is the western terminus of the Canadian Pacific, Canadian National, Great Northern and Northern Pacific Railways. The Chicago, Milwaukee and St. Paul, the Union Pacific, the Kettle Valley, Fraser Valley and Pacific Great Eastern Railways operate here. The city is served by 39 steamship lines which give connection

The city controls its water system and draws a supply from glacier-fed streams. The present daily supply is 20,000,000 gallons, with an additional 24,000,000 in the city reservoirs, and a total available of 50,000,000 gallons.

Industries of the Vancouver district number approximately 543 and include lumbering, mining, fishing,



Downtown in Vancouver.

with the Orient, Hawaii, Australia, New Zealand, and with all domestic, Pacific coast and Puget Sound ports; monthly sailings to and from Europe via the Suez and Panama Canals; is the natural western outlet for produce of the prairie provinces.

Greater Vancouver's harbors are three, with some 80 miles of water frontage and 40 miles of anchorage. Burrard Inlet, Vancouver's main harbor, is one of the first three natural harbors in the world. False Creek, in the heart of the city, is an anchorage for smaller craft, and has docks for many industrial concerns. The Fraser River provides frontage many miles in extent with all the security and other advantages of a fresh-water harbor. Civic owned sites for factories on False Creek are provided on long leases at low rentals.

Shipping facilities are excellent. Three of the trans-continental railways have large wharves, and the Dominion government has built one of the best equipped wharves on the Pacific Coast at a cost of \$1,500,000, and a grain elevator costing \$700,000 with a capacity of 1,250,000 bushels. Plans are under way for the increasing of the facilities at the elevator and also for the construction of a new one. Two piers are being built, the C. P. R. pier, to cost \$2,000,000, and the Ballantyne, \$5,000,000.



Convention Headquarters.

building, flour milling, sugar refining, knitting, printing and publishing, food products, paper and pulp, clothing and wholesales.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



G. A. MEYER,
Stuttgart,
Secretary.



R. L. HARGROVE,
Texarkana,
Vice-President.



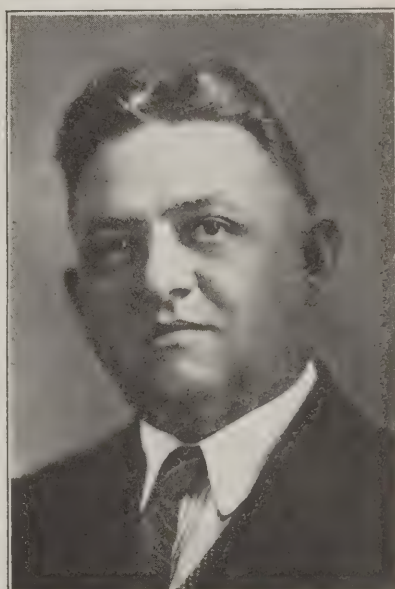
E. A. WATSON,
Little Rock,
President.



WILL TERRY,
Little Rock,
Director.

Officers and
Directors
Arkansas
Ice Cream
Manufacturers
Association
Who Meet in
Convention at
Little Rock
December 3

Below some of
the Iowa Leaders
Preparing for
Their Convention



CHAS. HOOBERRY,
Pine Bluff, Ark.,
Director.



A. B. SIDWELL,
Director Iowa Association.



P. W. CROWLEY,
Secretary Iowa Association.



C. B. MADISON,
Director Iowa Association.

Trade Marks Department

Conducted by National Trade Mark Co.,
Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers, The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

SER. No. 159,580. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Hanselman Candy Company, Kalamazoo, Mich. Filed Feb. 20, 1922.

FROZEN JOY

Particular description of goods.—Ice Cream.
Claims use since Dec. 10, 1921.

* * *

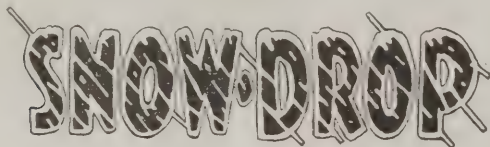
SER. NO. 164,760. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Ice Poles, Inc., Boston, Mass. Filed June 1, 1922.



Particular description of goods.—Ice Confections.
Claims use since May 15, 1922.

* * *

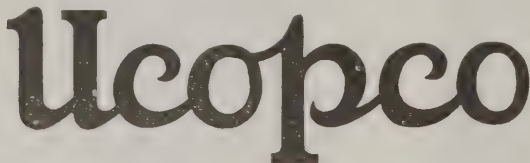
SER. NO. 180,579. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Bittersweet Products Corporation, Yonkers, N. Y. Filed May 14, 1923.



Particular description of goods.—Ice Cream
Claims use since January, 1921.

* * *

SER. NO. 182,189. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) United Chemical and Organic Products Co., Chicago, Ill. Filed June 18, 1923.



Particular description of goods.—Gelatin
Claims use since August, 1918.



NEED ANY HELP?

If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

ICE CREAM IN NEW JERSEY

New Jersey sanitary inspections have been made of the establishments where ice cream is made in this state as well as those establishments from which ice cream is shipped into New Jersey. The results of the examinations made of samples of ice cream show that ice cream as sold in this state generally complies with the present standard of 8 per cent milk fats and of 6 per cent milk fats when the ingredients include fruit, nuts and eggs. Examinations were also made to detect the presence of fats other than milk fats; but no adulteration of this character was discovered.

From the results of this work the conclusion is drawn that the minimum standard of milk fats which shall be present in ice cream as fixed by the law is too low. Ice cream should be the frozen product made from cream with the addition of other milk products or eggs and flavoring materials, and should have the general characteristics of a product made from cream. Certain ice cream manufacturers have realized that there would be a demand for a product which contained a higher percentage of milk fats than that specified by the law. These manufacturers have prepared and sold ice cream which have been found to average at least 10 per cent of milk fats. A few manufacturers of ice cream do not use gelatine, vegetable gums or other fillers, but use only milk products, sugar, certified colors and flavoring substances. While a section of the ice cream law permits the use of gelatine and vegetable gums in ice cream, it has been demonstrated that ice cream may be made and distributed on a commercial scale without the use of these fillers and stiffening agents.

On the other hand there are a group of manufacturers who attempt to prepare ice cream which barely complies with the legal standard for milk fats. When a low grade of product is prepared there is a tendency to use a considerable quantity of fillers or stiffening agents in order to imitate the characteristics of a product rich in milk fats and solids.

The public appreciates the importance of the pasteurization of milk in order to protect the consumer from the possibility of the transmission of disease through this food. It is equally important that cream and milk products which are used in ice cream, be pasteurized to afford the same protection. While a large percentage of the milk and cream used in ice cream is pasteurized, a considerable quantity is prepared from raw dairy products and sold in this state. The Bureau recommends the use of pasteurized cream and milk products in the preparation of ice cream.—New Jersey Public Health News.



INDIANA PLANT ENLARGES

The Huber Ice Cream Company, New Albany, Indiana, according to announcement, is making preparation for extensive enlargements of its facilities at its plant, East Market and Fourth Streets, to meet increasing business. The capital stock of the company has been considerably increased. New machinery will shortly be installed to manufacture new ice cream products.

Announcement was also made by Ernest C. Huber that William B. Gallemore and Ernest Denk, Seymour, Indiana, have acquired an interest in the company. They are men of many years' experience in the ice cream industry and have built up a large business at Seymour. Mr. Gallemore is owner of the Seymour Ice Cream Company and Mr. Denk is manager.

Officers of the company are William B. Gallemore, president; Ernest Denk, vice-president, and Ernest Huber, secretary.



N. W. BETTS,
Richmond,
Myles Salt Co.



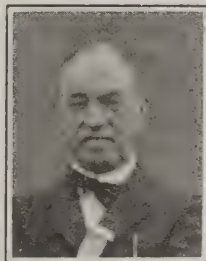
PAUL C. MOJONNIER,
Chicago,
Mojonnier Bros.



R. C. MARINE,
Atlanta,
Bessire & Co.



E. B. TAYLOR,
Atlanta,
Bessire & Co.



LOUIS OCHS,
Myles Salt,
New Orleans.



FRANK E. MULKEY,
Hershey Co.,
Chicago.



R. S. JENNINGS,
Atlanta,
Creamery Package Co.

More Dixie Flyers
to be seen
at Little Rock this
Month



DAN HICKEY,
New Orleans,
Myles Salt Co.



SAM LANDAU,
Baltimore,
Sealright Co.



FRANK LOHR,
Grand Rapids,
Grand Rapids Cabinet Co.

IOWANS READY FOR CONVENTION.

(Continued from page 34)

is fast forging to the front in dairying providing much sweet cream to ice cream manufacturers over the state, besides producing over a million and a half pounds of butter.



Home of the Convention's Host, E. B. Higley Co.

Mason City is the home of E. B. Higley & Company, one of the largest ice cream and butter manufacturing concerns of Iowa. Their Luxus brand of ice cream is



Convention Headquarters.

foremost in this part of the state. They will be hosts to the convention on Monday, the first night of the meeting, at a smoker to be held at the Chamber of Commerce.



CO-OPERATIVE ADVERTISING DISCUSSED BY NEW ENGLAND ASSOCIATION.

The November meeting of the New England Association of Ice Cream Manufacturers was held at the American House in Boston at one o'clock on November 14 with 48 present at lunch. President Slingerland announced the following new members:

Active, Richmond Co-operative Ass'n., Inc., Richmond, Va.

Associate, Jennison-Huston Co., Inc., flavorings, fruits and syrups, Boston, Mass. National Paint & Varnish Co., Cleveland, Ohio.

N. E. Representative, A. G. Archer, 37 Taylor Ave., Paints and Varnishes, S. Norwalk, Conn.

The president read the report of John Semon, New England director of the national association. Mr. Shanessy discussed the registration of ice cream packages.

It was felt that it might be a good thing to see if could get a law for registration. Mr. Sutton in introducing D. E. Little and his advertising proposition said that Mr. Little had done several pieces of work for him successfully.

Mr. Little proposed a method of raising money for ice cream advertising as follows: He would employ men to go to ice cream retailers and solicit funds toward a co-operative ice cream advertising campaign on the basis of increasing their business and on the basis of the manufacturer being willing to co-operate on the work to the extent of matching whatever money was subscribed by the retailers. The work of collecting money from the retailer would be paid for on the basis of 15 per cent.

All money could be handled through the association office as a special advertising fund and as the money was subscribed by the retailers the accounts with the names of retailers and amounts would be sent to the manufacturers and the manufacturers would match it by sending a check to the association office.

The secretary suggested that this should be handled not in the name of the association but in the name of the industry in the city where the work was taken up. By doing this it would allow collection of money from non-members of the association and also those who make their own ice cream.

He stated that from his experience in handling milk advertising he felt that it would be advisable to have a large contributors' committee composed of a representative from each of the manufacturers and that each manufacturer choose one of his retailers to act with him on the committee. In turn, the large committee would elect a small one to work out details, budgets, and present to the large committee for approval.

It was brought out in the discussion that if the retailer actually put money into this advertising campaign he would handle the advertising of the manufacturer with a little more respect on account of the money cost. There would be built up between the retailer and the manufacturers a mutual interest in the selling of ice cream and each would be backing the other to increase sales.

On the question as to the amounts of money that could be raised from this campaign collectively, Mr. Little said between \$90,000 and \$100,000. He felt that they could probably collect an average of \$10 per retailer. He stated that he would like to go further into this investigation and try it out. He also said that he had experience in collections of this kind with the small restaurant people. He stated that should he go out and find out that he could not collect there would be no expense to the ice cream trade whatever. If it worked in Boston it could be worked in other cities.

The result of the discussion was a very favorable impression. Mr. Little is to go ahead and see what can be done with the individual manufacturers.

President Slingerland appointed the following committee for program and entertainment for the annual meeting in January: G. W. Kenison, chairman, W. P. Sutton, T. S. Shanessy, T. P. Grant and W. R. Robertson; H. B. Slingerland and W. P. B. Lockwood being ex-officio members.

Discussions relative to the things brought out at the national convention in Cleveland centered around a mechanical refrigerating ice cream cabinet.

It was decided that the December meeting which is open only to active members should be held in Worcester at the Hotel Warren on December 19.

W. P. B. LOCKWOOD, Secretary

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

KARL B. MORY LEAVES WISCONSIN FOR NEW YORK CONNECTION.

ends in the ice cream industry of Karl B. Mory, several years with the Mory Ice Cream Co., Appleton, Wis., will be surprised to know that he has given up his connection with the Wisconsin plant and now is connected with the Rochester Ice Cream Co., Rochester, N. Y. He also resigned his post as a secretary of the Wisconsin State Association of Ice Cream Manufacturers, which he had held for several years. Mr. Mory was for a long time identified with organization work in the ice cream industry.



KARL B. MORY.

He will not be on hand for the 1924 convention.



POODLE DOG ASSOCIATION

President, J. E. ENRIGHT,
717 Railway Exch., Chicago.
Secretary, A. G. ROSE,
Rose Spec. Co., Des Moines, Ia.

POODLE DOGS ASSURE LIVELY CONVENTION FOR IOWANS

The Poodle Dogs are planning a bigger and better than ever this year at the convention at Mason. We have, through the untiring efforts of our entertainment committee, been fortunate in securing some good talent for the banquet night. I would like to not only all the old Poodle Dogs present, but a large number of new ones this year. We want to put over something big for Mr. Wilcox's home city so let us all shout and bark once more for the Association of Ice Cream Manufacturers of Iowa.

Yours truly,
J. E. ENRIGHT,
President.



IOWA PLANT EXPANDING

Foundation has been laid for the new building of the Mory Ice Cream Co., Charles City, Ia., according to latest announcement. Plans are drawn for a modern plant and ice cream plant. It will be constructed of brick and tile, 60 by 120 feet. Officials expect the construction to be completed the first of the year. Capacity will be increased to 75,000 gallons annually, besides the increase of wholesale milk and cream, they say.



Anyone who studies the advertisements in this paper will not have to be told that it is a profitable habit. He gets the profits daily.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Ice Making and Refrigerating Machinery

A self-contained unit built in capacities up to Four Tons Refrigeration.

Bulletin No. 29-R describing this and larger size equipments will be promptly forwarded on request.

The Vilter Manufacturing Company
Established 1867
889 Clinton Street Milwaukee, Wis.

"Standard of Quality"

CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

These brands are recognized by the leading Confectioners from Coast to Coast

Samples and Quotations upon Request

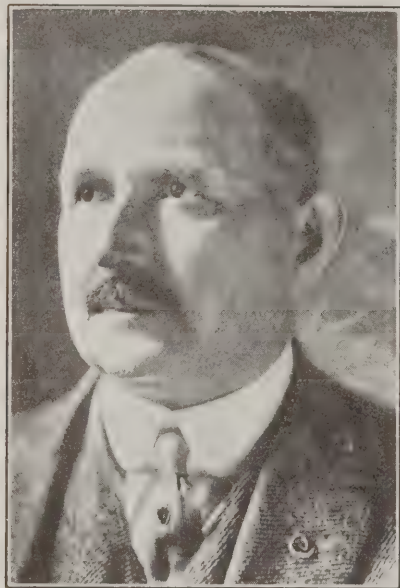
The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES

The Ice Cream Manufacturer and the Food Director

By JAMES FOUST*

I ALWAYS hail with satisfaction an opportunity to address the members of the Association of Ice Cream Manufacturers of Pennsylvania. I find in your association an agency that has done much to accomplish the objects which the bureau of foods is commissioned by the people to secure.

Ice cream laws are of comparatively recent origin. It is only fourteen years since the passage by the legislature of Pennsylvania of the first ice cream act.



JAMES FOUST.

The growing necessity for such laws is to be found in the changing social conditions of our people. Fifty years ago there were no ice cream laws because none was needed. Fifty years ago the people of our country produced in their immediate neighborhood food products, such as milk, cream and ice cream. The transportation of milk and milk products from long distances, with the problems of preservation and protection incident thereto, did not

exist. The large ice cream factory was comparatively unknown. Many of the milk products on the market today were not in existence. Fifty years ago ice cream was a luxury, eaten largely in the homes of the rich, but today it is essential to the meal, whether it be in the homes of the poor or the banquet halls of the rich, it is a part of our everyday diet. We did not then reach forth to every clime and country for the supply of our tables. As our method of living has become more and more artificial and farther and farther removed from

* Director, Bureau of Foods, Pennsylvania Department of Agriculture. Address before the Association of Ice Cream Manufacturers of Pennsylvania, at their seventeenth annual convention in Altoona, Penna., November 14, 1923.

the simplicity of our fathers, the danger of contamination and opportunity for adulteration of our food, including milk, cream and ice cream, has become greater and greater. In these increasing opportunities for adulteration and dangers of contamination are to be found the reasons for the increasing stringency of our laws.

Adulteration of food products are of two kinds: conscious and inadvertent. The one springs from deliberate purpose. The other is usually the product of carelessness. One is just as dangerous as the other. Our laws are intended to reach both.

The whole range of governmental activity presents no agencies more important to the welfare of the people throughout the commonwealth, than those which are guarding the milk, cream and ice cream supply. For milk products cannot be secured by good laws alone. Back of the laws must be the officer or officers commissioned to enforce such laws. Back of such officers must be an enlightened public sentiment sustaining such officers and holding up the hands of such officers; a public opinion that will consistently and persistently stand for the public welfare; courts that will construe such laws so as to fully and effectively accomplish the purpose of their enactment; and last, but by no means least, such organizations as the ice cream manufacturers of Pennsylvania—fair minded, intelligent and law abiding—sacrificing selfish consideration for the welfare of the public.

Great Progress in Pennsylvania.

I am glad to be able today to report great progress in the contest for the purity of the Pennsylvania ice cream supply. The official chemists have only found two samples of ice cream unlawful during the past year, to November first.

The first ice cream act was approved March 24, 1909. The last legislature passed a new law to take its place approved March 20, 1923. The new law is more comprehensive than the old law. I desire to quote three important provisions of the new law:

"If it contains any fats, oils or paraffine, other than those specified, added to, or blended, or compounded, with it: Provided, however, That chocolate ice cream and the coating of ice cream may contain cocoa butter.

"If a product is manufactured, which is an imitation or substitute for ice cream, and is offered for sale under a coined or trade name.

"If it is offered for sale from any container, comparable to a can, box, or cabinet, which contains any article other than ice cream.

In brief, the present law prohibits the use of chemicals and doubtful substances that can be injurious to the well-being of the consumer. Cream and its products, together with sugar and flavors, will be found to be the principal ingredients used in the manufacture of ice cream. This law was vigorously advocated by the ice cream manufacturers of Pennsylvania who are anxious to inject strict cleanliness and wholesomeness into the ice cream industry as is the State Department of Agriculture. I am under obligations to—and desire to express my sincere appreciation to E. E. Riecky, President, J. W. Neuman, your Secretary, W. E. Hall, and Thomas Hall of your board of directors for their co-operation and assistance in drafting the provisions of the law above referred to. It went through the legislature and was approved by the governor without changing a single word.

(Continued on next page)

Know Your Industry

READ...

The Dairy World

A Journal for the Dairy Industry

The subscription price is only one dollar per year. Sample copy mailed anywhere on request. Send for it NOW—FREE.

The Dairy World

608 S. Dearborn Street

Chicago, Ill., U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ice Cream Industry Indispensable.

The ice cream industry, with other industries, was one of the requirements of modern social life, but in the economy of society, you are now indispensable—just as much so as the telephone, telegraph, fast freight and express, modern postal facilities, rapid transportation, and all of the other necessities of modern life. You are, in fact, part of the pushing, throbbing, vital force of modern business. Your occupation is to make business, to get business, and do business. Part of the activity in the modern business world is due to the force which is added to business by the organized ice cream manufacturers of our country.

Desire to center your attention on the subject of sanitation in handling ice cream as it relates to the requirements of modern life. It is a common saying that "cleanliness is next to godliness." A famous scientist expressed a similar idea when he said, "Soap is the measure of civilization."

The American people have always been proud of the cleanliness of their homes. Today they are thinking a great deal about sanitation, and especially about sanitation in the production and handling of milk, cream and ice cream. Women's clubs all over the land are constantly discussing the subject and demanding a betterment of conditions, and every day the newspapers and magazines devote columns to it. Our laws reflect the condition of public demand, and state after state are enacting sweeping sanitary laws in response to it. Pennsylvania has no sanitary laws with reference to the manufacture and distribution of food products, except non-alcoholic drinks. When the buyer thinks about a trade condition, the wise manufacturer and seller will try to think and act ahead of him.

Cannot close without saying a word regarding your president, Robert Crane, of his value to your association, and of the loss we have all suffered by his death. His chair is vacant, his presence missed.



TO TAKE MANUFACTURING CENSUS

The Bureau of the Census will take a census of manufactures covering the calendar year 1923, it was announced November 15 by N. Loewenstein, secretary of the National Association of Ice Cream Manufacturers. The work is done in compliance with the Act of Congress approved March 3, 1919, and the schedules have been prepared after conference with associations, and are of interest in the various industries.

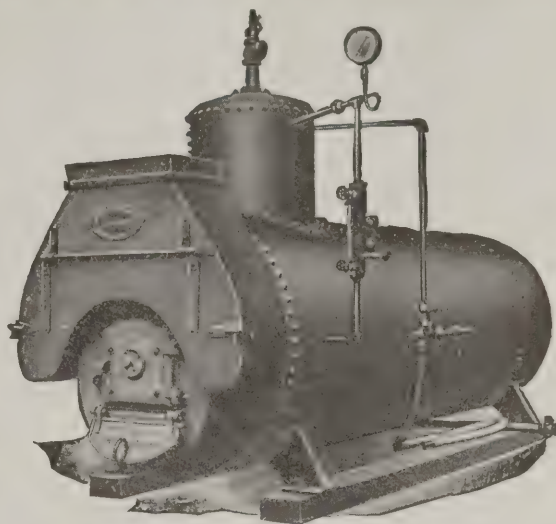
"These schedules," says Mr. Loewenstein, "will be made during the first week of January, and the members of our associations and all others engaged in the industry are urged to make the reports promptly, as the Bureau has agreed to tabulate the data as rapidly as the reports are received and to publish the tables within a few days after the receipt of the last report."

The bureau has been co-operating very closely with the industry and desires to be of service to us. It is important that the reports be made by mail, otherwise the government will be put to the expense of sending a special agent to the various establishments. It is hoped that our membership at least will co-operate and make reports promptly."



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.



Before buying a boiler do not fail to investigate the superior merits of the famous

Leffel Scotch Marine Boilers

built by this company for over 40 years in a variety of sizes from 6 H. P. to 100 H. P., and to meet all requirements of the different State Boiler Laws. This boiler is confidently offered as meeting in fullest measure and most satisfactory manner every requirement of the trade, as amply proven by the large number of pleased customers using them for many years.

Complete catalog with information of interest and value on request.

The James Leffel & Company

Box 328,

SPRINGFIELD, OHIO

NEW REDUCED PRICES

FAMOUS BRAND Tutti-Frutti

A solid pack of assorted fruits and flavored. Ready for use, and will make brick or bulk Ice Cream that's a winner.

Packed		Per Gal.
5 Gal. Kegs	- -	3.40
10 Gal. Kegs	- -	3.30
30 Gal. ½ Barrels	- -	3.15
50 Gal. Barrels	- -	3.00

A trial order now will convince you that we are the people that put out the TUTTI FRUTTI.

Vanillas and True Fruit Extracts

DOWNEY-TURNQUIST & CO.

MANUFACTURING CHEMISTS AND IMPORTERS

Flavoring Extracts, Emulsions and Colors

27 W. ILLINOIS ST.

CHICAGO,

ILLINOIS

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

A NEW ICELESS ICE CREAM CABINET

By N. C. Tompkins

In America, both in the United States and Canada, ice cream is truly a national confection. In all other countries of the world, however, ice cream is a luxury—obtainable only by the very rich. Much of the popularity of this great dish has been due to the fact that it can be had at almost every corner store and to its comparatively low cost.

But ice cream is a very perishable product and in order to be tasteful, it must be well frozen. To keep it so, requires constant refrigeration and the common method of sup-



plying this refrigeration by means of salt and ice has been far from satisfactory. The daily icing of the cabinets causes slop and muss about the store and considerable inconvenience. Furthermore, it is difficult with the ice method to keep the ice cream at the proper degree of coldness to be at its best.

In the majority of the cases, the ice cream manufacturer has performed this service without charge or at a low cost. Great wagons or trucks, loaded with salt and ice are necessary to daily visit each dealer and repack the ice cream. Naturally this entails considerable expense and extra labor.

One of the largest manufacturers of ice cream and refrigeration machinery, however, has lately perfected a small refrigeration machine in various sizes, ranging from $\frac{1}{4}$ to $1\frac{1}{2}$ tons in capacity which can be connected to an ice cream cabinet and it will automatically keep the ice cream at constant desired temperature day and night. The machine will operate day in and day out without attention.

At one stroke it eliminates much of the grief connected with the distribution of ice cream. The dealer is no longer bothered with the daily visits of the service truck to repack his cream and the muss and slop which is the usual aftermath of such visits is avoided. On the other hand, the ice cream manufacturer eliminates the daily expense of salt and ice as well as the labor cost and cost of operating the wagon or truck. Furthermore, since the ice cream will always be uniform in texture and coldness and hence be served at its best, it will be a better advertisement for the manufacturer and dealer and the customer will undoubtedly consume more of it.

The operating mechanism is in one compact unit. No concrete foundations or other arrangements are necessary. Furthermore, it can be moved from one store or location to another, should this be necessary.

It is equipped with an automatic thermostatic control which starts or stops the machine whenever necessary to maintain the desired temperature.

The compressor is a 2 cylinder enclosed type. A dependable self-oiling splash system of lubrication is used. The

entire outfit is constructed throughout of the semi-steel tool steel.

The system is especially designed for the use of anhydrous ammonia as the refrigerating agent. This has proved most practical and satisfactory for general use as it is dependable, safe and obtainable everywhere.

The machine is operated by a $\frac{1}{2}$ H. P., 1200 R. P. M. electric motor connected to compressor by belt.

In addition to the $\frac{1}{4}$ ton outfits, the CP self contained refrigerating machines are built in capacities of $\frac{1}{2}$, $1\frac{1}{2}$ and 3 tons. They can be set up and in operation in short time after delivered, as they are completely assembled at the factory.

By mentioning this publication, The Creamery Package Mfg. Co., 61 W. Kinzie St., Chicago, will send a descriptive folder upon request.

* * *

NEW PLANT FOR HORINE & BOWEY.

Officials of the Horine & Bowey Co., Chicago, announce that work on their new building is going forward and they expect it to be completed by January 1. This will increase that company more than 15,000 feet of space additional.



New Building of Horine & Bowey Co.

the manufacture of the Bowey brand flavoring extracts, colors, bulk fruits, etc.

The company a few months ago passed its twenty-fifth anniversary. Officials say business has been exceptionally good the past year. They "are looking forward to big things" for next year. Charles F. Bowey is president and treasurer of the company, G. F. Bowey is vice-president and C. D. Craig is secretary. The present place of business is at 401-403 Superior St., Chicago, Ill. Among its products are flavoring extracts, food colors, concentrates, cream fruits, fruit syrups and burnt sugar color.

* * *

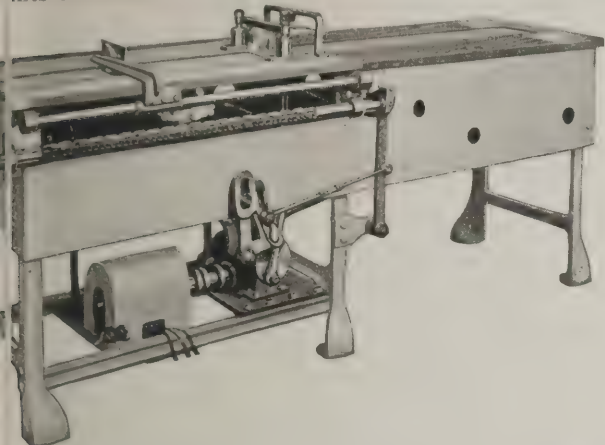
A NEW DEPARTURE IN BRICK CUTTERS.

A new ice cream brick cutting machine has just been placed on the market which is so different in principle that it deserves consideration by the entire trade, officials of the Cherry-Basset-Winner Co. believe.

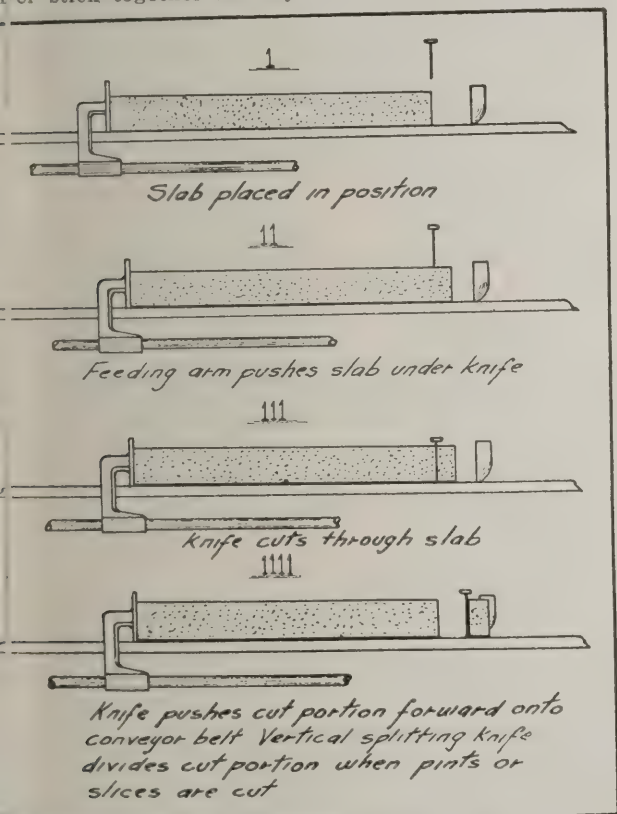
This new machine, called the Kleen-Kutter, is so designed that it avoids all back strokes through the ice cream

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

cutting surfaces, officials say. Thus frosted blades; rough surfaces caused by the cream clinging to the and the necessity for guards bearing on the top of cream slab, are all done away with, we are told. Slices or pints are to be cut, this knife functions after



quart knife has made its cut, and not at the same This feature eliminates the possibility of clogging on ives. Further accomplishment claimed for the Kleen-Kutter, g from its peculiar design, is that the big knife after r its cut, pushes the cut-off portion of cream forward he conveyor belt, before swinging back into position other cut. By this provision the slices of ice cream ver stick together as they must move along the con-



spaced apart. The diagram explains this action. Besides these particular features of this new machine, quipped with an automatic feed which is adjustable to es of cuts and which requires no scale boards or other lrsome fixtures.

le machine is motor driven, and appears to be esey well built from a mechanical viewpoint. The comays that inasmuch as this machine will be sold at a ate price, well under a thousand dollars, it is almost ei that a big market awaits it. Further particulars e obtained from the patentees and manufacturers, Bassett-Winner Co., 1918 Market St., Philadelphia,

Manufacturas de Corcho, Palafrugell, Spain, have now eted their new plant, which will have a monthly capacity 200,000 sq. ft. board measure of Non-Plus-Ultra pure

(Continued on page 141)

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news regarding this subject :-:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
New York City

Room 555

Phone 3688

Manufacturers and Sales Agents for

**ICE CREAM EQUIPMENT
AND SUPPLIES**

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS

Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice

Will Your Maple Flavor
Score Forty?
Percent?

TRY

Elpam



G. W. Wardrop Company, Inc.

BOSTON

450 Broadway

MASS.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

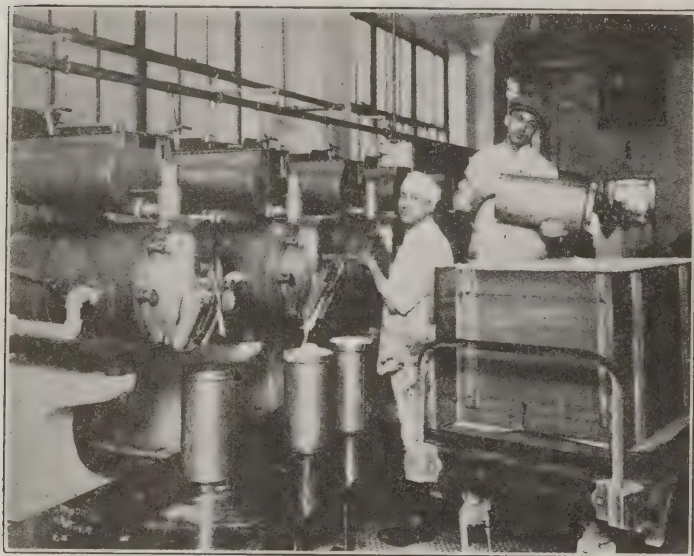
Greatest Ice Cream Brick

At the ball, the Danse Diable, given at Cleveland October 25 by the Association of Ice Cream Supply Men in honor of the industry and to which all ice cream manufacturers and their families and friends were invited, the largest single brick of ice cream ever made, displayed and served anywhere in the world was the center of a unique and interesting demonstration.

The brick was drawn to the center of the large dance

inscribed in the ice cream on the top of the brick, were approximately 3,500 ordinary individual servings in the brick.

The seven ice cream manufacturing companies of Cleveland combined in manufacturing the huge brick. One expert ice cream maker from each of the plants superintended the actual mixing and freezing. Each company furnished a part of the mix. The



In the Manufacturing Process.

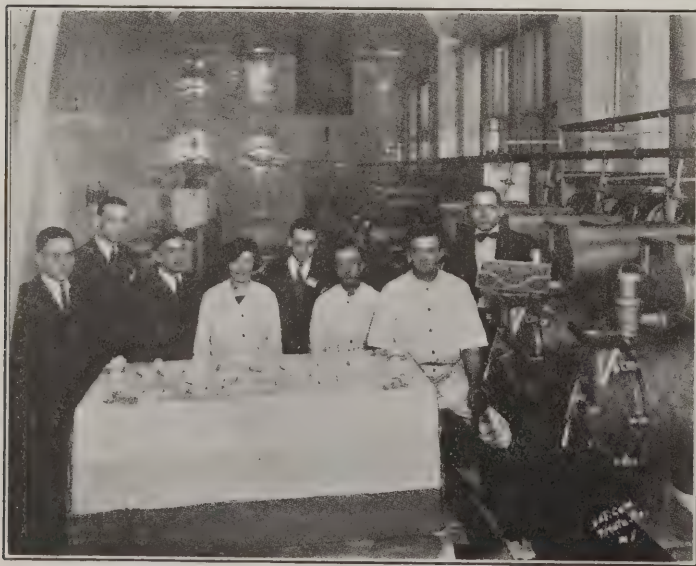
floor of the Cleveland Masonic Temple by twelve men attired as imps. They were preceded by a ballet of girls, also in imp costumes. There was a procession around the ball room and the huge confection was placed at one end of the hall and the imps served it to the estimated crowd of more than 3,000 that were present.

Hundreds of guests asked, "How large is the brick?" "How many servings are in it?" "Who made it?"

The brick contained 168 gallons of ice cream. It was 57 inches long, 32 inches wide and 27 inches high.

The bottom layer was chocolate, the middle strawberry, the top vanilla.

"Welcome, National Ice Cream Manufacturers" was



The Finished Product.



Giving the Public a View of World's Largest Brick.

Ice Cream Company's plant was chosen for the freezing. The representatives of the seven plants were on the scene for seven days preceding the evening of the ball.

In lifting the brick ten men were required.



MISSISSIPPI FORMING CONVENTION PLANS

With their convention nearly several weeks in the future, officials of the Mississippi Ice Cream Manufacturers last month were earnestly at work in preparations for the annual meeting to be held at Laurel, Mississippi, on January 8 and 9. These dates were selected at a conference of officials at Cleveland, and they now have plans in the way for their usual lively convention.

Hotel Pinehurst will be convention headquarters. Secretary N. D. Brookshire of Meridian, expects to announce the program in the next issue of The Ice Cream Review. President S. N. Sutton of Vicksburg, has asked upon the membership to make ready to attend. The convention will be pushed more vigorously after the Southern convention. The Mississippians always make a good showing at the Southern convention, and the president expects to lead a large delegation to Little Rock.



A TAKING GIRL.

She took my hand in shady nooks,
She took my candy and my books.
She also took that lustrous fur,
She took the gloves I bought for her.
She took my words of love and care,
She took my flowers, rich and rare.
She took my time for quite a while,
And in return gave me a smile.
She took my kisses, maid so shy,
She took, I must confess, my eye,
She took everything that I would buy,
And then she took another guy.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



S. N. SUTTON,
Vicksburg, Miss.,
Former Director.



N. D. BROOKSHIRE,
Meridian, Miss.,
Director.



GEORGE L. H. WHITE,
Raleigh, N. C.,
Director.



FRED SCANLIN,
Atlanta,
National Convention Delegate.

More Directors
and
Other Notables
Southern Association
of
Ice Cream
Manufacturers
Ready ^{for} the Convention
at
Little Rock
December 4, 5 and 6



W. M. SIDEBOTTOM,
Nashville,
Past President.



A. M. THORNTON,
Monroe, La.,
Past President.



JOHN SANCKEN,
Former Director.



W. W. CAMPBELL,
Shreveport, La.,
Past President.

PREPARING FOR MICHIGAN SHOW

The fifth annual meeting and show of the Michigan Allied Dairy Association will be held at the Armory Building, Kalamazoo, Michigan during the week of February 4, 1924.

The diagrams and contracts for space in the exhibit hall will soon be mailed out to our members.

Do not fail to attend to matter of space reservations promptly upon receipt of these plans and contracts.

In your contract for space will be included your annual dues to our association which also includes associate membership in all of the other units as follows:

Michigan Association of Creamery Owners and Managers.

Michigan Association of Ice Cream Manufacturers.

Michigan Milk Producers Association.

Michigan State Farm Bureau.

Last year all space was taken and some late comers could not be accommodated.

The management is in the hands of the Michigan Allied Dairy Association—R. F. Frary, Lapeer, Mich., secretary, to whom all space should be addressed.

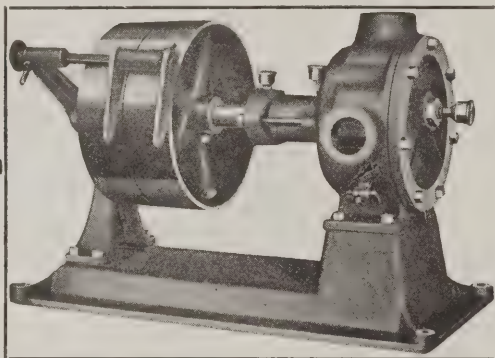
The Michigan Dairy Boosters are actively represented on the following committees:

General show, floor, banquet, and advertising.

Shipping instructions will be sent out by the secretary with the space and contract notices.

It is expected that booth spaces will be ready for set up early Monday morning, Feb. 4th, so that exhibitors can start placing exhibits.

Transportation Committee—Bechtel, Farry, Francke, and Near will look after prompt deliveries of shipments to the armory for spaces.



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

All exhibits should be fully placed by noon Tuesday, February 5th.

In addition to the annual banquet at the Masonic Temple and the general and unit meetings under the direction of the Michigan Allied Dairy Association, the Michigan Dairy Boosters will offer a considerable program on their own account.

The program as tentatively arranged is as follows:

Tuesday, February 5th P. M.—Exhibitors opening session at the armory.

Orchestra will render a musical program.

Wednesday, February 6th—Armory open 8 to 6 P. M. Musical program in the afternoon.

The general opening session will be held in the afternoon—program to be announced later.

In the evening at 6.30 P. M. the annual banquet will be held at the Masonic Temple.

Following the banquet the general M. A. D. Association business session will be held in the banquet room.

Thursday, February 7th—Exhibit Hall open 8 to 9 P. M.

Orchestra, smoker and entertainment. Plan for afternoon at Exhibit Hall from 6 to 9 P. M.

The morning will be devoted to exhibitors session and butter scoring contest at the armory.

General Association meeting in the afternoon sessions in the afternoon and evening.

At 9 P. M. the Boosters will give a free dance at the Masonic Temple to all members. Admission by ballot.

Friday, February 8th—Armory exhibits open 8 to 12 noon.

Unit sessions.

This will officially close the meeting.

After 12 P. M. exhibitors will begin removal of exhibits.

The Boosters will hold only one general meeting together with banquet at the Hotel Columbia, Monday evening, February 4th for members only.

All Booster members are expected to be present.

Don't fail to attend to your reservations, but protect your own interest and to assist your officers in making this a real success.

C. J. W. SMITH, Secretary

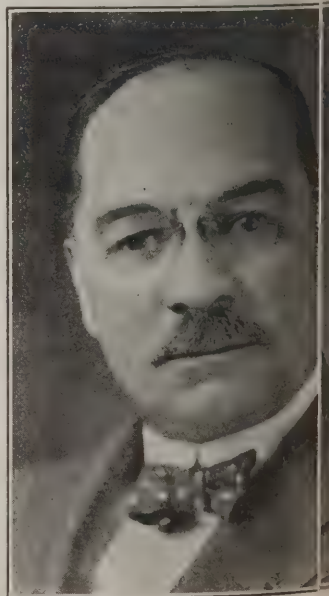


BURNS JOINS ATLANTIC STAMPING CO.

W. H. Burn, vice president and secretary of Sturges Burn Manufacturing Co., and later vice president of Sturges Manufacturing Co., has associated himself with the Atlantic Stamping Company, Rochester, N. Y.

Mr. Burn probably is one of the oldest and best known milk can men in the country; not only from a manufacturing but from a selling standpoint. He has a wide circle of friends and acquaintances.

The Atlantic Stamping Company are to be congratulated in having one so well qualified as Mr. Burn to head the dairy division of their company, which besides the many dairy specialties already made by the company will embrace a complete line of milk and ice cream cans.



FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
We warn the trade against worthless imitations having similar sounding
names claiming to be "the same as *Vanoleum.*"



Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.

NOTES OF THE TRADE.

(Continued from page 137)

lard, according to announcement. This is triple the
of their former plant. Adequately to take care of
increased volume, the Cork Import Corporation was or-
d, with large financial resources, we are told to take
the sale of Non-Plus-Ultra Corkboard heretofore handled
J. Junius H. Stone Corp. It will be the policy of the
Cork Import Corporation, 345-349 West 40th St. New York,
very two million square feet of corkboard in their New
warehouse at all times to insure prompt deliveries, ac-
ing to officials.

Junius H. Stone will give his entire time and attention
r sales end of this new concern. The Junius H. Stone
will continue to manufacture and sell Rubbercork plas-
tulation for corkboard and piping, sectional cork pipe
ing for cold pipes, and Rubberstone floor covering, offi-
ay. Members of that organization believe no other
has contributed so much to the cold storage insulation
ss as has Mr. Stone. In 1892 the firm of Stone & Dur-
which Mr. Stone was the senior member, began pro-
solid cork blocks from loose granulated cork and heat,
ut the use of a foreign binder, so that Mr. Stone can
dited with producing the first commercial sheet of cork-
in this country, they say, adding that he has been re-
ble for a large percentage of the improvements made
hat date.

* * *

The Mojonner Bros. Co., Chicago, has moved into its
aylight factory, at 4601-21 W. Ohio St. With greater
pace and additional equipment officials say, the com-
s in better position than ever to give prompt and effi-
service. They have issued a card thanking their cus-
s for past patronage.

* * *

B. Mackay, general manager of the John J. Grothe Co.,
rn, Mass., spent a period of about twelve days on a
ig trip in the White Mountains in November. He re-
having brought down a nice deer.

At the Polo Grounds, the famous base-ball grounds in
New York, there is a large billboard which reads

"In 1922 "Pep" Young, New York, caught 280 flies.
TANGLEFOOT caught 50,000,000,000 flies." Tanglefoot
caught a great number of the latter in the dairy and ice cream
industries.

* * *

ESKIMO PIES AND PLAYER PIANOS

The following editorial appeared in The Star and Herald
of the city of Panama, under date of October 25, 1923.

Eskimo Pies and Ecuador.

"Panama is perhaps the farthest south that the Eskimo Pie
has traveled from the north, nevertheless, the Eskimo Pie has
had a great influence on Ecuador, where its delicious coolness
is unknown. We are soon to have Eskimo Pies made on the
isthmus in the well-known city of Colon and they are to sell at
just half the price now charged, but that has nothing to do
with Ecuador or the export of player-pianos from the United
States. The whole case is explained in an advertisement on
foreign trade placed in the New Orleans Times-Picayune by
five of the leading banks of that city.

"How many of you know what connection there is between
an Eskimo Pie, and the export trade in player-pianos? There
is a clear and close connection. It is this. Eskimo Pie, as you
know, is a slab of ice cream covered with chocolate. Chocolate
is made from cocoa. Ecuador, in South America, is the chief
producer of cocoa in the world. Just before Eskimo Pie ap-
peared in the United States, Ecuador was having a great deal
of trouble, because the market for cocoa was over-supplied.
The price of cocoa was so low that the cocoa raisers in Ecuador
could not get enough money for their product to enable them
to buy what they wanted.

"The Eskimo Pie supplied a new use for cocoa, and as it
immediately became very popular, millions of Eskimo Pies were
eaten in this country. As this increased the demand for cocoa,
Ecuador was able to increase the sale of her chief product and
to get a better price for it. Consequently, her producers were
abl to resume buying the things they needed, or wanted, one
of which was player-pianos. The invention of Eskimo Pie in
the United States actually improved the export of American
made player-pianos to Ecuador. It improved other lines of ex-
port trade at the same time.

"That may sound like a queer advertisement for banks,
but they know their business.

"Now you know about Eskimo Pies and Ecuador. What
about Eskimo Pies and Panama? They are going to be made
here. Milk and sugar and chocolate is used in the manufac-
ture of Eskimo Pies. Is Panama going to furnish the materials
or will they be imported from Ecuador and other countries?"

ADVERTISING IN THE ICE CREAM RIEW WHEN WRITING TO ADVERTISERS.

Power Consumption During Freezing Process*

By F. B. FULLMER**

IN order to ascertain the variations of the power demanded during the period that a charge of ice cream mix is in an ice cream freezer, and also to find the maximum power required during the freezing process, a set of electrical instruments were attached to the wires supplying current to the motor on a direct-connected, chain driven, forty-quart ice cream freezer.

The freezer chosen for the test was in perfect mechanical condition, insofar as freedom of moving parts was concerned. The mix came to the machine at a temperature of 39 degrees F., and the amount used was exactly twenty quarts each time and the amount of finished product recovered was forty quarts in each test, except the first freezing, which was thirty-nine and three-eighths quarts.

Time in Minutes.

The temperature of the freezing brine was maintained within one degree of zero: The mix contained eleven and one-half per cent of butterfat and thirty-six per cent total solids. All operating conditions were kept as near uniform as was possible with practical manufacturing.

The first freezing required one and three-fourths minutes longer than subsequent ones, hence none of the figures for that one are included in the chart or the table.

The friction load for the clean freezer, at the start was only about sixty per cent of what the friction load was after the freezer had been used and all ice cream drawn out that it was practicable to obtain. This was, to a large extent, caused by the small amount of ice cream that adhered to the walls of the freezer, which acted as a retardant to the action of the scraper blades. Some slight influence might have been caused by the freezer being colder after the first admission of brine.

All of the electrical readings obtained have been converted into the nearest convenient fraction of a horsepower freezing, all the readings for any particular period of the freezing process were surprisingly close; in fact at no time did there appear to be a variation as great as seven per cent.

Readings were taken every thirty seconds, but the tabulated results are given for even minutes only, as this gives close enough records for practical results.

A study of the results obtained demonstrates that there is a wide variation between the lower power demands at the start and the **peak load** just before drawing the finished product. The freezer used for the experiment was fitted with a 3 H. P. motor and it will be observed that it was over forty-four per cent overloaded at the completion of the freezing process. Had this freezer been equipped with a 2 H. P. motor (as some freezers of this size have been in the past) it would have been over 100 per cent overloaded.

The duration of the overload for the 3 H. P. motor was relatively so short that no material harm would result, but it emphasizes the fact that freezers should be in as perfect condition as possible, for with an undue friction load it builds up the overload very rapidly at

the end of the freezing period and causes an economic loss during the whole time that it is being used.

It also demonstrates that the occasional practice of overloading a freezer, i. e., using twenty-four quarts to mix in a forty-quart machine—not only has a tendency to strain the moving parts, but it will greatly augment the overload on the motor to the dangerous point.

Table showing load on a 3 H. P. motor directly connected with a 40 quart ice cream freezer.

Friction load, clean machine.....	2
Friction load, used machine after ice cream was drawn	2
End first minute	3
End second minute	2
End third minute	3
End fourth minute	1
End fifth minute	2
End sixth minute	2
End seventh minute	8
End eighth minute	1
End ninth minute	1
End tenth minute	2
End eleventh minute	1
End twelfth minute	1
End thirteenth minute	8
End fourteenth minute	1

At this point ice cream was ready to draw from machine and power consumption fell very rapidly.



ALABAMA PLANT MAKES REMARKABLE PROGRESS.

After incorporating with capital stock of \$10,000 in 1922, officials of the Perry Creamery Co., Inc., Tuscaloosa, Ala., celebrated their plant's birthday on September 1, by taking over plans for the installation of the newest and most modern machinery that could be found."

Officials say their plant now is one of the best equipped in the South. They made plans to construct a new building to take care of their business expansion. Capital stock will be increased to \$50,000.

J. I. Perry is head of the company. He has had considerable experience in the creamery business. He has been assisted by Chris Stollberry, secretary and assistant general manager.

The company recently acquired the plant of the Tuscaloosa Railway and Utilities Co.

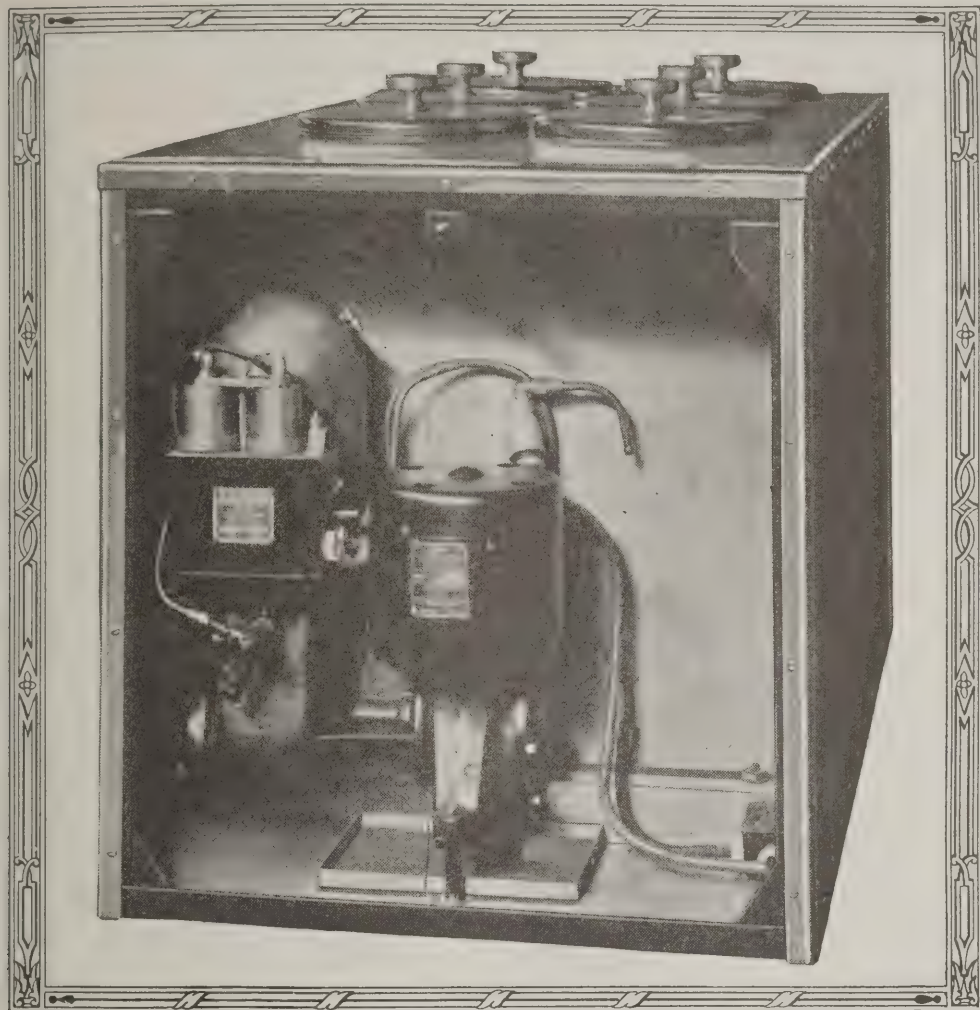
The growth of the company has been in the face of many obstacles. Long hours of work resulted in the overcoming of many early troubles, the officials say. The first delivery was with a light Ford truck. The company now operates three large Dodge trucks and is planning to increase the delivery by the opening of the coming season, when it will occupy its new building. Present equipment is sufficient to turn out 1,500 gallons of ice cream, 600 gallons of milk and 8,000 to 10,000 pounds of butter a day. Shipments are made in all directions from Tuscaloosa.

* This article was published in the exposition extra issue of The Ice Cream Review, October 15, but on account of the crowded condition of that issue, it could not appear in complete form. For this reason it is published herewith complete.

** Chief Engineer, Golden State Milk Products Co., Writing for The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ice & Salt



The Nizer automatic electric refrigerating machine is revealed when end of cabinet is removed. Every part of the apparatus is contained in the cabinet. Installation in a retail store involves only making connections with standard electric and water lines.

Construction throughout is extremely rugged. All moving parts of the slow speed compressor run in oil. The cooling water, the refrigerant, the electric current and the lubrication are permanently and positively regulated by extremely simple automatic controls.

To the left is a typical Nizer installation. Four, six and eight-hole sizes are available. All are finished with monel metal tops and baked black enameled sides.

A booklet giving complete details and specifications is available on request to ice cream manufacturers.

Cabinets

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

WASHINGTON

MAINE

News From Far and Near

CALIFORNIA

FLORIDA

Los Angeles, Calif.—The J. A. Christopher Ice Cream Company will lease for a period of twenty-three years a brick store and factory building which is being erected at 1107-9-11 East Fourth St. by George M. Ketscher, 1101 East Fourth St. The building is expected to be ready for occupancy in about two months and will cost in the neighborhood of \$15,000. The ice cream company, who will use the building and factory as a branch, will install equipment worth about \$20,000.

Charles City, Ia.—The work on the building for the Puritan ice cream plant is progressing rapidly. The building when completed will be one of the largest in floor area in the city.

Mason City, Ia.—The Hutchinson Co., of which J. F. McRaith is secretary-treasurer, with headquarters at Cedar Rapids, will open an ice cream manufacturing plant here, at Monroe Ave. and Sixth St., probably about the first of the year.

Kendallville, Ind.—The Puritan Ice Cream Co. was incorporated with capital of \$20,000. Incorporators are John Gerline, Scott Mills, and Ernest Wagner.

New Albany, Ind.—Plans for extensive improvements have been announced by the Huber Ice Cream Co. Ernest C. Huber is buying machinery to increase the output.

Wichita, Kan.—Edw. Newbold who has been with the Snyder Ice Cream Company for the past few years, has taken over the management of the Delicia Ice Cream Company of El Dorado. B. B. Simmons, formerly manager has been connected with the manufacture of ice and ice cream for the past 25 years. The plant of the company at El Dorado was built in the spring.

Baltimore, Md.—The Speelman-Couch Ice Cream Company has been incorporated to engage in the manufacture and sale of ice cream and milk products. The incorporators are: Edwin W. Wells, James P. McClurg and George William Couch. The authorized capital stock is \$25,000.

Boston, Mass.—H. P. Hood and Sons, well known ice cream and milk dealers, have taken over the ice cream plant owned by John Barton, operating under the name of the Liberty Ice Cream Co. John Barton will remain in the business as manager for the time being.

Detroit, Mich.—The Arctic Ice Cream Company, recent purchasers of the Michigan Ice Cream Company of Lansing, has taken over the plant of the Commerce Truck Co. of Detroit, according to word received at the local branch.

Maryville, Mo.—R. E. Evans, who had been engaged in the ice cream business, has gone to Tulsa, Okla., where he will engage in the same business. T. R. Cox will be in charge of the ice cream station that Mr. Evans conducted at Maryville and will be agent and manager in Maryville for the Jersey Ice Cream Company of St. Joseph.

St. Louis, Mo.—The Goldenrod Ice Cream Co., was recently incorporated by L. B. Phelps, 8481 N. Broadway; F. B. Hoing, 4532 N. Newstead St. and others.

Brooklyn, N. Y.—The B. & R. Ice Cream Company, has been organized with a capital of \$5,000. The directors are Gustav Brody and Ida Brody, 32 Morgan Ave., and I. Rashkin, 10 Lewis Ave.

Bloomington, N. J.—The Bairds Ice Cream Company incorporated recently with a capitalization of \$100,000. The following stockholders are mentioned in the certificate: Joseph W. Gormely, 50 shares; William J. Cleary, 50 shares; and Foster J. Smith, 50 shares.

Gastonia, N. C.—It is estimated that a loss of between two and three thousand dollars resulted from a fire of Honey Bee Ice Cream Co., on East Main St.

Washburn, N. D.—August Wahl, manufacturer of cream, sold his plant to E. R. Chambers of Raub, Wis.

Somerset, Pa.—W. H. Walker Co. will erect ice cream plant here at a cost of \$40,000. The McCormick Co., S. Neley Ave., Pittsburgh, is the architect.

Chattanooga, Tenn.—The Lookout Creamery Co., manufacturers of ice cream and butter, has opened for business. The company is a co-operative plant conducted by different drug stores of the city. E. C. Dickerson is president, E. Sanders is vice president, and A. E. Spradling is secretary-treasurer. New machinery and equipment have been stalled.

Oneida, Tenn.—J. G. Lampton, representing the Oneida Ice Cream Company, Danville, Ky., has been in Oneida looking for a location for an ice factory and ice cream factory combined. This concern is now operating a chain of such factories and they seek to get their product nearer the consumer by placing factories in likely places. Mr. Lampton stated that if a suitable location could be found he would have this factory in operation by spring.

Houston, Tex.—Carl Glitsch of Oklahoma City, Oklahoma, vice-president and general manager of the New State Ice Cream Company, has been made general manager of the Busch Ice Cream Co. here, valued at more than \$1,000,000. Glitsch will continue to act as general manager of the ice plant and cream factory in Oklahoma. Sidney A. Brutshe, assistant manager, has been promoted to manage the city interest there, and E. A. Luiteeler, traveling salesman with the cream department, becomes assistant manager.

Salem, Va.—The Salem Ice Cream Co., Salem, Va., has just a few weeks, announce plans for expansion and improvement. New machinery will be bought.

Tacoma, Wash.—The Royal Ice Cream Company has doubled its capacity with new equipment costing \$12,000. During August, the output rose to 1,200 and 1,500 gallons daily, distributed to 300 retailers in Tacoma and near territory.

Yakima, Wash.—The Yakima 'Dairymen's' Association has leased a building at Sunnyside, Wash., and will install equipment for refrigeration and the manufacture of ice cream. George V. Harris is manager of the association.

Milwaukee, Wis.—The Luick Ice Cream Company has moved into a four story garage and repair shop, 120x120 feet. Architects Leenhouts and Guthrie, 422 Jefferson St., is preparing the plans.

...LET US DO YOUR... PRINTING

HIGH grade work
at reasonable
prices. Send us a
sample of what you
want and we will
quote you prices.

MAGAZINES AND HOUSE ORGANS
CONVENTION PROCEEDINGS
MAILING FOLDERS—CATALOGUES
CIRCULARS—LETTERHEADS
BUSINESS CARDS—BILL HEADS
STATEMENTS—ENVELOPES

THE OLSEN PUBLISHING CO., 5th & Cherry Sts., Milwaukee

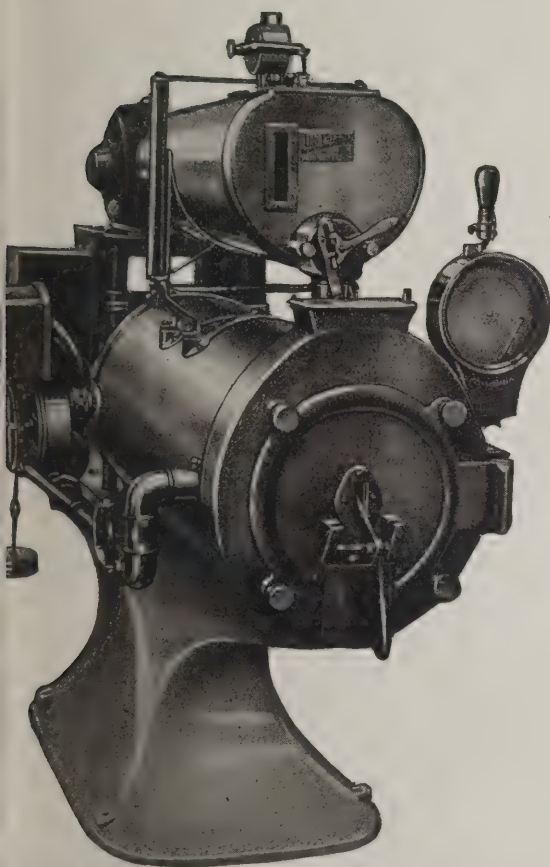


EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Of Great Importance!

U. S. Automatic Freezing Control and Recorder

Electrically Operated



Can be connected with the motor on motor driven machines or to any other convenient power or lighting circuit.

Automatically shuts off the brine when the mix inside the freezer has been frozen to a certain temperature, as adjusted by the operator.

Lights an electric lamp when the brine has been shut off to let the operator know that the mix has been frozen to the right temperature and is being whipped.

Makes a complete record on a circular chart to show the time and temperature at which each batch of mix enters the freezer, the minimum temperature to which it is frozen, the time required to freeze each batch, and the number of batches for any given time.

Any manufacturer can improve his product and cut down manufacturing costs by comparing these records from day to day.

There Are Many Other New Improvements

Offered in U. S. Heavy Duty Freezers, which have always been conspicuous in their being up-to-the-minute in every respect, and which every progressive ice cream manufacturer should consider, before deciding on his 1924 equipment.

Latest U. S. Heavy Duty Freezer
with the
New U. S. Automatic Freezing Control and Recorder

Shown and Demonstrated at the National Dairy Show in Syracuse, N. Y., and at the National Ice Cream Supply Men's Convention in Cleveland.

Satisfied Successful Users Everywhere

We will gladly give you the names of those near you, so you can ask them what they think about U. S. Heavy Duty Freezers.

Jobbers and Representatives In All Parts of the United States and Canada.

Write any of the following for complete information:

H. Barber-Goodhue Company, Chicago, Ill., Blanke Mfg. & Supply Company, St. Louis, Mo., Cannon Supply Company, Salt City, Utah, Chester Dairy Supply Company, Chester, Pa., Hughes Sales Company, Seattle, Wash., Hurley Company, Denver, E. A. Kaestner, Baltimore, Md., Liebers Equipment Company, Lincoln, Nebr., National Dairy Equipment Company, Utica, T. Fellows Mason, Dunmore, Scranton, Pa., Manning Mfg. Company, Rutland, Vt., Oakes & Burger Company, Cattaraugus, Premier Machinery Company, San Francisco, Cal., W. E. Stout, Clarksburg, W. Va., B. Trudel & Company, Montreal Canada.

Or Write Us Direct

U. S. FREEZER & MACHINE CORPORATION

11th Street and Driggs Ave.

No 44 a

BROOKLYN, N. Y.

LITTLE ROCK EXPECTS EVERY DIXIE MANUFACTURER TO BE ITS GUEST DECEMBER 4, 5 AND 6.

Why Colleges Teach Dairying

By PROF. W. A. STOCKING*

CORNELL UNIVERSITY represents one type of instruction in dairying, according to Professor W. A. Stocking, head of its dairy department, speaking before the World's Dairy Congress here this morning; Penn. State and Illinois represent another type.

The main difference between the two is that in New York, Ohio, and Wisconsin, the part which has to do with cattle is taught separately in a department of animal husbandry and the handling of milk and its products in a dairy department, while at institutions like Pennsylvania and Illinois both branches are taught together. Professor Stocking does not maintain that either plan is the better, since with either one the student may get instruction without being limited by questions of administrative detail.

All the colleges maintain herds for instruction or

research purposes, and most of these herds contain Ayrshires and Holsteins, while some have representatives of milking Shorthorns, though given institutions specialize on certain breeds, as Holstein at Cornell, and Jerseys at the Geneva Experiment Station in New York.

Some Specialize.

Local conditions may vary the emphasis in instruction; and markets, types of farmers, and other factors will bring out special lines in the education of institutions of the different states. For example, Wisconsin deals largely with problems of the cheese industry, Iowa pays more attention to butter, and New York deals mainly with the handling and marketing of milk.

The objects of the instruction may vary, but the main dairy students are trained to hold practical positions in dairy farming or manufacturing or, as investigators in commercial concerns, as teachers in colleges or as research workers in state experiment stations in the Federal Department of Agriculture.

* Excerpts from address before World's Dairy Congress by Professor W. A. Stocking, head of the dairy department of the New York State College of Agriculture at Cornell University, Ithaca, New York; born, Simsbury, Conn., Graduate Connecticut Agricultural College and Cornell University, specializes in bacteriology. Member Society of American Bacteriologists, Sigma Xi; past president American Dairy Science Association. Author pamphlets and "A Manual of Milk Products."

Swiss Agricultural Education

By A. PETER*

Switzerland is one of the countries having compulsory primary education and in addition has a relatively high number of secondary schools, colleges, and gymnasiums. Seven universities and a polytechnic school afford higher education.

There are four schools of agriculture (theoretical and practical) that train their students in two years and that in 1922 had 223 students enrolled. The winter schools of agriculture complete their programs in two courses of five months each. In 1922, these schools numbered 27 with a total enrollment of 1780 students. The agricultural population of Switzerland consists of

about a million people; in view of that fact the attendance at the agricultural schools might be considered quite satisfactory. The three dairy schools had some 111 students. The higher education of agricultural engineers is undertaken at the national polytechnic school at Zurich; in 1922, the department of agriculture had 141 students. The diploma of agricultural engineer from this institution is given upon the completion of six semesters of work; these graduates make use of faculties of the agricultural schools and the co-operative agricultural classes. Others are active in public affairs, for example, the Swiss Parliament, at the present time, is composed of agricultural graduates.

The government experiment stations and offices control number five, not including the dairy and bacteriological station which deserves special mention.

* Excerpts from address before World's Dairy Congress by A. Peter, director of the Government Dairy School in Rütli-Zollikofen and professor of dairying in the Federal Technical High School in Zurich. Received training in business and dairying in French Switzerland and in Sornthal. Member of the inspection committee of the Swiss Agricultural Experiment and Investigation Station. President of the Swiss Milk Commission 1917-22. Director of the Federal Milk Office, a war organization for arranging the distribution of milk and milk products. Author: Practical Directions for the Manufacture and Handling of Emmental Cheese; Dairying Under Swiss Conditions; Text-Book on Dairy Management.

Ice Cream Molds

For Large and Individual

FANCY SHAPES

Will Increase Your Summer Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St.

NEW YORK CITY

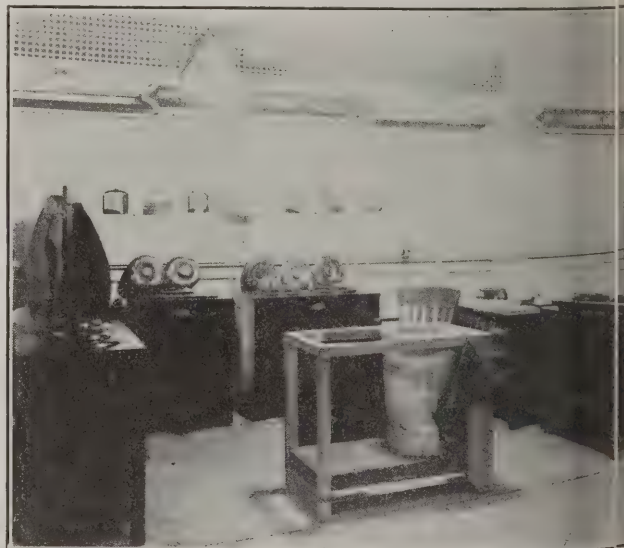


Exhibit of the Brooks Cabinet Co. at the Cleveland Exposition

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ladd Introduces the NEW Rogers Brick Maker with Automatic Valve

The New Automatic Valve prevents overfilling and eliminates waste. It closes before the carton moves from beneath its port.

Motor Driven—STANDARD.
6 quarts or 32 pints per minute.

Hand Operated—JUNIOR.
4 quarts or 16 pints per minute.

Write for Particulars

John W. Ladd Co.



DETROIT CLEVELAND COLUMBUS CINCINNATI



JUNIOR
\$365.00

Courses and Demonstrations

Nebraska College of Agriculture, Lincoln.—Third Ice Cream Cup, February 19-24, 1924. Write Department of Husbandry, College of Agriculture.
North Dakota Agricultural College, Agricultural College, N. D.—Short Course, February 4-9, 1924. Write C. B. Waldron, Department of Agriculture.
Pennsylvania State College, State College, Pa.—Two Months' course, January 3 to March 1. Write Dean, School of Agriculture.
University of California College of Agriculture, Davis.—Short Course, February 4-14. Write Director Branch of College of Agriculture, University Farm.
Ohio State University, Columbus.—Short Course, February 1-7. Write R. B. Stolz.
Cornell University, Ithaca, N. Y.—Short Course, Began January 7 and will continue till February 15. Write Secretary, Cornell University.

Ice Cream Short Courses.

Includes the collegiate four-year dairy courses offered by State Agricultural Colleges and Universities, ice cream short courses scheduled for the 1923-24 season as follows:
Iowa State College, Ames.—Six months' course began September 24, 1923. Write Prof. M. Mortensen, Dairy Department.
Minnesota Agricultural College, Winnipeg, Can.—Three months' course, beginning January 2, 1924. Write Professor R. Brown, Dept. of Dairy Husbandry.
Massachusetts Agricultural College, Amherst.—Eleven-day course, February 12-23, 1924. Write Prof. H. F. Judkins, Dairy Department.
Michigan Agricultural College, East Lansing.—Two weeks' course, March 10 to 21, 1924. Write P. L. Lucas, Dept. of Dairy Husbandry.
University of Minnesota, St. Paul.—One week course, November 2 to December 1, 1923. Write Prof. J. R. Keithley, Division of Dairy Husbandry.
New York State School of Agriculture at Alfred University.—Three months course, October 3 to December 22; re-opens in second term January 2 to April 4, 1924. Write Prof. Champlin, Alfred University.
Oklahoma A. & M. College, Stillwater.—Six weeks' course, July 7 to February 16, 1924; one week special ice cream course, February 18 to 23, 1924. Write Prof. A. C. Dept. of Dairying.
Oregon State Agr. College, Corvallis.—Four weeks' course, July 7 to February 2, 1924. Write Prof. V. D. Chappell, Dept. of Dairying.
South Dakota State College, Brookings.—Ten weeks' course, July 4 to March 12, 1924. Write Prof. Thomas M. Olson, Husbandry Dept.
University of Tennessee, Blacksburg.—One month course, January, 1924. Write Prof. C. Elmer Wylie, Dept. of Dairying.
Virginia Polytechnic Institute, Blacksburg.—One month course, February 1 to 28, 1924. Write Prof. C. W. Holdaway, Husbandry Dept.

The Texas Barrel Company

is still manufacturing the best Ice Cream Tub on the market. Our increased sales assure us of that fact.

We were the pioneer makers of the TALL TUB and all other makes are imitations. While we are improving this TUB all the time, our imitators are content to stand still and hang on.

Before ordering Ice Cream Cabinets see the new style Cabinet we are manufacturing. Will keep cream in frozen state for 48 hours with one icing. It has many advantages over the old box Cabinets.

Equipped with casters and handles and easily moved from one position to another. Does away with leakage and water wastage.

We handle a full line of ice cream cans in all sizes.
Can make immediate delivery.
Write for prices Prices are right

Texas Barrel Company
HOUSTON Box 665 TEXAS

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

The Keeping Quality of Butterfat

By GEORGE E. HOLM*

THE two changes that commonly occur in milk powder held in storage are tallowiness and fishiness.

The latter change occurs only when the moisture content of a powder is high and above the figure usually found in manufactured powders. The real problem is therefore concerned with tallowiness.

While this change is determined to a large extent by exterior conditions (temperature of storage, humidity, etc.) the tendency of a butterfat to become tallowy is largely dependent upon the state of the butterfat itself.

The conditions governing the production of tallowiness have been studied and it has been found that this state may be produced by an auto-oxidation or by exposure of a butterfat to light in the absence of free oxygen. In the presence of oxygen with the aid of light or metals as catalysts the condition is produced very rapidly.

The conditions governing the production of tallowiness have been studied and it has been found that this state may be produced by an auto-oxidation or by exposure of a butterfat to light in the absence of free oxygen. In the presence of oxygen with the aid of light or metals as catalysts the condition is produced very rapidly.

* Excerpts from address before World's Dairy Congress by George E. Holm, biological chemist, in charge milk powder investigations, Dairy Division, U. S. Dept. of Agriculture, B. S. Carleton College; Ph. D. University of Minnesota; Professor University of Minnesota. Has published some 20 papers on various subjects in the field of chemistry; and G. R. Greenbank, research chemist on Milk Powder Investigation, U. S. Dept. of Agriculture, Ohio State University. Chief of Chemical Engineering Laboratory, Goodyear Tire & Rubber Co., chief, Gas Defense Research Section, Chemical Warfare, Edgewood Arsenal.

and other unsaturated acids. These compounds (lipoic acid and pelargenic acid) do not produce a Kreis reaction.

Oxygen absorption may, therefore, be followed accurately by means of the Kreis reaction, and has been used to determine the degree of oxidation of butterfat.

All butterfats show a period of induction when exposed to oxygen (a period when no oxygen is absorbed). This period varies in length according to the age and quality of the butterfat used. Fresh butterfat at a temperature of 95 degrees C. requires a period of 10 hours before oxidation begins while an old fat requires less time.

In the presence of water vapor this oxidation proceeds less rapidly and the period of induction is increased. In the case of milk powder the same has been noted. Absolutely dry powder seems to come tallowy sooner than a powder with a low moisture content.

Two powders having different vapor pressures but the same moisture content will show minimum tendency to oxidation, not at the same moisture content but at the same vapor pressure.

Too high moisture causes fishiness.

As milk powder ages, its vapor pressure increases and if the moisture content is near the upper limit of keeping quality it may become fishy because of increased free moisture or increased vapor pressure.

Pure butterfat will become tallowy in the absence of free oxygen, especially if acted upon by light. Samples of milk powder sealed in vacuo and without access to light have become tallowy.

Storage in atmosphere of CO_2 or N_2 will not prevent the formation of tallowiness in butterfat or milk powder.

The latent conditions existing in butterfat make possible the production of tallowiness in butterfat. This has been studied.

Methods have been devised for removing this condition. Heating the butterfat in the presence of water (or steam distillation) up to a certain point, the thorough washing of a butterfat, will produce a butterfat with a keeping quality far superior to the free butterfat. Heating alone does not seem to be as efficient a method to accomplish the change.

NORTH DAKOTA DAIRY COMMISSIONER'S REPORT ON BUTTERFAT PRODUCTION FOR THE PAST 10 YEARS.

Butterfat marketed through cream stations for the past 10 years—beginning July 1, 1913 and ending June 30, 1923.

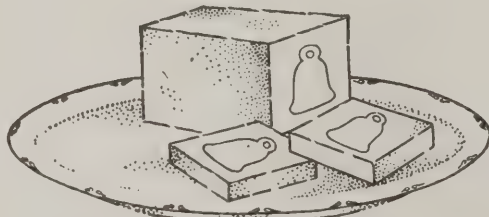
	Lbs. Butterfat	Total of
1913	3,726,374	\$ 87,711
1914	5,116,678	1,367,111
1915	5,777,687	1,453,000
1916	6,258,390	2,113,300
1917	7,315,859	2,901,000
1918	12,718,509	6,644,000
1919	11,768,276	6,426,000
1920	13,029,358	5,452,000
1921	17,019,869	5,583,000
1922	19,817,026	7,463,000

If you are not satisfied with your present position, don't quit—stick to it. But advertise for another year under blind address in the Journal Want Department.

SPECIALS FOR CHRISTMAS

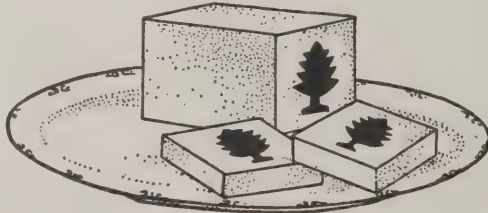
Cassell Center Molds

XMAS BELL



Bright Red Bell in White Brick

XMAS TREE



Dark Green Tree in White Brick

The above are Unique and Very Pretty.

Price each \$1.35 Order through your jobber or write

W. W. CASSELL, Vincennes INDIANA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

405

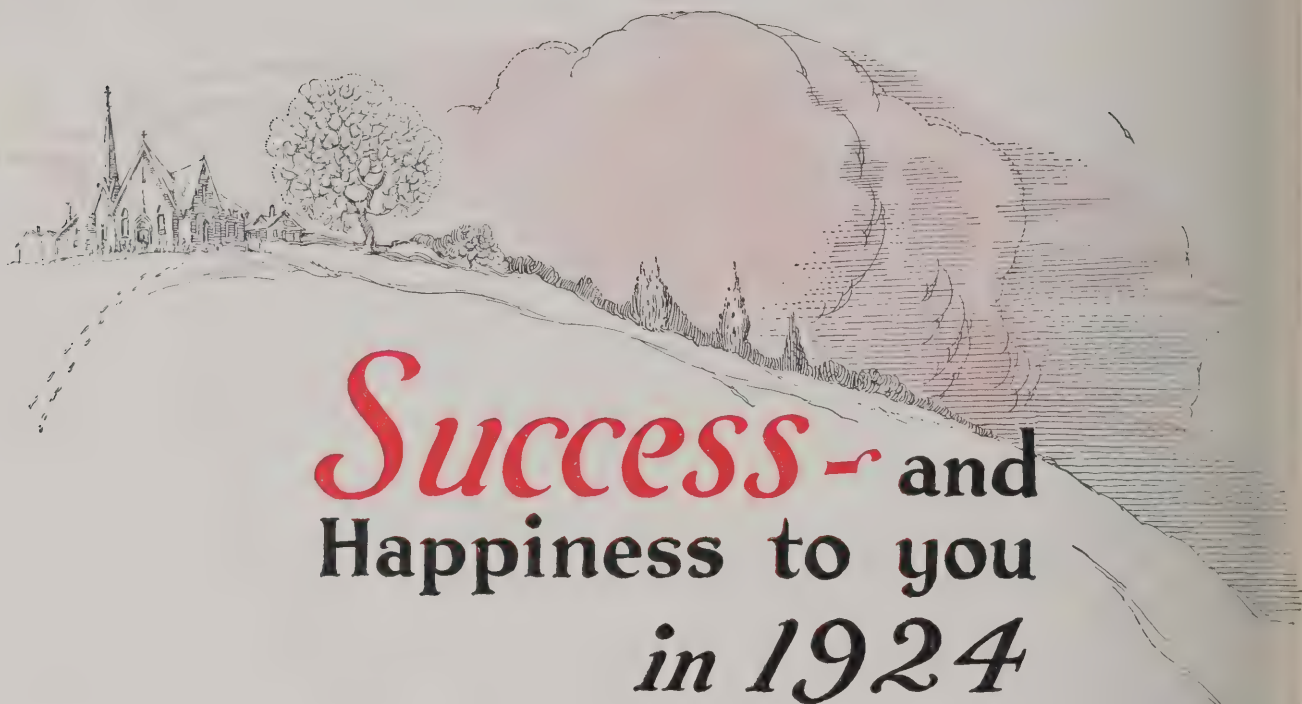
Ag. Sem.

The ICE CREAM REVIEW



New Years
Greeting

1924



Success - and Happiness to you in 1924

BASICALLY, conditions in these United States of America now are better than they have been for years. As a mass we are down to brass tacks, and hard at work. We have largely recovered from the hallucination that business is good only when orders flow in without asking and demand exceeds supply. We have rather generally learned anew that business is normal when it takes selling to sell. And, getting back in the old selling harness to go after business with both fists, feels good. Makes the blood tingle! The thrill of fighting for and winning orders is again in our midst.

Of course the calamity howlers are still with us. But the great American majority is too busy to heed, or to take them seriously.

There seems ample reason for expecting great things in 1924 — not necessarily “boom” times, but steady improvements in general conditions — good, healthy normal business that will generously reward the fellow who keeps plugging right along and putting forth his best efforts.

We take this occasion, therefore, in all sincerity and in the conviction that you will realize on it, to extend our best wishes to you for Success and Happiness in 1924.

J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.

Table of Contents

EDITORIALS.

	Page
1924 Signposts Point to Good Business...	4
South Sets Up Ice Cream Aristocracy.....	4
Production Figures and Profit Figures....	4
A Lesson From Canada.....	5
The Iceless Cabinet.....	5
Happy New Year.....	5
Interesting Conventions Last Month.....	5
Cheaper Dairy Products.....	5
Pacific Association Accomplishes Things..	6
Southerners Make Ready for National Con- vention	6
Dates Set for National Convention.....	6
Plenty of Good Reading.....	6

ARTICLES.

Georgia Honors Supplymen.....	16
Quality Standard Adopted by Southern As- sociation	38
Prof. Baer's Inquiry Department.....	46
Bacteria in Relation to Milk and Ice Cream. By Prof. C. H. McElroy.....	64
Source of Supply. By J. Robert Wiley.....	68
The Ice Cream Industry of Oklahoma. By Prof. A. C. Baer.....	72
Local Co-operation. By John J. Darrouzet.....	90
Relation Between the Extension Service and the Manufacturing Industry in Texas. By T. O. Walton.....	92
Development of the Ice Cream Industry of West Virginia	106
Truck Operating Costs.....	

CONVENTION NEWS.

Mississippians Ready for Snappy Conven- tion	8
Badgers to Meet in Milwaukee.....	10
Badger Flyers' Secretary Requests Large Attendance	10
Ohio Manufacturers Face Important Con- vention	12
Wisconsin Association of Ice Cream Manu- facturers' Program	14
Nebraska Association Meets This Month..	16
Carolínians Face Lively Convention.....	25
Kansas Manufacturers Ready for Conven- tion	28
Jack Rabbits Issue Convention Call.....	30
Western Canada Manufacturers to Meet at Moose Jaw, Sask.	32
Minnesota Manufacturers to Meet at St. Paul	32
Manufacturers of Southwest Meet This Month	34
Kansas Association Program.....	58
Proceedings of Oklahoma Convention.....	62
Address of Welcome.....	62
President's Address	64
Secretary's Report	69
Word from the Wolf Hounds' Secretary.	81
Wolf Hounds Are Happy.....	82
Side Lights on the Oklahoma Conven- tion	82
Stirring Convention Held by Pennsylvania and New Jersey Manufacturers.....	86
President's Address—By E. E. Rieck..	88
South Dakota Manufacturers to Meet in February	86
Proceedings of Texas Ice Cream Manufac- turers' Convention	90
Side Lights on Texas Convention.....	96
Exhibits at Texas Convention.....	100
West Virginia Association Holds Record Convention	102

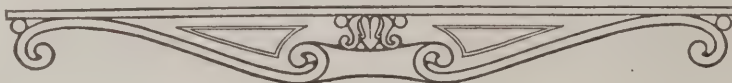
	Page
North Dakota Convention in March.....	106
Ice Cream Manufacturers of New York Hold Spirited Convention. By J. C. Marquardt, Secretary	108
President's Address	108
Mississippi Ice Cream Manufacturers' Pro- gram	114
Iowa Association Holds Good Convention..	116
President's Address	118
Secretary's Report	122
Southern Convention Proceedings.....	126
Response to Welcome — By Ben C. Brown	126
Annual Report of Secretary-Treasurer.	128
President's Address	130
Registration List	132
Dixie Flyers Make Plans for 1924 Conven- tion	134
Southern Ice Cream Exposition.....	134
Dixie Flyers' Registration List.....	136
New Year's Greetings from the Flyers' New President	137
Ladies Play Big Part in Southern Conven- tion	138
Registration of Ladies' Auxiliary.....	138
Lookin' On at Little Rock.....	139
To Make Southern Luncheon Annual Con- vention Feature	142
Pacific Manufacturers Meet Under Folds of the Union Jack	144
Word from the New Texas Longhorn Sec- retary	145
Illinois Association Holds Record Conven- tion	146
Convention Honors	147
Arkansas Association Takes High Rank in Progressive Work	148
Registration Arkansas Ice Cream Manufac- turers' Association	149
Michigan Allied Dairy Association News..	159

NEWS AND PERSONAL.

Ohio University Winter Courses in Dairy- ing	43
Purdue Dairy Short Courses.....	54
Pfaudler Exhibits at Syracuse.....	56
Connecticut Short Course.....	100
Crane-Ohio Ice Cream Co., Declared Solvent	116
Cloverland Dairy Sold.....	124
Oklahoma Short Course.....	137
Roszell Co. Expanding.....	142
Florida Manufacturers Organize.....	142
Encouraged Over Survey of Ice Cream Trade	147
Dairy Council Visits Colonial Plant.....	147
Says Review's Interest Helps.....	149
Benham Ice Cream Company Making Im- provements	149
Mojonnier Brothers Company's New Fac- tory	152
Affiliation of Hydrox Corp. and Rieck-Mc- Junkin	152
England's Ice Cream Gallonage Growing..	152
Notes of the Trade.....	153
Mulligan Out to Repeat.....	156
Creamery Package Branch at Los Angeles.	156
News from Far and Near.....	157
Eric Scudder Heads Citrus Products Co..	158
Gunther Pays Us a Visit.....	158
Robinson at Convention.....	158
Ice Cream to be Manufactured by Universal Milk Co.	160
Arrow Ice Cream Co. Re-capitalizes.....	160
Propagating a New Walnut Tree.....	
Pennsylvania Short Course.....	162

Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	89	International Co., The.....	127
Allen Candy Co.....	147	Jamison Cold Storage Door Co.....	61
Anderson Bros. Mfg. Co.....	63	Kay White Products, Inc.....	157
Anheuser-Busch	27	Kohnstamm & Co., H.....	91
Ass'n of Ice Cream Supply Men.....	3	Ladd Company, John W.....	124-125
Atlantic Gelatine Co.....	115	Leffel & Company, The James.....	76
Baird Company, William F.....	103	McLaren Products Co.....	84
Baker Ice Machine Co.....	46	Merrell-Soule Sales Corporation.....	107
Barber-Goodhue Company, A. H.....	31	Manton-Gaulin Mfg. Co., Inc.....	36-37
Beehler Steel Products Co.....	50	Matot, D. A.....	121
Berger, Chas. A.....	13	Menasha Printing & Carton Co.....	41-42
Bessire & Company.....	113	Michael & Co., David.....	93
Blanke-Baer Extract & Preserving Co.....	137	Miller Industries Co., The H. H.....	49
Brooks Cabinet Co., Inc.....	18	Mission Orange Punch Co.....	145
Canvas Products Corporation.....	142	Mojonnier Bros. Co.....	85
Cassell, W. W.....	110	Mono Service	26
Cherry-Bassett-Winner Co.	71-125	Mulholland Co., John H.....	77
Cherry Co., J. G.....	Cover II	Nafis, Inc., Louis F.....	132
Chittenden Turner & Co.....	142	National Paint & Varnish Co.....	77
Cincinnati Extract Works, The.....	104	Nelson Manufacturing Co., C.....	15
Citrus Products Co.....	59-60	New Era Company, The.....	43
Cleveland Fruit Juice Company.....	55	Nizer Corporation	44-45
Clifton Manufacturing Company.....	92	Northwestern Corporation	33
Cochrane Corp., H. S. B. W.....	94	Nutting Truck Company.....	25
Commercial Truck Co.....	16	Oakes & Burger Co.....	97
Consolidated Wafer Company.....	95	Pfaudler Co., The.....	78
Cork Import Corporation.....	155	Purity Paper Vessels Co.....	140
Corrino Extract Co.....	87	Refrigo Corporation	117
Creamery Package Mfg. Co.....	83	Richmond Cedar Works.....	130
Creamery Package Mfg. Co.....	Cover III	Rogers, C. E.....	89
Crescent Manufacturing Co.....	48	Ryan Manufacturing Co., Inc., G. R.....	113
Crown Fruit & Extract Co.....	57	Sanitary Tinning & Manufacturing Co.....	158
Crystal Gelatine Co.....	98	Schall & Co.....	158
Daigger Corporation	Cover IV	Schantz, Inc., K. W.....	32
Daly Brothers	112	Schott Bros. Co., The.....	105
Decy Sales Co., R. J.....	87-120	Schroeder Lumber Co., John.....	145
Delco Light Company.....	29	Sethness Company	85
Downey-Turnquist & Co.....	10	Sinclair, Harold A.....	79
Drew, James F.....	28	Smith & Mann.....	79
Dry-Zero Insulation Co.....	24	St. Louis Gelatine Co.....	96
Dunn Company, Thos. W.....	91	Stollwerck Chocolate Co.....	80
Edible Gelatin Manufacturers of America.....	47	Sutherland Paper Co.....	53
Elyria Enameled Products Co.....	20	Taylor Instrument Companies.....	78
Emery Thompson Machine & Supply Co.....	119	Texas Barrel Co.....	149
Eppelsheimer & Co.....	30	Thompson-Bremer & Co.....	159
Eskimo Pie Corporation.....	107	Tin Decorating Company of Baltimore, The....	9
Essex Gelatine Co.....	139	Timm, Wm. M.....	11
Ford Co., The J. B.....	83	United Chemical & Organic Products Co.....	74-75
Fortune Products Co.....	81	United Iron Works, Inc.....	1
Frick Company	99	U. S. Freezer & Machine Corporation.....	123
Gifford-Wood Co.	105	United States Gelatine Co.....	22
Glacier Company, The.....	81	Viking Pump Co.....	54
Gowing-Dietrich Company, Inc.....	109	Vilter Manufacturing Co.....	80
Grand Rapids Cabinet Co.....	65	Want Ads	161-162
Grothe Co., Inc., John J.....	67	Wardrop Co., Inc., G. W.....	52
Gumpert & Co., S.....	17	Warner Jenkinson Co.....	19
Harris & Company, Arthur.....	100	Westerlin & Campbell Co.....	52
Homer Manufacturing Co.....	51	Whitten Co., J. O.....	70
Hopwood Retinning Co., Inc.....	111	Wirfs, E. J.....	50
Horine & Bowey Co.....	21	Wood Manufacturing Co., John.....	7
Hudson Mfg. Co., The.....	101	Zipp Manufacturing Co.....	121
Hughes Gelatine Co.....	106		





IN the New Year of 1924, as in the old years of 1919, 1920, 1921, 1922 and 1923--has there been, ever, a more important period in the industry's development?--the seal will stamp transactions running into millions with the certitude of Safety.

The Seal



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN

1328 Broadway

New York City



of Safety

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

JANUARY 1924

ALL signposts point to good business conditions for 1924. Men in the ice cream industry look back upon the past year with varied feelings. It is always fascinating to look ahead—and quite proper.

Wise men also like to look back over their course at the end of the year. Somewhere in the backward journey they come across the bleached skeletons of mistakes that cost them something.

Mistakes can be made profitable. Look back for some of yours. Don't be afraid of them—face them, study out how they happened.

If they bob up in 1924 you will recognize them.

The situation facing the ice cream industry has resolved itself into a matter of eliminating unwise policies, foolish practices. That's the only thing that makes one hesitate to venture a prediction for 1924. Conditions are all right, opportunities are plentiful, and business is waiting to be developed. But if we make the mistake of crawling into our cages of self-conceit and depending upon individual initiative, every favorable condition possible won't prevent the industry's star of destiny from sinking so low all the king's horses can't pull it up.

THE South is setting up an ice cream aristocracy an aristocracy of quality. Action that commended the widest attention in the trade was taken at the convention last month of the Southern Association of Cream Manufacturers. Ice cream men in all parts of the country will watch with very great interest developments in the scheme launched by the Southern association to increase ice cream consumption by guaranteeing the public a quality product and keeping that guarantee before the eyes of the consumers.

Reduced to its simplest form, the action means that the association has moved to put quality ice cream on the South on such a basis that it can be definitely identified by a recognizable brand of merit, this to serve a two-fold purpose of putting a reward on quality cream and to develop greater consumption. It means that the manufacturers of the South have made a pledge of good faith with the public.

A section that has long lagged in proper appreciation of ice cream as a food will give this experiment the severest kind of a test. Success will be a remarkable victory for the first project of this kind attempted by the ice cream industry. It is easy to believe that the plan, in some form, will ultimately come through and recommend itself to application on a national scale. No one can complain over this proposition; the small manufacturer can make good ice cream as well as his neighbor. The bakers have had such a system in operation nationally for a couple of years, and other industries also have ventured upon this undertaking with success.

That the Southerners are moving in the right direction seems sure. Nothing could offer greater proof of the ice cream problems of the South are problems of circumstances and conditions, and not due to the personal shortcomings of the Southern ice cream manufacturers. As Prof. Baer stated at the convention, the quality of ice cream made in the South is much higher now than is generally understood.

It will be interesting to see what these gentlemen have to speak for the success of this idealistic project when the national association visits the South for its annual convention next year.



WITH another year passed into history speculation is rife as to the volume of ice cream produced in the past twelve months. In spite of conflicting reports, it seems sure that the total production figure will be found somewhere around the mark of 300,000,000 gallons, probably some less, but materially higher than last year's mark of 263,000,000 gallons.

It is interesting to note what different manufacturers have to say. One manufacturer said he didn't produce as much ice cream in 1923 as in the previous year. Asked how he knew, he said because he didn't make as much money.

Smile now and listen to another manufacturer. One said he **knew** he made more ice cream and was sure he made less money than the previous year. That's

another smile—a sad one of pity for people who just
not keep up with where they stand in operating

The second man was trying—in a half-hearted way,
doubt—to keep up with his figures. His grief proba-
bly came in trying to meet somebody else's price, a dan-
gerous trap that seldom misses a victim. But fortunately
nobody didn't meet one of these traps, or maybe
they were too wise to take part in that risky game of
hide and seek with the profit margin.

But there was much ice cream made last year, and
nobody made some money. You can feel pretty sure
the dealer got his. He always does. If you look over
your shoulder some day, you may catch one laughing
at you.



AFTER all, the important thing, from a production
standpoint is not the output for the year 1923, but
figures that will be written at the close of the win-
ter campaign. For a campaign really is still going on,
now; all the manufacturers didn't drop out and
leave their tubs in dry dock after the leaves began to fade.
It will be most interesting to see what happens this
winter. Optimists are looking for happy developments.
There are some very hopeful signs.

The man in Indiana, Kentucky or West Virginia who
faint-hearted sometime the middle of this month
can't think of the manufacturers in Canada, who, for
several winters, have been selling lots of ice cream in
the north below zero.

They had to get out and fight for business. So must
you.



WHAT about the iceless cabinet? Without pass-
ing upon the individual merits of the different
models now on the market, it seems fitting to say that
the iceless cabinet is destined to be a fixture. It prom-
ises to mark another step in the industry's progress.
The manufacturers who have studied the new cabinet
express the belief that its sponsors have a number of
things to work out before their innovation will be
either economically practical, but the opinion is
general that it is to be a permanent fixture.
The advent of the iceless cabinet is one of the trade
features of the year.



THE Ice Cream Review extends to its friends every
good wish for a happy New Year. We are grateful
for the co-operation of the past twelve months. Are
you satisfied with the past year? If you are, yes. Do
you expect good business for the ice cream industry in
the New Year? If you do, yes. Do we expect to encounter any
new problems in the New Year? Yes—everyone that you
encounter. Your biggest problem is ours. When we help
solve yours, ours will be solved.
With the co-operation and friendship such as ex-
isted between us in the past twelve months, we have no fear for

the future. Let this co-operation be generally applied
and there can be no fear for our industry. We have
an investment in our business. So it is something more
than mere conventional thoughtfulness when we wish
you

"A most happy and prosperous New Year."



THERE were some interesting conventions last month.
Members of the Pacific Ice Cream Manufacturers'
Association feel pretty well satisfied with their sojourn
in British Columbia, and the report of their conven-
tion, published in this issue, shows that good work was
done.

The Illinois association held its greatest convention
last month—greatest in every respect. Delegates from
all parts of the state attended this lively convention at
Chicago, and at its close went on their way rejoicing.

The Iowa association had a very interesting conven-
tion at Mason City, as also did the New York associa-
tion at Rochester, the Arkansas association at Little
Rock, the Indiana association at Indianapolis, and the
Metropolitan association.

This month there will be in convention the New
England association at Boston, the Mississippi associa-
tion at Laurel, the Kansas association at Wichita, the Ohio
association at Columbus, the North Carolina association
at Winston-Salem, the Louisiana association at Baton
Rouge, and the California and Southwestern States asso-
ciation at Los Angeles.



CHEAPER dairy products is a matter uppermost at
this time and has been for some time. Convention
speakers have gone into the subject at great length this
fall and winter, and still no satisfying conclusion has
been reached.

This is interesting in that it shows that, in some way
or other, we are continually seeking out various little
trade angels and finding that they all have more or less
direct bearing upon that most important problem of
making the public eat more dairy products.

To the ice cream manufacturer cheaper dairy prod-
ucts doesn't mean merely a certain amount of relief
from cost problems, though that is important; they also
mean greater public popularity for his product. Dairy
products are not competitive with each other. The man
who properly appreciates the food value of milk, butter
and cheese is very likely to appreciate the food value of
ice cream.

We shall have cheaper dairy products when there
are more dairy cows on the farms. Then we shall see
greater consumption.

Paradoxical as it may seem, dairy products are
cheapest where consumption is highest, not necessarily
considering ice cream in this connection, though. When
dairying becomes more nationalized, we can depend up-
on lower prices.

Following up this trend of thought it is astonishing
at how invariably we get back to elementary problems—

the cow and its proper recognition, the farmer and his indecision, the public and its lack of dairy education.

After all, the ice cream industry, though styled by its members as an individual industry in itself, is linked up in the thread of dairy problems, and still is grappling with first principles. The encouraging feature, though, is these first principles mean virtually everything—lower production costs, higher quality, greater consumption, more profits.

All that is necessary to unravel the thread is to get the cows on the farms, farmers busy and the public interested in dairying as an agent of prosperity and in dairy products as wholesome, body-building food commodities.

In any branch of the dairy industry we can never get very far from the cow, the farmer and the public. They are the dairy manufacturer's ruling triumvirate.



ONE of the outstanding conventions of the past month was that of the Pacific Ice Cream Manufacturers' Association. The manufacturers of the Far West journeyed up to Vancouver on business bent. That visit with their British cousins was very profitable.

The Pacific organization is one of the ranking bodies of the industry. It is accomplishing things, having big, broad men behind it. The 1923 convention showed that the men of the coast are looking forward.

Theirs is a big country, with vast trade possibilities. They plan to make something out of it in ice cream way. Co-operation such as they are showing won't be denied.

Keep your eyes on the Pacific coast, the Pacific association,—and the men behind it. They bear watching.



IT was only to be expected that the Southern Association of Ice Cream Manufacturers would arrange its 1924 convention so its members could give the greatest possible co-operation to the national association when that body meets at New Orleans.

In deciding to meet at New Orleans, just before the national convention will be held, the manufacturers of Dixie were mindful not only of their obligation to their expected guests, but also were conscious of the opportunity to strike a strong blow for the industry. The Southerners show a gratifying understanding of the important work the national association has before it. True to their traditional chivalry and highly developed spirit of hospitality, their first thought was of their duties as hosts.

Then their proverbial pride would not let them overlook this opportunity to help make the first national convention to be held in this section one long to be remembered as a success in every way.

There now is conclusive evidence that the 1924 national convention will be one well worth everyone's consideration. New Orleans, "America's most interesting city," will be the scene. National delegates, it is assured, not only will be the guests of their vice-president and the hospitable gentlemen of New Orleans, but also of the entire Southern ice cream industry.

THE next national convention will be held at New Orleans November 17, 18, 19 and 20, 1924. Dates were announced late in December by Secretary N. Loewenstein. The Southern convention will be held at New Orleans November 14 and 15, with the delegates remaining over for the national sessions. The association says there will be a national exposition. It is time to begin work toward making this the ice cream trade gathering in history.



YOU will find plenty of good reading matter in this issue. The January number of The Ice Cream Review carries a record amount of convention proceedings, having visited all the associations that were in session last month.

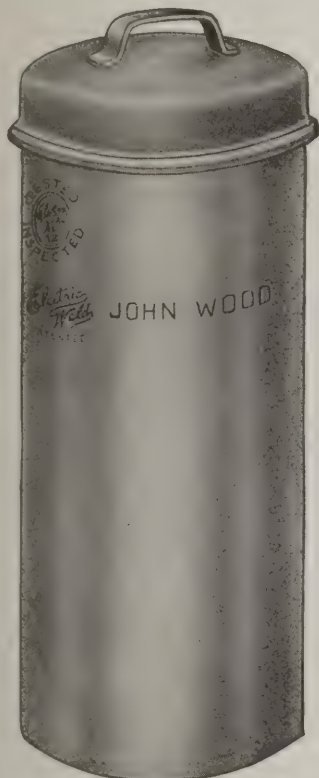
Even if you did attend your own, you will find reading what the "other fellows" had to talk about.

BULLETIN OF EVENTS

- Mississippi Ice Cream Manufacturers' Association**—Annual Convention, Laurel, January 8 and 9. Convention headquarters, Hotel Pinehurst. Secretary, N. D. Brookshire, Meridian.
- Nebraska Ice Cream Manufacturers' Credit Association**—Convention, Omaha, January 10 and 11, 1924. Secretary, McGinnis, Lincoln.
- Minnesota State Association of Ice Cream Manufacturers**—Annual Convention, St. Paul, January 10 and 11. Convention headquarters, Hotel St. Paul. Secretary, J. J. Farr, Hamm Bldg., St. Paul.
- California and Southwestern States Ice Cream Manufacturers' Association**—Annual Convention, Catalina Island, January 11 and 12, 1924. Convention headquarters, St. Catherine Hotel. Secretary, Robert F. Grosse, 5792 San Pablo Ave., Orange, Cal.
- North Carolina Ice Cream Manufacturers' Association**—Convention, Winston-Salem, January 15 and 16, 1924. Convention headquarters, Robert E. Lee Hotel. Secretary, E. Dixon, Fayetteville, N. C.
- New England Association of Ice Cream Manufacturers**—Convention, Boston, January 22 and 23, 1924. Convention headquarters, Copley Plaza Hotel. Secretary, W. P. Blumwood, 51 Cornhill, Room 401, Boston.
- Kansas Association of Ice Cream Manufacturers**—Annual Convention, Wichita, January 22, 23 and 24, 1924. Secretary, B. T. Perkins, Pittsburg.
- Wisconsin Association of Ice Cream Manufacturers**—Annual Convention, Milwaukee, January 23 and 24, 1924. Convention headquarters, Plankinton Hotel. Secretary, Arthur E. Appleton.
- Alabama Ice Cream Manufacturers' Association**—Annual Convention, Birmingham, some time in January. Secretary, Kratzer, Montgomery.
- Louisiana Association of Ice Cream Manufacturers**—Annual Convention, Baton Rouge, sometime in January, 1924. Secretary, N. F. Manning, Monroe.
- Ohio Association of Ice Cream Manufacturers**—Annual Convention, Columbus, January 31-February 1. Convention headquarters, Deshler Hotel. General secretary, W. A. Worth, 509 Outlook Bldg., Columbus.
- Michigan Allied Dairy Association**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. Secretary, R. F. Frary, Lapeer.
- Michigan Dairy Boosters**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. President, Yuncker, Zipp Manufacturing Co., Cleveland, O.
- Western Canada Ice Cream Manufacturers' Association**—Annual Convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.
- Ice Cream Manufacturers' Association of South Dakota**—Annual Convention, Watertown, February 19, 20 and 21, 1924. Secretary, T. H. Wright, Brookings.
- North Dakota Ice Cream Manufacturers' Association**—Annual Convention, Fargo, March 9, 1924. Secretary, Harry Grand Forks.
- National Association of Ice Cream Manufacturers**—Twelfth Annual Convention, New Orleans, La., November 18, 19 and 20, 1924. Secretary, N. Loewenstein, 155 N. Dearborn St., Chicago.
- Southern Association of Ice Cream Manufacturers**—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery, Decatur, Ala.
- Georgia Ice Cream Manufacturers' Association**—Annual Convention, Augusta, Ga., some time in December, 1924. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.
- Arkansas Ice Cream Manufacturers' Association**—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Berry, Pine Bluff.

RETINNING THE

Electric Weld



No Solder
No Rivets
No Leaks

JOHN WOOD MFG. CO.,
Conshohocken, Pa.

GENTLEMEN:

Replying to your favor of the 7th inst.

To be perfectly frank with you we would prefer to receive all "Electric Weld" cans as they are much easier retinned than the soldered can. We are always glad to put in a word for the "Electric Weld" can with our customers.

On a sufficient quantity of "Electric Welds" we would be glad to make a reduction of at least 20% from our price on the soldered can.

Assuring you that we will be glad to co-operate with you in any way, we are

Yours very truly,

Name furnished on request.

The above is one of many similar letters we have received from retinners, quoting from 20 to 30% reduction in retinning "Electric Weld" cans.

Retinning lengthens the life of cans. If you are not in touch with a retinner who will give you the above concession—Write us



JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.

Mississippians Ready for Snappy Convention

Laurel Will Entertain Members of Mississippi Ice Cream Manufacturers' Association January 8 and 9

"OLE MISS" is calling her own, and everything is in readiness for the annual convention of the Mississippi Ice Cream Manufacturers' Association. The convention will be held at Laurel. Hotel Pinehurst will be convention headquarters.

The Mississippi association is noted for its family spirit. N. C. Pearson and G. W. Barrett of Laurel promise that this tradition will be lived up to in every particular. They promise very pleasing entertainment features.

Officials of the Mississippi association are looking for a large attendance. The convention program, announced in this issue of The Ice Cream Review, covers a wide range of problems affecting the ice cream industry of that state, as well as timely matters of broad and general interest.

The Mississippi association has probably a stronger following among supplymen than any other state association in the South, with the possible exception of the North Carolina association. The supplymen who have been regular attendants of past conventions have pledged President S. N. Sutton of Vicksburg their heartiest support toward the success of the coming convention. Mississippi is the home of that popular supplyman, Byron H. Morris, retiring vice-president of the Dixie Flyers.

The secretary of the association, N. D. Brookshire of Meridian, is highly optimistic over the convention outlook. He believes it will be "the best we've ever had in Ole Miss." Mr. Brookshire, who keeps his fingers on the pulse-beats of his members, says correspondence indicates strong interest in the coming convention.

"It never looked better," he said in a recent statement to The Ice Cream Review. "We have always been proud of our conventions, but it seems that this year we are going to put over one that will give everybody cause for pride. I'm satisfied with the convention program. I had a thorough understanding with our officers, executive committee and representative members at large in framing this program. We have the speakers we wanted, and we are sure that they will have something of real interest to all of us."

"A Willing Spirit Shown."

"We have some troubles to work out in this state, and now is the time for us all to get down to business and work them out. Everybody is showing a willing spirit. There is a broad sentiment for complete understanding, bettering quality and keeping our business practices up to the highest standard. We have been making good ice cream in Mississippi for several years, and we are going to make product that will compare with the best anywhere."

"Our association has proved that co-operation pays. We are all satisfied with results. Everybody has regained everything put into the association in the way of co-operation."

"Mississippi ice cream manufacturers realize their obligation to their industry, their business, their fellow manufacturers and the public at large. We must keep faith with ourselves and our public if we are to make the greatest gains."

"I feel sure that our members to a man will keep faith with our Laurel friends and journey over that way for a good convention and a splendid, hospitable reception."

Messrs. Sutton and Brookshire are serving a second successive term, as also is Vice-President Seale:

The city of Laurel seems to be behind the local manufacturers in their efforts to make the visit of the cream men enjoyable and profitable. Local civilians and different civic organizations have given co-operation to Messrs. Pearson and Barrett.

Laurel Ready.

The Laurel manufacturers are well-known in trade. Mr. Pearson was a charter member of the Southern Association of Ice Cream Manufacturers, attending the organization meeting at New Orleans eleven years ago. Mr. Barrett has been co-operating loyally with fellow members of the industry.

The city of Laurel is one of the most up-to-date in all of the larger cities in Mississippi. It has a population of about 20,000, a growth of about ten thousand in the last eight years.

It is one of the prettiest cities in a state far-famed for its beautiful towns.

Among the familiar faces at Mississippi conventions, most of whom no doubt will be on hand this year, are such popular supplymen as R. C. Marine, Bessire & Co., Atlanta; Theo. Bernstein, Blanke Manufacturing Co., St. Louis; Mr. Hood, York Engineering Co., Jacksonville; Ben Duncan, Memphis; Byron Morris, Jackson; Dr. H. Brown, Memphis; Herman Allenberg, Alco Condensed Milk Co., Memphis; Gordon Moumblo, Turnbull & Co., Machine Co., Chattanooga; Roy S. Jennings, Cream Package Co., Atlanta.

Clopton to Speak.

A feature of the program will be an address by W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers. Mr. Clopton's subject will be "Co-operation Between State and Southern Associations." He also is expected to tell the Mississippians something about the co-operative advertising program launched by the Southern association at its recent convention.

Mr. Clopton spoke at the Mississippi convention last year, his address being a principal feature.

The association's annual banquet will be held on the evening of the first day at the Hotel Pinehurst. The first of the convention program come at noon on January 8, after which delegates will take luncheon together. This will be followed by an auto ride at 2 p. m.

Committee reports, new business and election of officers will feature the afternoon session, which in the evening will be followed by a business meeting.

Laurel, Miss., the Pasadena of the South.

Laurel has more capital invested in manufacturing than any other Mississippi city, and is the largest rubber manufacturing center in the world. Laurel is located in the southeastern section of the state, about fifty-five miles from Meridian, and about ninety miles from Jackson, Mobile and Gulfport, and one hundred and thirty-six miles from New Orleans.

The climate and health conditions of this section are almost ideal, winter and summer temperature being always modified by the breezes from the Gulf coast. Laurel is becoming a very popular winter golf center.

(Continued on page 142)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Mr. Ice Cream Manufacturer!

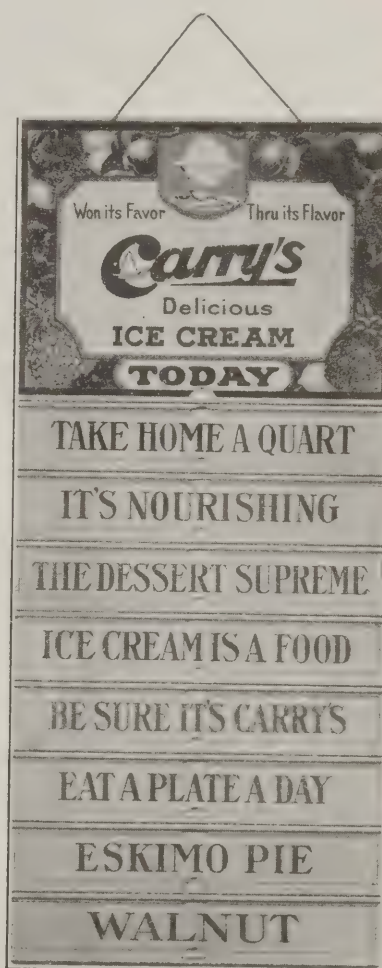
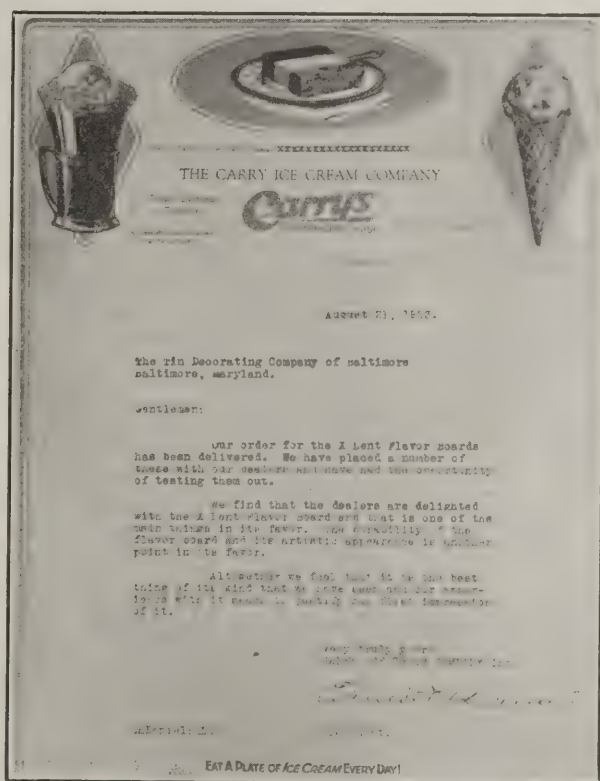
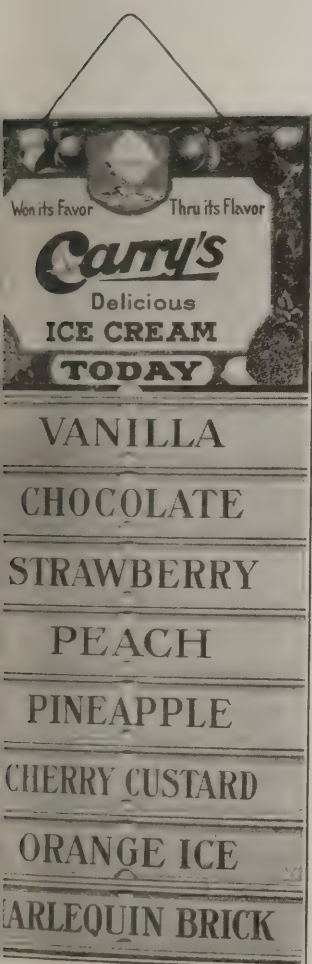
INCREASE YOUR BUSINESS!

Buy

The X Lent Reversible Flavor Board

MADE OF METAL — Sanitary — Cleanable — Durable — Interchangeable

Once bought you forget about buying Flavor Boards for years.



One of the foremost Ice Cream Manufacturers in New York, in duplicating his order said: "We like your flavor board. We want it because it is getting us business and next season we will buy still more."

One of the leading Ice Cream Manufacturers in Philadelphia exclaimed: "At last a flavor board that will be put up and stay up. No more lost panels and always a clean looking, beautiful sign."

THE TIN DECORATING COMPANY of BALTIMORE
X Lent Reversign Dept. BALTIMORE, MD.

Badgers to Meet in Milwaukee

Extensive Plans Being Made for Annual Convention at Hotel Plankinton, January 23 and 24
Badger Flyers are Co-operating

WISCONSIN ice cream manufacturers and their friends, the Badger Flyers, are laying plans for a happy occasion when the annual convention of the Wisconsin Association of Ice Cream Manufacturers is held at Milwaukee, January 23 and 24. The Hotel Plankinton will be convention headquarters.

Inquiry at that establishment by a representative of The Ice Cream Review recently revealed the information that hotel officials are looking for a large registration.

President S. J. Dufner passed the word to the officers and members of the Badger Flyers early in December. The Flyers lost no time in getting to work. President J. I. Purvis of Appleton says plans are rapidly shaping up for the part his organization will take toward the success of the convention.

Arthur E. Mory of Appleton has succeeded his brother, Karl, as secretary of the association. Mr. Mory believes there will be a large attendance.

A program recently announced by Mr. Mory is sure to be read with interest. It appears elsewhere in this issue. It covers a number of important subjects and provides for speakers who have made good before.

After the mayor of Milwaukee welcomes the Wisconsin ice cream men, delegates then will hear the response of Howard Carver, after which they will get down to business in a round-table conference.

All of this comes in the afternoon of January 23, after the delegates have partaken of a luncheon, which

will be featured by the singing of songs to be provided by The Olson Publishing Co.

The session Thursday morning, January 24, will begin at 10 o'clock. The first speech will be "Mechanical Refrigerated Cabinets," by F. B. Riley, Detroit Creamery Co., Detroit, Mich. J. Fess of the Tri-State Ice Cream Co., La Crosse, will then speak on "Pasteurization a Safeguard to the Public." H. W. Gregory, president of the association, will then speak on "The Ice Cream Industry in the United States."



City Hall Square, Milwaukee.

due University, LaFayette, Ind., will discuss "Experiments in Overrun on Ice Cream."

At 2 o'clock Prof. H. H. Sommers of the university will hold forth, followed by A. Krohn of the Mel-Chicago Cream Co., Plymouth, who will speak on "Vanilla."

He will be followed by N. Loewenstein, secretary of the National Association of Ice Cream Manufacturers, and then will come the reports of committees and election of officers. Edward Klinenburg, Chicago, will speak on "Electric and Gas Trucks."

O. E. Harwood, secretary of the Badger Flyers, announces that the entertainment committee has completed arrangements which should please the manufacturers and their ladies.

BADGER FLYERS

Pres., J. T. PURVIS
650 Lowe St.
Appleton, Wis.
Secretary-Treasurer
O. E. HARWOOD
300 W. Austin Ave.
Chicago, Ill.



READY FOR CONVENTION.

The date of the convention of the Wisconsin Ice Cream Manufacturers' Association is set for January 23 and 24, 1924.

The Badger Flyer members are requested to invite everyone interested in the industry to attend this convention.

The entertainment committee for the Flyers has completed arrangements for the entertainment which should please both ladies and gentlemen.

Yours very truly,

O. E. HARWOOD, Secretary



You can find the person who will be glad to buy your product or you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

NEW REDUCED PRICES

FAMOUS BRAND *Tutti-Frutti*

A solid pack of assorted fruits and flavored. Ready for use, and will make brick or bulk Ice Cream that's a winner.

Packed		Per Gal.
5 Gal. Kegs	-	3.40
10 Gal. Kegs	-	3.30
30 Gal. ½ Barrels	-	3.15
50 Gal. Barrels	-	3.00

A trial order now will convince you that we are the people that put out the TUTTI FRUTTI.

Vanillas and True Fruit Extracts

DOWNEY-TURNQUIST & CO.

MANUFACTURING CHEMISTS AND IMPORTERS

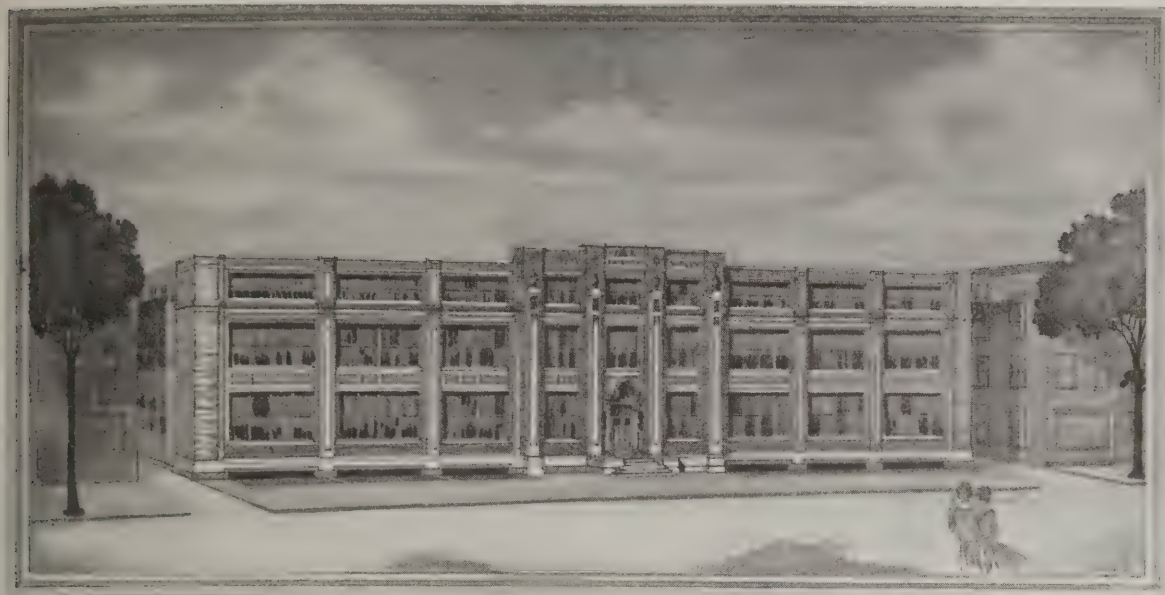
Flavoring Extracts, Emulsions and Colors

27 W. ILLINOIS ST.

CHICAGO,

ILLINOIS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

Engineer and Architect
for the
Dairy Industry

Perry Building PHILADELPHIA

Ohio Manufacturers Face Important Convention

Constructive Business and Lively Social Features Mapped Out for Convention at
Columbus, January 31 and February 1, 1924

ARRANGEMENTS are complete for the annual convention of the Ohio Association of Ice Cream Manufacturers, which will be marked by a good business program and social features, according to announcement by Secretary W. A. Wentworth of Columbus.

The convention will be held at Columbus Thursday and Friday, January 31 and February 1. Hotel Deshler will be convention headquarters. The ice cream con-

Food and Dairies, Department of Agriculture of Ohio; J. H. Randolph, president of the Ice Cream Manufacturers' Association of West Virginia; Dr. Thomas E. Downey of Mellon Institute of Industrial Research, Pittsburgh; J. Kindelberger of the Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.; Prof. R. B. Stoltz, in charge of dairy manufacturing at Ohio State University, a representative of the ice cream supplymen's association, to be selected by the supplymen. Speakers that had not been determined upon late last month will be secured to discuss "The Application of Business Principles to the Ice Cream Industry."

The evening of January 31 will be taken up with a theater party at Keith's and dancing, later, at the Deshler, with refreshments. This entertainment feature was so popular last year that it was decided to repeat it.

The second day of the convention will be given over largely to round-table discussions for members of the association only. Much time will be devoted to the discussion of refrigerated cabinets, the subject to be directed by J. H. Schindler of the Telling-Belle-Vern Co., Cleveland. The matter of legislation will be thoroughly discussed, with J. J. Schmidt of the Cline Ice Cream Co., Athens, O., leading.

S. M. Ross of the Crane-Ohio Ice Cream Co., Columbus, will direct the discussion of "Ethics in the Sale of Ice Cream." This will be followed by the introduction of what subjects members may wish to bring up for discussion.

The whole day will be devoted to consideration of problems of this kind. Among other subjects which probably will come up are: Mutual advertising, the adoption of an ice cream day or week in the year, and the providing of ice cream on some selected day to orphanages similar to that plan being conducted by the North Carolina Ice Cream Manufacturers, through its bright secretary, Arthur E. Dixon.

This will be followed by committee reports and election of officers.

(Continued on page 16)



McKinley Monument.



Court House.



Federal Building.

vention will be part of the convention of the Ohio Dairy Products Manufacturers.

Convention plans call for the ice cream men to join with the creamery association and the milk distributors' body in a joint banquet on the evening of Wednesday, January 30. Senator S. D. Fess will be the principal speaker at the banquet. He will then deal with conditions in Europe as affecting American business.

A feature of the evening will be an entertainment in the nature of a demonstration of the work being done in many parts of the country toward increasing consumption of dairy products.

The same play given before delegates of the World's Dairy Congress at Philadelphia will be presented to this end: It is entitled "Health Circus." Other entertainment features are being worked out, the secretary advises. He says the banquet will be an advent of "great importance to the industry of this state."

West Virginia President To Speak.

Principal speakers for the first day of the convention are: Hon. Arthur McWilliams, chief of the Division of



Memorial Hall.



Union Depot.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying
the Berger Specialized Service to
which free reference can be made

Crescent Creamery Co.	-	St. Paul, Minn
Minnesota Milk Co.	-	St. Paul, Minn
Kemps Ice Cream Co.	-	Minneapolis, Minn
Ives Ice Cream Co.	-	Minneapolis, Minn
Hayes Ice Cream Co.	-	Minneapolis, Minn
Metropolitan Milk Co.	-	Minneapolis, Minn
Flynn Dairy Co.	-	Des Moines, Iowa
Waterloo Creamery Co.	-	Omaha, Neb.
Skoug Candy Co.	-	Sioux Falls, S. D.

For Ice Cream Making plants
covering Buildings, Machinery
and Equipment.

Twenty-five years experience
in designing and supervising
equipment of manufacturing
plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

401 PHOENIX BUILDING

MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.
Registered Engineer and Architect in the State of Minnesota.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



Wisconsin Association of Ice Cream Manufacturers

ANNUAL CONVENTION—MILWAUKEE
JANUARY 23-24, 1924

Convention Headquarters—Hotel Plankinton

PROGRAM

Wednesday, January 23.
Noon

Luncheon.....Songs, "America" and "On, Wisconsin"
Address of Welcome.....Mayor of Milwaukee
Response.....Howard Carver, Carver Ice Cream Co., Oshkosh
Round-Table Discussion.....To set place and date for zone meetings during 1924

Wednesday Evening

Entertainment by the Badger Flyers.

Thursday, January 24.

"Mechanically Refrigerated Cabinets".....F. B. Riley, Detroit Creamery, Detroit, Mich.
"Pasteurization a Safe-Guard to the Public".....
.....J. Fess, Tri-State Ice Cream Co., La Crosse, Wis.
Address.....J. C. Klueter, Assistant Dairy and Food Commissioner
"Experiments in Overrun in Ice Cream".....
.....Prof. H. W. Gregory, Purdue University, La Fayette, Ind.

RECESS.

Thursday Afternoon, 2 O'clock.

"Controlling the Quality of the Ice Cream".....
.....Prof. H. H. Sommers, University of Wisconsin, Madison
"Experience in Delivery by Electric and Gas Trucks".....
.....Edward Klinenberg, Peoples' Fuel and Supply Co., Chicago
Remarks by N. Loewenstein, Secretary, National Association of Ice Cream Manufacturers, Chicago.

Report of Committees.
Report of Officers.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

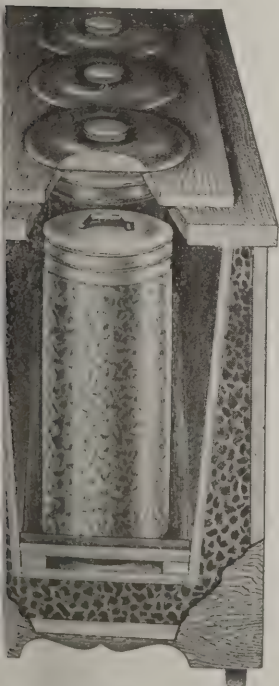
How Are Your Cabinets Lined?

SOME CABINET MANUFACTURERS CLAIM THAT A METAL LINING IS BEST, ON ACCOUNT OF THE FACT THAT IT CAN BE REPLACED EASILY, AND REPAIRED WHEN A LEAK DEVELOPS.

Nelson Cabinets

ARE LINED ENTIRELY OF WOOD AND ARE NOT AFFECTED BY BRINE. WHY NOT HAVE A PERMANENT LINING, ONE WHICH DOES NOT NEED TO BE REPLACED AND WILL NOT CORRODE IN A SHORT TIME?

Thirty Years Experience in the Building of Cabinets has Taught us the Best Type and Quality of Materials Adapted to Their Construction.



rough cabinet with taper lining instead of metal. antial, efficient and like ir cabinets, attractive in rance.



42-Quart Brick with Ice Rail.
Patented Nov. 11, 1919, 1321120.
Sheet Cork Insulation.

C. NELSON MFG. CO.

2306 DIVISION STREET

ST. LOUIS, MO.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Nebraska Association to Meet This Month

NEBRASKA ice cream manufacturers got up from their Christmas dinners and wasted no time in preparing for the annual convention of the Nebraska Ice Cream manufacturers' Credit Association. The convention will be held in Omaha sometime between January 10 and 15, according to tentative plans drawn up at a meeting of officers and directors early in December. The meeting was held at Secretary R. W. McGinnis' stronghold in Lincoln. A committee was then appointed to take up convention arrangements. President L. E. Hurtz is chairman of the convention.

Nebraska meetings are always in the nature of practical business meetings, without the color and flourish of the usual state convention, but very productive results. Secretary McGinnis has helped this association put under way very good work for the advancement of the industry in that state. This year he worked with the fullest co-operation of President Hurtz of Omaha.

John Gumb, Omaha, is vice-president. Directors are C. E. Clark, Ravenna; G. I. Reed, Randolph, and J. H. Dodds, Superior.

Georgia Honors Supplymen

Resolution Recognizing the Supplymen and their Importance to Organization, Adopted at Atlanta Convention

SUPPLYMEN covering the Southeast will feel more at home when they reach the "red old hills of Georgia," as a result of action taken at the annual convention of the Georgia Ice Cream Manufacturers' Association at Athens November 30.

Welcome to all supplymen in that territory was assured in a resolution adopted at the convention. The resolution set forth the fact that the association "recognizes the importance of supplymen to organization," and it provided that at all further meetings each member of the association bring along an order book and reserve one order to be given at the meeting. The Georgia association meets four times a year, and so it is easy to see just how elated are the ice cream "roadsters" of that section.

The convention was in the nature of a winding up of the association's affairs of the past year. Officers and members were highly pleased with results of their quarterly meetings in the past year. This plan was inaugurated at the annual convention at Macon in December, 1922. At that time the association, which then was known as the Tri-State Association of Ice Cream Manufacturers, re-organized, left Alabama and South Carolina to form associations of their own, and went forward upon a program to develop co-operation in Georgia.

Quarterly Meetings Held.

Quarterly round-table meetings were held in 1923 at Macon, Savannah and Columbus, with the Athens meeting coming as the annual convention.

Speakers were unanimous in their belief that more

good work had been done toward establishing better understanding among Georgia ice cream manufacturers in the past year than in the previous ten years. Another quality of ice cream is being made and business practices are of the highest order as a result, it was declared.

The hospitality of M. J. Costa, former president of the association and 1923 president of the Southern States Association, was an outstanding feature of the convention. The "Cracker" manufacturers were in Athens by invitation. The meeting was held at the plant of Joe Costa Co. Active and associate members were dined at the restaurant the Costas recently opened.

Following the meeting the members were entertained at the football game between the University of Georgia and Centre College's widely press-agented team. The Georgia players made the ice cream men happy holding the visiting eleven to an even score, 0-0.

Among those attending the meeting were President J. D. Kinnett, Macon; Fred Senalin, Atlanta; Secretary Sam Marshall, Albany; the senior and junior George Sankens, Augusta, and James J. Harvey, Atlanta.

The next annual convention will be held in Atlanta sometime in December, 1924.



OHIO MANUFACTURERS FACE IMPORTANT CONVENTION.

(Continued from page 12)

No Exhibition Requested.

There probably will not be the usual exhibition of supplymen that has marked Ohio conventions in the past few years. A recent meeting of the board of directors resulted in the decision that the exhibition should be discontinued. Supplymen, however, are assured of a welcome at the convention.

"This action simply has been taken to obviate a feeling that might prevail among the supplymen that they are under obligations to make such an exhibit, and leave it entirely optional with them as to displays and the individual arrangements thereon," explains Secretary Wentworth.



NEED ANY HELP?

An advertisement placed in "The Review" Department will put you in touch with just the kind of help you are looking for. Give "The Review" a try—it's the best way to get results.

They cut the long costs out of short hauls—

WRITE FOR BOOKLET THAT TELLS HOW

C-T

Commercial Truck Co.
PHILADELPHIA

ELECTRIC TRUCKS

1/2, 3/4, 1, 2, 3 1/2 and 5-TON CAPACITIES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



A. M. THORNTON,
President,
Louisiana Association.



R. F. FRARY,
Secretary,
Michigan Allied Dairy Association.



C. J. ALFRED,
President,
Calif. and Southwestern States Assn.



M. J. NICHOLLS,
Director,
Kansas Association.

State
Association
Officers and
Directors
who are
Getting Ready
for
Conventions



W. W. DUNN,
President,
Minnesota State Association.



J. H. BENNETT,
Director,
Kansas Association.



BERT PERKINS,
Secretary,
Kansas Association.



CARL A. HAY,
Director,
Kansas Association.

Mr. Ice Cream Manufacturer

Your Absolute Security

is

Pleased Customers

Do you realize the *daily irritation* of your customers when they see in their own stores the mess made that is practically inseparable from loading the ordinary cabinet?

A small irritation constantly repeated often results in a lost customer.

You can get your customers to feel and talk like these if you couple DRY-ZERO CABINETS with *your* Ice Cream:—

— STATEMENTS OF USERS —

J. WHITTINGTON,
6132 Pasadena Ave., Los Angeles, Calif.

"I should say they are good. Keep the ice cream in good condition for forty-eight hours on one packing. I would positively insist on that kind of cabinet, no matter what kind of ice cream. The other cabinets you have to pack three holes, in the Dry-Zero you pack only one. Eliminate a lot of mess, and only take a bucket of ice per day for a 2 hole 5. Sometimes less than that. Like the Dry-Zero because it is handier and easier to handle the ice cream. Wouldn't go back to any company that can't supply me with Dry-Zero ice cream cabinets."

H. I. BENNETT,
Cash Grocery, 627 Chestnut Avenue,
Los Angeles, Cal.

"Certainly is a dandy cabinet all right. It's a pleasure to handle ice cream since we got this cabinet. Had just the opposite kind of a time before. Handled ——— cabinets. Cream was just like mush all the time. ——— ice cream was all right, but it was the cabinet. Couldn't get my money out of the ice cream before."

And scores of others of a similar nature.

Yet on top of achieving this, your DRY-ZERO CABINETS will cut your delivery costs by an amount equal to the cost of your cabinets, each year of service.

This is not merely "advertising talk"—it is cold fact—and we proved it at the Cleveland and other conventions, as well as daily in nearly every State in the Union. And we'll let you prove it for yourself.

Please your customers and save your delivery costs.

Let us ship you a Dry-Zero Universal cabinet, subject to your approval after test is made in your plant.

Dry-Zero Insulation Company

San Francisco--Balfour Bldg.

Chicago--Railway Exchange

New York--50 East 42nd St.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Carolínians Face Lively Convention

Winston-Salem Will Entertain Tarheel Delegates to Annual Convention of North Carolina Association of Ice Cream Manufacturers—President Landreth Promises Entertainment Features—Supplymen to Co-operate

ORTH CAROLINA ice cream manufacturers were getting ready, late last month, for their annual convention at Winston-Salem, January 15 and 16. President Charles E. Landreth and his fellow manufacturers will be hosts. The president reports preparations have been made for a large attendance. He impresses delegates the importance of making early reservations.

Hotel Robert E. Lee will be convention headquarters. Accommodations also will be available at the Zinzen Hotel.

Secretary R. E. Dixon, in announcing the elaborate program that appears elsewhere in this issue, says there is every indication that the Winston-Salem meeting will be one of the best on record.

Extraordinary entertainment plans are being worked out. The Carolina association has long held an enviable record among leading state associations of the in-

of the convention suffer. Business will be the order at every session, and the speakers engaged for the convention are expected to cover much ground in the ice cream manufacturing business.

Program Features.

Among the important program features are addresses by W. P. Abel of the Impruv-Mix Co., New York; Dr. James Heald, city food and milk inspector, Winston-Salem; N. M. Thomas, president of the Salesmen's Club of The Association of Ice Cream Supplymen; and W. J. Shuford, Cawba Creamery, Hickory, N. C. The reports and addresses of officers, of course, will hold much interest. H. R. Dwire, editor of the Winston-Salem Sentinel, will deliver the address of welcome. He has a wide reputation as an orator. He stands high among members of "the fourth estate" of North Carolina. H. P. Olsen, president of The Ice Cream Review, will address the convention.

One of the feature addresses will be one by J. A. Arey, of the North Carolina Department of Agriculture on "Dairy Progress in North Carolina in Past Ten Years."

"Preparations are going rapidly forward for our convention," according to A. E. Dixon, the association's highly esteemed secretary, in a statement late in December to The Ice Cream Review. "It promises to be one of the largest in attendance of any of our state conventions. Naturally, we are making greater prepar-



Robert E. Lee—Convention headquarters. Erected at a cost of \$1,000,000 financed entirely by public subscriptions of Winston-Salem citizens.

for live, snappy conventions, and the association is needed for its entertainment features. This side of the convention will take on greater form than ever before, according to officials. A new feature will be a dinner-dance. This will be in connection with the banquet, which will be held on the first evening of the convention instead of the last evening, this dinner from custom being done so no one would miss the banquet through having to leave town early.

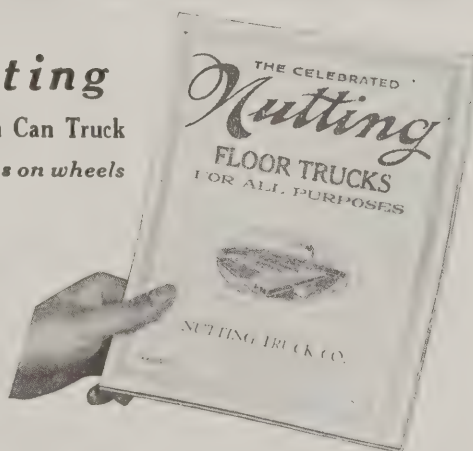
The dinner-dance was part of the entertainment program drawn up at a meeting of the committee on these arrangements, which recently got together at Greensboro.

The second night of the convention will be taken up with a visit to Neil O'Brien's minstrel. Officials are by no means letting the business side

Nutting

Ice Cream Can Truck

keeps cans on wheels



This Bulletin

is a safe guide in buying trucks

Buy your floor trucks with as much care as you do your other equipment! Thousands of Nutting Trucks, after 28 to 30 years' use, are still on the job. This bulletin shows why. It illustrates and describes in detail our complete line of floor trucks for the Dairy Industry.

Write for your copy of Bulletin C-6.

NUTTING TRUCK CO.

1143 Division St.

Faribault, Minn.

Floor Truck Specialists since 1891

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

ations than ever, and our president, Mr. Landreth, deserves much credit for his efforts."

North Carolina, long regarded not only as one of the most progressive states in the South, but also in the entire Union, has been coming to the forefront rapidly in late years. It is making the most rapid progress of any Southern states in the development of dairying.

The North Carolina Ice Cream Manufacturers' Association occupies a place in the forefront of leading associations of this industry. Its annual conventions are always up to the highest standard in every way. The principal reason for the association's good work lies in the close co-operation of its members. Secretary Dixon has held remarkable control over his members, and regardless of the nature of the event, he generally gets a generous response.

In 1921 the Southern Association of Ice Cream Manufacturers offered a prize to the state association with the greatest representation at the annual convention. North Carolina had a representation of 100 per cent of its membership, walking away with the honors.

The majority of the officers and board of directors appeared at the national convention, as also most of the members. North Carolina had probably the best representation at the national convention of any other Southern state, with the possible exception of Tennessee.

Delegates this year are sure to do everything they can for the entertainment of George L. H. White at Winston-Salem. Mr. White, for three terms president of the association, made it possible for the convention at Raleigh last year to surpass everything heretofore undertaken. The Raleigh convention will long be remembered.

President Charles Landreth says the Winston-Salem

convention likewise will stand out for many years in the memories of all who attend.

Suppliers Important Factors.

A feature of the convention not to be overlooked is the part usually played in Carolina conventions by the "Yaller Dawgs." This organization, which is composed of red-blooded gentlemen anything but yellow, contributes much to the success of the Carolina convention.

Among its leading lights are such well-known suppliers as John J. Kennedy, Southern Cream Co., Richmond; Roy S. Jennings, Creamery Package Co., Atlanta; Al. Isaacs, Keystone Fruit Products Co., Cincinnati.



Old Salem Tavern—One of the many buildings in the historic section of the Twin City. George Washington used this building as headquarters during his visit to the State of North Carolina.

Make and sell packaged sundaes—

Ice cream manufacturers, everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile winter business with handsome

WINTER PROFITS

if you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical—it actually builds the business. Send for convincing samples and full particulars. Ask for the Packaged Sundae

KLEEN KUP



MONO SERVICE COMPANY
NEWARK NEW JERSEY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

W. P. Abel, Impruv-Mix Co., New York City; J. Mulligan, Rex Extract Co., Louisville; Thos. Stewart, C. Nelson Manufacturing Co., St. Louis; Gumpert, S. Gumpert & Co., Brooklyn; J. L. (w) Jr., Washington, D. C.; William H. Duff, Barker & Morris, Pittsburg; Gordon Mumblo, Turnbull Machine Co.; B. K. Lindemann, Cherry, Bassett & Co., Philadelphia; S. S. Preston, Crescent Tub & T Co., Johnson City, Tenn.; Sam Landau, Sealright Fulton, N. Y.; D. C. Babcock, Atlantic Gelatin Woburn, Mass., and N. W. Betts, Chalmers Gelatin Richmond, Va.

Fifty years ago Winston-Salem was a mere village with less than a thousand inhabitants. In 1920 it became the largest city in North Carolina, and one of the fifty largest industrial cities of the entire country.

As to its future, it is reasonable to assume that the factors which have been responsible for these increases in its population and in its commercial and industrial importance during the past will continue to influence its growth to the same degree during the next ten years. Upon this assumption, Winston-Salem should become a city, by 1930, of from 90,000 to 100,000 inhabitants. This is the estimate of the expert who made the Winston-Salem City Plan.

Historical.—(From Winston-Salem City Plan)

"In 1750 Lord Granville sold and conveyed a tract of the choicest land in the Colony of Carolina to the Moravians who sought in the wilds of Western North Carolina a home where they could worship according to their own consciences and the customs of their fathers. In 1766 they established their principal settlement almost in the center of this tract and a

How Much Does It Save?

the ABC Refrigerator Motor Truck Body or on is a money saver, particularly in ice creamery, is well known; it is readily apparent to ABC user after a few months' — even a few s' — operation of his first ABC unit. The of the saving effected, however, often is restimated.

have consistently advanced the claim that, *in and salt alone*, the ABC Refrigerator Body will its purchase cost during the first season's opera-

rove the reasonableness of this claim and to rate, in a measure, the economy of delivering cream in the ABC way, the Columbus, Ohio, h of the Telling-Belle Vernon Company very

kindly co-operated with one of our engineers in taking accurate, detailed records of the operation of one of their 3½ ton ABC Refrigerator trucks as compared with one of their 2-ton open type trucks. A series of four full-day tests was run between these two trucks by alternating them over the same route, July 27, 28, 30 and 31, 1923. During this period the average temperature reading was 74° and the average humidity 67%. (Please note that average temperatures were taken for full 24-hour days; daylight temperatures, and particularly sun temperatures, were far higher.)

The following is a brief recapitulation of our engineer's report. Anyone interested is invited to write to our St. Louis office for a copy of the full report in detail:

	2 days with 3½ ton ABC	2 days with 2-ton Open Type
Total time required to supply route, including loading and unloading	16 hr. 35 min.	21 hr. 1 min.
Actual time supplying route	14 hr. 42 min.	18 hr. 24 min.
Actual time loading and unloading	1 hr. 39 min.	2 hr. 5 min.
Actual time serving stops	10 hr. 6 min.	14 hr. 14 min.
Total crushed ice used	10,950 lbs.	13,500 lbs.
Total salt used	1,363 lbs.	2,110 lbs.

is important to observe that the ABC Refrigerator unit used is a 3½-ton truck, ordinarily a more nbersome vehicle to handle than a 2-ton truck, and a greater ice and salt eater. **EVEN SO, COM-
PARISON OF THE ABOVE DATA SHOWS THE FOLLOWING SAVINGS EFFECTED BY THE
ABC-EQUIPPED TRUCK:**

Total time	4 hr. 26 min.
Time supplying route	3 hr. 42 min.
Time loading and unloading	26 min.
Time serving stops	4 hr. 8 min.
Crushed ice	2,550 lbs.
Salt	747 lbs.

vide the above savings by 2, then multiply by the average number of days in your ice cream season, l you will have a conservative estimate of what the ABC Refrigerator Body can do **FOR YOU**.

IMPORTANT: Be sure that the refrigerator body you are buying is a genuine ABC. Ask the repre-
sative with whom you are negotiating whether the body he sells is **BUILT BY ANHEUSER-BUSCH
ST. LOUIS.**

B. C. REFRIGERATOR MOTOR TRUCK BODIES AND WAGONS

ANHEUSER-BUSCH, BUILDERS

ST. LOUIS, U. S. A.

PAUL W. & GUY F. MINNICK
280 Madison Ave., New York
Eastern Sales Representatives

CANAVAN MOTORS CORPORATION

Westinghouse Bldg., Los Angeles 216 U. S. Nat'l Bank Bldg., Portland
401 Wells Fargo Bldg., San Francisco L. C. Smith Bldg., Seattle
Western Sales Representative



REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

it Salem. The first activities, after providing suitable church facilities, were provisions for education and actively engaging in several lines of manufacturing, notable for that day. The settlement was noted for the efficiency of its citizens and by 1776 had become an industrial center of considerable extent and variety of products. It was incorporated as a town in 1856. In 1849 the General Assembly of North Carolina established Forsyth County from a part of Stokes, and appointed five commissioners to administer its affairs. The Moravian Church sold the commissioners fifty-one and a quarter acres immediately north of Salem, at \$5.00 per acre, and this tract was at once divided into lots, exclusive of the Court House Square, and sold at public auction and at an aggregate price of \$8,883.50. The new county seat was named Winston in honor of Maj. Joseph Winston, a hero of Revolutionary fame. It was incorporated as a town in 1859. The towns, Salem and Win-

ston, then a mile apart, grew together into one, though until 1913 under separate municipal governments. In every other respect, however, commercially, industrially, and socially they have constituted a monious people, with aims, purposes and efforts united and the same. By common consent and custom in recent years, they have been known to the world as one city, Winston-Salem, and this fact through their consolidation in May, 1913, by a large majority vote of the citizens of each municipality.

"The industrial development of Winston began with the first tobacco factory which was built in 1874. During the intervening years Winston-Salem has developed into a modern city with many attractive conditions of prosperous, healthful and happy living, and it has become the industrial metropolis of the Carolinas, with a wide diversity of manufactured products amounting to an annual factory output of tremendous value."

Kansas Manufacturers Ready for Convention

All in Readiness for Gathering at Wichita, January 22 and 23—
Jack Rabbits Active—Exhibition Announced

ICE cream manufacturers of "the land of Jack Rabbits" have been busy the last few weeks getting ready for the annual convention of the Kansas Association of Ice Cream Manufacturers, which will be held January 22, 23 and 24 at Wichita, with the Broadview Hotel as convention headquarters.

The importance officials attach to this convention has created wide interest, letters to the secretary indicate. Kansans received with much interest the announcement in an early issue of The Ice Cream Review that the convention this year will cover a period of three days instead of the customary two-day sessions. This has been made necessary, officials say, because of the growing attendance and the varied subjects the members want discussed, making it impossible to squeeze into the two days all the convention work and have time fully to enjoy the entertainment features offered by the Kansas Jack Rabbits, the association's very active organization of associate members.

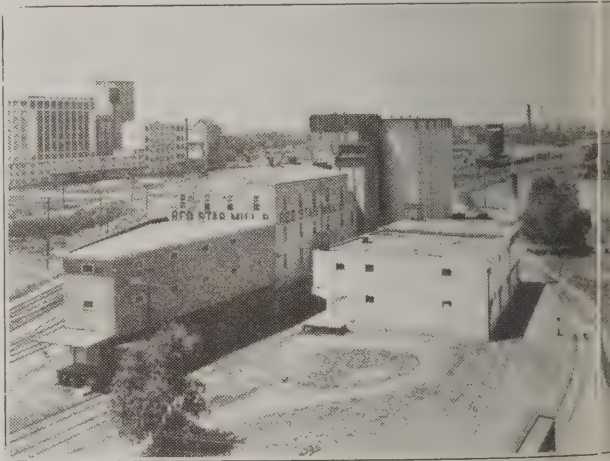
Officials of the convention hotel have been instructed to make arrangements for heavy registration. Arrangements also have been made for an exhibition by suppliers, the exhibits to be held in a hall in the hotel. B. T. Perkins, veteran secretary of the Kansas association, has advised the suppliers that there is plenty of space.

The management has given the convention the use of the entire roof garden of the hotel for convention

and exhibition purposes. One end of the garden is being fixed up for booths.

By having the three-day session, the officers say "hope to hold the bunch together" and give delegates plenty of time to visit the exhibits. They have already supplied men to notify them before January 12 at about the amount of space will be required.

The secretary believes the program for the 1914 convention will be one of unusual interest. Care is



Birdseye View Industrial Section.

DREW'S Egg Yolk Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGES

Prices on Request

JAMES F. DREW & CO.
382 Pearl Street New York City

taken to cover a wide range of subjects. Announcers are such well-known men as W. A. Schirmer of St. Louis, formerly of Quincy, Ill.; Prof. M. H. of the Iowa State College, and Prof. N. E. Olson of the Kansas State Agricultural College. Others expected to speak, including the association officers, of course.

The officers of the association are: W. H. Chappell, Manhattan, president; W. H. Hammond, Great Bend, vice-president; B. T. Perkins, Pittsburgh, secretary and treasurer, and the following are directors: W. H. Hammond, Great Bend; A. Citli, Chanute; J. H. Chapman, Emporia; George L. Chapman, Cameron, Mo.; Carl A. Newton, M. J. Nichols, Concordia; J. H. Bennett, Lawrence; J. R. Femer, St. Joseph, Mo.; and F. H. of Kansas City.

President Chappell is confident that the 1914 convention will be one of the best in his association's history.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DELCO-LIGHT COMPANY

Division of General Motors Corporation

Announces

To the Ice Cream Trade

Frigidaire Ice Cream Cabinets

in the following sizes

4 Hole Cabinet

6 Hole Cabinet

8 Hole Cabinet

also mechanism for installation
in cabinets of other manufacture.

The same Frigidaire compressor and cooling units are being used which are giving satisfaction in 15,000 homes.

Inquiries as to size, prices and delivery will be promptly handled by the nearest Delco-Light Distributor or by the Delco-Light Company direct.

Frigidaire
Electric & Refrigeration

DELCO-LIGHT COMPANY
DAYTON, OHIO

tory. He says every effort is being directed not only to uphold Kansas' standard of good conventions, but even to surpass all previous convention achievements.

Wichita.

Embraced with a period of much less than man's allotted span of life, the history of Wichita reads almost like a romance.

On Du Partz' map of Louisiana, published in 1757, at the junction of the Big and Little Arkansas Rivers is marked "A Gold Mine."



Downtown in Wichita.

In 1836, Jesse Chisholm, a half-blood Cherokee Indian for whom a trail and a creek have been named, guided a party from Arkansas in search of buried treasure.

In 1868 a "Chartered Company" was formed in Topeka "To establish a town at the junction of the Arkansas and Little Arkansas rivers."

In 1869 the peaceful and kindly Wichita Indians moved on from their camps at this place, where the Little River—Ne Shutsa Shinka empties into the Big Arkansas—Ne Shutsa—and the Wichita of the white man was born. In this year, also, the land now forming Sedgwick County and which was purchased from the Osage Indians, was thrown open to homestead. Farmers moved in, the site of Wichita town was laid out, and in 1870 county government was established. Wichita was chosen as county seat after a long contest with Park City, a rival town fourteen miles up the big river. The

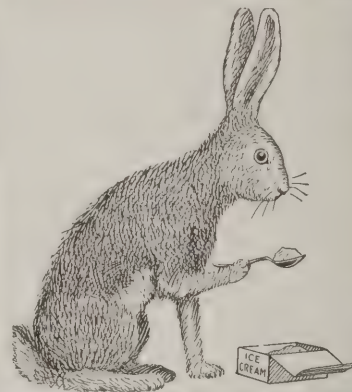
first court session was held over a livery stable and Main Streets. The county was named in honor of John Sedgwick, a Union general killed at Spottsville.

The first school in Wichita was taught in 1861 by William Finn, who walked here from Emporia. The school was supported by tuition. There were few pupils. No one was turned away because he could not pay tuition.

The first important business in Wichita was the trading of buffalo robes. Then came the Texas cattle trade. Wichita as capital of the cowboy country as far as San Antonio. The cattle were brought in over the Chisholm Trail, as many as 700,000 arriving in one year. Abilene was the rival with Wichita for this trade. In 1872 the Wichita and Southwestern Railroad, which had been completed from Wichita to connect with the Santa Fe at Newton, this city took all the cattle business from Abilene.

In 1870 the village of Wichita was incorporated and named after the Indians and signifying "See the Wind Lodges."

The federal census of 1880 gave Wichita a population of 4,911; the census of 1890, 23,735; 1900, 24,671; 1910, 52,450; 1920, 72,217 and the official state-school census of 1922, 83,577. It is confidently expected that Wichita's population will have passed the 100,000 mark before 1930.



Jack Rabbits

President:

FRED J. PEALE

Arctic Dairy Products
Company,
Kansas City, Mo.

Secretary:

C. M. CORY,
5900 McGee St.
Kansas City, Mo.

JACK RABBITS ISSUE CONVENTION CARD

The Kansas Jack Rabbits hereby extend to you, and all, a very personal invitation to be present at our annual convention, to be held jointly with the National Association of Ice Cream Manufacturers, January 23 and 24, 1924, inclusive, at Wichita, Kansas.

You, no doubt, have attended many conventions in your day but we assure you none will be remembered with greater pleasure than this one, as we have put up our sleeve that will bring to you something entirely new, in the way of entertainment.

Neither time nor expense has been spared to make this convention the most successful of them all, and more thing is needed to reach this goal, and that is your presence.

If you will make an especial effort to bring along one ice cream manufacturer eligible to become a member in the Kansas association there will be no question of our going over the top in attendance. Let us do it.

Last, but by no means least, the ladies, bring them along, we want 'em. A convention without ladies is a cake without spice. Plans for their entertainment are complete too. So SMILE—and hurry down to Wichita.

Yours for a BIG convention.

KANSAS JACK RABBITS
C. M. Cory, Secretary

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Summer Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St.

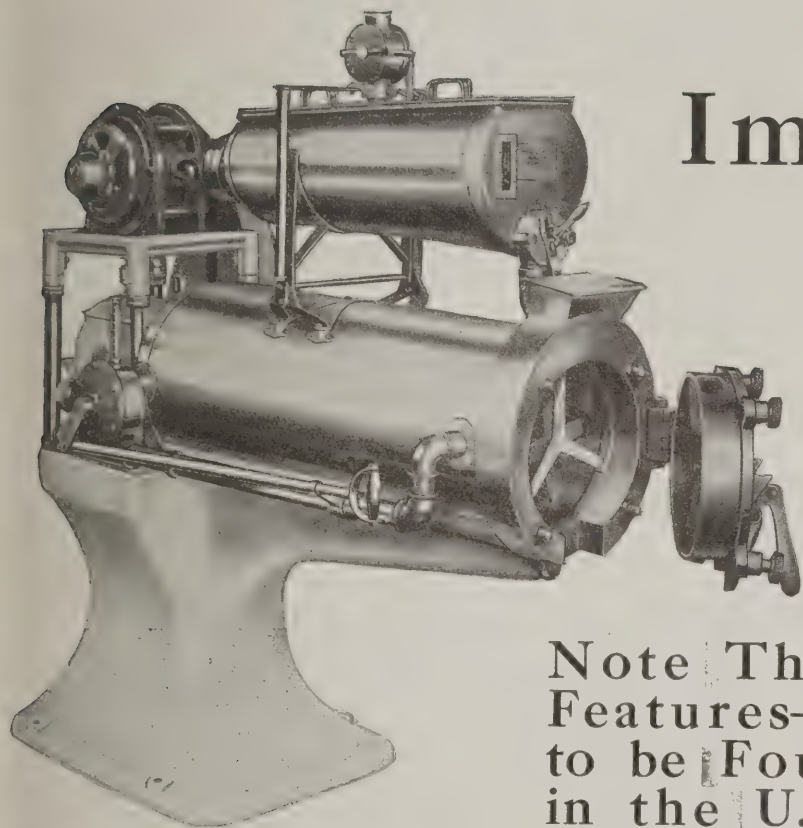
NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



BARBER

Everything for the Dairy Industry



Improved U.S. Brine Freezer

Note These Important
Features—Some of Them
to be Found Exclusively
in the U. S. FREEZER.

Automatic batch weigher which assures the proper amount of mix for each batch and helps you to produce a uniform cream.

Patented removable bronze bearing and support for front end of dasher, which eliminates all wear on the cover and keeps the whipping device in correct alignment. It is easily removed and replaced—an exclusive U. S. feature.

Substantial brass hopper which simplifies the filling in of fruits and flavors.

4. Hinged cylinder cover which adds greatly to the ease and convenience of operation, and prevents injury to the cover through rough handling, and avoids the possibility of contamination.
5. Rotary brine control valve which gives complete control of the rapidity of the freezing process.
6. Rapid vertical discharge which makes quick emptying possible—an exclusive U. S. feature.

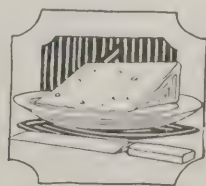
There are seven sizes of U. S. Brine Freezers, ranging in capacity from 40 to 160 quarts. Ask for complete specifications and prices.

A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Western Canada Ice Cream Manufacturers to Meet Together With Other Dairy Organizations of Western Canada, at Moose Jaw, Sask., February 5, 6, 7, 8.

ARRANGEMENTS have been made for holding the 1924 Western Dairy Convention in Saskatchewan under the auspices of the Saskatchewan Dairy Association. The Western Canada convention includes the three prairie provinces, Manitoba, Saskatchewan and Alberta, together with British Columbia, and the convention alternates among these provinces from year to year.

This is the most important dairy gathering in Canada, according to dairy officials of Canada. They say it will be attended by dairymen and produce dealers from all parts of Canada, as well as a good representation from the United States. The first day's sessions will deal exclusively with the work of the Saskatchewan Dairymen's Association, and the remaining sessions will deal with general dairying matters.

Other important dairy associations will also hold their annual gatherings at the same time and place, namely, the Canadian National Dairy Council, the Western Canada Ice Cream Manufacturers Association and the Saskatchewan Holstein and Ayrshire Breeders' Clubs.

While dairy educational work is of course the main feature of the convention the entertainment of the delegates will not be overlooked. Committees have been appointed to look after this feature of the convention, and delegates will be assured of both a profitable and enjoyable time.

All communications regarding the convention should

be addressed to P. E. Reed, Secretary, Saskatchewan Dairy Association, Regina, Sask.

The British Columbia Dairymen's Association and convention officials that they will be at Moose Jaw with a strong delegation to invite the 1925 convention to be held at Vancouver. A meeting to make preliminary arrangements for the convention was held in the dairy branch offices, Regina, Friday evening, Sept. 7th, at which the manufacturers, a number of produce dealers and a number of the leading dairy producers of Moose Jaw and Regina districts were present. The following committees were appointed at this meeting and it was understood that each chairman might add to his committee as desired:

Finance—J. A. Caulder, chairman; F. M. Logan, P. James, R. W. Heim, O. W. Andreasen, M. J. Scott.

Publicity—P. E. Reed, chairman; N. T. Gardner, McLean, J. A. Smith.

Transportation and Hotels—E. S. Randolph, chairman; C. C. Holman, Fred Jones.

Entertainment and Reception—H. Pearce, chairman; Reception—R. Barbour, R. Brighty, Sterling Smith, J. Underwood. Entertainment—Geo. H. Nellis, M. Roberts, H. J. Walker.

Competitions—C. E. Thomas, chairman. Butter—J. Crowe, O. B. Hartley. Producers and Boys and Girls—B. H. Thomson, Fred Jones. Ice Cream—A. E. P. B. A. Cooke.

Program—F. M. Logan, chairman; P. C. Kidd, Simpson, K. G. MacKay, B. H. Thomson, A. W. Edga

Minnesota Manufacturers to Meet at St. Paul

Officials Expect Large Attendance at Annual Convention of Minnesota State Association of Ice Cream Manufacturers, January 10 and 11

MINNESOTA ice cream manufacturers will gather at St. Paul January 10 and 11 for their annual convention. Hotel St. Paul will be convention headquarters.

Secretary J. J. Farrell of St. Paul reports rapid preparations for the convention, which consist of two busy sessions. Addresses on the first afternoon will be given by men prominent in the industry, the secretary announces. A banquet will be served at 6:30 o'clock the first evening. The second session will be held the afternoon of the second day, beginning at 2 o'clock.

A supper and smoker has been arranged for Friday at 7 o'clock, with the ice cream supplymen's organization taking part.

The Minnesota association has been coming forward rapidly of late years, and officials feel sure that the convention this year will find a large attendance. They promise an interesting program. They have extended a general invitation to manufacturers of that state affiliated with the association to attend the St. Paul meeting and consider casting their lot with co-operative efforts.

W. W. Dunn, Jr., St. Paul, is president of the association. He believes the manufacturers of his state will turn out in large numbers. Other officers are: C. Ives, Minneapolis; Nels Baden, Wadena, is treasurer, and the directors are: Messrs. Dunn, Ives and F. Koors, Bemidji; W. L. Parker, Rochester; C. E. Kestel, Hutchinson; Nels Baden, Wadena, and Robert Rasmussen, Mankato.

St. Paul is well-known as the convention city of the Northwest. Hotel St. Paul is an admirable convention hotel, officials believe.



NEED ANY HELP?

An advertisement placed in "The Review" War Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

Ice Cream and Dairy

Plants

K. W. Schantz, Inc.

Architects and Engineers

BUFFALO - NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Question ?

What put the profit in
the 5c ESKIMO PIE?

Ask the 200 users of
the Automatic Cutting
and Dipping Machine

Answer !

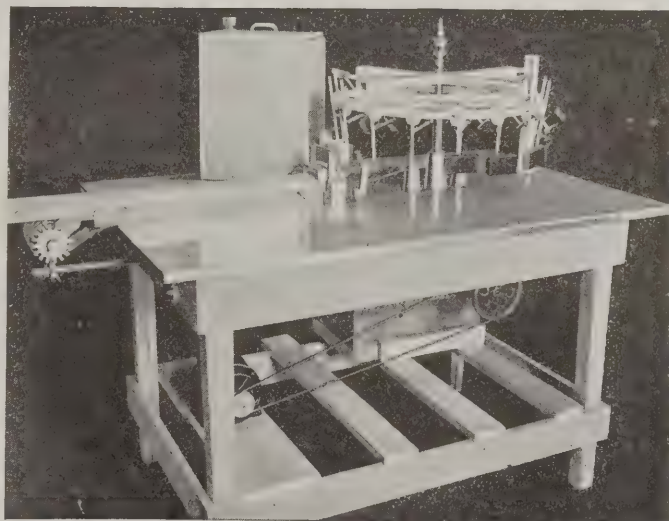
THE SALE of Eskimo Pies now
surpasses all past records.

A generous profit assured on the 5c
bar. Are you getting yours?

The Eskimo Pie is one of the principal
factors in putting the figures on
the right side of your ledger during
the dull season.

*Read what one leading
manufacturer operating a chain
of factories says: (name on request)*

"With your machine and three people
we are able to obtain a production
which required fourteen people when
doing the work by the old method.
This machine eliminates all waste of
ice cream and chocolate."



Northwestern Ice Cream Cutting and Dipping Machine

Price **\$375.00** Complete

ADJUSTABLE FOR 5c or 10c BARS

Now being used by over 200 prominent manufacturers in the United
States, Mexico, Australia, France,
Panama and Canada.

*Complete—including motor and electrically heated tanks.
Write for full particulars and list of users.*

MAKE PIES EXACT IN SIZE AND SHAPE AT A 20c COST.
PRODUCTION 10 DOZ. PER HOUR.

Northwestern Corporation
MORRIS BOX 18 ILLINOIS

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Manufacturers of Southwest Meet This Month

California and Southwestern States Ice Cream Manufacturers Association
Ready for Annual Convention at Los Angeles, January 11th and 12th.

ACTION rides hard on the heels of ice cream manufacturers of California and surrounding states.

After making a remarkable showing in attendance at the national in October, and then sending several members to the convention in British Columbia of the Pacific Ice Cream Manufacturers' Association, Californians and their neighbors now are getting ready for the annual convention of the California and Southwestern States Ice Cream Manufacturers' Association.

The California convention will be held January 11 and 12, 1924, at Los Angeles.



Country Club, Los Angeles.

Association officers expect a record convention in spite of the long road trips their members already have made in the interest of progress. Dates for the meeting were selected at a session in the fall of the board of directors.

Committees and subjects to be discussed are being worked out, Secretary Harry F. Grosse advises *The Ice Cream Review*. Mr. Grosse was made secretary of the association last summer, when Robert Dryden gave up these duties to put the post in the hands of a man who could give it all his time. The association is well pleased with the good work that Mr. Grosse has done since taking office. He is located in Los Angeles, with offices in the Grosse Building.

President C. J. Alfred of Los Angeles is widely known as one of the industry's most progressive members.

The Convention City.

Los Angeles, the "City of Angels,"—or to give the sonorous Spanish title, "Nuestra Senora la Reina de Los Angeles,"—has been called the "wonder city" of the United States. Indeed, its fame has spread to all parts of the world; a city that increases its population within thirty-five years from 50,000 to 850,000, certainly is not in the ordinary class territory.

The capital invested in Los Angeles' ice cream industry, including confectionery plants, is estimated at \$11,450,532, with a weekly payroll of \$108,106, and an annual production valued at \$36,496,404.

There are various outstanding features that have contributed to this extraordinary growth—climate, soil, location, and raw products.

Any one of these advantages would be sufficient to ensure a large city, but taken together they guarantee the future of Los Angeles as the metropolis of the west.

Los Angeles was founded September 4, 1781, by a small band of colonists, who had been recruited from the Mexican states of Sinaloa and Sonora and were there under command of a government officer, to form an agricultural colony for the purpose of producing.

Los Angeles has made remarkable progress in improvements, now having over 100 miles of improved streets. The city has a complete sewer system and an outfall sewer to the ocean.

The banks of Los Angeles have noted throughout the country for their solid and prosperous condition. The city's deposits aggregating \$660,000,000 on January 1, 1923. The clearings in 1922 totaled \$5,153,839.82. The assessed valuation of property in the city in 1922, including personal property, was \$78,707. The value of building permits issued in Los Angeles in 1922 was \$121,206,782.

There are 40 public parks within the city limits, aggregating 1,000 acres. Six of these parks are of considerable size. Westlake, 32 acres in area, is one of the most popular open air resorts; Lincoln in the eastern part of the city, covers 45 acres and has been made attractive alike to recreation seeker and student. It also is a lake, and the park nurseries, and alligator ostrich farms adjoining are educational attractions. The oldest and best improved of the city parks, between Fifth and Sixth Streets, near the business center of Pershing Square.

In amusements, Los Angeles is well favored. There are many handsome and capacious theaters open year 'round. In addition to these are concert halls, open air amusement centers that are unique and attractive. Reports for 1922 indicate that Los Angeles has more per capita for entertainment taxes than any other district in the country. A magnificent Symphony Orchestra is maintained and there are schools of esthetic dancing, choral societies, industrial music, community choruses and various organizations of players and performers. Los Angeles attracts the best dramatic talent that visits the West. There are frequent lectures, fairs, fruit and flower shows, that may be enjoyed at any season of the year. Pasadena has an annual carnival on New Year's Day.



Sunken Garden, East Park, Los Angeles.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



CHAS. E. LANDRETH,
President,
North Carolina Association.



N. D. BROOKSHIRE,
Secretary,
Mississippi Association.



S. J. DUFNER,
President,
Wisconsin Association.



F. J. PEALE,
President,
Kansas Jack Rabbits.

Officers and
Directors
who are
Getting
Ready
for
Conventions



G. R. DERBY,
Director,
South Dakota Association.



C. M. CORY,
Secretary,
Kansas Jack Rabbits.



W. P. B. LOCKWOOD,
Secretary,
New England Association.



A. E. DIXON,
Secretary,
North Carolina Association.



The GAULIN

Standard of

A Partial List of Gaulin Users:

MAINE
 Simmons & Hammond..... BANGOR
 Coon Ice Cream Co..... LEWISTON
 Coon Ice Cream Co..... POLAND
 Deering Ice Cream Co..... PORTLAND
 Schotterbeck & Foss..... PORTLAND
 D. J. Tozier..... PRINCETON
 Elmer J. Leighton..... WEST FALMOUTH

NEW HAMPSHIRE
 Brown Company..... BERLIN
 Portsmouth Creamery..... PORTSMOUTH

VERMONT
 Edward Zeno..... BELLOWS FALLS
 Tait Bros., Inc..... FAIRHAVEN
 Lindonville Creamery..... LINDONVILLE
 Middlebury Creamery (H. N. Coon Plant)..... MIDDLEBURY
 Milton Co-op. Dairy Corp..... MILTON
 Turner Center System..... ST. JOHNSBURY
 American Woolen Co., Burlington Mills..... WINOOSKI

MASSACHUSETTS
 Amherst Creamery Co..... AMHERST
 Walker Gordon Laboratory..... BOSTON
 M. Winer..... BOSTON
 E. F. Drew & Co..... BOSTON
 H. J. Seiler..... BOSTON
 B. Rutstein & Sons..... BOSTON
 Boston Floating Hospital..... BOSTON
 T. P. Grant & Co..... BOSTON
 Neapolitan Ice Cream Co..... CAMBRIDGE
 Libby Ice Cream Co..... CAMBRIDGE
 Mansion House Ice Cream Co..... CAMBRIDGE
 H. P. Hood..... CAMBRIDGE
 Whiting Milk Co..... CAMBRIDGE
 Turner Centre System..... CHARLESTOWN
 Ideal Ice Cream Co..... CLINTON
 F. E. Boyd..... EVERETT
 Peckham Davis Co..... FALL RIVER
 Fall River Dairy Co..... FALL RIVER
 Hooker Bros..... HOLBROOK
 Jersey Ice Cream Co..... LAWRENCE
 E. L. Haines Co..... LYNN
 Malden Ice Cream Co..... MALDEN
 The Granite Ice Cream Co..... QUINCY
 Tait Bros..... SPRINGFIELD
 Franklin County Creamery..... SOMERVILLE
 Bushway Ice Cream Co..... SOMERVILLE
 Cushman Ice Cream Co..... TAUNTON
 Kalashian Bros..... WORCESTER
 Tait Bros..... WORCESTER

RHODE ISLAND
 Kelley Ice Cream Co..... PROVIDENCE
 Turner Center System..... PROVIDENCE
 Maine Creamery..... PROVIDENCE
 Oak Knoll Farms..... WOONSOCKET

CONNECTICUT
 Huber Ice Cream Co..... BRIDGEPORT
 Bryant & Chapman..... HARTFORD
 New Haven Dairy Co..... NEW HAVEN
 Tait Brothers..... NEW LONDON
 Connecticut Agricultural Col..... STORRS
 Torrington Creamery..... TORRINGTON
 R. F. Worden & Sons..... WATERBURY
 Bert C. Hallock..... WILLIMANTIC

NEW YORK STATE
 Peerless Creamery Co..... AKRON
 Fargo Dairy Co..... BATAVIA
 L. N. Osborne..... BLADELL
 Auston-Nichols..... BROOKLYN
 Borden Farm Products Co..... BROOKLYN
 The Arner Co..... BUFFALO
 Dairymen's League Co-op. Assn..... BUFFALO
 Taylor Milk Products Co..... DAYTON
 Elmira Ice Cream Co..... ELMIRA
 N. Y. State Experiment Sta..... GENEVA
 Adirondack Dairy Co..... GLENS FALLS
 Abdella Ice Cream Co..... GLOVERSVILLE
 New York State Col. of Agri..... ITHACA
 Louis Kadans..... KELLYS CORNER
 Lake Placid Club Stores, Inc..... LAKE PLACID
 Kirk-Maher Co..... MALONE
 Mohawk Cond. Milk Co..... MAYVILLE
 Borden Condensed Milk Co..... MODESTO

Shevers Ice Cream Co..... NEW YORK
 S. Oppenheimer & Co..... NEW YORK
 S. Stafford, Inc..... NEW YORK
 Wisner Mfg. Co..... NEW YORK
 St. Lawrence Ice Cream Co..... NORWOOD
 Kirk-Maher Co..... PLATTSBURGH
 Mertz Milk Co..... ROCHESTER
 Int. Milk Prod. Co..... SCHENECTADY
 Jersey Ice Cream Co..... SCHENECTADY
 Colonial Ice Cream Co..... SCHENECTADY
 Seneca County Cry. Products Co..... SENeca FALLS
 Sodas Co-op. Creamery Co..... WALCOTT

NEW JERSEY
 F. A. Shivelier..... ALLOWAY
 J. Stadler, Jr..... ATLANTIC CITY
 Nucco Butter Co..... BAYONNE
 Abbotts Alderney Dairy Co..... BRIDGETON
 Geo. H. Scott..... FRENCHTOWN
 Keystone Dairy Co..... HOBOKEN
 J. T. Castle's Ice Cream Co..... IRVINGTON
 American Ice Cream Co..... JERSEY CITY
 Reid Ice Cream Co..... JERSEY CITY
 Geo. H. Clark..... LEBANON
 L. W. Robbins Co..... NEWARK
 New Brunswick Milk & Cream Co..... NEW BRUNSWICK
 W. Wieda..... PATERSON
 Eastern Sanitary Milk Co..... PATERSON
 Baltimore Dairy Lunch..... PHILIPSBURG
 William Richman..... SHARPTOWN
 Horton & Lewis Cream Co..... SUSSEX
 Hildebrecht Ice Cream Co..... TRENTON

PENNSYLVANIA
 State Line Creamery..... AKLEY
 M. & G. Co..... ALLENTOWN
 Weed Ice Cream Co..... ALLENTOWN
 Meyer Dairy Co..... BETHLEHEM
 Thompson Bros. Ice Cream Co..... BUTLER
 Carnation Milk Products Co..... CAMBRIDGE SPRINGS
 Cumberland Valley Creamery Co..... CHAMBERSBURG
 Conneaut Lake Dairy Co..... CONNEAUT LAKE
 Conneaut Creamery..... CONNEAUT
 The Goldsborough Ice Cream Co..... CONNEAUT
 Culpeper..... CULPEPER
 Dewart Milk Products Co..... DEWART
 Superior Ice Cream Co..... EMPORIUM
 Dairy Products Co..... FREDERICKS
 Grove City Creamery..... GROVE CITY
 Hershey Creamery Co..... HARRISBURG
 Louis Galliker..... JOHNSTOWN
 Johnstown Sanitary Dairy..... JOHNSTOWN
 M. F. Fadden & Sons, Inc..... KINGSTON
 Hershey Chocolate Co..... LEBANON
 Mansfield Dairy Co..... MANSFIELD
 Meyersdale Dairy Co..... MEYERSDALE
 Mifflin Creamery Co..... MIFFLIN
 Millville Creamery (W. J. Eckman)..... MILLVILLE
 Hannaway & Gordon..... MORRISTOWN
 W. H. Koughan..... MCKEESPORT
 Abbotts-Alderney Dairy..... PHILADELPHIA
 J. Boese Dairies..... PHILADELPHIA
 Breyer Ice Cream Co..... PHILADELPHIA
 Crane Ice Cream Co..... PHILADELPHIA
 Scott-Powell Dairies..... PHILADELPHIA
 Harmony Creamery Co..... PITTSBURGH
 Reick-McJunkin Co..... PITTSBURGH
 D. G. Yuengling & Sons..... POTTSVILLE
 Jefferson Ice & Dairy Products Co..... POTTSVILLE
 Alfred Ice Cream Co..... PUNXSUTAWNEY
 Clover Creamery Co..... RIDGEWAY
 Sayre Creamery & Cold Storage Co..... ROANOKE
 M. F. Fadden & Son..... SCRANTON

Stroudsburg Creamery Co..... STROUDSBURG
 W. E. Hoffman..... TYRONE
 I. N. Hagan Ice Cream Co..... TYRONE
 Helvetia Milk Cond. Co..... UNIONTOWN
 F. H. Bierman..... WELLSBORO
 H. L. Neuman..... YORK

DELAWARE
 Middletown Farms..... MIDDLETOWN

MARYLAND
 Western Maryland Dairy, Inc..... BALTIMORE
 Crane Ice Cream Co..... BALTIMORE
 The Maryland Ice Cream Co..... BALTIMORE
 Hendler Creamery Co..... BALTIMORE
 Horn Ice Cream Co..... BALTIMORE
 Cambridge Ice Co..... CAMBRIDGE
 The Nicodemus Ice Co..... FREDERICK
 Helvetia Milk Condensing Co..... GREENSBORO
 Arthur M. Zile..... SIKESVILLE

WASHINGTON, D. C.
 Chapin-Sacks Mfg. Co..... WASHINGTON
 Fussell Young Co..... WASHINGTON

OHIO
 Akron Bottle Ex. & Sup. Co..... AKRON
 Waldorf Ice Cream Co..... AKRON
 Cline Ice Cream Co..... ATHENS
 Damsel Ice Cream Co..... BARNESVILLE
 United Dairy Co..... BARNESVILLE
 Canton Sanitary Milk Co..... CANTON
 Noaker Ice Cream Co..... CANTON
 Sanitary Milk Co..... CANTON
 Chillicothe Bottling Co..... CHILLICOTHE
 Ritz Ice Cream & Candy Mfg. Co..... CINCINNATI
 American Ice Cream Co..... CINCINNATI
 Telling-Belle Vernon..... CLEVELAND
 Baker Ice Cream Co..... CLEVELAND
 Hoffman Ice Cream & Dairy Co..... CLEVELAND
 Babie's Dispensary..... CLEVELAND
 Arctic Ice Cream Co..... CLEVELAND
 J. W. Baker..... CLEVELAND
 Furnas Ice Cream Co..... COLUMBUS
 The Conneaut Cry. Co..... CONNEAUT
 Red Wing Corp..... DAYTON
 Hamilton Milk Co..... HAMILTON
 The Ironton Ice Cream & Dairy Co..... Ironton
 R. L. Graham..... LIMA
 Islay Dairy Co..... MARION
 Purity Ice Cream Co..... MIDDLEPORT
 Ravenna Milk & Ice Cream Co..... RAVENNA
 Famous Dairy Co..... SALEM
 Pure Milk and Dairy Co..... TITLIN
 The Puritan Dairy Co..... TOLEDO
 Sweet Clover Dairy Co..... WOOSTER
 The Baker-Evans Co..... YOUNGSTOWN
 Isaly Dairy Co..... YOUNGSTOWN
 Hemmer Ice Cream Co..... ZANESVILLE

INDIANA
 Libby-McNeil & Libby..... BERNE
 Johnson's Creamery Co..... BLOOMINGTON
 Fred Miller Baking & Ice Cream Co..... EVANSVILLE
 Ideal Dairy..... EVANSVILLE
 Farmers Dairy Co..... EVANSVILLE
 Schlosser Brothers..... FORT WAYNE
 Cloverleaf Creamery..... HUNTINGTON
 Ely Lilly & Co..... INDIANAPOLIS
 Van Camp Packing Co..... INDIANAPOLIS
 Hurty Peck Co..... INDIANAPOLIS
 Schaeffer Bros..... INDIANAPOLIS
 Grocers Dairy Products Co..... KOKOMO
 Purdue University..... LAFAYETTE

Collier Brothers..... MART
 Jersey Creamery..... NE
 Turner Creamery Co..... NE
 Schlosser Brothers..... P
 Seymour Ice Cream Co..... P
 The Model Ice Cream Co..... TERR
 Valparaiso Ice Cream Co..... VAL

ILLINOIS
 Snow & Palmer..... BLOO
 Cavallini Ice Cream Co..... BLU
 Bushnell Farm Products Co..... B
 University of Illinois..... CH
 Hydrex Co..... CH
 Libby, McNeil & Libby..... CH
 Goodman American Ice Cream..... CH

NEBRASKA
 Orange Crush Co..... NE
 Lawrence Ice Cream Co..... NE
 People's Fuel & Supply Co..... NE
 Sullivan's Milk Co..... NE
 Healy Ice Cream Co..... NE
 400 Products Co..... NE
 Thompson Ice Cream Co..... NE
 Abbotts Laboratory..... NE
 International Dairy Co..... NE
 Dearborn Chemical Co..... NE
 Granite City Ice Cream Co..... NE

MICHIGAN
 Nestle's Food Co., Inc..... GRAN
 Marshall Milk Cond. Co..... M
 Milk Producers Co-op. Market..... M
 Sturevant Baking Co..... ROCH
 Illinois Dairy Co..... SPRIN

WISCONSIN
 Dhooges Creamery Co..... W
 Sturtevant-Wright Co..... W
 Consumers Milk Co..... W
 Armour & Co..... W
 Milk Producers Co-op. Market..... W
 Sarge Cond. Milk Co..... W
 Eau Claire Creamery..... EAU
 Shurtleff Company..... JAN
 Libby-McNeil & Libby..... JAN
 Lake Mills Milk Co..... LAF
 Tri Cities Creamery..... LA
 Mansfield-Cauchey Co..... M
 Fischl Ice Cream & Dairy Co..... MAI
 Bendfeldt Ice Cream Co..... MIL
 Blommer Ice Cream Co..... MIL
 Menominee Dairy Co..... MEI
 Neillville Condensed Milk Co..... NEI
 Borden's Cond. Milk Co..... NEW
 International Dry Milk Co..... NEW
 Carver Ice Cream Co..... C
 Rhinelander Cry. & Produce Co..... RHINE
 Ripon Ice Cream Co..... SCHLEISING
 Stroh Products Co..... STROH
 Russell Creamery Co..... RUSSELL
 Walworth Cond. Milk Co..... WA
 American Milk Co..... WHIT

Watch for the Gaulin ANNOUNCEMENT Standardize on the GAULIN

Manufactured by MANTON-GAULIN MFG. CO.
 BOSTON, MASSACHUSETTS

Homogenizer

Efficiency



MINNESOTA	University of Nebraska.....LINCOLN
fg. Co.....BEMIDJI	Fairmont Creamery Co.....OMAHA
creamery Co.....CROOKSTON	Seward Creamery Co.....SEWARD
creamery.....FARIBAUT	
creamery.....FERGUS FALLS	
ice cream & butter Co.....GLENWOOD	
Produce Co.....HUTCHINSON	
Co. Prod. Co.....LITTLE FALLS	
cream Co.....MINNEAPOLIS	
Milk & Ice Cream Co.....MINNEAPOLIS	
Ice Cream Co.....MINNEAPOLIS	
Dairy School.....MINNEAPOLIS	
eam Co.....RUSHFORD	
ry Co.....ST. CLOUD	
Milk Prod. Co.....ST. PAUL	
nesota Products Co.....WILLMAR	
hers.....WINONA	
IOWA	
creamery Co.....ACKLEY	
y Co.....AMES	
ate Col. Dairy Dept. Ames	
eamery Co.....ANIMOSA	
cream & bottle Co.....BOONE	
Bro.....BURLINGTON	
Co.....CEDAR RAPIDS	
cream Co.....CHARITON	
cream Co.....CHARLES CITY	
(Cherokee Creamery)	
CHEROKEE	
Ice Cream Co.....DES MOINES	
cream Co.....DES MOINES	
Co.....DES MOINES	
Co.....DUBUQUE	
amery Co.....DUBUQUE	
creamery Co.....FORT DODGE	
creamery Co.....FORT MADISON	
y Co.....MARSHALLTOWN	
Dairy Co.....MASON CITY	
cream Co.....OTTUMWA	
amery Co.....SAC CITY	
duce Co.....STOUC CITY	
cream Co.....WATERLOO	
MISSOURI	
Bird.....CHILLICOTHE	
amery Co.....JOPLIN	
creamery Co.....JOPLIN	
ry Co.....KANSAS CITY	
d.....RICHMOND	
Mfg. & Sup. Co.....ST. LOUIS	
NORTH DAKOTA	
n Produce Co.....BISMARCK	
Co.....DEVIL'S LAKE	
uce Co.....FARGO	
err Dairy Co.....FARGO	
ice cream Co.....MINOT	
cream Co.....MINOT	
Cry.....NEW ROCKFORD	
SOUTH DAKOTA	
1 Cry. Co.....ABERDEEN	
1 Cry. Co.....BERESFORD	
Water Co.....CHAMBERLAIN	
on.....HURON	
amery Co.....MADISON	
creamery.....MOBRIDGE	
tin.....REDFIELD	
amery Co.....SIOUX FALLS	
ussell.....SIOUX FALLS	
.....YANKTON	
NEBRASKA	
cream house.....BEATRICE	
ten.....FAIRBURY	
amery.....FRANKLIN	
Co.....FREMONT	
am & Beverage Co.....HASTINGS	
.....HASTINGS	

FLORIDA	
Miami Ice Cream & Dairy Co.....MIAMI	
Purity Ice Cream Co.....JACKSONVILLE	
Certain-Thyson Purity Milk Co.....JACKSONVILLE	
Yaeger Ice Cream Co.....JACKSONVILLE	
Tampa Stock Farms Dairy.....TAMPA	
Tampa Dairy Co.....TAMPA	

KENTUCKY	
Consolidation Coal Co.....JENKINS	
Dixie Ice Cream Co.....LEXINGTON	
Manning & Watts.....MIDDLESBORO	
Feldman Milk & Cream Co.....NEWPORT	
City Consumers Co.....PADUCAH	
Pikeville Ice Co.....PIKEVILLE	

TENNESSEE	
Bristol Ice Cream Co.....BRISTOL	
George K. Brown Co.....CHATTANOOGA	
The Wise Cream Co.....CHATTANOOGA	
M. S. Campbell.....ERWIN	
Southern Refrigerating Co.....JOHNSON CITY	
Johnson City Coal Co.....JOHNSON CITY	
Racy Cream Co.....KNOXVILLE	
Sani Seal Co.....KNOXVILLE	
Economy Drug Co.....KNOXVILLE	
Forest Hill Dairy.....MEMPHIS	
Clover Farm Dairy.....MEMPHIS	
Union Ice Cream Co.....NASHVILLE	

ALABAMA	
Chapin-Sacks Jersey Ice Cream Co.....BIRMINGHAM	
Pure Ice Cream Co.....EUSLEY	
Trowbridge Creamery Co.....FLORENCE	
Selma Creamery & Ice Co.....SELMA	

MISSISSIPPI	
Columbus Ice Cream & Creamery Co.....COLUMBUS	
The Lilly Ice Cream Co.....MERIDIAN	

ARKANSAS	
Watson & Aven.....HELENA	
Pasteurized Milk Co.....HOT SPRINGS	
Maddy Ice Cream Co.....JONESBORO	

LOUISIANA	
Nat. Fruit Flavor Co.....NEW ORLEANS	

OKLAHOMA	
Bristow Ice Cream & Bottling Co.....BRISTOW	
Lindsay Ice Cream Co.....CHICKASHA	
White Mfg. Company.....CUSHING	
The Edmond Ice Co.....EDMONTON	
Enid Ice & Fuel Co.....ENID	
Henrietta Ice Cream Co.....HENRIETTA	
Prothro & Son.....HOLDENVILLE	
Muskogee Ice Cream Co.....MUSKOGEE	
Crystal Ice Cream Co.....OKLAHOMA CITY	
Climax Creamery.....SHAWNEE	
Purity Ice Cream Co.....TULSA	

TEXAS	
Milk Products Co.....BEAUMONT	
Venus Creamery.....EL PASO	
Alta Vista Creamery Co.....FORT WORTH	
W. H. Irvin Ice Cream Co.....HOUSTON	
The Laredo Creamery.....LAREDO	
Bell Ice Cream & Bottling Co.....TEMPLE	

MONTANA	
Lewiston Creamery Co.....LEWISTON	

WYOMING	
Wyoming Creamery Co.....LARAMIE	
O. B. Steward & Son.....THERMOPOLIS	

COLORADO	
Midwest Creamery Co.....DENVER	
Grand Jct. Ice Cream Co.....GRAND JCT.	
Libby-McNeil & Libby.....LA JUNTA	
Model Dairy Co.....PUEBLO	
Rocky Ford Co-op. Cry.....ROCKY FORD	

IDAHO	
Jensma Creamery Co.....NAMPA	
Nampa Creamery Co.....NAMPA	
Pend d'Oreille Cream Co.....SAND POINT	

ARIZONA	
Donofrio Confectionery Co.....PHOENIX	
McWoten Ice Cream Co.....TUCSON	

UTAH	
Mutual Cry. Co.....SALT LAKE CITY	

NEVADA	
Chism Ice Cream Co.....RENO	

WASHINGTON	
Tulip Creamery.....BELLINGHAM	
Polar Ice Cream Co.....CENT ALIA	
Thompson & Parrish.....CHEHALIS	
Olympia Creamery Co.....OLYMPIA	
Fortune Transfer Co.....SEATTLE	
Inland Empire Bi-Products Corp.....SPOKANE	
Jersey Creamery Co.....VANCOUVER	
Walla Walla Creamery.....WALLA WALLA	
Yakima Milk Products Co.....YAKIMA	

OREGON	
Cottage Grove Cry.....COTTAGE GROVE	
Eugene Fruit Growers Ass'n.....EUGENE	
Red Rock Creamery.....HILLSDALE	
Blue Mountain Creamery.....LA GRANDE	
Crystal Ice & Storage Co.....PORTLAND	
Douglas County Creamery.....ROSEBURY	

CALIFORNIA	
Wheat's Ice Cream Co.....AKRON	
Kern County Creamery & Farms Co.....BAKERSFIELD	
Crescent Creamery Co.....EL CENTRO	
Farmers' Dairy Produce Co.....FRESNO	
Sego Condensed Milk Co.....GAULT	
E. W. Schwartz.....LAKEPORT	
Libby-McNeil & Libby.....LOLETA	
Los Angeles Cry. Co.....LOS ANGELES	
Alfred Ice Cream Co.....LOS ANGELES	
Quaker Girl Ice Cream Co.....LOS ANGELES	
Consumers Milk Co.....LONG BEACH	
Star Ice Cream & Butter Co.....MARSVILLE	
Borden's Condensed Milk Co.....MODESTO	
Modesto Milk Co.....MODESTO	
Napa Riverside Creamery.....NAPA	
Frank Silveria (Newman Dairy Co.).....NEWMAN	
Ventura Co. Ice & Milk Co.....OXNARD	
Crown City Dairy Co.....PASADENA	
Model Creamery.....REDLANDS	
Grand Royal Ice Cream Co.....SACRAMENTO	
Peerless Ice Cream Co.....SACRAMENTO	
George Hays & Son.....SAN FRANCISCO	
Pacific Rice Prod. Co.....SAN FRANCISCO	
G. M. O'Brien.....SAN JOSE	
San Pedro Creamery.....SAN PEDRO	
Gloria Ice Cream Co.....STOCKTON	
Susanville Creamery (M. L. Schultz).....SUSANVILLE	

CANADA	
Canadian Milk Products, Ltd.....BURFORD, ONTARIO	
Maple Leaf Cond. Milk Co.....CHESTERVILLE, ONT.	
Borden's Cond. Milk Co.....CHILLIWACK, B. C.	
Borden's City Dairy Co., Ltd.....SO. SUMUS, B. C.	
William Neilson, Ltd.....TORONTO, ONT.	
Willard Chocolates, Ltd.....TORONTO, ONT.	

ENGLAND	
The New Zealand Co-op. Dairy Co.....LONDON, ENGLAND	
J. Lyons & Co., Ltd.....LONDON, ENG.	

PHILIPPINE ISLANDS	
M. Teague.....MANILA	

In the February Trade Papers
 Acknowledged Leader in the Field

Distributed by MANNING MANUFACTURING CO.
 RUTLAND, VT. NEW HAVEN, CONN.

Quality Standard Adopted by Southern Association

Southerners Lauuch Program of Co-Operative Advertising of Ice Cream Manufactured Under Its Standard of Merit—To Meet at New Orleans Next November—Little Rock Convention Was One of Most Eventful in Association's History

National Convention Plans Discussed

ADoption of a quality standard to govern the purity of the ice cream manufactured by its members, and the decision to launch a co-operative advertising campaign to promote ice cream consumption in the South were outstanding features of the annual convention of the Southern Association of Ice Cream Manufacturers at Little Rock December 4, 5 and 6.

Members of the association interested in hearing plans discussed for co-operation toward the success of the national convention to be held at New Orleans in 1924 were not disappointed. Throughout the entire course of the convention there tingled an overwhelming sentiment in favor of aiding national association officials toward the success of their first convention in the South, and to extend to national convention delegates a welcome long to be remembered.

Officials finished their business at Little Rock feeling that, in many respects, their eleventh annual convention was one of the most eventful on record for the association.

Facing a program that fairly bent down under the weight of the many problems to be worked out, confronting the most extended lines of co-operative action heretofore undertaken, the association at the same time could not overlook its obligations to their national guests.

There was no surprise when the decision was reached to hold the twelfth annual convention at New Orleans just three days prior to the opening of the national convention next November. It was the association's understanding that the national convention will be held the week beginning November 17. With this understanding the Southern association set its dates at November 14 and 15.

This will make the opening of the Southern convention on Friday, with more business on Saturday, and the opportunity to look around the Crescent City and welcome national delegates on the Sabbath. Members of the Southern association will be encouraged to remain and attend the national sessions.

Selection of hotel headquarters for the Southern convention was deferred until after the national association makes its selection. It is thought likely that the Hotel Grunewald will be selected by President Vernon F. Hovey's organization. In that event the Southern officials will make their pick from others on the large list of up-to-date hotels in New Orleans.

Exposition Will Be Held.

Roberts Everett, secretary of the Association of Ice Cream Supply men, attended the convention. Following conferences with Southern association officials he announced that an exposition in keeping with New Orleans' facilities of this kind will be given by the national supply body, though no official action had been taken at that time.

Business faced the convention from the time the Convention President M. J. Costa called the first session to order till W. J. Barritt of Tampa, Fla., formally took the gavel from Mr. Costa's hands and pledged the association his most earnest efforts.

The quality standard of co-operative advertising matters were hang-overs from the 1922 convention of the Southern association. At that time M. J. Costa and his board of directors took under consideration an ambitious course of procedure aiming at increasing ice cream in public favor.

It was then brought to the attention of the association that officials recognized the direct way to build up ice cream consumption in the South is through affording the public a product of guaranteed quality and advertising that product along broad and thorough lines.

The association's plan to provide for a standard seal to appear on the containers of the products of the association's members, this seal to speak for the product of each manufacturer living up to the quality standard prescribed.

The quality emblem will be in the form of a shield bearing a dish of ice cream. Under the dish of ice cream will appear the words "Ice cream served here is of a quality product because made by a member of the Southern Association of Ice Cream Manufacturers."

Recommendation for the seal was made at the 1922 convention by Benjamin C. Brown of New Orleans, chairman of the co-operative advertising committee, functioning at that time.

"A Symbol of High-Grade Ice Cream."

When motion was made that it be adopted at that time, President Costa urged the association not to do so hastily in a matter of that kind.

"My idea," the president told the 1922 convention, "is to make this a symbol of a high-grade ice cream. We must make the seal familiar to the ice cream eating public. Give publicity to the fact that we have adopted

New Officers

PRESIDENT

W. J. Barritt, Tampa Dairy Co., Tampa, Fla.

VICE-PRESIDENT

S. N. Sutton, Sutton Ice Cream Co., Vicksburg, Miss.

SECRETARY-TREASURER

J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

DIRECTORS FOR 1924

Georgia, J. D. Kinnett, Macon; Mississippi, N. D. Brookshire, Meridian; Arkansas, Will Terry, Little Rock; Louisiana, Ben C. Brown, New Orleans; North Carolina, Hans Brody, Asheville; Tennessee, W. E. Drake, Nashville; Alabama, C. K. Crossfield Gadsden; Kentucky, Harry A. Cuscaden, Louisville; Florida, A. E. Stiling, Daytona; South Carolina, L. E. Girardeau, Greenville.

Date of Next Convention—Nov. 14-15, 1924.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

standard of quality and the seal of approval for that quality, and the members have pledged themselves to manufacture that quality."

The association then voted to keep the committee in force, that it might upon the slogans the secretary would get the members to suggest, make its report at the 1923 convention.

The action at Little Rock was the result of the committee's report, the personnel being: Benjamin C. Brown, New Orleans, chairman; M. J. Costa, Atlanta, Ga.; W. J. Barritt, Tampa, Fla.; J. W. Clopton, Decatur, Ala.; and John Kloecker, Lexington, Ky. Secretary Clopton was authorized to set a price in quantity lots on seals to submit these quotations to different members, asking them to advise the quantity desired.

The convention was marked by the convention sessions. The program was termed by delegates one of the best ever prepared for a Southern convention. The subjects calling for general discussions brought out enthusiastic responses at every session.

Reviews South's Ice Cream Development.

Prof. A. C. Baer of Oklahoma A. & M. College, Stillwater, Okla., widely known throughout the Southern industry for his help to manufacturers through The Ice Cream Review, held the interest for his audience when he spoke on the subject of "The Development of the Ice Cream Industry in the South."

He shot home a bright spark of optimism when he declared that the South is the logical ice cream producing area of the United States," then spoke of the progress that had been made both in quality and development of gallonage in the South. A moment later he quickened the pulses of his hearers when he declared that ice cream produced in the Southern cities, on average, is just as good in quality as that produced in the large cities of the North.

Harry Cuscaden of Louisville was awarded a rising vote of thanks at the conclusion of his snappy speech on the subject of co-operation.

Oklahoma Joins Association.

The state of Oklahoma was formally accepted into the membership of the Southern association. J. B. Porter, new president of the Oklahoma Association of Ice Cream Manufacturers, represented his body as delegate to the Southern convention. He advised of the acceptance of his state. Mr. Porter nominated J. W. Clopton of Enid as director of Oklahoma. Mr. Parker was promptly



W. J. BARRITT,
President.



S. N. SUTTON,
Vice-President.



J. W. CLOPTON,
Secretary-Treasurer.

The social features which distinguish the Southern convention from all others were well up to past standards. The entertainment program was all that could be desired. Approximately 150 ladies attended the convention. The Dixie Flyers took care of the lady visitors with theater parties and auto drives during convention sessions, and then provided entertainment for all in the evenings.

Entertainment Features.

The evening preceding the opening of the convention was taken up with an informal dinner-dance. This was repeated the following evening. The manufacturers' annual banquet was held the second evening of the convention, being featured by Little Rock's far-famed humorous lecturer, Earl W. Hodges. W. W. Campbell, vice-president of the National Association of Ice Cream Manufacturers and past president of the Southern association, addressed the manufacturers at the banquet. He said he expected his friends in Dixie "to do themselves proud" in connection with the national convention at New Orleans in 1924.

Benjamin C. Brown of New Orleans, who was named by the board of directors as a committee of one to make hotel arrangements for the 1924 convention, said that New Orleans will do all in its power toward the success of the Southern convention and the convention of the national association.

The grand finale to the convention was the trip to Hot Springs. A goodly number of delegates remained over after the closing session December 6 and accompanied the officers of the association to the Arkansas resort. They spent most of Friday enjoying themselves in the baths and roaming around the government's extensive playground.

A large party of convention delegates headed by M. J. Costa was entertained by ice cream manufacturers of Memphis during a stop-over in that city on Monday, December 3.

* * *

Arkansans Entertained.

In addition to the entertainment provided by the Dixie Flyers and the Arkansas ice cream manufacturers, civic and business organizations of Little Rock made the ice cream men welcome in their city by having them as their guests at different luncheons.

Among the organizations that entertained "Will" Terry's friends were Lions', Rotary, Co-operative, Kiwanis, and Ad Clubs.

(Convention proceedings will be found beginning on page 125)

MENTION "THE REVIEW"—IT IDENTIFIES YOU.



C. A. Kent, organizer of Southern Assn., and his plant mgr., Thos. P. Hogan, Kentwood, La., and one of their friends

Some Sunny Smiles

caught at Little Rock by
Review Cameraman



Miss Mary Kate Carr and flowers presented by Flyers, and Pete Miller, re-elected secretary Flyers



Byron Morris and a friend



"Rose of Little Rock," Miss Helen Carmichael, and flowers presented her by Dixie Flyers



J. I. Perry, Dry Milk Co.



Gordon Moublo, Turnbull Co., Chattanooga



Officers Ladies Auxiliary — "Sally," Mrs. Geisel and Mrs. Massey. At end R. J. Massey, purchaser of "monk" auctioned for ladies. "Monk" shown suspended from Mr. Massey's hand

OHIO UNIVERSITY WINTER COURSES IN DAIRYING

Winter courses in dairying are divided into two terms of four weeks each. Each term covers a distinct line of work. The first one, "Farm Dairying," begins January 7, 1924, and ending February 1, 1924, will be given to meet the demand of those who wish to receive training in the formation of a dairy herd, the care, feeding and breeding of the herd, the production of milk, testing of milk and cream, and preparing cows for the Advanced Registry. This course is also a preparation for the State Civil Service examination given for supervisors of the Advanced Registry.

The second course, "Dairy Manufactures," begins January 11, 1924 and ends March 7, 1924. This course has been established to meet the demand for a practical line of training in marketing milk and its products, the manufacture of butter, cheese and ice cream. The course is intended for those who are unable to avail themselves of the advantages offered by the longer courses given in this department and is given at a time of the year when buttermakers, cheesemakers, ice cream makers and milkmen can best leave their work. The course that has been formerly an eight weeks' course is now divided into the two four weeks courses mentioned above, so that those who are interested in the production of milk may take the first four weeks course and those who are interested in the manufacture of milk products may take the second four weeks course. Those interested in both ends of the business may take the eight weeks course, without duplication.

Dairy Trips

The students of both courses will be required to take a number of short excursions through the various milk lands in Columbus and vicinity.

Supervisors of Advanced Registry

Since this farm dairy course has been given, the majority of the students have taken it in order to qualify as Supervisors of Advanced Registry. This work involves the visiting of pure bred herds in different parts of the State; watching the cows milked and testing the milk for butter fat. However, for the student who is interested in dairying, the money expended is considered small when compared with the experience and training derived in visiting the best dairy herds in the world. The four weeks course will prepare the student for the State Civil Service examination which will be given the latter part of January.

Men for Cow Testing Associations

In the past it has been impossible to supply enough men for these positions from our own State. It has been necessary therefore to go to our neighboring states to get students to take charge of these cow testing associa-

The work is somewhat similar to the duties of the supervisors for the Advanced Registry. It differs in that the men are hired for the entire year, and the experience gained is for greater than that gained from a few weeks' work. These positions pay from \$600 to \$900 per year in addition to the tester's expenses, making the salary equivalent to about \$1,000 per year.

Certificate

Those students who have successfully carried both the Farm Dairying and Dairy Manufacturing Courses will be granted a certificate stating the subjects pursued. To receive this certificate, the candidate must continue in the course throughout the eight weeks and be present at the exercises of the course.

The New Era

Ice Cream Brick Cutter

The most PRACTICAL, DURABLE, EFFICIENT ICE CREAM BRICK CUTTER on the Market.



Past the Experimental Stage

WE CAN REFER YOU TO A GREAT MANY SATISFIED USERS.

The NEW ERA enables you to furnish your trade with a uniformly cut brick of ice cream. Can be adjusted to cut slices of any size.

Our representatives are the leading Ice Cream Supply Houses.

HERE THEY ARE

Baltimore, Md.	Cherry-Bassett-Winner Co.
Philadelphia, Pa.	Cherry-Bassett-Winner Co.
Pittsburgh, Pa.	Cherry-Bassett-Winner Co.
Boston, Mass.	Wright-Ziegler Co.
Columbus, Ohio	John W. Ladd Co.
Detroit, Mich.	John W. Ladd Co.
Cincinnati, Ohio	John W. Ladd Co.
Cedar Rapids, Ia.	J. G. Cherry Co.
St. Paul, Minn.	J. G. Cherry Co.
Chicago, Ill.	A. H. Barber-Goodhue Co.
St. Paul, Minn.	A. H. Barber-Goodhue Co.
San Francisco, Cal.	Geo. W. Prising Co.
Salt Lake City, Utah	Cannon Supply Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

The Nizer

Remarkable Operating Efficiency of Nizer Electric Automatic Cabinets is the Basis of Their Success

WHILE it is true that any workable system of mechanical refrigeration does bring relief from certain labor problems, retailer's service troubles and injuries to the product—it is equally true that the cost of operating some mechanical units is prohibitive. The basic reason for the adoption of Nizer cabinets so quickly in over 135 cities, is that they cost little to run. They are a profitable investment.

Years of intensive development work by Arctic Ice Cream and Nizer engineers resulted in a highly specialized machine. It is not a compromise—not a re-designed unit. Every element of the Nizer was designed for the sole purpose of refrigerating ice cream—and it is correspondingly efficient in this service.

For instance:—the refrigerant used is sulphur dioxide; the compressor runs at slow speed (175 R. P. M.); the lubrication is permanently automatic; the temperature is regulated by a positive dual pressure controller; the compressor is direct driven through a worm gear reduction; the electric motor is a $\frac{1}{4}$ H. P., 110 volt, series type unit, that works equally on A. C. or D. C. The efficiency of such a com-

bination, when used to refrigerate 6, and 8-hole cabinets, is unprecedented. Records speak for themselves. Current consumption for the Nizer cabinet is as follows: 4-hole, 1.0 Kw. hour per day; 6-hole, 1.1 Kw. hour per day; 8-hole, 1.9 Kw. hour per day.

A notarized statement covering Nizer cabinets operating in Detroit where the current rate is 5 cents per Kw. shows the average cost per day for 4, 6 and 8-hole cabinets to be respectively 5 cents, 7 cents and 9 cents. These figures would naturally be smaller in the winter and slightly larger

The pioneer nature of the Nizer Electric Cabinet is recognized in the grant of United States Letters Patent No. 1,476,546 on Dec. 4th, 1923. Broadly, this patent relates to the essential parts of such a cabinet, irrespective of the system of refrigeration employed.

in the summer.

Whether the ice cream manufacturer or retailer is to pay for the current, the low operating cost of the Nizer is a vital factor.

Other direct results of such efficiency are minimum mechanical difficulties and long life.

We believe that a visit to the Nizer plant and a conference with Nizer engineers will prove highly profitable for every ice cream manufacturer who is contemplating the use of mechanical refrigeration.

Complete data on every phase of the problem is available to you here.

NIZER CORPORATION
DETROIT - MICHIGAN

Electric

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Low Cost



Nizer Advantages to the Retailer

- Elimination of sloppy floors.
- Longer life for fountain and fixtures.
- Saving an average of two quarts per five-gallon can, formerly lost by shrinkage.
- No more salty ice cream.
- Ability to serve the last half-pint as readily as the first.
- More satisfied customers, because of perfect texture and flavor.
- Absolutely automatic operation.

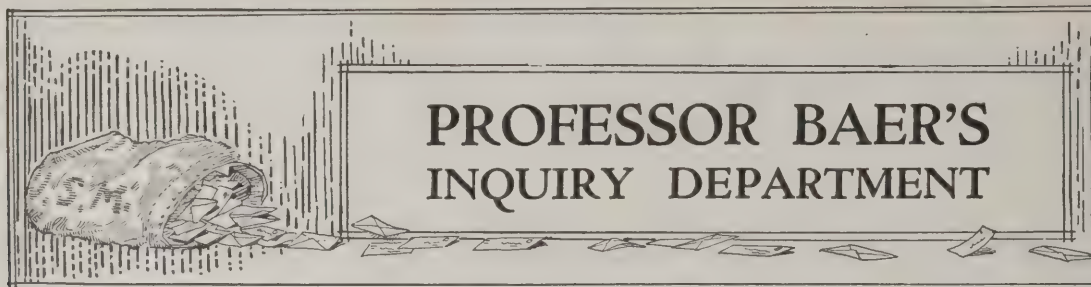
Nizer Advantages to the Manufacturer

- Less per gallon saved.
- No labor problems.
- Greater appeal to prospective retailers.
- Enthusiastic old retailers.
- Available any possible at any hour of day.
- Easy installation. Cabinet contains entire apparatus.
- Ability to transfer cabinet quickly from retailer to retailer.
- Elimination of returned ice cream and spoilage.
- Greater radius of distribution.



Cabinets

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.



Replies to Inquiries

Dear Sir:—I beg to tender my heartiest thanks for your advice and information, which helped me to make an ice cream that has met with immediate success.

I made the mix from formula 3, page 20, of your book, and as I had no actual practical experience in making ice cream, I was not any too confident. However, the results exceeded my most optimistic expectations and I must give you the credit for making my task so easy.

Unfortunately, my Elyria tanks and viscolizer were delayed so long in shipment that I was not able to get them going until the close of the season, and, as ice cream is not eaten to any extent in England during the winter, I am trying to find some means of keeping my plant busy on other things.

If you can enlighten me on the following points I shall be very grateful:

Cream in England is not sold on a butterfat basis, and as there is no supervision you can readily see that some dealers will take advantage and market a very inferior article.

The retail price of cream in this locality varies three dollars a gallon up to five dollars, and I am sure if it is possible to make cream that will stand confectioners' use that there is a very good market.

I made a 30 per cent batch and gave it to a confectioner for trial, but, although it whipped up satisfactorily, it would not stand up long enough, and I suffered a loss to understand the reason unless I viscolized too high a pressure (1,500 pounds).

I am using milk powder and butter from the Zealand dairies and be given to understand that the highest quality obtainable.

In conclusion, I would be very much obliged if you will instruct the Olsen Publishing Company to forward me C. O. D. by American Express Co., any books you would be useful to me, also three copies of your Cream Mix.

Reply: You will probably find that as time goes on the consumption of ice cream will increase even during the winter months, as people become accustomed to having it as a food product rather than just as a dessert dish. I can understand very well just the difficulties you will have in bringing the food value of ice cream to the general consuming public.

You stated in your letter that you had made a 30 per cent batch of cream, but that it did not stand up long enough after being whipped. It is possible that 30 per cent butterfat is not quite rich enough for whipping cream which will stand up, and you might try a 35 per cent cream for that purpose and I believe you will not have this trouble.

* * *

Dear Sir:—I am enclosing our mix report. I am satisfied with this mix, as it is low on solids. I have made an error in my calculations on the enclosed sheet, as the cost per gallon of ice cream is very low.

I will be delighted if you will figure me out the cost of 500 gallons of about 34 to 36 solids and 8 per cent butterfat.

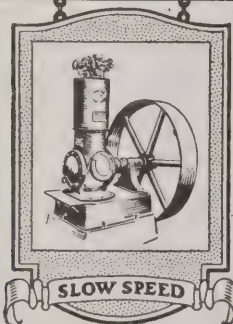
Reply: Below in table one you will find an analysis of your mix according to your mix report sheet. You will notice in this table that your mix tests 8 per cent butterfat, but your total solids is only about 29 per cent.

Table One.

Ingredients	Fat	Serum Sol.	Total
3060 lbs. milk.....	97.9	263.60	
312 lbs. butter.....	262.1	
152 lbs. skim milk.....	13.53	
364 lbs. skim cond.....	91.00	
585 lbs. sugar.....	
25 lbs. gelatine.....	
2 lbs. salt.....	
4500 lbs.	360.0	368.13	1
Per cent	8.0	8.18	
Per cent sugar, 13%.			

You are correct in your assumption that your solids are too low. You should have at least 11.5 per cent serum solids. In order to get a formula with 8 per cent

BAKER



System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



PICTURES of healthy, rosy cheeked children with parted lips and eyes aglow in expectation of a delicious dish of ice cream have been found by ice-cream manufacturers to have a strong appeal to all classes of people. The extensive employment of this type of illustrated advertising has been made doubly sound and effective by the results of recent scientific investigations conducted by the association's Industrial Fellowship at Mellon Institute, Pittsburgh, Pa., where it has been shown that the relatively small amount of gelatin necessary for stabilizing ice cream enhances the nutritive value of the frozen food product to a marked degree, making it easier of digestion and more complete of assimilation. Furthermore, gelatin is a protein of decided dietetic value and produces many valuable physiological effects.

Gelatin has become an essential part of the ice-cream mix not only from the standpoint of body, texture and palatability, but also of food value. The ice cream containing gelatin is a superior food for each individual consumer, but is especially desirable for those whose digestive

processes are either delicate or deranged. In view of these significant developments, certain large enterprising ice-cream manufacturers believe that a frank policy of pride in the use of gelatin is to be recommended and they are presenting these facts to the public.

To encourage a correct understanding of gelatin by ice-cream manufacturers and by the public, a complete report of the research, including the results of feeding tests with animals and co-operative work with hospitals, was displayed at booth No. 102 during the recent convention at Cleveland.

A booklet entitled "Edible Gelatin in Ice Cream" was distributed and additional copies can be secured upon request from the secretary of this association, 81 Fulton St., New York City.

Expressions of appreciation by many friends have been of such an enthusiastic nature, that the investigations at Mellon Institute will be continued on a more extended scale and further reports of the work will be given from time to time.

The Edible Gelatin Manufacturers of America

An association of the following American manufacturers of edible gelatin:

CRYSTAL GELATINE CO.	BOSTON, MASS.
ESSEX GELATINE CO.	BOSTON, MASS.
KIND & KNOX GELATIN CO.	CAMDEN, N. J.
MILLIGAN & HIGGINS GELATINE CO.	NEW YORK, N. Y.
SWIFT & CO.	CHICAGO, ILL.
UNITED CHEMICAL & ORGANIC PRODUCTS CO.	CHICAGO, ILL.
UNITED STATES GELATINE CO.	MILWAUKEE, WIS.
J. O. WHITTEN CO.	WINCHESTER, MASS.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

butterfat and about 35 per cent total solids you must add to the cost of your ingredients. You can do this by cutting down a little on your milk, increasing the butterfat by the butter accordingly and use considerably more skim condensed milk to bring up the serum solids. Then you can also increase your solids by using 1 per cent more sugar.

You stated in your letter that you did not want the cost to run over 38c or 39c. This is absolutely impossible.

* * *

Dear Sir:—I would like to have the following mix analyzed: 10 gals. 40 per cent cream; 6 gals. condensed milk, whole; 25 gals. 4 per cent milk; 52 lbs. sugar; 3½ lbs. gelatine. About 2 gallons water that I soak the gelatine in. I would like to have a direct answer if you want to put it in The Ice Cream Review.

Reply: You will find the analysis of your mix given below in table one, where you will notice I have reduced your gallons to pounds:

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
10 gal. or 80.0 lbs. 40% cream...	32.00	4.28	36.28
6 gal. or 52.8 lbs. 8% cond....	4.22	9.50	13.72
25 gal. or 215.0 lbs. 4% milk....	8.60	18.54	27.14
52.0 lbs. sugar.....	49.40
3.5 lbs. gelatine.....	3.32
16.7 lbs. water.....
420.0 lbs. mix.....	44.82	32.32	139.86
Per cent	10.7	7.7	30.9
Per cent sugar.....	12.39

If I were to criticise your mix, I would state that the total solids are too low. Your mix containing only about 10 per cent butterfat should have more serum solids,

which you will notice are only 7.7 per cent. You get more serum solids by using a larger amount of milk powder or by using skim milk powder in place of the condensed. You will also notice that the per cent of sugar is only 12 per cent when most factories use 14 per cent. This larger amount of sugar will bring up the total solids.

You probably have a copy of the new booklet, "Ice Cream Mix," or if not, you can easily get a copy of it by writing to The Ice Cream Review. You will find on page 34, a formula similar to yours. In this formula the butterfat content is 25 per cent cream instead of 40 per cent cream. It should be difficult, however, for you to modify this formula to 40 per cent cream by using less cream and more milk.

* * *

Dear Sir:—I am sending you the formula that I am now using and would appreciate it very much if you could give me a formula which would make as good a better ice cream at a smaller cost. 10 quarts of 40 per cent cream; 8 pounds of sugar; 3 1/2 ounces of gelatine; 1 ounce of plump (ripeners); 2 ounces of gelatine for five gallons of ice cream. I mix and strain it and let it set for an hour or more. I figure this is costing me about \$.90 per gallon. I have been using it at \$2.50, but I am now going to wholesale. I find that my cost is too great.

Reply:—You will find the analysis of your mix given below in table one where you will note that the per cent of fat is about 12, but your total solids are about 27. This is of course, not a commercial formula as your mix contains nearly twice as much sugar as is ordinary.

Table One.

Ingredients	Fat	Serum Sol.
10 qts. 21.0 lbs 17% cream....	3.57	1.56
8.0 lbs. sugar.....
.7 lbs. filler.....
29.7 lbs. mix.....	3.57	1.56
Per cent	12.9	5.2
Sugar, 26.9%.

I suggest that you write to The Ice Cream Review and get a copy of the new booklet entitled, "Ice Cream Mix," which they have for sale at \$1.00. You then go over the various ice cream mixes suggested and pick out one which would suit you for a commercial product.

* * *

Dear Sir:—Will you kindly check over the formula master formula which we are using and see if you suggest any changes or improvements that can be made in it:

Sugar, 14.0 pounds; gelatine, .5; condensed milk, 10.0 (unsweetened-unusual-12 per cent butterfat); 25 per cent, 38.0; whole milk, 4 per cent, 20.; skim milk, 17.5—total 100.0.

Our finished product is excellent for quality. It seems that ice cream is much harder to keep than most others sold in this vicinity. Another feature we would like to overcome is the overrun. We have an average about 85 per cent and would like to increase this to 100 per cent if it would not injure the quality.

We pasteurize our mix to 135 degrees and heat it between 3,000 and 3,500 pounds pressure, permitting the mix to age from 48 to 96 hours before freezing. Our equipment is all new, consisting of a homogenizer, Wizard and Cherry vats, Fort A freezer (brine) and we do not understand why the overrun does not increase our overrun. Undoubtedly you can

You owe it to yourself to push the sale of Mapleine Ice Cream



You will find Mapleine one of your most paying flavors: it costs only 1½¢ to flavor a gallon of Mapleine Ice Cream.

And Mapleine is one of the best selling flavors. Manufacturers from East to West report Mapleine Ice Cream in a selling class with strawberry and chocolate. The public likes Mapleine Ice Cream.

This is the time to get Mapleine Ice Cream started with your trade.

Send us your Mapleine order now
—we guarantee satisfaction.

Crescent Manufacturing Co.
6 W. CONNECTICUT STREET
Seattle, Wash.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

The H. H. Miller
Industries Co.

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

error in our ways and we shall greatly appreciate any suggestions or criticisms you may have to offer.

Reply:—I have analyzed your ice cream formula and you will find the calculations given below in table one:

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar.....	13.30
.5 lbs. gelatine.....47
10.0 lbs. 12% condensed....	1.20	2.70	3.90
38.0 lbs. 25% cream.....	9.50	2.52	12.02
20.0 lbs. 4% milk.....	0.80	1.71	2.51
17.5 lbs. skim milk.....	1.56	1.56
100.0 lbs. mix.....	11.50	8.49	33.76

There is nothing particularly wrong with your formula if I have analyzed it correctly, except that you could increase the serum solids and, of course, also the total solids 1 per cent or 2 per cent. This probably would result in getting a little better overrun and also would assist you in keeping your product in a more firm condition. There is also a possibility that especially with your present formula, you are not using quite enough gelatine. You understand that the amount of gelatine to use will vary with the quality of the gelatine, and I suggest that you try out your gelatine by using different amounts, say .5 pounds, .6 pounds, .7 pounds and .8 pounds in different experimental batches.

I would suggest to increase your solids you use 2 pounds of skimmilk powder in your mix balancing your mix by using 15.5 pounds skim milk instead of 17.5 pounds. It is quite unusual to have an unsweetened condensed milk containing 12 per cent butterfat and I do not quite understand this product. I should be

glad to have you tell me a little more about the sweetened condensed milk and also, if possible, give the composition including the butterfat in this product.

* * *

Dear Sir:—Once in a while during the last weeks we have been having come of our mix, after stood for three or four days have a kind of butter taste, and would thank you for any information that might remedy this. If it were in every mix we find the condition easier to remedy, but it is not the same ingredients are used under the same conditions. Herewith ingredients in our mix, and how manufactured:

133 pounds sugar; 9 ounces cheese color; 78 ounces vanilla extract; 8 ounces vegetable gum, Boerner 5 pounds gelatine (good grade); 1 1/5 pounds melon 19 1/2 pounds skim milk powder Merrel Soule; 19 pounds sweet cream testing 25 per cent; 44 pounds butter; 436 pounds whole milk test 3.8.

The milk, cream and butter are added together when the temperature is about 120 the sugar and fine are added. We pasteurize to 145, hold for half hour, then cool down to 120 and put through the vibrator at 2,500 pounds. The mix is then put back through the pasteurizer when all has been run through, the vegetable gum with some of the sugar added and cooled down to 40 degrees, the vanilla and melon is added. The mix is then put in 10 gallon cans and in a cooler and allowed to stand two days or longer.

Reply:—I have analyzed your ice cream mix and will note the calculations given below in table one. I will note that the per cent of butterfat is better, 14 per cent and your total solids 35. If you desire to maintain a 14 per cent butterfat standard, your mix is very well balanced, although I would like to see possibly a little higher percentage of serum solids.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
133.0 lbs. sugar.....	126.00
5.5 lbs. vanilla and color..
.5 lbs. gum.....
5.0 lbs. gelatine.....
1.2 lbs. melon.....
19.5 lbs. skim powder.....	14.92	14.92
400.0 lbs. Cream 25%.....	100.00	26.70	126.70
44.0 lbs. sweet butter.....	36.96	36.96
436.0 lbs. 3.8% milk.....	16.57	37.4	53.97
1044.7 lbs.	153.53	79.02	366.55
Per cent.....	14.6	7.66	35.00

There are no ingredients in your mix which should give you the musty taste except that this taste may

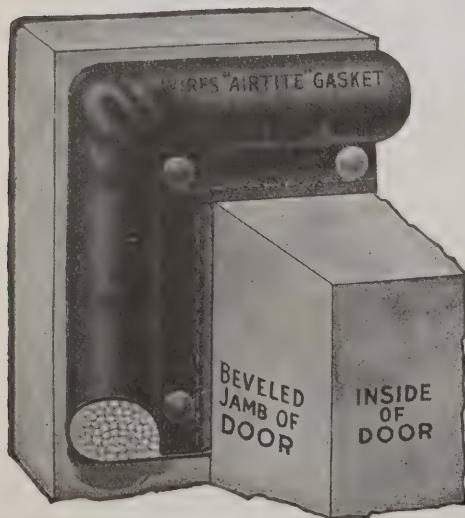
Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.



\$STOP COLD-AIR LEAK\$

WIRFS WATERPROOF "AIRTITE" CUSHION GASKET

FOR REFRIGERATORS AND COLD STORAGE DOORS, AIRTIGHT SECTIONAL COOLING ROOMS, REFRIGERATOR-JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES REQUIRING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-COMING.

MADE IN 4 SIZES;
(ANY LENGTH)



No. 1 LARGE



No. 2 MEDIUM



No. 3 SMALL



No. 4 SMALL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]
REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED.

GET SAMPLES AND PRICES, STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 So. 17th St., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Economy Cabinets

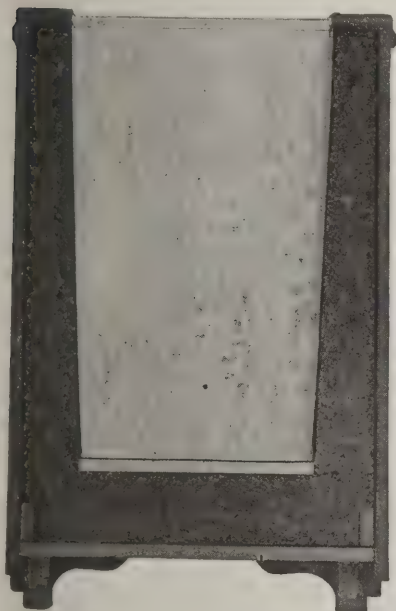
Dry Package Cabinets

Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



New Corkboard Cabinet

The manufacturers have come to realize that superior insulation means money saved on ice consumption. This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with 7/8" buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.



Tub Cabinets

This separate compartment cabinet is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage.

ALL Cabinets finished in highly polished mahogany.



Homer Manufacturing Co.
HOMER CITY, PENNA.

Rice Durfee Company
331 Dwight St., Springfield, Mass.
New England Distributors

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

come from the sweet butter. It is possible that the sweet butter which you have available may have developed a rancid flavor. This could, of course, be remedied by using nothing but fresh, sweet butter. Ordinarily a mix should not develop any taste of this kind even when held four days.

There is nothing wrong with your method of processing except that there is a possibility of a taste developing in your mix held in the ten gallon cans, especially if the cans are not properly drained after washing and sterilizing. A little water left in the cans due to the condensed steam will, of course, produce undesirable odors which might result in a musty taste to your product. It would be much more desirable if you could hold your mix in a vat rather than in ten gallon cans, and possibly you can arrange for this equipment for

another season. The vats must, of course, be provided with facilities for keeping the mix at a low temperature until used.

* * *

Dear Sir:—Will you please give us the analysis of the following mix:

189 pounds sweet butter; 630 pounds plain condensed, 8 per cent butterfat; 80 pounds skim milk powder; 300 pounds cane sugar; 18 pounds gelatine flavor; 1010 pounds water.

Reply:—I am glad to refer you below to table showing the calculations made on your mix according to the figures given in your letter.

Table One.

Ingredients	Fat	Serum Sol.	Total
189.00 lbs. butter, 84%	158.76	158
630.00 lbs. cond., 8%	50.40	113.4	163
80.00 lbs. skim powder	76.0	76
300.00 lbs. can sugar	285
18.00 lbs. gelatine	17
1010.00 lbs. water
2227.00 lbs. mix	209.16	189.4	700
Per cent	9.34	8.5	31

You will notice that the per cent butterfat is 9.3 per cent. You will notice, however, that the solids and total solids are somewhat low.

According to my idea of an ice cream mix, ought to have 20 per cent total milk solids including the butterfat and serum solids. Your mix appears to contain only 17.8 per cent of these solids. If you increased your total milk solids to 20 per cent you would, of course, also have between 33 per cent and 35 per cent total solids.

* * *

Dear Sir:—Attached is our formula which we are using. Kindly advise us if figures are right according to per cent of fat, solids not fat, and total solids. If we can improve on this mix and how.

195 pounds milk, 3 1/2 per cent fat, 6.825 pounds fat; 210 pounds cream, 30 per cent fat, 63 pounds fat; 18.40 pounds condensed, 8 per cent fat, 18.40 pounds fat; 32 pounds sugar; 32 ounces gelatine; 5 ounces gum; 10 ounces melon; 10 ounces snow. 728.5 pounds solids; 88.225 pounds fat. Per cent of fat, 12.11; per cent of sugar, 12.3; per cent of gelatine, etc., 4.8. Solids not fat 16.77; cream 13.10; condensed, 46.00; total solids not fat, 75.87 (10 per cent.) Solids not fat total 75.87; butterfat total 88.22; sugar total 90.00; gelatine, etc., 257.41 total solids 35.3 per cent.

Reply:—You will find the analysis given below.

Will Your Maple Flavor
Score Forty?
Percent?

TRY

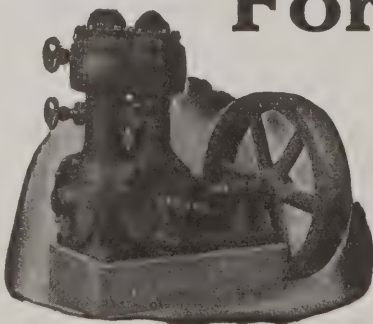
Elpam



G. W. Wardrop Company, Inc.

BOSTON 450 Broadway MASS.

For Lasting Satisfaction



York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

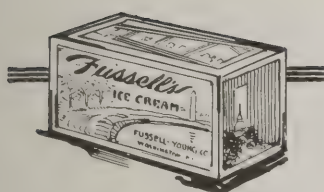
WESTERLIN & CAMPBELL CO.

CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Bldg. Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Character Cartons in small or large quantities *at a* reasonably low price



Character Cartons for Ice Cream

Character Cartons are made in any style or size, including individual slice cartons, and in any number of colors. A special Porcelain-Lustre, smooth as glass, finish adds to the good looks of these durable well-made cartons. We have a number of superbly executed stock designs that might fill your needs. A postal request will bring samples.

THE low price of Character Cartons is possible, only because we have a plant with modern equipment, designed to speed production without sacrificing high quality; and a trained organization that *knows* how to produce better cartons.

Every operation in the making of Character Cartons takes place under one roof—even the production of the high grade sulphite boxboard from which they are made.

These advantages mean a money-saving that should not be overlooked. Even the smallest creamery can share in it. An order for 5,000 Character Cartons receives the same careful attention that an order for 10,000,000 does. It is promptly executed and shipped. The buyer does not have to wait and does not pay a premium because his order is relatively small.

Don't hesitate to send us your present carton and to ask for estimate. We won't nag you with clever sales letters, or talkative salesmen, for we expect to prove our case by one letter containing the *price*, and by showing samples of the work we do.

Sutherland Paper Company, Kalamazoo, Michigan.



Sutherland Paper Co.

Kalamazoo, Mich.

11

table one and you will notice it agrees with your figures, except the solids in the sugar.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
195.0 lbs. 3.5% milk.....	6.825	16.77	23.59
210.0 lbs 30% cream.....	63.000	13.10	76.10
230.0 lbs. 8% condensed.....	18.400	46.00	64.40
90.0 lbs. sugar.....			85.50
2.0 lbs. gelatine.....			1.90
1.4 lbs. gum, Meloine & snow			1.33
728.4 lbs. mix.....	88.225	75.87	252.82
Per cent	12.11	10.4	34.7

Sugar, 12.3%; stabilizer, 0.47%.

If I were to suggest an improvement in your mix, I would suggest a little larger amount of sugar. Most of our ice cream manufacturers are again using 14 per cent sugar. Some of them, however, are only using 13 per cent.

I noticed that you figured the condensed milk 20 per cent serum solids. This is a little bit above the average for 18 per cent condensed milk. I am usually figuring this 18 per cent instead of 20, although you may have a product which contains 20 per cent. You undoubtedly have the analysis from the manufacturers to base your figures on.



Run, Abie, Or—

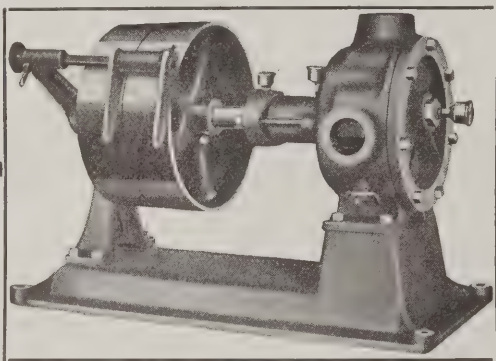
Teacher—"Can some one give a sentence using the word pencil?"

Abie—"Chess."

Teacher—"All right, Abie, go ahead."

Abie—"If I don't wear suspenders my pents'll come down."

—The Kablegram.



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING

PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Purdue Dairy Short Course

THE Purdue Winter Courses in Dairy Manufacture and Dairy Production will commence on Jan. 21, 1924, and continue until March 14. These courses, eight weeks are planned to meet the needs and suit the convenience of the busy dairy plant and the dairy farmer, operator and helper.

The dairy manufacturers are calling for trained buttermakers, ice cream makers, milk plant operators and licensed testers. There has always been a shortage of trained men for the positions which have been opened in the dairy manufacturing field and the dairy manufacturing course is designed to give the training needed to fill these positions. This course is very useful to the man who wish to take up dairy manufacturing work. Men who have had creamery and ice cream or city milk plant experience will find the course useful in assisting them in filling more responsible positions. The work is made very practical and is outlined so that the student may get the greatest benefit from his work at the university in this short time. A large part of the theoretical work is eliminated and a great deal of emphasis is placed on the practical work in dairy manufacturing.

The following subjects are offered in the dairy manufacturing short course:

1. Creamery Buttermaking and Factory Management. Factors influencing the manufacture of high quality butter. Plant operation and the purchasing of raw materials, equipment and supplies.

2. Ice Cream. The classification, composition, standardization and manufacture of plain and fancy ice cream and ices.

3. Market Milk and Cheese. Factors influencing the sanitary production, handling and distribution of milk. The classification of cheeses and the manufacture of cheddar cheese and cottage cheese.

4. Creamery Mechanics. The construction, operation and repair of creamery machinery.

5. Testing Milk and Milk Products. The determination of the butterfat content of milk, cream, buttermilk, skim milk and whey by the Babcock test.

6. Dairy Bacteriology. The types and activities of both harmful and beneficial micro-organisms found in milk and milk products.

7. Farm Dairying. Building up the herd, selecting the sire, feeding, management, cow testing and calf raising.

The dairy farmers are calling for cow testers, official testers, herdsmen and farm operators or helpers. The dairy production course includes the study of subjects necessary to qualify the student for such positions. The lectures given in connection with this course will be supplemented by practical work at the modern equipped dairy barn. The following subjects are offered in the dairy production short course:

1. Farm Dairying. Building up the herd, selecting the sire, feeding, management, cow testing and calf raising.

2. Feeding Dairy Cattle. The calculation of balanced rations for growing and mature dairy animals.

3. Diseases of Dairy Cattle. The cause of and remedy for the common diseases of dairy cattle.

4. Forage Crops. Corn Silage, alfalfa and clover for dairy cattle.

5. Testing Milk and Its Products. The determination of the butterfat content of milk, cream, buttermilk, skim milk and whey by the Babcock test.

(Continued on page 56)

Just Out-A New Flavor "TOASTED NUT PASTE"

HERE is the latest ice cream flavor, Toasted Nut Paste. It's a new product in the ice cream field but an old and extremely popular flavor with all Americans.

Your customers will recognize in your Toasted Nut ice cream a wholesome nut flavor that has long been a household favorite. Be the first in your city to feature it.

Toasted Nut Paste is supplied in No. 10 cans at \$18.00 per dozen. Use two to three quarts for a 5-gal. mix.

Sign the coupon for an introductory shipment of one-half dozen No. 10 cans of Toasted Nut Paste.

FROZEN EGG-NOG

ANOTHER NEW ONE

\$4.00 PER GALLON

THE 1924 SURPRISE FLAVOR

The Cleveland Fruit Juice Company

Cleveland, Ohio

Manufacturers also of the celebrated Honeymoon Special, Harvest Moon Special, Black Walnut, Maple and many other flavors. Write for complete list.

Mail Coupon To THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.

- ☐ Ship ½ doz. No. 10 cans of Toasted Nut Paste at \$18.00 per doz.
☐ Ship 1 gal. Frozen Egg-Nog at \$4.00 per gal. (One quart to 5-gal. mix.)

Company.....

City..... State.....

Buyer.....

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

6. Dairy Farm Organization. Systems of farm organization for the dairy farmer.

7. Marketing Dairy Products. Co-operative and other marketing methods adapted for the marketing of dairy products.

8. Dairy Bacteriology. The types and activities of both harmful and beneficial micro-organisms found in milk and milk products.

9. Farm Machinery. The construction, operation and repair of farm machinery.

These courses are offered at a time when there is a lull in the dairy plant and dairy farm operation in order that the student can more conveniently leave his work for eight weeks of intensive study.

The courses are finished early enough in the season to allow the student to secure employment during the busy period of the year when men with this kind of training are in the greatest demand.

All applicants for these winter dairy short courses must be at least eighteen years of age and should have

had a common school education. A high school course is not required.

The total cost of the course should not exceed \$130, and this includes room, board, books and other incidental expenses.

An appropriate certificate will be granted students completing the course.

Commenting upon these dairy short courses, Professor H. W. Gregory, Chief of Dairying at Purdue University says:

"We have never had sufficient men completing an eight weeks course in either dairy manufacturing or dairy production to supply the demand. Well trained men in buttermaking, ice cream making and market milk are always in demand. Last year the dairy department received twice as many inquiries for cow-testers, official testers and herdsmen as there were men qualified and available for the positions."

For additional information, address inquiries to Professor H. W. Gregory of the Dairy Department, Purdue University, Lafayette, Indiana.

Three Attractive Exhibits at Syracuse

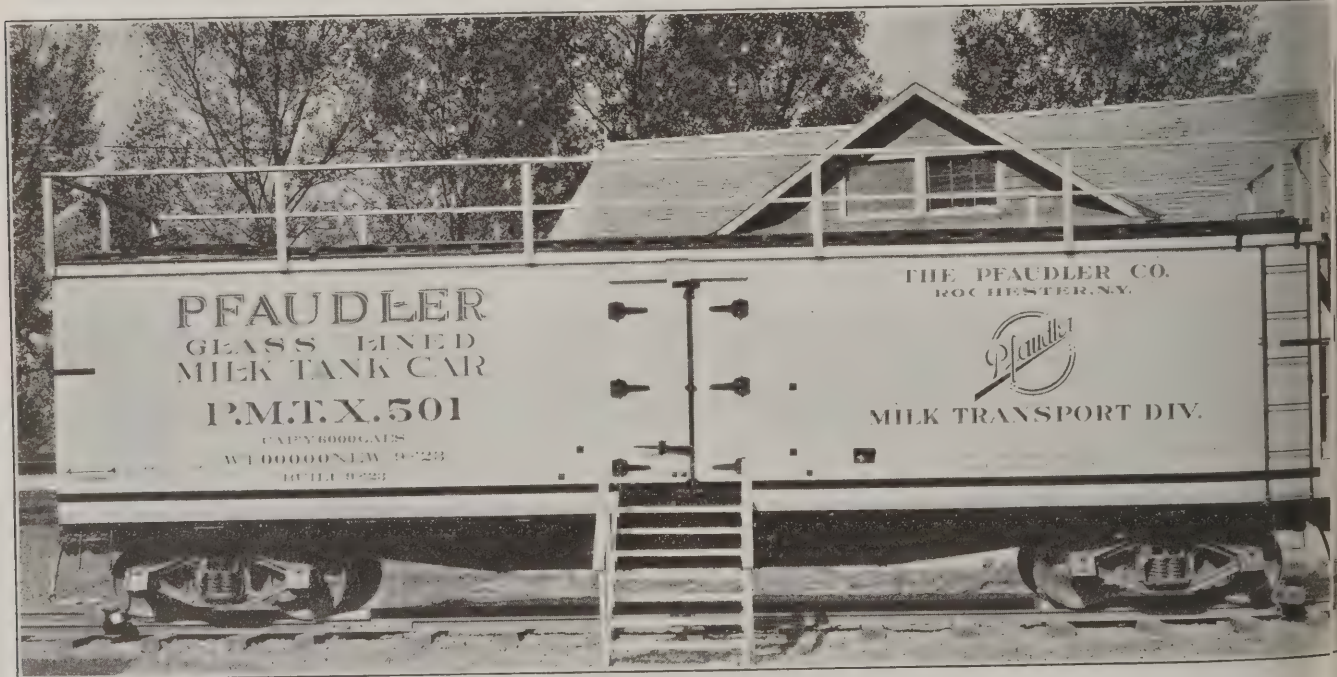
All those who attended the National Dairy Show at Syracuse will remember the three distinct exhibits displayed by the Pfaudler Co. of Rochester, N. Y. Their regular booths, Nos. 138-139-140 and 141, in which was shown the new Pfaudler Vacuum and Cream Aerating Unit, a machine which removes onion, weedy and other foreign flavors from sour cream in the process of making butter. It is a form of butter improver and occasioned a great deal of comment at the show.

There was also shown in their booths a Glass Lined Truck Tank mounted on a Troy Wagon Trailer to be attached to a regular truck in the hauling of either milk or ice cream mix. Various fittings utilized in the Pfaudler equipment

were shown. A Pfaudler 500-gallon pasteurizer was exhibited.

Their second exhibit was composed of 14 glass lined tanks mounted on trucks of various manufacture. Two of the trucks displayed were recent orders of the Woodlawn Farms Dairy and were driven up from Scranton especially for the exhibition.

Probably the most impressive of the Pfaudler products was the Car Tank exhibit. This included the containers of car on which the Pfaudler Company holds exclusive rights, and also the regulation full-capacity tank car. A particular car shown at the show was purchased by the Milk Mix Co., Chicago. Cars of this type were also sold by Pfaudler Company to the Bowman Dairy, Chicago.



The Glass Lined Milk Tank Car Exhibited by the Pfaudler Co., Rochester, New York at the National Dairy Show.

The Cream of Society.

"Mrs. Divorsay belongs to the cream of society, doesn't she?"

"Well, she's been through the separator."

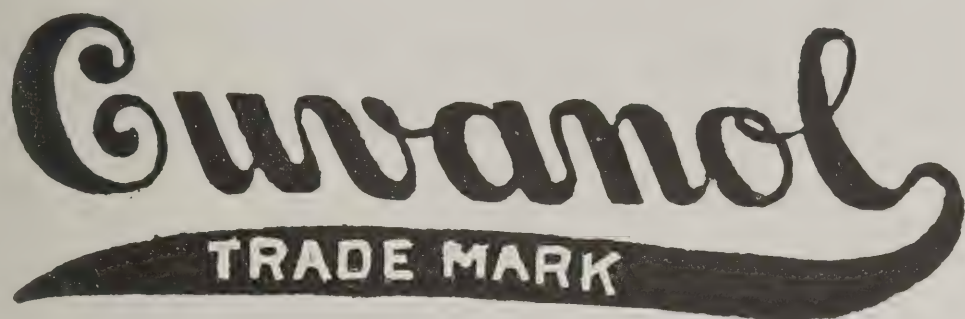
Boston Transcript.

Best Wishes for the Dead.

Country Editor—Did Silas Kidder answer your letter, telling him that his subscription had expired?

Assistant—He did. He sent back the letter with I. P. scrawled across it.—Boston Transcript.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The Ideal Flavor

for Vanilla Ice Cream

Once Tried—
Always Used

WRITE FOR FREE SAMPLES

Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

Kansas Association of Ice Cream Manufacturers

PROGRAM for ANNUAL CONVENTION

JANUARY 22, 1924.

- A. M. REGISTRATION OF MEMBERS.
EXECUTIVE SESSION.
VISITING SUPPLY MEN'S EXHIBIT.
- 12:00 M. Luncheon in Grill Room by entire attendance.
- 1:00 P. M. Address of Welcome, by Earl G. Elliott, City Manager of Wichita.
Responded to by W. H. Chappell, President of Kansas Association.
Address—"Credits," by M. E. Garrison.
Appointment of Committees.
- 8:00 P. M. Theatre. (By courtesy of Wichita manufacturers.)

JANUARY 23, 1924.

- A. M. Visiting Supply Men's Exhibit.
- 11:00 A. M. Address—By able speaker on some vital topic. (Yet to be supplied.)
- 12:00 M. Luncheon in Grill Room, entire attendance in a body.
- 1:30 P. M. Address—"Advertising," by W. A. Schwindeler.
- 2:30 P. M. Round Table Discussion. (Here is where you learn to overcome your troubles.)
- 6:00 P. M. Lunch; Entertainment; Dance. (By courtesy of Kansas Jack Rabbits.)

JANUARY 24, 1924.

- A. M. Address—"Factors Influencing Yield in Ice Cream," by Prof. N. E. Olsen, K. S. A. C.
Address—By H. M. Jones, Dairy Commissioner.
Closed Session for Manufacturers.
- 12:00 M. Luncheon by entire attendance.
- 1:30 P. M. M. Mortensen, Professor of Dairying, Iowa State College, Ames, Iowa, on "Some of the Factors Responsible for Durable Texture in Ice Cream."
Address—By able speaker. (Yet to be supplied.)
Election of Officers.
Report of Committee.
- 6:00 P. M. Annual Banquet, followed by an after dinner-entertainer and dance.

A very desirable entertainment is being prepared for the visiting ladies, consisting of seeing the city by auto, theatre parties, teas, and card parties, which will be announced in program later.

STRENGTH

Where there's weight
there's strength

Time tells! Much as the constant drip, drip, drip of water on stone will eventually wear away the surface—so will every day hard usage make inroads into the efficiency of your cold storage doors.

Ever stop to consider the number of people that pass through your doors each day—going in and out? Ever stop to consider the countless slams, bangs, bumps and crashes each door has to withstand in every day's work—365 days a year—year in and year out?

The doors of your plant are **important**—**vital**ly important! They must stay "in commission" and serve their purpose without flinching—without taking any trips to the "shop" for repair. For their absence from the line of duty handicaps the efficiency of the plant!

We realize the **importance** that the cold storage door takes in cold storage **plant efficiency**—have realized it for seventeen years, since our very beginning.

By test, Jamison Doors weigh considerably more than other doors. By test the hardware on Jamison Doors weighs **three times as much** as the hardware on other doors. The weight **PLUS** the construction gives the needed strength. Jamison Products, are **truly** heavy duty products. And that's what you want!

If you care to make a comparative test of these weights, we shall be glad to have you do so—at our expense. Write for our catalogue. Address Desk 6.

Jamison Cold Storage Door Co.

HAGERSTOWN, MD., U. S. A.

Jamison Doors
for better refrigeration

Oklahoma Association of Ice Cream Manufacturers

Proceedings of Seventh Annual Convention, Held in Tulsa

Hotel, Tulsa, November 21-23, 1923

NEW OFFICERS.

President, J. B. Porter, Tulsa.

Vice President, C. A. Burns, Ponca City.

Secretary, W. M. Hawk, Tulsa.

Oklahoma ice cream manufacturers turned out in large numbers to attend the seventh convention of their association in Tulsa the 21, 22 and 23 of November. They came to Tulsa for business," for business was the chief topic of discussion in the hotel lobby before and after the meetings, and many problems confronting the average ice cream manufacturer were threshed out in meetings after the formal addresses were delivered.

The forenoon of the first day was for registration of members of the association and the meeting of the executive committee.

The first general session was called to order at 2:30 Wednesday afternoon, President Parker of Enid in the chair.

* * *

Address of Welcome

By WILLIAM HOLDEN*

Mr. Holden: Mr. President, and Ice Cream Manufacturers of Oklahoma: While I regret that Mayor Newblock of our city was unable to be present to greet you today, I am very glad to substitute for the mayor, and to welcome the ice cream manufacturers of Oklahoma to the city of Tulsa. We are glad to have you with us to discuss the many problems that present themselves in your own business. Through the discussion of your own problems you do not only solve them for yourselves, but you impart information that is of benefit to us as citizens of Tulsa, for you help us to solve our own problems in other lines of work.

I am especially proud to welcome you to Tulsa today, for only yesterday our citizens voted a very large appropriation for civic improvements. They have voted to spend more than \$900,000.00 for sewer and park improvements, which will mean the transformation of 2,000 acres of land near the Mohawk Reservoir into a park, in connection with our water system. And the vote in favor of this expenditure was approximately three to one! Which reminds me of the story of the negroes we met on the street and were talking about an election. One of them in particular was highly elated because Harding had won.

"Yes," he said, "Harding was my candidate, and he won, but, of course, the white folks had their candidate too."

Tulsa is devoting a great deal of attention to dairying, which is the foundation of your own business. We now have a man employed by the city to give special attention to the development of dairying, visiting the farmers in the vicinity of Tulsa, helping them to develop their herds to the highest degree for the production of milk, and to teach them how to care for the milk after they have it. This is a work that is of great value to you as ice cream manufacturers, and users of

dairy products, for it helps you to improve the quality of your own product, and provide a better supply of your raw material.

We are very grateful to the ice cream manufacturers of Tulsa, for the assistance they have given us in this work. Their business is more or less seasonal during the warm weather when the production of milk is greatest, the consumption of their ice cream is least, and they have in this way rendered us invaluable assistance in the disposition of surplus milk during the heavy production season. You gentlemen constitute an important part of the dairy industry, and we appreciate the assistance you have given us in the dairy industry in this vicinity.

We are interested in the development of the dairy industry, and we realize that the development of our dairy industry means a great deal to us in placing our land and future investments in this territory on a solid foundation.

You are rendering a great service to the people of our community by encouraging the consumption of dairy products. Since prohibition more and more ice cream parlors are taking the places formerly occupied by saloons. You are helping us to keep our people healthy, and to obey the law and become better citizens.

So I want to extend to you again for the part you have taken in Tulsa, a welcome to our city. We hope you will enjoy your visit here, and that you will meet with

* * *

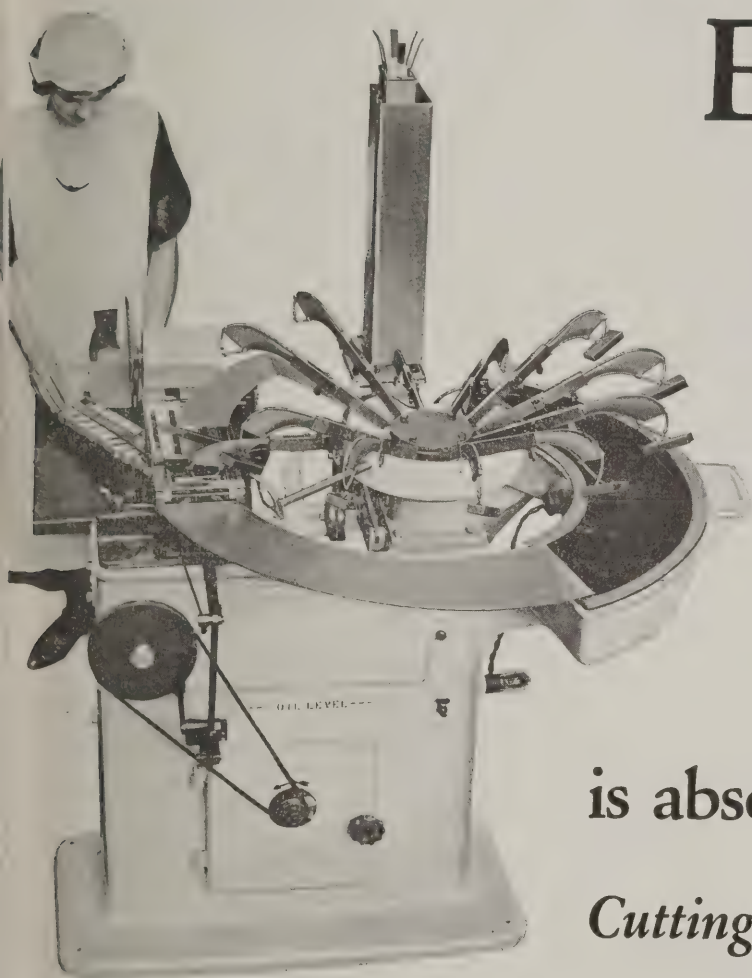
Response.

J. B. Porter, secretary of the association responded to Mr. Holden's welcome, stating he was sure the ice cream manufacturers appreciated Tulsa's hospitality and that he personally appreciated the work they were doing to develop the dairy industry in the immediate vicinity.

* General Secretary, Tulsa Chamber of Commerce.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Automatically Made ESKIMO PIES



Every Operation
on the
ANDERSON
Eskimo Pie
Machine
is absolutely automatic

Cutting - Dipping - Wrapping

100 Dozen an Hour at maximum capacity.
20 completely wrapped bars a minute.

Surely there is a good Liberal profit where pies are made automatically. Figure it out—don't take our word for it.

If you saw our machine at the Cleveland Show, then you know. If you didn't see our machine—ask someone who did—they will be glad to tell you.

Send for copy of new catalog just out.

Anderson Bros. Mfg. Co.
1923 Kishwaukee Street
ROCKFORD, ILL.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

President's Address

By J. W. PARKER*

IT IS indeed a pleasure for me to see so many ice cream manufacturers of our state at our first session today. It brings to my mind the reasons for which this association was formed: to promote the common business interests of the ice cream manufacturers of Oklahoma; to establish and maintain most friendly relations between members; and to act as an organization on all matters affecting the industry as a whole. The extent to which this work has been carried on is reflected in the growth of the association, and the coming into its ranks the leading ice cream manufacturers of Oklahoma, with loyal support and assistance when the good of the industry demanded it.

There are some real benefits to be gained by frequently meeting with your own competitors. Your feeling toward him stimulates your observation of his methods as compared to your own. The fact that you are his competitor quickens his wits, and he watches closely your own movements. Both of you may be using similar methods, but differently applied, and what your competitor learns of your own application of his methods, which are also your own, is amply repaid you by what you learn of his own application of the same method. You may not duplicate his method in your own business, but you take the thought he has left with you, and apply it in your own individual way.

It is only natural that the exchange of ideas with other men engaged in the manufacture of ice cream, stimulated a desire to put these new ideas into effect in their own organizations. This desire is rapidly spread from one to another until it affects the minds of every one present, adding force to the thought. If for no other reason, ice cream manufacturers of Oklahoma should meet at least once a year to discuss new methods, economic conditions, and the best possible means of promoting the industry.

A few years ago business methods were safely guarded that they may not reach others engaged in similar lines of business who might make good use of them themselves. Today we exchange the best of our ideas. We give to our neighbor and he gives to us, and join hand in hand in our efforts to put the entire industry on a firmer foundation, and to the benefit of all concerned.

Through this co-operation of ice cream manufacturers with each other the industry has been brought up to the position it holds today. A great deal of credit is

* With the Puritan Products Co., Enid, Okla.

* * * *

Bacteria in Relation to Milk and Ice Cream

By PROFESSOR C. H. McELROY*

THE ice cream industry has in the past few years experienced a wonderful growth, occupying in most places a most prominent part in the food industries of the cities. But with the expansion of the industry, the problems confronting it also grew, and one of the most puzzling problems to most manufacturers is the growth of bacteria.

Bacteria in ice cream might not be such a problem if their development were better understood, and greater caution taken to guard against it. The growth of bacteria under certain conditions is very rapid, and so small are they that from thirteen million to five hundred ten million may be counted in one cubic centi-

* With the A. & M. College, Stillwater, Okla.

also due to the supply men and their associations we have been able to make the progress in this industry that we have made. We have taken ice cream from the luxury class, and put it in the class with health foods.

Food Value Being Taught.

Our people are being taught the value of ice cream as a food. They are now eating ice cream 365 days a year instead of confining it to a Fourth of July picnic dish. The result is a steady and healthy growth of the ice cream industry, and the credit for bringing it about is due the discovery of science that ice cream is a well balanced food in itself, that it is a healthy food for young and old, and to the work done by ice cream manufacturers and supplymen in a broad broadcast this information for the good of the public.

So, gentlemen, I urge you to speak up at this convention. Speak what is in your mind. Give to the other the benefits of your experience. Concealing your own methods only reveals the fear in you that you are not quite as progressive as your neighbor. Leadership to your organization and to your industry should be yours. You on to attend your state and district meetings is a prominent part in the discussions, and to give all the information you can. You cannot say you cannot afford to spend the time or that the expense is too great for you to attend your state convention. You should let a few men carry on all the work of the organization. It has been my experience that a man usually gets out of an organization just about what he puts into it. If you put nothing in, you cannot expect to get anything out of it.

Business and professional men in all lines hold annual meetings, not to fix prices, but to acquaint themselves with the latest developments in their industry and advance it to the highest degree. Through the education of this kind the public is best protected from unscrupulous methods in the manufacture of products and advertising that is misleading to the consumer.

A year has passed since this organization adopted the code of ethics taken from the fair practices of The Association of Ice Cream Supply Men. Let us meet together here, every one of us, and resolve to continue to follow the ethical standards laid down by this organization. The state of Oklahoma needs peace and good will, and ask every one of you to continue to fulfill your duty and be loyal members to the organization.

laboratories in one cubic centimeter. It is a fact that as many as eight trillion bacteria have been found by

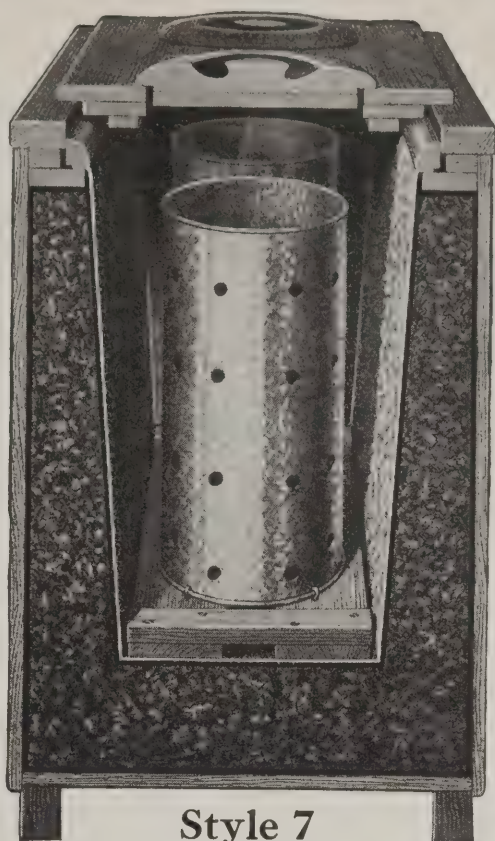
There are various ways to determine the number of bacteria in milk or ice cream mix, but the method is most generally used and has been found to be most accurate.

Bacteria in milk may come from one of several sources, divided into two classes: the raw material contamination. The bacteria we find in ice cream have originated with the cow, or they may come from the utensils in which the milk, the cream or the ice is handled, or they may come from the persons handling the product. Cream will usually contain more bacteria

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Efficient - - -
Economical - -
Trouble Proof

The Grand Rapids
ICE CREAM CABINET OF QUALITY



Style 7

IN the three words above you will find the outstanding reasons why Style 7 Grand Rapids Ice Cream Cabinets should be put at work for you next season.

Style 7 is the most efficient of cabinets because it is beyond any question of doubt the most highly developed cabinet ever devised. Its design includes the scientific taper style of insulation originated and perfected by us. In construction it is unrivalled—extra heavily insulated, absolutely protected against absorption of moisture, sturdily built of finest materials, sound as a dollar throughout.

Style 7 Cabinet is extremely economical for four reasons: First, because its efficiency makes possible substantial reductions in the cost of ice and in attention required. Second, it affords maximum protection for your product. Third, our position as the world's largest makers enables us to produce and sell this superior article at an extremely attrac-

tive price. Fourth, the Style 7 Cabinet is so long lived that when the price is divided by years of service the result represents minimum investment cost.

The Style 7 Cabinet has stood the greatest of all tests—**TIME**. It has demonstrated to the satisfaction of thousands of users that it offers the utmost in freedom from annoying and costly trouble.

Investigate fully! Then you will learn why Grand Rapids Cabinets are essential if you are to enjoy greatest profits. Send for our complete catalog which illustrates our full line of models of all types, including the Style 7, the famous Zero Brick Cabinet and our extremely practical combination brick and bulk cabinets.

WRITE US TODAY!

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE.	MERROW BROTHERS, INC., 449 Dorchester Ave., So. BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE.	CHERRY-BASSETT-WINNER CO., 133 So. Charles St., BALTIMORE, MD.
CENTRAL SALES OFFICE AND WAREHOUSE.	CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
NEW YORK STATE SALES OFFICE AND WAREHOUSE.	CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
NORTH WESTERN SALES OFFICE AND WAREHOUSE.	CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
	A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



A. P. McLendon Ed. Vogt
P. N. Miller



Left to right Frank A. Haines, C. M. (Lars) Cory, J. Will Carpenter, B. M. Derby, Mike Cutner, Tommy Stewart, John W. Cowan.



Roy J. Gute R. S. Damuth
Thos. J. Stewart



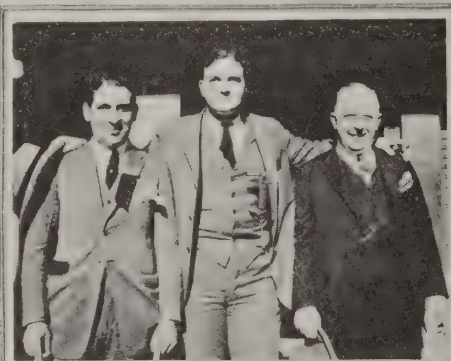
J. Will Carpenter C. M. Cory



W. M. Hawk, New Secretary Oklahoma Ice Cream Manufacturers' Ass'n
J. B. Porter, New President Oklahoma Ice Cream Manufacturers' Ass'n



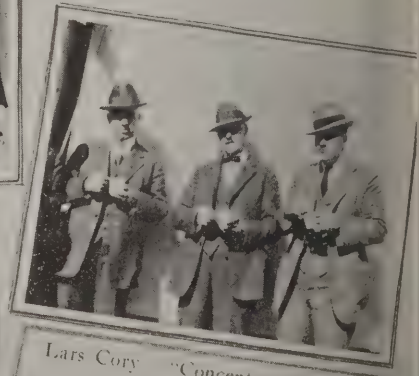
Ed. Greenup, the packer man, and daughter, Ethel



A. Marcus M. E. Cutner
Russell Smith
A group of Oklahoma K K K's



C. W. Smith S. S. Brady
E. D. Fear



Lars Cory "Concentrated" Smith
Jim Moore

A Few Snaps at the Oklahoma Convention

Does Your Chassis Carry a Maximum Pay Load?



Approximately 1000 lbs. lighter than any other refrigerator body yet devised. Think what this means. Hauling around one-half ton of dead weight every day whereas the chassis could be carrying merchandise of similar weight.

A maximum load of ice cream on a **ZERO Body** does not overload your chassis.

Our authorized building branches are located so as to give you a low freight rate and the reliable

"Grothe Service"

JOHN J. GROTHE CO., Inc.

Our new
catalogue
sent upon
request

ZERO BUILDING

Woburn, Massachusetts



CLEVELAND

ST. LOUIS

NEW ORLEANS

SACRAMENTO

GUELPH, ONT.

than milk, for the greater amount of solids and fat in the cream provide more ideal conditions for their growth.

Bacteria in ice cream may come from the gelatine—another problem for the ice cream manufacturer. If he pasteurizes the mix at a temperature which will destroy the bacterial life, he also destroys the solidifying power of the gelatine, so he must hold his pasteurizing temperature low enough to destroy the maximum amount of bacteria life, and retain the solidifying power of his gelatine. Sugar likewise contributes to the number of bacteria found in ice cream.

Extracts have little influence on the number of bacteria an ice cream mix may contain, for it is found the alcohol most flavoring materials contain retard their growth.

Another source is the air. We do not find bacteria in the air itself, but the dust in the air carries millions of them. A cubic meter of air may contain as many as fifty to sixty thousand bacteria, many of which may find their way into the ice cream mix.

I have found that some ice cream manufacturers will allow water to remain in the freezer, or the homogenizer over night, and that this practice usually results in a product with a very high bacterial count. Cleaning, sterilization and drying must be thorough, for every little crevice in any piece of equipment may house millions of bacteria and contaminate a mix which would otherwise be nearly perfect.

Workmen around the plant may contribute considerably to the number of bacteria in ice cream. Employees should be examined by the local health department to

determine whether or not they are germ carriers. It is possible for people working in food products to contaminate the product with typhoid, tubercle or diphtheria germs, which belong to the pathogenic class, three to six months after they have recovered from the disease.

Growth of bacteria in the ice cream being hardened in rooms is very slow, for temperatures are low. Pathogenic bacteria, however, such as *Staphylococcus aureus*, mentioned may remain inactive for sixty days, at room temperature, and still be a source of bacterial contamination.

As I have said before, there are a great many different kinds of bacteria in milk, and which produce different results. There are gas formers, which produce the bloated cream cans we often see on the way platforms. Others known as rapid-digesters destroy all the casein, leaving only the whey in the bottom of the tube. Others produce reddish colored or bitter milk, bitter milk, slimy milk.

The bacteria I have just mentioned are under control. Other kinds, such as *Streptococcus lactis*, are dangerous, and the process of pasteurization must be controlled so as many of the undesirable bacteria as possible are destroyed and enough of the *Streptococcus* retained to produce the required amount of acid in the milk.

Under the conditions I have mentioned, it is difficult to fix a bacterial standard for ice cream, but the manufacturer should bear in mind that pasteurization of the mix is the most effective means known to destroy bacteria, and to prevent their further growth, and the equipment with which the mix is handled must be thoroughly cleaned and sterilized.

The Source of Supply

By J. ROBERT WILEY*

I AM rather reluctant to speak to you today about the source of your milk supply, for many of you gentlemen are what we may call second-hand-men—you do not purchase your supplies direct from the producer, but from someone else, who has purchased from the producer, or from a third party dealing with the producer.

My work is in dealing with the primary producer of your raw material used in manufacturing ice cream. I am a producer myself, having a farm in the vicinity of Mr. Parker's home town of Enid, and Mr. Parker and myself have exchanged our products many times. I must say in deference to Mr. Parker's product, that if he is as well satisfied with my product as I am with his, we will always get along very nicely.

* Special representative of Tulsa Chamber of Commerce.

The Tulsa Chamber of Commerce is now putting on a five year campaign of dairy development which the ice cream men should be very much interested, even though they are not directly dependent on the producer in this vicinity for their supplies. I am in an office on the top floor of a sky scraper machine, that he is a long way from the foundation, that he is not dependent upon it at all, but if that foundation should give way, he may wish that he had been connected to that foundation than he was. He would realize the foundation was really a greater support to him than he thought it was.

The consumer of dairy products should have something to say about the production of milk, and you ice cream men, as manufacturers of dairy products should have, and should exercise a powerful influence on



Oklahoma Manufacturers and Wolf Hounds

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

duction of milk, and its quality, for milk is the foundation of your business.

This dairy development work that we are doing with the farmer is a special work conducted by the Tulsa Chamber of Commerce. We do not mean to conflict in any way with the county agricultural agents and with their work, but we wish to add one more help to the farmer in order that the production of milk may be increased in this community, and its quality improved.

Our first step is to visit the farmer and explain to him the work we are doing, why we are doing it, and how it will be of benefit to him. We obtain from the county inspector's office in Tulsa the data we need about each individual farmer, how many cows she has, how many milkings and how much milk he is producing. I have here a list of 39 producers whose cows are producing the most milk a day, and the average production of milk is just a trifle over one gallon. This is not enough, but many farmers do not realize it, and they do not know how to increase the production of their milk without purchasing a higher grade of stock.

I have had considerable experience in the live stock business including dairy cattle, and I have found, and I have also been the experience of others that the best way to secure a good herd of milk producers, and the cheapest way in the long run is to raise them yourself. We are encouraging those farmers to purchase only two good cows, either grades or pure bred, and a good pure bred bull, and to raise his own herd of producing cows. I made a trip to Wisconsin a long time ago for the purpose of purchasing good milk producing stock, and I found that the dairyman of Wisconsin has just two suits of clothes. He has one that he wears to church on Sunday, and another that he wears when he sells cows, and he wears the last men-

tioned one the most. Buying good cows, is without doubt, the quickest way to obtain a good herd of milk producers, but there is the speculative element that we have to deal with in purchasing these cattle, and too many buyers are getting the worst of the deal. If a farmer will buy a good cow or two, and a good sire, breed his own, and take good care of what he raises, he is going to raise a better herd for less money, and he will appreciate them when he has them.

After the first year he will have a few heifers from his purebred bull and grade cows. These will be of a fairly good milk strain, and by breeding these heifers back to a good bull, another generation of still better heifers is secured. As this process is continued, a better herd is secured each year, till he has stock that is backed by generation after generation of nearly purebred stock, and having raised it himself, the farmer will give it better care and feed, produce more milk, and make more money on his investment in time and cash.

Feeding is another problem of the dairy farmer in this state. The average farmer knows very little about the feeds that are best for the production of milk. Most of them use the feeds they happen to have on hand, giving little thought to furnishing a balanced ration, and it is a part of our work in dairy development to correct this. Eventually we hope to put the production of milk in this territory on the same high plane that it is in the great dairying states of Wisconsin, and New York.

While we are helping the farmer, we are also helping you, and I want to assure you gentlemen who are using dairy products as the basis for your business, that we appreciate the assistance you have given us in carrying out this work, and we will be grateful for your co-operation in the future. I thank you.

President Parker: We will now have the report of our Secretary, Mr. Porter.

SECRETARY'S REPORT

By J. B. PORTER

THE splendid addresses just given bespeak the progress of the ice cream industry of this state. This year our program is quite different than it used to be several years ago, and it illustrates the progress that has been made in the industry. We are now continuing our old work of improving manufacturing methods, and enlarging upon it by making improvements in our sources of supply, and in our methods of production and sale. A few years ago our discussion centered chiefly on the manufacture of ice cream, how much fat it should contain, whether or not we should use gelatin, how to incorporate the gelatin in the mix-

and other topics, which are now considered quite definitely settled. In the two talks just given, we have gone to the two extremes in our business, to the source of supply and the marketing of an absolutely safe product. While we do not mean to insinuate that we have mastered all the other questions, I think the addresses on these subjects do show some advancement year by year.

It would seem in reviewing the past year's work that the secretary's office had not been so active as in some years past, and in the way of keeping in touch with individual members this is probably true, but the



At Seventh Annual Convention at Tulsa.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

amount of general work and correspondence has been much greater.

Our first concern was to keep in touch with the state legislature in which several bills affecting our business were offered. One levied a tax of five per cent upon the net income of every corporation, association, or partnership doing business in Oklahoma. This was disposed of after a fight in which other interests were also concerned. Then a marketing bill was introduced which required \$25.00 license fee, and as much more for a bond of \$5,000.00. This bill was an unfair, vicious thing, but required all the effort and help we could secure to stop it.

Just for your information, I want to say here the passage of this bill would have cost every manufacturer each year four times as much as our association dues. Matters such as this are good reasons why every manufacturer of ice cream in the state owes it to himself and his business to be a member of the state association.

Our legislative Committee, Messrs. Crumpacker, Glitch and Parker, and Attorney W. P. Hill deserve credit for the success in handling these matters. Another matter which required considerable time and work, as well as expense, was the effort to have the appropriation for the dairy department at the agricultural and mechanical college made available, and in this I want to compliment the members for the general response in replies. Owing to the arbitrary and chaotic political situation, our efforts were not given the consideration they deserved, but at that, were more successful than many other deserving projects.

Another matter which required considerable correspondence was the question of employing a field secretary. The question was presented in several ways,

including manner of financing, and resulted in a 50-50 proposition. With any hops of being successful it would require practically unanimous support, and the idea was abandoned.

District Meetings Held.

Several district meetings were held and abuses discussed. Prices quoted over the territory were quite uniform, but the growth of some abuses such as credits, rebates, telephone calls, long deliveries, and assuming various excessive overheads appear to be increasing. While co-operation was acknowledged as the remedy, but few if any, carried through the season on the co-operative basis.

The costs of supplies averaged higher than 1924, the season as a whole proved disappointing. The opening of the season looked very promising, and the weather was very liberal, but unusually wet weather together with high water that disarranged shipping schedules, spoiled three weeks of good season. Several weeks of extremely hot weather brought volume, which was stopped short by politics, and have not since recovered their usual volume.

Several new and up-to-date plants were in operation during the year, and one plant was destroyed by fire. The progress being made in general in the industry would appear rather conservative. This seeming to have been an "off year" for Oklahoma. Still the volume of business done should show greater strides in advancement.

This idea is best expressed in the report of the ethics committee: It is a recognized fact that unethical conduct in business results not only in the loss of the perpetrator of the act, the person or firm to whom the unfair action was taken, but finally, the industry engaged in the particular line of endeavor in which these unfair practices take place. More and more the idea is sinking into the minds of business men that business must be conducted along lines that are ethical, and that, while competition will always exist, it is such a thing as the adoption of the Golden Rule by competitors, and that its adoption makes for a successful and healthier growth of the entire industry.

Worked For Better Ice Cream.

For ten years our association has striven for better ice cream, a clean, wholesome, standard product. Improvement has been remarkable, and you can get good ice cream anywhere in the state today. The equipment, skill, and methods have been developed up to date, and now we reach the larger field, that of selling, not just selling your dealers, but selling the public, increasing the amount consumed. Establish a reputation which is fair, and then forget about price and merit. If you think price, talk price, and don't agitate price, of course, your customers will be the same, while if you forget price, and tell them many good points you offer, they will be interested in helping you sell more ice cream. Consider your position legitimate, one of the businesses of the world today, but at the same time one of large responsibility, for you are dealing with a very potent factor of health, especially as affecting women and children.

Don't allow abuses to dominate your policy, don't be a treacherous leak that sap your profits as surely as a till-tapping thief, and less on the respect of your customer, but your banker as well. Run your business on business principals, and wind up the

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE BESTOV CALENDAR

EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER

These BESTOV Trucks Make Better Management Possible



Hendler Can Truck—for empty cans

TRUCKS, built for special purposes, as these are, will pay for themselves easily in one season, because of the better management they make possible. You can reduce labor at many points; speed up many operations; and eliminate a lot of confusion and guess work, by sprinkling a few of these trucks about the plant.

The Hendler Can Truck is an old friend; the other three trucks have just been developed to fill definite needs in the ice cream plant. There is no better truck made than the Hendler Can Truck and none more attractively priced. One user who has ten of them says "they are as good as new after 3 seasons." The other trucks are built in a similarly superior fashion.

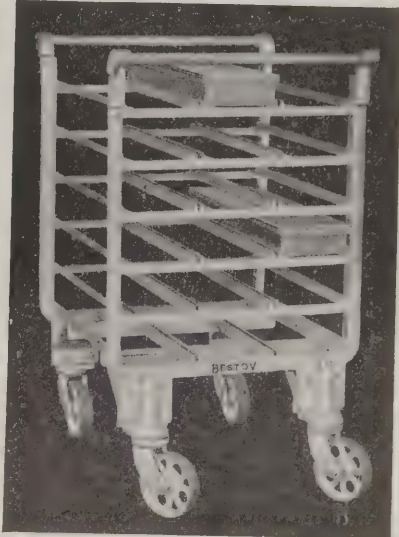
A new catalog giving full details and prices of these trucks will be mailed to you promptly at your request.

Cherry-Bassett-Winner Company

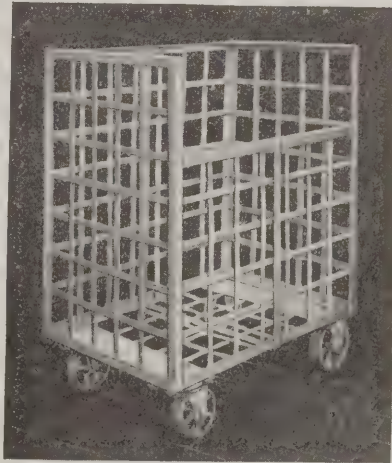
1918 Market St., PHILADELPHIA

33 So. Charles St., Baltimore
400 Canal St., Syracuse

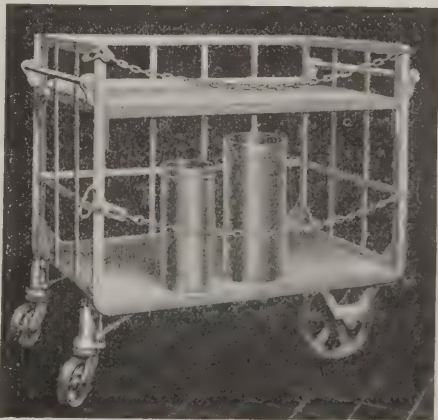
1139 Penn Ave., Pittsburgh
10 East 16th St., New York City



Bestov Brick Slab Truck.



Bestov Can Lid Truck.



Bestov Full Can Double Deck Truck.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

with money to pay your dues at a good convention and have a vacation besides.

President Parker: Before we adjourn, I want to ask all of you to be present at the dinner and entertainment to be given this evening in the dining room below, and to meet with us again tomorrow morning promptly at ten o'clock.

Meeting adjourned.

Thursday, November 23.

President Parker: Secretary Porter has a few grams to read to you this morning. (The secretary read telegrams of greeting from the National Association of Ice Cream Manufacturers, and National Association of Practical Refrigerating Engineers.)

President Parker: We now have a treat for gentlemen, an address by Professor Baer.

* * * *

The Ice Cream Industry of Oklahoma

By PROFESSOR A. C. BAER*

IT IS always a pleasure for me to meet once a year with the ice cream manufacturers of Oklahoma. I am glad to be with you today. When Mr. Porter called me up to remind me of this, I was at a loss to determine what to say that would be of interest to the ice cream men of this state. For the last two years I have not been as close to the ice cream manufacturing industry as I should have been. Our dairy husbandry department at the college has been enlarged, and this has taken up a great deal of the time which otherwise would have been devoted to the manufacture of dairy products.

The past year the ice cream industry has made its usual progress. I have seen figures showing that the ice cream production now is greater than it ever was before. In the southern half of the United States the production has increased about twenty per cent. This is as it should be, for the consumption of ice cream has not been as great in the south as it should be, in proportion to the consumption in the north. In the north, the consumption of ice cream has been above that of the country as a whole. Cincinnati, for instance, was said a few years ago to have the greatest per capita consumption of ice cream. We hear of other cities claiming the greatest per capita consumption, especially in the north, and the time has come when the south with its warmer climate should have the largest per capita consumption of this product.

The increase over the entire United States is reported at about ten per cent. No doubt the dry law has had a great deal to do with the increase in demand. Carbohydrates formerly taken from the glass are now taken from a dish or an ice cream cone. People who formerly depended upon the brewers and distilleries to furnish refreshment, are now looking to the ice cream manufacturer for it. The candy man has also received his share of the business which formerly went to the brewer, as evidenced by the increase in the consumption of candies.

Throughout the entire world we find the ice cream manufacturing business is increasing. In England, for example, the demand for ice cream has increased about 75 per cent in the past two years. Large, modern plants are being constructed in England, some of them with a capacity of over 1,000 gallons of ice cream a day. Ice cream was little known in the countries of Europe before the war, but the production of it was stimulated by the American soldiers who demanded real ice cream instead of the "cream ice" formerly made in Europe, until now the European manufacturers are abandoning their old name of cream ice and adopting the American name, ice cream.

Australia, known throughout the world as a great butter producing country, is becoming a large producer of ice cream. It is also spreading to South Africa. Just a short time ago I had a letter from a former

student who is working for a company operating in South Africa, and he said his company plans to build a modern plant there, and he wanted me to tell some good boys down there to help him. A couple of them decided to go, and were going to send a cablegram stating they would come, but found it would cost \$2.83 a word to send a cablegram, so they concluded it would be best to write instead. A young Japanese who attended the University of Wisconsin is now operating the largest ice cream plant in Japan.

Ice Cream Development Is World Wide.

So we find the ice cream business growing rapidly over the entire world. The foreign countries are depending upon America to furnish the ideas, as well as the equipment and much of the supplies for their ice cream industry, and we will have a tremendous influence on the manufacture of ice cream and other dairy products in the old world.

Some foreign countries are 2,000 years behind us in the handling of dairy products, while others like Australia and New Zealand, are advanced almost if not farther than this country in the making of ice cream. We do not think of Australia and New Zealand as dairy countries, but it is a fact that butter is produced there on a more intensive scale than it is in America. New Zealand is especially noted for its dairy industry. New Zealand farmers use more milking machines in proportion to the number of cows than we do in this country.

However, I would build my talk to you this morning around the quality of ice cream. Quality is a word which may mean little, or it may mean much. To you it may mean much, for a uniform high quality of ice cream is what you all should produce. The ice cream of Oklahoma is not what it should be. We are criticizing the men of the north for making a poor quality product. They tell us that our cream in the south is not good to eat. This, of course, is not true, but we should be making a product that is beyond reproach, and one that will stand the test of time.

One reason for our not making the quality of ice cream we should have is that throughout the south, especially in this state the ice cream manufacturers have not realized that competition and quality are the two big factors in the business. When competition is so keen it is necessary to use lower quality raw materials, and uniform quality cannot be maintained.

The ice cream of Oklahoma ought to be of uniform good quality. We could gather samples of ice cream made in 100 different cities, and find them all samples alike. We would have a great variety of flavors, color and texture. We would have a high quality of vanilla ice cream with as many different flavors of vanilla. If we could get the vanilla ice cream manufacturers to make a standard vanilla flavoring, we could get uniformity on that point. If the gelatine used were uniform in quality, our ice cream would be

* Head of Dairy Dept., Oklahoma Agricultural and Mechanical College, Stillwater.



One of Our Many Drying Wheels

When filtered, the liquid Gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patented process requires less than one-half of one per cent of the time usually necessary to dry Gelatine.

Dried Gelatine

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

form in stability, and if our raw materials were uniform in flavor and quality, we would have greater uniformity in flavor and quality of the ice cream. A hundred different ice cream makers may have a hundred different ideas about making the ice cream, another factor in our lack of uniformity.

We cannot, however, expect to attain uniformity in the manufacture of ice cream as we have reached in the making of butter and cheese. The making of butter and cheese is a simpler process, fewer ingredients enter into its manufacture, and uniformity can therefore be reached to a very high degree.

The question might be asked as to why ice cream should be uniform in quality. Some of you may say you do not want your ice cream to be like your competitor's, for you want to build up the demand for your own particular kind of ice cream. You may want to have a great difference in flavor, texture, etc., in order that the people of your community will recognize your own ice cream when they taste. Ice cream is becoming known throughout the entire world, and in order to make it just as popular as possible among the people, it should be of the highest quality and uniformity it is possible to maintain. People living in one city should be able to obtain ice cream in another city of just as uniform good quality as they can find at home. They should find the same quality in one state as in another, and the same quality in the old world as in the new, and by thus cultivating the desire of the people for a uniform good quality of ice cream, the maximum per capita consumption throughout the entire world can be obtained.

You heard a talk yesterday by Mr. Wylie about the production of milk in the vicinity of Tulsa. The work being done along this line is another step toward a bet-

ter quality of ice cream. The best quality of ice cream can be made when fresh raw materials are available, and you ice cream manufacturers should encourage the production of milk in your communities by using as much of the surplus during the summer months as you possibly can. You help yourself to make a better quality of ice cream, and you lay the foundation for a better quality for the years to come. Good raw materials are to a great extent responsible for the high quality of ice cream made in Milwaukee. Ice cream manufacturers in that city have available the best quality of fresh raw materials. There are big dairy herds under the care of farmers who make a specialty of producing good quality milk, farmers who know how to produce milk of good flavor, and take proper care of it until it is delivered to the manufacturer.

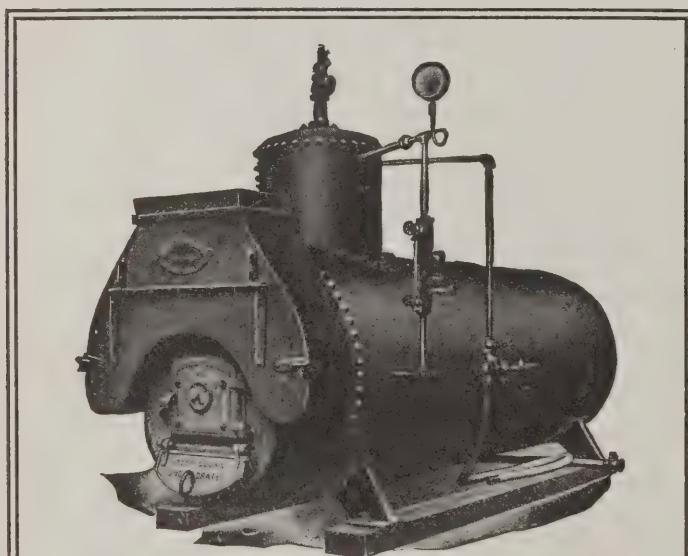
Of course the raw milk must be purchasable at a reasonable figure, and the ice cream manufacturer must not compete with the milk dealer at present prices of finished dairy products, and pay for raw milk the same price as the milk dealer pays. Yet, the milk dealer cannot profitably use all the surplus during the summer months, which should be available to ice cream manufacturers at a figure they can afford to pay for it. Usually the surplus milk can be purchased for less money during the flush season.

About sixty per cent of the ice cream made here is a reconstructed product, and chiefly because of the high cost and higher price of raw materials. Products of good quality milk here should be encouraged at all times, in order that the best quality of ice cream may be made. Farmers get discouraged, and justly so, when they must sell the product of their cows for sour cream prices. There isn't enough money in dairying that way to keep their increasing and improving their herds, unless a fluid milk market is provided for them.

There has been quite a bit of agitation along this line in Oklahoma recently, and we have been criticised for not making a market for whole milk in Oklahoma. This is quite a problem, and I have given considerable thought to it. Cheese factories have been suggested as a partial solution, but we would then have to solve the problem of curing and marketing the cheese. In this country it would be necessary to provide refrigeration for the cheese curing rooms, which would be very expensive, and would make it impractical to establish cheese factories. The best solution of the cheese curing problem that I have found is to establish central factories to take care of the fluid milk, and have a central curing plant, to which the little factories could send their cheese every day or two, thereby doing away with the need of expensive equipment for refrigeration.

Before we establish cheese factories in this country, however, we must look around for a market for cheese, and we must educate the farmer to produce a better quality of milk. Milk of the highest quality is needed to manufacture a good uniform quality of cheese. The farmer must take care of the milk, cows must be cleaned before milking, the farmer must use plenty of hot water for the cleaning and sanitizing of pails, cans, coolers and other utensils. The farmer must also learn the necessity of proper feeding. I saw cows last May that were being milked, and wondered how they could give milk at all, they were so thin. They were of the good dairy type, the type that will milk off every ounce of flesh they can spare. The best of dairy cattle will not yield the farmer a living wage and profit unless they are properly fed.

And in order to produce the best quality of ice cream, we must have the good quality milk that I have just been talking about. The milk must be hand-



Before buying a boiler do not fail to investigate the superior merits of the famous

Leffel Scotch Marine Boilers

built by this company for over 40 years in a variety of sizes from 6 H. P. to 100 H. P., and to meet all requirements of the different State Boiler Laws. This boiler is confidently offered as meeting in fullest measure and most satisfactory manner every requirement of the trade, as amply proven by the large number of pleased customers using them for many years.

Complete catalog with information of interest and value on request.

The James Leffel & Company

Box 328.

SPRINGFIELD, OHIO

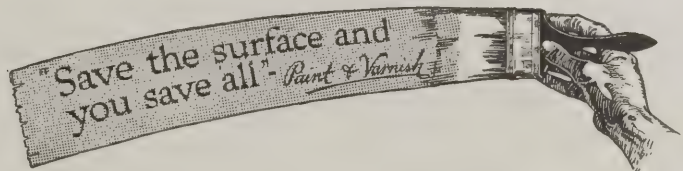
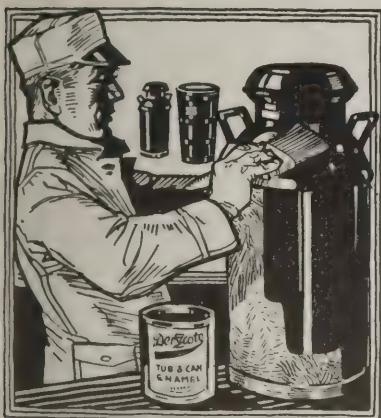
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Season's Greetings and best wishes
for Prosperity in the New Year — 1924

MULHOLLAND
OF PHILADELPHIA

1033 CHESTNUT ST.

Sanitary Plates
Bentwood Spoons
Advertising Signs
SINGLE Can &
SERVICE — Tub



Tubs and Cans as Salesmen

In the Ice Cream and Dairy Industries, paint has two important functions—protective and selling.

The slap of the brine, the hot kiss of the sun, the icy breath of "Jack Frost", washing powders and the continual scrubbing soon wear away ordinary paint--and the tub or can it is supposed to protect, is exposed to the ravages of the elements.



successfully withstands the abuse of handling and the inroads of the weather. Its protective value is very high. It retains its brilliant finish for months, guarding the soundness of your containers and giving them positive and optimistic sales appeal.

THE NATIONAL PAINT & VARNISH CO.

8707-8709 Kinsman Road

CLEVELAND, OHIO, U. S. A.



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

the most sanitary manner possible, and ice cream manufacturers should try to get this whole milk. It should not be necessary to use cheaper ingredients in the manufacture of ice cream. I would rather see the ice cream manufacturer use a good quality of ingredients and charge \$1.50 for his ice cream, than to use poorer quality products and sell it for 90 cents. I know of ice cream factories that have built up a wonderful business on quality alone, and they charged from ten to twenty-five cents a gallon more. The people appreciate quality. I still believe that ten per cent of butterfat is sufficient for our ice cream, but there are many factories making cream of a much higher fat content, making big sales, and getting a good price for it. Some factories in the East are making a 20 per cent butterfat product, and have built up a wonderful business for this quality of cream.

The chief point in favor of the ten per cent ice cream is that it is a more nearly balanced food product. I do not mean that it is a better quality product so far as the ingredients are concerned, but it more nearly meets the demands of the human body for fats, sugars, and minerals.

There are many other things I could talk about in connection with ice cream, but they are old subjects. We have been discussing overrun, temperatures, acidity, and these problems are not solved by any means, but I haven't anything new to present to you along this line just now. No one knows all about overrun. For instance, just a short time ago I had a letter from a man up North who said he couldn't keep his overrun down below 150 to 160 per cent. He explained his procedure to me thoroughly, and I suggested to him that he weigh a quart of his mix, and then weigh a quart of his ice cream, and see if his calculation of overrun

was OK. He wrote back that his first figures were a mistake, and that some adjustments had to be made by his overrun tester.

Only a few years or so ago we thought it was necessary to develop acid in the mix in order to obtain necessary viscosity of the mix, but experiments have proved that this belief was unfounded. It is not necessary to develop acid in your mix in order to obtain a good overrun. We have found that ageing the mix without acidity produces a better overrun than ageing a mix with a high acidity. The low acid mix will whip the air much better. I was quite sure of this as far as 12 years ago, and experiments since that time have proved the theory to be correct. If any of you like to experiment along this line yourselves, take ten samples of cream each one, two, three, four, five, and six days old, in which the acidity has had an opportunity to develop slightly, and you will find that the low acidity cream will whip much easier than the other. If you have any doubts, it is an easy matter to take ten samples and try it yourself. A year ago last summer I made more than one hundred of these tests, and found that high overrun was obtained from a mix with low acidity, and that it is not the acidity, but the ageing that gives the mix its property to retain a good overrun.

The amount of gelatine, the quality of gelatine, the method of adding it to the mix also have a great influence on the overrun, which also makes the overrun harder to control. In this state the overrun is of so much consequence, but in the state of Kansas there is a law which requires that ice cream must contain 4.75 pounds per gallon. Ice cream factories in Kansas cannot comply with the law, for the overrun is so difficult to control. One can of ice cream may weigh 4.75 pounds to the gallon, and the other 4.9 pounds. Both may have been made in the same factory, under the same conditions, and from the same batch of mix.

Another question is sanitation. It would do no good to pasteurize the mix and use the best of methods if the mix is allowed to become recontaminated after pasteurization. Extreme cleanliness must be practiced in order to hinder as much as possible the growth of bacteria. There has been no definite standard for bacterial count in ice cream fixed, but the American Public Health Association is about to agree on a count of 20,000 per cubic centimeter. This count, of course, would be approximate, for it is impossible to use the present methods to count the bacteria accurately. In ice cream factories it would be impossible always to produce cream with a bacterial content of less than 20,000. The monthly average should be less than that. It means that a man could not have a count one day of 1,000,000, and 10,000 the remainder of the month. The average would be many thousands above the standard.

The bacterial count of ice cream is of much more importance than being not only a check that the manager can have on the ice cream making processes, but it shows him how his employes are handling his product from the sanitary point of view, and gives him a good idea of the quality of raw materials he is using. In 98 per cent of the milk from unclean cows produces a bad flavored ice cream, and the bacterial count is a most effective means for its detection. A bacteriological test provides a check on the cleanliness of utensils on the floor of the ice cream factory. Utensils must not only be clean, but they must be bacteriologically clean, in order to produce an ice cream with a low bacterial count. The point cannot be too strongly impressed in the mind of the help in the ice cream factory, for it is one point that can be made to produce or to fail to produce a quality product.

(Continued on page 80)



PASTEURIZING

Maintain the desired temperature with *Tycos* Temperature Controls.

You get Uniform Results, Economy of steam and labor, Speedier Production, and Elimination of guesswork. Install *Tycos* on:

- Ammonia Lines
- Brine Lines
- Brine Tank, in Ice Plant
- Chocolate Kettles (Eskimo Pie)
- Ice Cream Freezers
- Ice Cream Hardening Rooms
- Mixing Tanks
- Pasteurizers
- Storage Tanks
- Steam Power Plant Instruments

Just what you have been working for—write for Catalog Part 500-A.

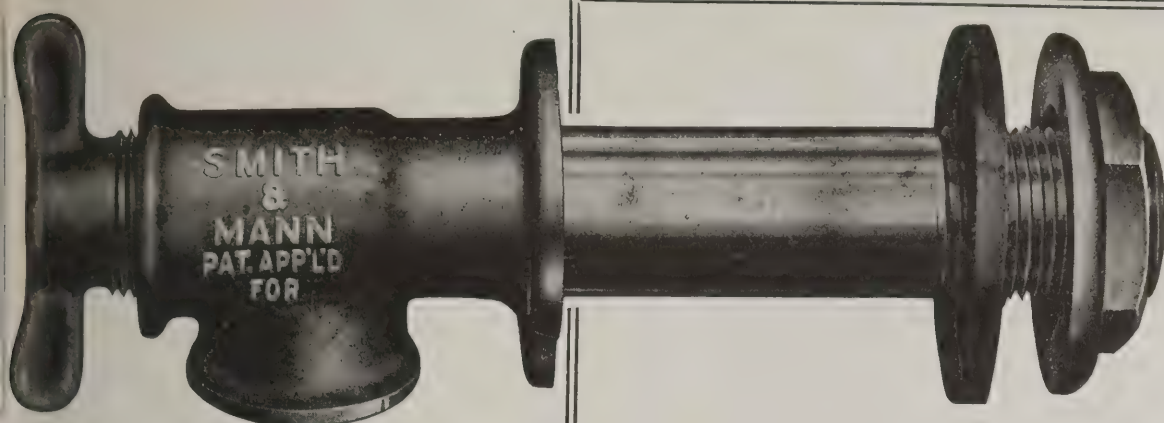
Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

Canadian Plant, *Tycos* Building, Toronto

There's a *Tycos* or *Taylor* Temperature Instrument for every purpose

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



*Why
Smith & Mann
Valves do not leak*

Leading Cabinet Makers use
Smith & Mann Valves as
standard fittings. Demand
them—they are better. . .

THE drain cock and stem of the Smith & Mann
valve is **all cast in one piece**. Metal is a high
grade non-corrosive bronze.

No nipple joints to come loose. No chance to strip
threads by "drawing up" and thus cause leaks.

The stem of Smith & Mann Valves is made in var-
ious size lengths to fit any thickness of cabinet wall.

The heavy leather gasket and lock nut on the inside
make a leak-proof joint and make it impossible to
remove valve from the outside.

Order a few for replacements or new cabinets

SMITH & MANN

914 West York St. Philadelphia, Pa.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

G. AHERN
9 Court St., Boston, Mass.
A. JOHNSON CO.
21 State St., Boston, Mass.
E. RIDDLE
Emerson Tower, Baltimore, Md.
MERRY-BASSETT-WINNER CO.
3 South Charles St., Baltimore, Md.
918 Market St., Philadelphia, Pa.
133 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
80 N. Market St.
LANKE MFG. & SUPPLY CO.
14 Washington St., St. Louis, Mo.
RIEN & BUSHNELL
14 Pioneer Building, St. Paul, Minn.
GREEFKENS CO.
70 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
9 E. Second St., Los Angeles, Cal.
P. DOWNEY
Grey Nun St., Montreal, Can.

*Utmost in Quality
Absolutely Uniform*



Harold A. Sinclair

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

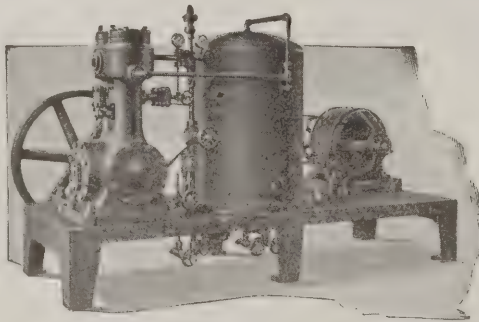
NEW YORK

CHICAGO

LOS ANGELES

Vilter

■ **Ice Making and** ■
Refrigerating Machinery



A self-contained unit built in capacities up to
Four Tons Refrigeration.

*Bulletin No. 29-R describing this and larger size
equipments will be promptly for-
warded on request.*

The

Vilter Manufacturing Company

Established 1867

889 Clinton Street

Milwaukee, Wis.

Pasteurization is Essential.

Pasteurization of dairy products is so essential that we have laws requiring it, but the public do not believe that pasteurization is absolutely necessary in order to provide absolutely safe butter, market milk or ice cream. Even some of our physicians do not know, and do not believe that dairy products should be pasteurized. I can give you an example of this from my own personal experience. An athlete at the university was taken to a physician, and remarked that he was drinking only of pasteurized milk. The physician told him to stop and drink raw milk instead, for the pasteurized milk did not have a single vitamine left in it. The athlete asked me what I knew about it, and I told him that his statement was absolutely untrue, and to tell that he hasn't read anything in the last ten years. McCollum, discoverer of vitamins says, that vitamins at all are destroyed in the process of pasteurization of milk, one-quarter of a teaspoon of orange juice a day would furnish the body with the vitamins lost through the pasteurization of the milk.

It might be interesting for you to know that when I began answering inquiries through The Ice Cream Review five years ago, I have received 1979 letters from ice cream factories regarding their methods of making ice cream, and that 42 per cent of them have come from the southern half of the United States. They come from every state in the Union except four, twelve per cent came from Wisconsin. Inquiries came from eight foreign countries. The general nature of inquiry is about the same as five years ago, and that new factories are being established and that our experience up to five years ago is not quite so general as understood as we might suppose.

Of course, we are all disappointed that we did not get the \$190,000 dairy building at the college that we started out to get a year ago. It appears that the good work we did to get it started will have to be done over again. We appreciate the support we received from the ice cream manufacturers, and hope you will be back of us again when we make another attempt. The building we now have ought to have been destroyed 15 years ago. Dairy farming, however, has received a new stimulus. We have completed the new dairy building at a cost of \$52,000, and bought \$7,500 worth of dairy cattle, representing the Guernsey, Holstein, Jersey, and Ayrshire breeds. In three breeds, we have a representation of dairy cattle as can be found in any of the colleges of the United States. Possibly our colleges have a better herd. We have a Holstein cow that holds the eighth place in her class for the production of milk. We had a student judging team at the National Dairy Show this year for the first time, and our team won the first prize in judging Holsteins, and the team placed thirteenth in the contest in which 39 states were represented. We feel pretty proud of this, and especially because Texas, a great rival of Oklahoma, placed twentieth in the contest. This contest helped put Oklahoma on the map, and the dairy industry of the state will be benefited.

President Parker: If there are any questions, Mr. Baer will be glad to answer them. I am sure we all appreciate the good ideas he has given us. It is too bad his address was so short.

Early Cass of Tulsa will now talk to us about the inspection. Mr. Cass.

* * *

The report of the Oklahoma convention will be continued in the February issue of The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Wolfhounds

President, OTIS B. WITTE
N. A. Kennedy Supply Company
Oklahoma City, Okla.
Secretary,
CLARENCE R. HAUKE
Oklahoma City, Okla.



FROM THE WOLFHOUND'S SECRETARY.

Gents and Friends:

Oklahoma convention recently held at Tulsa, is now history—and what a history-making meeting was. From the hour of the opening gun to the close of the most instructive programs ever attended was put over in real Oklahoma style. Every present went home with new ideas to put into practice from the interesting speakers.

Speakers covered the fast growing ice cream industry from its infancy up to the present time, stressing on the up-to-date progressive methods that should be put into every day practice to insure success. Tulsa should be, and is indeed proud of its part in putting over this convention in a BIG way.



C. R. HAUKE.

At the advice of Tulsa chief of police, was on in privacy. The writer is not aware of who the winner, but after one of these private sessions talking to Will Carpenter, Mr. Haines, Mike and Tom Stewart, all of whom were in great shape, jingling something in their pockets that did not look like keys. Ask them.

Another strange thing that the writer observed late in the evening of the big dance while walking through the kitchen just off the dance hall, is a young couple dancing to beat the band. After a glance, I discovered it was Happy Will Hawk, with one of the colored hotel maids. When he was called to the colored line, he blushed, as if and said "having too much fun, can't distinguish tonight." Everything goes on a night like this, of course, this was a terrible shock, but say, this is compared with what came later. I hesitate to say, but here goes:

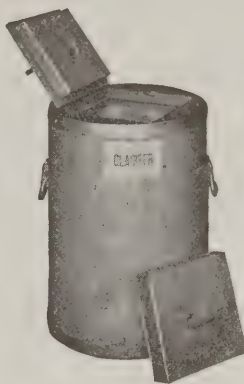
Other than our good friends, J. B. Porter, F. J. and Charley Smith were engaged in one hot African Golf with the singers (young ladies, of course). I think Bouvy was the winner, for at one time he had 32 cents stacked up before him. Some of you, believe me.

In all every minute of the time was taken up. When the bride and groom were there. Did you see the way Mr. Castle talked? Everyone just seeing

With reference to the Wolf Hounds, they were all there with their hair braided, all primed to the hilt. You say entertainment? Well, the Wolf Hounds were in charge—nuff sed. The program was complete in every detail. Of course, some of this

Glacifer Shipping Packers

require no ice or salt



(Patented)
20-Quart Brick
15-Hours Preservation
No cave necessary

An insulated packer with a dry method of refrigeration.

A saving of 20% to 50% in Express rates

Made in 3 gal. and 5 gal. sizes for either bulk, brick, or packaged ice cream. Smaller packages for catering.

Glacifer dry disc system will keep ice cream in dealer's cabinet for 24 to 36 hours without ice or salt.

The Glacifer Co.

491 Main Street

CAMBRIDGE, MASS.

ESKIMO PIES

If you are making 5 cent Pies you need a Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" produces a thin shell-like covering, has a delicious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

"THINFLO" was used on the Anderson Eskimo Pie machine at the Cleveland Convention.

Manufactured By

Fortune Products Company

416-422 S. Desplaines Street

CHICAGO

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

him could tell he was recently married, but not so with beautiful Mrs. Castle. One would think, "well, just one of the fine looking Tulsa High School girls." What a handsome couple they are. May God bless, protect and guide them in this life's journey is the writer's wish and prayer.

May the New Year bring Happiness, Prosperity, and Health to all.

Yours with a BOOST to all that is RIGHT,

C. R. HAUKE,

Secretary & Treasurer.

* * *

WOLF HOUNDS ARE HAPPY.

One of the biggest and most instructive state conventions ever held by the ice cream manufacturers, is now history. Tulsa, Oklahoma, may well be proud and even feel haughty. Not a man, woman or child that was present but what sings all praise to the Oklahoma ice



M. E. CUTNER.

cream manufacturers. Of course the Famous Oklahoma Wolf-Hounds, as usual were up to their necks to see that everybody had a "rip-snorting" time. Such educational talks, such speaking, and entertainment, with the merriest, happiest bunch of dancers never was seen before at any state convention. The fine part was the spirit of joy and happiness coupled with that Home feeling of real Brotherly love that prevailed throughout the entire convention, "Great Spirit Boys," keep it up forever.

And to think at this gathering, the one big announcement was made. Good old Mike Cutner, who most every one knows, has cast his fortune with that hustling, wide awake St. Louis firm, the Haines-Carpenter Co.

Gaze at the above face, men. Don't you think Oklahoma should be proud to have him within its borders? The writer will answer that question. Yes, Mr. Cutner, we welcome you, and your firm. May all your troubles be the trouble of taking care of the business that Oklahoma has for you. May they come in bunches, (meaning orders) so that some day you will feel justified in opening a large branch in our state.

Mr. Haines, Mr. Carpenter, & Mr. Cutner, again I extend the hand of welcome to you. As of yore May God bless and guide you is our wish.

Yours with a boost to fair and honest business methods,

C. R. Hauke,

Secy. & Treas. Wolf-Hounds.

* * *

CAN YOU IMAGINE—

- O. B. Witte being mistaken for Ex-governor Walton?
- F. E. Robinson picking the prize birds at the poultry show?
- R. H. Varney having to chaperone Fernald?
- B. M. Derby imitating Ted Lewis and his dancing?
- J. H. Bennett bringing his wife along?

(Continued on page 112)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SIDE LIGHTS ON THE OKLAHOMA CONVENTION

THE general topic of discussion is drifting son away from the processes of manufacture problems of obtaining raw materials and sel

* * *

Oklahoma manufacturers may not be getting as in actual dollars and cents as are ice cream manufacturers in other states, but they are saving a lot of on re-icing. It is not how much we make that It is what we save, and the icing idea in Oklahoma saving its share.

* * *

Secretary Porter's report brings to light a good work the association has done in a year. In there is strength. A handful of manufacturers have had a fat chance to stop a legislature, even the Oklahoma legislature, passing a lot of fool law ultimately only increase the cost to consumer, and up that much more red tape in the governmental But then lawmakers must do something to provide jobs for their friends.

* * *

The Menasha Printing & Carton Company by the hotel lobby provided a dandy place for the to loaf, and incidentally, Roy Gute, the carton man a nice bunch of orders. Everyone helped him Roy J's. ice cream. That Nelson cabinet, Menasha ton and Tulsa ice cream proved a mighty good tion.

* * *

Some of Oklahoma's best organizers and co-ops didn't show up at the convention. Mustagot their mixed. If they don't watch out Oklahoma will her next convention right to their home town—adon't mean maybe!

* * *

They say that Tulsa ice cream manufacturers to have some real milk, fresh from the cow, the cream making within the next few years. Judging the program the Chamber of Commerce has laid their hopes are going to be realized.

* * *

Professor Baer thinks Tulsa already has about the best ice cream in the state. If it is all like that at the dinners at the hotels, we agree with him couldn't expect to find any better—even in Milwaukee.

* * *

Those Nizer cabinets were a great attraction course. They seem to be all that an ice cream could ask for, and they save a lot of expense for manufacturer. We know of a druggist in Milwaukee who would give his so-called kingdom for one of More power to you.

* * *

President Parker is deserving of a lot of thanks from the Oklahoma manufacturers. He and his right man, Mr. Porter, and the legislative committee did a mighty good legislative (or should we say anti-legislative) work the past year.

* * *

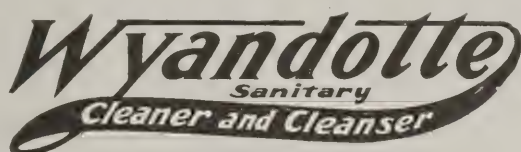
Mr. Lund rather startled the conventionites with figures on Eskimo Pie and the results of his big tising campaigns in the east. That's going to much for progressive Oklahoma. Her good ice

Final Judgment

The verdict of the public is final when it comes to the judging of food products and from their decision there is no appeal.

Quality and flavor are the dominant factors in their judgment of ice cream products and these factors are due to careful selection of good ingredients, scientific manufacture and the maintenance of strict sanitary cleanliness throughout the making processes.

These factors of quality and delicious taste are greatly assisted in hundreds of ice cream plants where the use of



Indian in Circle



in Every Package

definitely protects the fine quality of ice cream products by the sweet, wholesome, sanitary cleanliness it provides throughout the plant.

Nor is this all, for experience is proving every day that the quality work of this cleaner is the most efficient and economical the ice cream manufacturer can use.

Ask your dealer.

THE J. B. FORD CO.

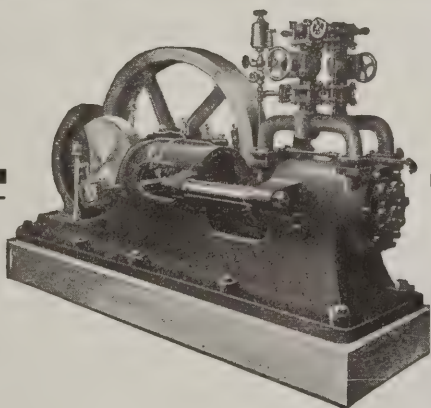
Sole Mfrs.

Wyandotte, Michigan

The War of Competition

The concern that succeeds is the one that is able to lower its production costs or improve its quality. A **CP** Mechanical Refrigeration system enables the ice cream maker to do both.

It produces refrigeration at a lower cost than any other method can do, it saves labor and by giving the operator absolute control of the temperature, enables him to produce a better product.



Demands Mechanical Refrigeration

CP Refrigeration Systems are used by over 5,000 concerns, mostly in the creamery, ice cream and dairy industries. They are made in a wide range of sizes from 1/4 ton up and can be obtained in either vertical or horizontal types, and be driven by motor or belt as desired.

Write for complete catalogue

The Creamery Package Mfg. Company

General Office: 61-67 W. Kinzie St., Chicago, Ill.

Sales Branches Everywhere

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

manufacturers are not going to let any easterners sell more Eskimo Pies per person than they do. We suggest, Mr. Lund, that you keep your eye on Oklahoma. She's going to have a surprise for you.

* * *

Tommy Stewart suggested that they have an Oklahoma day at the national convention. Too bad they didn't have one at the last convention. Every day was Oklahoma day in political circles about that time, however, so Oklahoma got her publicity through other channels. But that special day idea is a good one; it would help to bolster up the attendance from states that are otherwise a little bit light in numbers.

* * *

No doubt, Early Cass knows what a milk inspector should know about inspection, but when he said he wondered what milk dealers and ice cream manufacturers thought of milk inspection departments, we wished that Harley Credicott of Freeport, Ill., could have been there to answer him. Harley gave his opinion at a Chicago convention a couple of years ago in a manner that was interesting.

* * *

If the ice cream manufacturers and supplymen continue to bring their wives and daughters to the Oklahoma convention in such numbers as they did this year we shall have to have a ladies' auxiliary of the Wolf Hounds.

* * *

Tulsa is pretty well represented on the list of officers of the association for next year, having both the president and secretary. We took a snap shot of them in front of a drug store which was somebody's stop, but that didn't make any difference.

THE ORIGINAL DOUBLE-RING CONE



Try This Interesting Experiment

Take two McLaren "Real Cake" (Double Ring) Cones in one hand. Press down squarely on top cone with other hand to the point of breaking the cones. See how much pressure the ring withstands without breakage.

This simple test will demonstrate convincingly the value of the PATENTED Nesting Ring as a breakage preventative.

Free samples and detailed information promptly sent upon request.

THE McLAREN PRODUCTS CO.

Peoria, Ill.

DAYTON, OHIO

Kansas City, Mo.

A CONE WITHOUT A
NESTING RING IS OLD-FASHIONED

W. L. Castle's exhibit of Blanke-Baer fruit only one day. Whamsamatter "Vern;" were they too tempting, or did the Shriners run away with the evidence?

* * *

One of the Wolf Hounds wanted to have a picture taken over again. He was chatting with Mr. I. C. Manufacturer, and during the conversation, and while the picture was taken, he got an order. Mr. I. C. M. was sore because he was out on the picture, and Mr. W. Hound was afraid Mr. I. C. M. would cancel the order. Tuffluck.

* * *

Clarence Hauk made a good president of the Wolf Hounds, and it was a good choice of the members. They made him an officer again. Otis Witte will make a good executive. At any rate, he made a good beginning, and all the Wolf Hounds know that the association will be properly governed the next year. Unfortunately, isn't it, that Witte has been mistaken for a governor. By the way, is anyone looking for a

* * *

We'll challenge anyone to carry the youngest member of the Wolf Hounds around in his arms. He is no less than Russell Smith, better known as "Concentrated." Of course that name hasn't anything to do with Hudson's No. 52 concentrated which he is. Russell weighs only 218 pounds. Nothing concentrated about that! When the group picture was taken, and the perpetrator of these remarks stood on top of a Cadillac coupe. When the tires blew, he heard an Oklahoman remark he guessed they were going to have another election. Russell is the son of J. Smith, who for the past two years has represented Hudson Mfg. Co., in the South. Father and son are dividing the territory, and "doing well."

* * *

Anyone outside of the ice cream manufacturing industry would have believed Professor McElroy exaggerating when he said a cubic centimeter of ice cream may contain as many as several trillion bacteria. His statement provides the ice cream maker another puzzle to puzzle over, for Professor Baer says the Dairy Association is about to adopt a bacteria standard of 20,000 for ice cream. If your city health department should fix this number as a minimum, and the ice cream happens to take a sample of a batch containing a million per c. e., you might as well shut up shop for a couple of years.

* * *

Professor Baer said all ice cream making equipment must be kept bacteriologically clean. For those of anyone looking for a definition of this term, it is plain that all equipment in which any part of the ice cream is handled must not only be thoroughly washed and dried, but all crevices, if any, must be cleaned out, preferably closed up entirely so no milk or cream can remain in them, and the equipment must be sterilized with steam. Temperatures of 200 or more are effective in destroying bacteria, in other words, in making all equipment bacteriologically clean.

* * *

Few people noticed it, we are told, but "Swede" Anderson announced that the cloak room was looking for M. T. Cochran because his coat was leaking. J. Good Conley rushed up to the front of the C. and offered him a Sealright container. Can you guess what for nerve?

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Sethness Company,

Western Branch
DENVER, COLORADO
2910 Huron Street

Pittsburgh Office
511 First Avenue
PITTSBURGH, PA.

659 HOBBIE ST., CHICAGO

Operating 75,000 Square Feet for Quality and Service

COSCO BRAND FRUITS

ICE CREAM CRUSHED FRUITS
(BULK)

SOLID PACK FRUITS IN NO. 10
TINS
COLD PACK STRAWBERRIES

C. P. CRUSHED FRUITS IN BULK
PKGS.

EXTRACTS

FLAVORING EXTRACTS, ARTIFI-
CIAL

TRUE EXTRACTS

ORANGEADE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)

CONCORD GRAPE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)
VANILLA COMPOUNDS
VANILLA EXTRACTS, PURE
MARVEL PURE VANILLA BEAN
EXTRACT

VANILONG
WALNUT FLAVOR
MAPLE COSCO CONCENTRATED
PINEAPPLE JUICE
QUINTOLS
EMULSIONS

COLORS

LIQUID CERTIFIED COLORS
CERTIFIED DRY COLORS

CARAMEL SUGAR COLORING
BUTTER COLOR ANILINE

NEW YORK ICE CREAM COLOR

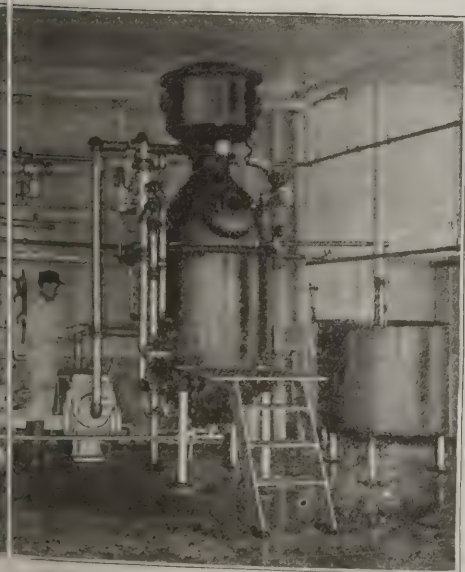
TRUE FRUIT PASTES
CERTIFIED PASTE COLORS
MARSHMALLOW TOPPING
COCOA
BUTTERSCOTCH SUNDAE
CARAMEL SUNDAE

GELATINE
CITRIC ACID
GUM, PURE INDIA, POWDERED
ICE CREAM POWDER
SOLUBLE SKIM MILK POWDER
SPRAY

KREMOLIN R. ICE CREAM
RIPENER AND BINDER
VANILLA BEANS
VANILLIN
COUMARIN
GLYCERINE
TARTARIC ACID

SODA FOUNTAIN FRUITS AND PRIVATE LABEL MARSHMALLOW TOPPING FOR JOBBING PURPOSES

Quality Ice Cream at Low Cost



Mojonnier 3' Vacuum Pan at the plant of the
Ice & C. S. Co., E. Liverpool, Ohio.

Users of the

MOJONNIER VACUUM CONDENSING UNITS

have featured among its advantages, the following:

1st. **PRODUCES A BETTER FLAVORED PRODUCT.** The milk boils vigorously at 145° F. This temperature is never exceeded. This prevents any possibility of "cooked" flavor. The steam driven off and condensed contains all of the "off flavors," leaving only the real milk flavor. This method makes possible the use of fresh skim or whole milk, sweet cream or butter.

2nd. **A BETTER PASTEURIZED PRODUCT.** R. W. Peterson and P. H. Tracy (University of Illinois) in their Bulletin, May, 1922, on the "Condensation Process of Preparing an Ice Cream Mix," under caption of "Conclusions," state:

1. A uniformly prepared ice cream mix may be made by the condensation process, using milk, butter or cream, sugar, and gelatin.
 2. The condensed mix is easily standardized to a uniform composition by having the butterfat, milk solids not fat, sugar, and gelatin in the proper proportion before condensing. A definite yield is thus obtained.
- Why reduced costs? Here are the figures on a batch made recently in a plant in Pennsylvania (name furnished on request), 11% B. F.
- | | |
|---|---------|
| 100 gal. Milk at .22..... | \$22.00 |
| 33 gal. 20% Cream at .90..... | 29.70 |
| 126 lbs. Sugar at .07..... | 8.82 |
| 5 lbs. Gelatin at .60..... | 3.00 |
| | 63.52 |
| Cost of condensing in excess of pasteurizing cost..... | .50 |
| Total cost 100 Gallon Mix made in Vacuum..... | 64.02 |
| Old Way—Cost of mix (100 gal. from condensed milk and cream)..... | 82.50 |
| Vacuum method—cost of mix (100 gal.)..... | 64.02 |
| Saving per gallon mix .18..... | \$18.48 |
| Saving per 100,000 gals. mix, \$18,000.00. | |

Further information gladly furnished on request.

Mojonnier Bros. Co.

MILK ENGINEERS

4601 W. Ohio St.

Chicago

Manufacturers of the famous Mojonnier Milk and Ice Cream Overrun Tester

NEW YORK

ST. LOUIS

COLUMBUS

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Stirring Convention Held by Pennsylvania and New Jersey Manufacturers

Vital Trade Problems Discussed at Altoona

CONSTRUCTIVE features and spirited sessions marked the seventeenth annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey, which was held at Altoona, Pennsylvania, November 11, 12 and 13. The convention sessions were largely attended and enthusiasm ran high at all stages.

Problems vital to the ice cream industry were discussed. The subjects included ice cream research work, color in ice cream, sales promotion, ice cream advertising and various plant problems.

E. J. Fischer, Philadelphia, one of the speakers at the opening session, discussed "Individual Packages and Winter Novelties," telling the delegates that the chief purpose of novelties was to increase sales, to keep the organization intact throughout the winter and to get people to eat more ice cream. Against novelties, he said, are the extra equipment, extra material, large delivery, more icing and the fact that the equipment is a dead loss when the public demand wears off.

The Pennsylvania State College is co-operating with the ice cream manufacturers by working to lower costs on dairy farms, according to A. A. Borland of the Penn State College, who addressed the convention.

C. L. Goodling, also of the state college, explained that it was necessary to obtain money by popular subscription to a \$2,000,000 building fund to provide adequate facilities for the students. He said ice cream manufacturers had contributed \$7,000 to the fund in sums from \$200 to \$1,500. One of the new dormitories will be dedicated to the dairy, livestock and ice cream industries, he said.

The law passed by the last session of the legislature was approved by convention president E. E. Rieck, who stated that the industry is on a higher plant than ever and represents the best thought and practices of business.

Secretary J. W. Neuman, York, reported 217 members; Treasurer E. Walker of Warren reported the balance of \$1,818.00, and W. H. List, Jr., Newark, reported twelve members in New Jersey.

The degelates were welcomed to Altoona by Mayor Charles E. Rhodes, and the response to the address of welcome was made by W. H. List, Jr. About 500 delegates and visitors were present at the opening of the convention.

At the second session of the convention Alan R. Fernald, Detroit, discussed the food values of ice cream declaring that "an appeal loses strength when it becomes too general. Don't merely mention flavors; to get the best results, describe flavors."

Dr. Charles H. Kimberly, New York, advised against making ice cream too rich, giving the consumer a feeling of overloading. He suggested 8 per cent butterfat and 15 per cent sugar as the maximum. He was opposed in his view by O. E. Williams, United States Department of Agriculture, Washington, who recommended a rich

product. The latter said different states are increasing the butterfat percentage.

Glenn P. Cowan, Detroit, spoke on iceless cabinets. Dr. Thomas B. Downey, Mellon Institute, Pittsburgh, spoke on "Edible Gelatine." "Standardization of Costs" was the subject of an address by C. L. Tufts, Philadelphia.

The annual banquet of the association was held at the Penn. Alto Hotel on Wednesday evening. At the concluding session of the convention, Thomas G. Magee, Altoona, gave some reminiscences of the ice cream industry in Pennsylvania in years gone by. He paid tribute to the late Robert Crane who was first president of the association, which was organized seventeen years ago. He said that at the time of organization the legislature was in session and one of the first things taken up was the effort to have a law passed regulating the amount of butterfat. With the co-operation of others

such a bill was drafted and passed and is still on the statute books.

Mr. Magee paid high tribute to Mr. Crane, Dr. Wm. Frear, I. Caum, Dr. Edgar G. Ecker, and others who have passed away, to E. E. Rieck, W. E. Hoffman, J. W. Neuman, W. H. List, C. Fickes, Thomas Hall and Ed. Walker, all of whom are still active in the association.

"Make a good product and sell it," he said, "will get the business," he said, closing.

Among other speakers were S. Jordan, president of the Association of Ice Cream Supply Men; W. F. Jennings, Parker Brand Co., Thomas J. Stewart, former president of the Salesmen's Club; The Association of Ice Cream Supply men; George M. Brink, C.

Ice Cream Co. Philadelphia; and George R. Moffitt, bacteriologist, city of Harrisburg, Pa.

Newark was selected as the scene of the next convention. This will be the association's first convention with the New Jersey members as hosts.



SOUTH DAKOTA MANUFACTURERS TO MEET IN FEBRUARY.

The ice cream manufacturers association of South Dakota will meet at Watertown February 19, 20 and 21, 1924, for its annual convention.

These dates were set for the annual convention of the South Dakota Dairy Association, at a meeting held at Watertown in November, and the ice cream manufacturers decided to hold their convention at the same time.

The dairy association has offered a prize of \$250 in premiums for the exhibit of dairy products in connection with the convention. The program of this connection is being arranged by the officers to be announced as they say.

NEW OFFICERS AND DIRECTORS

President, E. E. Rieck, Pittsburgh; vice-president, W. E. Hoffman, Tyrone; secretary, J. W. Neuman, York; assistant secretary, C. R. Fiske.

Directors: E. E. Rieck, Pittsburgh; W. E. Hoffman, Tyrone; Thomas Hall, Harrisburg; George N. Brink, Philadelphia; Wilbur F. Scott, Philadelphia; William List, Newark; Joseph Castle, Irvington, N. J.; Edward Walker, Warren; and Donald E. Wiseman, Erie.

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time

Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
NEW YORK CITY

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
We warn the trade against worthless imitations having similar sounding
names claiming to be "the same as Vanoleum."

Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.



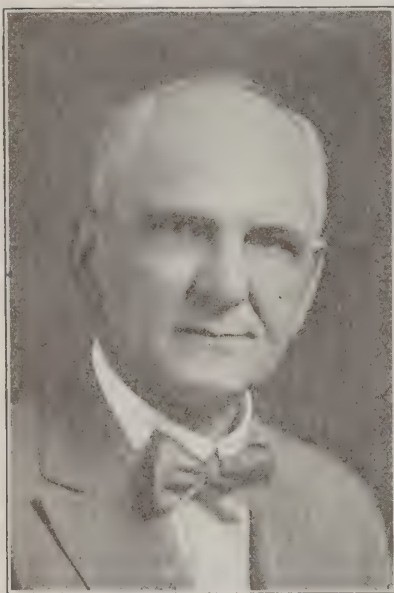
OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

President's Address to Pennsylvania Association

By E. E. RIECK*

THERE have been times in my life when I have thought that the business of making ice cream was a hard job, but as I stand before you today I realize that a much harder job is the making of a speech. I know how to make ice cream but I do not know how to make a speech, and so I am going to talk to you men today just as if I was in our plant.

There annual gatherings of men interested in the some things become more important as the years pass



E. E. RIECK.

by. Looking over the number of you here today and contrasting this gathering with some of the meetings in the early days causes me to pause for a moment and consider the importance of this business of making ice cream and the responsibilities with which we are charged. The problems that have arisen in these years, the work we have accomplished, the results to the industry, all pass before me and I am proud of my connection with this healthy and thriving association.

I remember, too, the very many pleasant hours we have had together, the good times, the hearty laughter and the close association one with the other, and I say to myself that if no other good ever came of our meeting together each year, the friendships we form, the pleasure of seeing each other year after year is well worth all the effort and all the time we spend in getting together.

Roosevelt said that every man owed something more to his business than the mere making of a living out of it. He was right. It is the duty of every man to contribute something of his time and energy to the general good of the line of business in which he is engaged and if, in addition to the satisfaction he gets from doing his part, he is blessed with a fellowship, a friendship and an acquaintance such as we men enjoy, then he is a happy man. And today I feel amply repaid for any humble effort I may have put forth in the passing years in coming to these gatherings.

Association Growing.

Since we last met together this association has enlarged its membership. The manufacturers of our sister state, New Jersey, are now allied with us and we get the benefit of their experience and counsel as they get the benefit of ours. The association is strengthened by the addition and each member gains proportionately.

During the year that has passed important legislation has taken place that will have a lasting and permanent effect on our business. The new law prohibits the

use of fats other than milk fats in ice cream is a forward which every man in this room will appreciate. Wise legislation of this character, legislation aimed toward a higher standard of practices, impresses the maker of good ice cream in the association and at the same time impresses the public with the sincerity of our work.

More work of this sort is ahead of us. This business of ours is growing in a fine, steady way; a permanent growth not in sudden spurts and discouraging but evenly and sturdily. Within the recollection of almost every man in this room today is the crude beginnings of this business, the early struggles, the carelessness and the failures. Today it is gone on a high plane and Associations such as this are wanted to keep it there. We must guard it and preserve it if legislation for better or more uniform sanitary conditions or anything of the sort is necessary, this association must come forward and align itself on the right side and do its full part to finally procure what is just and fair to both public and manufacturer. This is the work of such associations as ours. I cannot accomplish what any number of individuals cannot because it represents the best thoughts, ideas and talents of these individuals.

Ice cream stands well in the public mind today; it is accepted for what it is without suspicion. We know now that we can frankly tell the public what we are doing and how we do it. Our advertising is constructive—not destructive. In the past ten years the character of advertising has changed for the better, the volume of it has increased and every man in this association, whether he participates in the expense or not, reaps some benefit.

And now, as I come to the close of my talk, I proach a subject that I have purposely put off until last. I stand before you today and talk to you as a presiding officer because the president of this association has laid down his work, and it is marked "Finished." I doubt if there is a man in this room who does not know of Robert Crane, affectionately known as "Bob" Crane. A gathering of this association without "Bob" Crane does not seem like a real gathering, and it has been years and years before the memory of him has faded from us. I do not need to speak of his untiring work; you all know it. I do not need to mention his long personal qualities; you know them.

All I can say is that I want to appoint a committee to draft proper resolutions in respect to this departed brother for the records of this association, and to do so with all the sincerity and earnestness that I can command that in the death of Robert Crane the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey lost a diligent worker, a loyal member and a most and lovable character.



If you want a Manager, Superintendent, Executive Chemist, Bacteriologist, Operator, Pasteurizer man, help of any kind, "The Ice Cream Review" can help you find the best available man. If you want a position, "The Ice Cream Review" can help you as it has helped hundreds of others to secure a good position.

* Rieck-McJunkin Dairy Company, Pittsburgh, Pa. Delivered before annual convention of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, Altoona, Pa., Nov. 13, 1923.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

TRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turbidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME"

Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

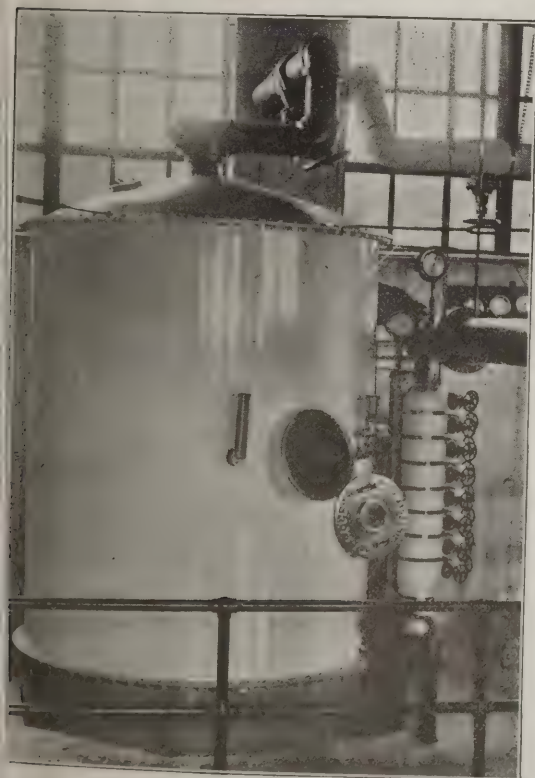
**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

STARDS

COLORS



6' Vacuum Pan at Wellington, Ohio, plant of
Telling-Belle Vernon Company,
Cleveland, Ohio

THE TELLING-BELLE VERNON CO.

CLEVELAND, O.

EXECUTIVE OFFICES:

September 23rd, 1922.

C. E. Rogers & Sons,
Detroit, Mich.

Gentlemen:

We take pleasure in saying that the Rogers condensing pan installed in our new Wellington plant is a great improvement over the pans heretofore used. We find that we can boil at a lower temperature with water at a higher temperature, and with less entrainment loss than has been our experience with other pans. The pan also has a decidedly greater capacity. We are very glad in this way to express our satisfaction with this installation.

Yours very truly,

THE TELLING-BELLE VERNON COMPANY.

J. H. Cassidy
Vice President.

JHC:SH

Capacity and Economy
are built into our

VACUUM PANS

for Condensed Milk, Ice Cream Mix and Milk Powders

C. E. ROGERS

8731 Witt Street

DETROIT, MICH.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Proceedings of Texas Ice Cream Manufacturers' Convention

Lively Convention Held in Galvez Hotel, Galveston, Texas, November 26, 27 and 28

New Officers

President—W. W. Workman, Waco.

Vice-President—D. J. Carithers, Wichita Falls.

Secretary-Treasurer—A. J. White, San Antonio.

MEETING called to order at 2:00 P. M., November 27 by Vice-President Mathewson of Marshall, Texas.

Vice President: Gentlemen, you will now please come to order. In the absence of J. J. Sullivan, president of your association, who is ill with a sore throat, it devolves upon me, as vice-president, to perform the duties of our president. Last year when Mr. Sullivan was elected president, I believe he had a sore throat and was unable to speak at that time and I am just wondering if this is the same sore throat that he has now. If it is I am sure that we all feel sorry for him.

Mr. Sullivan tells me that he has prepared no written address and neither have I, and I am not going to burden you long with what I have to say as we have some very important talks on our program for this afternoon.

I am very gratified to see so many of you present at this meeting. Not only so many members of the Texas

association but such a good representation from small and large plants. I believe that we have in this state the most representative ice cream manufacturing association in the country. We have in our organization men who are operating the largest and most modern plants in the state as well as men who are operating smaller plants located in the little cities and towns.

We have a good crowd to draw from and our discussion at this meeting should bring to light ideas of manufacturers operating under widely different conditions. I am also pleased to note the large attendance of supplymen, better known in this state as the Horns. Their optimism, pep and good-fellowship at the well being of our meeting and we are very fortunate to have them with us.

We will have to rearrange our program a little for the afternoon and will place John L. Darrouzet on our list. We will now hear from Mr. Darrouzet on the subject of Local Co-operation.

* * * * *

Local Co-operation

By JOHN J. DARROUZET*

I AM at a loss to understand why I was called upon to give a talk to you ice cream manufacturers. It seems that I am particularly out of place here inasmuch as I do not eat ice cream. Surely I was not picked as a speaker because I am a good ice cream customer.

Regarding local co-operation, I believe the general term of co-operation is the best thing that has ever happened, good for any organization of thinking men. The trouble, however, is that we do not have enough of it. We do a lot of talking about it, agree to co-operate but we do not co-operate. Let us get together and quit cussing the other fellow and co-operate.

A few fellows, such as ice cream manufacturers here, get together and co-operate, they help one another to sell more ice cream instead of trying to take it away each other's customers. In other words, co-operate among themselves, but there is the fellow on the outside who needs attention. These co-operators may be talking about him, antagonizing him and trying to take away his business. He may be doing the same thing. Instead of having a man like this on the outside, pull him into the ranks, find out whether he is good or bad, and if he is bad, make him good.

Manufacturers of all classes have a great deal of their own trouble, they have lots of agitation against them, people are jealous of their success. People who are agitating against you are jealous of your business. If you join hands and co-operate you can go to the front and fight your own battles along a solid front and you are in better position to demand the rights that you are entitled to. I have seen many of the people in this

room in the legislature of the state of Texas fighting for their rights. If you were not bound together in organization and if you could not present your demands as a solid mass, you would not get anywhere.

There is one law that the Lord wrote in the Book and it is "Love me first and then love your neighbors." To believe that your neighbor is just as good as you are and that you are just as good as your neighbor is a source of co-operation. Co-operation between two men soon spreads to affect several or a group; then the cities; the counties and the states, with the result when anyone tries to destroy or your business, you can walk down the solid trail of righteousness in a body and demand what is right. A man who is alone is helpless. If one man will help another the result will be 50 successful men to one unsuccessful man. If these same men fight among each other the result is one successful man to 49 unsuccessful men.

You ice cream manufacturers are responsible to a great extent for the co-operation we may expect in the human race of tomorrow. You are doing business with the people who are going to be the men and women of tomorrow. The little boy goes to the ice cream store or to the ice cream factory every day. He knows the operator as the ice cream man; he idolizes this ice cream man and believes that next to his own daddy is the best man in the world for he is so good at making such good ice cream. If, by your own words and actions you create the proper impression in the mind of this little boy, you are creating a truism that will never die. You are the greatest man in your industry.

In closing, I want to emphasize this thought, you gentlemen, manufacturers of ice cream, are de-

* Attorney, Galveston, Texas.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.
Canadian Office and Warehouse: 55 Cote Street, Montreal

“Atlas” Century Color
*will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.*

BBLs. per Gal. \$2.00	KEGS per Gal. \$2.50	6 GALS. per Gal. \$2.75	1 Gal. \$3.00
---------------------------------	--------------------------------	-----------------------------------	-------------------------

Before placing your next order, let us send you a trial quantity

Manufactured by
H. KOHNSTAMM & CO., Inc.

NEW YORK
83-93 Park Place

Established 1851

CHICAGO
11-13 E. Illinois St.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

with the citizens of tomorrow. For their sake and the future of our nation, you owe it to yourselves to co-operate with one another and if this is done you may feel that you have done your duty well. I thank you.

* * *

Vice-President Mathewson: If that man ever runs for office you may bet that I am going to vote for him. I am sure that the members present have enjoyed his talk. You will now have the report of secretary-treasurer A. J. White.

Copy of Secretary White's report will appear in a subsequent issue of The Ice Cream Review.

Vice-President Mathewson: We have with us today Professor J. W. Ridgeway, who has for several years been with the Agricultural & Mechanical College. More recently, however, Professor Ridgeway has been taken from his duties of the college and is now engaged in

* * *

educational work for the Mistletoe Creameries in Antonio. By the way, I want to compliment the Mistletoe Creameries on their selection. I would like to have Professor Ridgeway to introduce Mr. Walton, our speaker. Professor Ridgeway, if you please.

Professor J. W. Ridgeway: It is a recognition that the people of Texas are depending to a great extent upon their agricultural resources. We are fortunate in having with us today a man who is proud to represent the agricultural resources of this state. I am very proud of Mr. Walton, for I have considered him as a student. He attended the first short course given at the A. & M. College at the time that I was connected with it. He was a county agent at that time and accepted the seriousness of his position just as seriously as he does his present position. He has a big job to believe that he has a big message to tell you. Mr. Walton.

Relationship Between the Extension Service and the Manufacturing Industry in Texas

By T. O. WALTON*

IN my address to you today I want to talk about our Agricultural and Mechanical College. I want you to know that it is your institution, that those who work there are your employees. We, at the college, are working for the people of the state and in order best to serve the interest of the state we must let a part of the responsibility lie upon the shoulders of the individual citizens. I want to interest you in the college and want you to know what is being done by your state institu-

tion because you are paying part of the taxes and support it.

The people of Texas have recently observed that theirs is an agricultural state. They have a half million farmers, approximately one-half of the total population, and agriculture is the basis of our prosperity in Texas. Upon agriculture are founded all the other industries of Texas. The physicians, the lawyers, the merchants, the bankers, or brokers, or wholesalers may have failures but such failures would not materially affect the agricultural industry. However, if the agricultural industry of the state suffers, all of the other industries and professions feel its effect as much or more than the agricultural industry does. The agricultural situation, however, is not as satisfactory today as some of our basic industry.

We need more agriculture in Texas. This year we have grown one of the largest cotton crops and have received the best price for the product that we have received for a number of years and the agricultural situation is now more satisfactory than some other parts of the nation. It is not, however, as satisfactory as it might be.

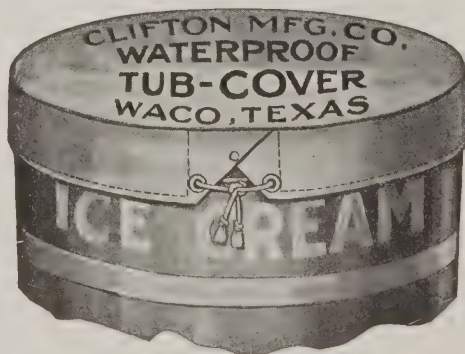
The fact that our agricultural industry of Texas at the present time on a fairly firm basis does not mean that it will always be so, and we should give thought to it at this time in order to insure a prosperous condition in the future.

State institutions have been created to teach the agricultural practices. At the Agricultural & Mechanical College of Texas we teach the science of agriculture and take up thoroughly every problem that affects the home and economic life of the rural people.

New Truths In Agriculture.

In our research division or experimental station we are discovering and developing new truths in the science of agriculture. We have one main station in Texas and fourteen sub-stations. In the main station we do the experimental work and investigation for the entire state. The theories that are developed at the main station are put into practice in the sub-stations, so that we may observe the results under different climatic and soil conditions. Other

* College Station, Texas.



Made of Olive Drab Waterproof and Mildewproof Duck, which will outlast five ordinary Tub Covers, without this special treatment.

One Customer says, "We have found from past experience that your cover fits better than any other we have purchased in the past."

Prices quoted on application.

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

Branch Offices and Warehouses are:

Los Angeles, Calif.	747 Warehouse
San Francisco, Calif.	339 Larkin Street
Kansas City, Mo.	202 Bryant Bldg.
Denver, Colo.	1526 16th Street

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Reputation-Builder:

VANILLA

SPECIAL styles and fancy flavors of ice cream often make a hit, and sometimes become for a season or two great sellers; but they do not often build great reputations. That is rarely done except by makers whose VANILLA cream is finer than the average.

To make the BEST vanilla cream you must use the Mexican bean,—no other is quite the same; and to get that mellow, delicious bean flavor which, once tasted, is never forgotten, no other preparation is quite the same as

MICHAEL'S MEXICAN

VANILLA POWDER

NEW YORK TYPE
does not show the bean in the finished ice cream. Used in districts where the showing of the bean is an objection.

PHILADELPHIA TYPE
shows the bean in the finished ice cream. The accepted standard for use in French and Philadelphia ice creams.

Our Standing Offer to New Customers

Send us an order for Michael's Mexican Vanilla Powder. Use freely all that you need to give it a full, fair trial, and if it is not satisfactory, return the remainder at our expense, and we will cancel the entire charge.

DAVID MICHAEL & CO.
VANILLA

FRONT AND MASTER STREETS
PHILADELPHIA



OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

that affect only certain sections of the state are, of course, worked out completely at the sub-station serving that particular territory.

Very often the experimental stations and colleges are criticized for being slow. People think that it takes too long for them to discover and prove what people have previously thought to be true. It does require, however, a great deal of time to prove beyond doubt that certain theories that have been advanced regarding certain phases of agriculture may safely be put into actual practice. I believe that we have made very substantial progress along agricultural lines.

There is one thing that has been accomplished that is of interest to the ice cream manufacturers. Dr. Frances of the department of veterinary medicine has worked upon the question of cattle tick for many months and we believe he has found the means of eradicating this pest, which has wrecked a great many dairy herds in this state and has discouraged a great many farmers from going into the dairy business. This is just one of the problems that the experimental station has worked upon that affects directly or indirectly the ice cream manufacturers business.

Then we have the extension department. This department was created in 1914 by what we call the Smith-Lever Act. This law provides that the extension division of the agricultural colleges in different states shall be charged with the responsibility of teaching agriculture and home economics to people who cannot and do not attend the college. I would like to call it the responsibility of teaching better farming and better home-making.

In the extension department we have specialists in every subject—a man or woman who has given special

study to his or her particular branch of the work. The real task of the extension department is to carry on the work that is developed by the experiment station, to help the farmer and his wife and help them to apply the results of the experiment station. This is done chiefly by demonstrations, by lectures, by publications, and otherwise.

Demonstration Methods Best.

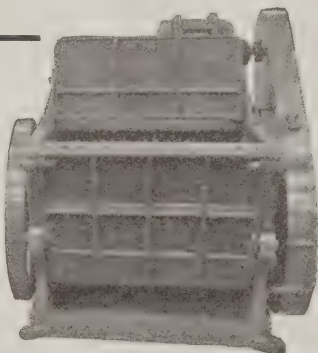
We have found the demonstration methods to be the best. We conduct actual demonstrations on the farm of feeding dairy cattle, planting crops, and anything else that can be tried out under the farmer's own conditions. A few years ago the farmer looked upon anyone coming from a college as a book farmer. The word "science" and "scientific" had been overused. I am reminded of what happened a few years ago. I had given a talk to a number of farmers in a small town. After the lecture was over we stood in the street talking with ten or fifteen negro farmers. One of them and his wife seemed to be waiting for something. I stood a short distance away and seemed to be waiting for a chance to talk with me. After a while they came up to me and asked me if there was something they wanted, and I spoke up and said that her son was attending the College of Agriculture and was taking the course in home economics. I asked her what course her son was taking and she says, well she didn't know just what course it was, but she thought it was "scientific."

Agricultural science is simply good agricultural practice. It means the application of just ordinary common sense and practical systems that would help to make agriculture successful, and for this purpose an organization of specialists has been appointed to carry on this important work in the different states.

Then there is the question of why it is necessary to maintain such an organization, but we must remember that one-half of the people live on the farm and the other half of them have not gone to school beyond the eighth grade. It is essential, therefore, that we give the people the knowledge that the agricultural college has acquired, and to bring it to them for they cannot be expected to leave their farms and homes for months to acquire this information. It must be brought to them so that the farm people may be reasonably prosperous and can stay on the farms. Few of us know that the average income of a family on a farm is less than \$500.00 per year. The people of Texas are on an income of less than \$500.00 per year and it is the duty of the agricultural college and the extension and extension departments to enable the farmer to increase their income and to make agriculture a profitable and attractive occupation.

Then there is another point of view. There are relatively few groups of men such as we find in the ice cream business who will get together and cooperate. It is not such a great task to get the ice cream business together. You can see, however, how great a task it would be to get these farmers together to cooperate and to talk over their problems. Therefore, the greater necessity to have a satisfactory scientific leadership for the agricultural industries of the state. If the state does not furnish the farmer the constant type of leadership the farmer will be compelled to appoint a self appointed leadership which results in the destruction. In certain other states groups of farmers have organized upon the suggestion of self appointed leaders and we have seen this leadership work to the farmer's own disadvantage.

There is entirely too wide a disparity in the income of the farmer and the laborer in the city. In an article in this paper it was brought out that 63



Some of the Heavy Duty CREASEY Ice Breakers INSTALLED IN 1923

Breyer Ice Cream Co.,
Philadelphia, Pa.
Two No. 48 Motor-Driven Outfits for their new West Philadelphia Plant.

Crane Ice Cream Co., Philadelphia, Pa.
Two No. 48 Motor-Driven Outfits—repeat order, making their fifth unit.

Bridgeman-Russell Co., Duluth, Minn.
Two No. 49-J Motor-Driven Creaseys for their new Long Island City Plant.

Evansville Pure Milk Co., Evansville, Ind.
No. 49-J Motor-Driven Creasey.

Houston Ice Cream Company, Houston, Texas.
No. 49-J Motor-Driven Creasey.

Reid Ice Cream Company, Brooklyn, N. Y.
Eight No. 49 Motor-Driven Creaseys for installation in their Main Plant at Brooklyn, their new Harlem Plant in New York, and three other distributing stations.

H. P. Hood & Sons Co., Cambridge, Mass.
Two No. 49-J Motor-Driven Creaseys.

Annapolis Dairy Products Co., Annapolis, Md.
No. 49 Motor-Driven Creasey.

Clover Farms Dairy, Memphis, Tenn.
No. 49-J Motor-Driven Creasey.

National Ice Cream Co., San Francisco, Cal.
One No. 48 and one No. 49-J Motor-Driven Creasey. Repeat orders.

Cleveland Ice Cream Company, Cleveland, O.
No. 49-J (two).

Dairymade Ice Cream Co., Paterson, N. J.
No. 49 (repeat order).

Huber Ice Cream Company, Bridgeport, Conn.
No. 49 (repeat order).

Ask for Catalog R-1125.

H. S. B. W.—COCHRANE CORP.

Jos. S. L. Wharton, Ice Breaker Dept.
3178 North 17th St. 188 Philadelphia, Pa.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Four Square methods

An institution is but the shadow of its policy—an intangible something which determines the worthiness of its product and the conduct of its business relations.

Always we have adhered to this guiding principle: Insure lasting success by four-square methods. Every "Cremo" Cone manufactured conforms to the high standard we first established. The quality of the ingredients never varies—finest flour, milk, pure cane sugar and vanilla, mixed in spotless factories and double-baked golden brown. Small wonder then that it is the most delicious cone made.

As a result, jobbers, dealers, and cone customers have been pleased and satisfied—so satisfied that our cone business is the largest in the world.

CONSOLIDATED WAFER COMPANY

Address correspondence to our nearest factory

Chicago, Ill., 2628 Shields Ave.
Brooklyn, N.Y., 515 Kent Ave.

Toronto, Canada, 105 Front St., East
Dallas, Texas, 2426 South Howard St.

The Largest Cone Manufacturers in the World



REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

or 762 eggs are required to pay a plasterer for eight hours work. Seven and one-half bushels of corn or a year's receipt for a half acre are required to pay a bricklayer for eight hours work. Twenty-three chickens, 3 pounds each are required to pay a printer for an equal length of time. I do not know whether these figures are correct, but I believe they are relatively correct. If these figures are only approximately correct, they do show entirely too great a disparity between the income of the farmer and the organized city laborer. This is another problem for the agricultural colleges to work out to help the farmer to obtain a better revenue for his labor.

We have not been able to maintain the production up to the consumptive demands. We are not at present interested in the fact that the farm people are leaving the farms and moving to the cities, but when the consumption of farm products reaches the stage where it is greater than the production, we have arrived at the dangerous point. It is up to the agricultural college people to make the production of farm products more profitable in order that the farm people may be kept on the farms. We must make productive the vast area of unproductive land in Texas. We must prevent the destruction of hundreds of acres of cotton crops which are mere evidence of poor farm practice. This bad practice must be corrected and the best way it can be done would be through the proper education of the farmer.

Agricultural colleges need the support of cream manufacturers in trying to develop the interests of the state. With the right kind of help we can get what we want from the legislature. Some figures here that I want to give you and you will keep them in mind and that we may have from you the assistance that we need in order to continue our work. These figures are digests of the results of investigations made by special agencies as to the percentage of the national income. Some of it was given by the Council of Churches and the Society for the Prevention of Crime. They find that we spend for maintenance of Protestant Churches three-fourths of one per cent of our national income; for schools one and one-half per cent; for crime prevention eight and one-half per cent; investments eleven per cent; waste disposal one per cent; luxuries twenty-two and one-half per cent; miscellaneous thirteen and one-half per cent.

From the above figures you will see that the cost of education is not so great as the price we must pay if we do not have it. I thank you.

Vice-President Mathewson: That was certainly a splendid talk and one that we should give some thought to. We will now have the address of Professor Wren on the subject of "Salesmanship."

The report of the Texas convention will be continued in the February issue of The Ice Cream Review.

SIDE LIGHTS ON TEXAS CONVENTION

DALLAS IS NEXT MEETING PLACE

DALLAS was selected as the meeting place for the Texas ice cream manufacturers next year and one of the chief spokesmen from Ft. Worth seconded the motion immediately. How's that for co-operation? After Mr. Wren had given such a splendid talk on the value of ice cream associations and co-operation in general, there wasn't anything for him to do but to get up and favor Dallas as the next meeting place. W. W. Wren means co-operation, and it is more than skin-deep, too.

Those in charge of the entertainment of the Texas delegates are deserving of many words of praise for the splendid program they had arranged. For the benefit of those who did not attend we want to say that it was one of the best conventions, not only socially, but in every other way, that we have attended. The ladies were well taken care of by the Galveston manufacturers,

the Galveston Chamber of Commerce, and the Long Horns, while the business sessions were on in the afternoon. In the morning there was usually something going on for everyone. Many of the delegates did not know what an important seaport Galveston is until the ride Tuesday morning along the water front.

There was a little discussion at the Long Horn meeting of naming officers for the next year from among those residing in the city most likely to be named as the convention city. Most any of the Long Horns would make a good president or secretary, as well as a president, and it is a good plan to pick officers residing in the city where the next convention will be held. The officers of the suppliers' associations have much to do just before conventions that members do not know of and it is a great convenience to be able to work right in your own home town. We can depend upon C. W. Smith, as president; H. G. Cox, vice president, and Sherwood L. Quinker, secretary, to put on a splendid convention in Dallas next year.

Ladies' Auxiliary Active.

Hats off to the Ladies' Auxiliary of the Long Horns. Mrs. Wren, the new president, has a lot of plans already for the convention next year. In this spirit of the fullest co-operation of Mrs. Theodore P. Mc Austin, the vice-president, and Mrs. T. M. Thayer, Beaumont, the new secretary. If the ice cream manufacturers and suppliers attending the Texas convention next year haven't got a wife they will have one and bring her to the meeting or have some good excuses to present to the officers of the Ladies' Auxiliary. Being Leap Year it occurs to some only that it ought to be the duty of the ladies' to con-

Ask the user — about

ST. LOUIS GELATINE COMPANY'S



Pure - Hy - Grade

GELATINES, GUMS

AND

ICE CREAM POWDER

We stand for

Service—Quality—Uniformity

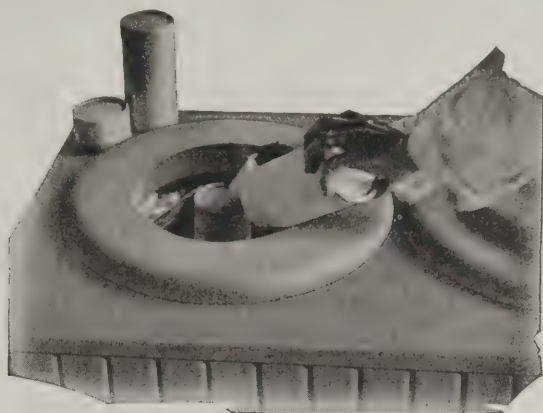
ST. LOUIS GELATINE CO.

St. Louis Missouri

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The O. & B. Triangular Packer is made of heavy galvanized iron, 22" high and 11" diameter. Fits into all standard shipping tubs, and cabinets.



Your Packing Problems Solved

OF course you realize that your *real problem* is getting bulk ice cream into the hands of the *home trade full volume* and still *perfectly hard*.

Filled fibre containers, all sizes and flavors, packed at the factory in practical O. & B. Triangular Packers, will solve your packing and home-selling problems *once for all*.

The fountain clerk will find selection of sizes and flavors easy. In fact, the fibre container makes it easy for the home buyer to purchase bulk ice cream, which, by the way, he *much prefers* to brick ice cream.

Cream factory-packed in this way stays hard even after reaching user's home; and since there's *no loss in volume*, dealers will co-operate.

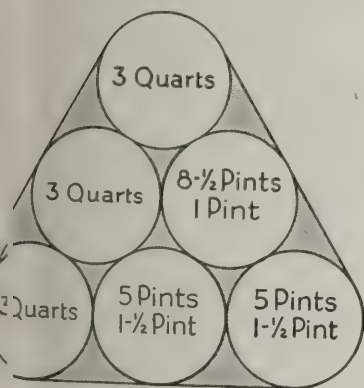
In short, O. & B. Triangular containers and factory-filled fibre packages will solve *once for all* your packing problems.

Write *today* for details and prices.

Made Only By

Oakes & Burger Co., Inc.

Dept. D., CATTARAUGUS, N. Y., U. S. A.

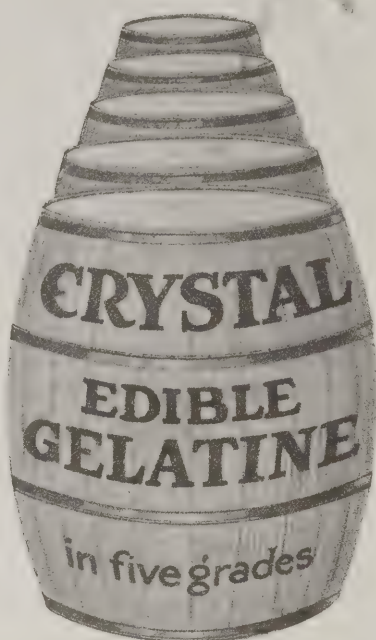


Established 1873

Fifty Years of Honest Equipment



REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.



Contracts

We accept orders to cover customers' requirements specifying a maximum and minimum quantity for deliveries to Oct. 1st.

PRICES GUARANTEED
AGAINST DECLINE



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
14 Ferry Street
ST. LOUIS
408 Elm Street

PHILADELPHIA
418 Arch Street

CHICAGO
3630 Iron Street

SAN FRANCISCO
Fairfax Ave. & Rankin Street

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

matrimonial campaign for the benefit of some bachelor members of the association.

* * *

Professor Ridgeway has already promised Irene to the Dallas convention.

* * *

Of course there were the usual after-conventions in the smoker of the homeward bound Pullman. The one that The Review representative happened in on was indeed interesting. They discussed different phases of the manufacture of ice cream were not touched at all at the convention. J. A. of Mineral Wells nearly sold an ice machine. Kruse of Brenham, Texas, found out how to make on second-hand Fords and W. W. Wren had fun trying to get some information of D. J. C. of Wichita Falls. Professor Baer gave each one a pile of hundred dollars worth of information without batting an eye.

* * *

When The Ice Review representative at the Texas convention began jotting down notes at the convention was over the name of A. J. White appeared first on the list. To A. J. White of the Van Horn Creameries of San Antonio, Texas, secretary of the Texas Association of Ice Cream Manufacturers, much of the credit for the splendid convention of ice cream men of that state held in Galveston in November. Mr. White not only prepared a good program through his leadership and example he has put the might term "ice cream punch" into the convention. He gathered the "boys" from all sections of the state for a great conference, during which everyone received a great deal of good information and inspiration. Despite the inclement weather the last two days, the entertainment program was carried out as planned. It was splendid. Everyone had a good time. Hats off to A. J. White. The Texas folks exercised their usual judgment when they elected you secretary for next year.

* * *

Texans are placing the price question in a conspicuous place on their program. As a rule, Texas manufacturers are holding their own on the price of ice cream. There have been a few instances, but very few of price cutting to show the other fellow how much money you can make him lose. We heard of one who had a couple of competitors with the idea that they could put him out of business if they cut their price around 75 cents a gallon. That was fine. He raised his price 25 cents, gave the public a 14 per cent ice cream and sold more of it than he ever did before, and only two dealers. Just bear this tip in mind when the other fellow sends his salesmen out after your order.

* * *

Most of the folks attending the Galveston convention were well pleased with the reception from the Galveston convention were well pleased with the reception from the Galveston folk. Prominent among them was Mr. Kelsey of the Purity Ice Cream Co. Mr. Kelsey makes a pretty efficient entertainment committee. His work will long be remembered, and will answer several points in favor of Galveston when other cities are selected.

* * *

It is unfortunate that the people of Texas must submit to the refusal of their dairy and food commissioners to require the pasteurization of ice cream mixtures. They say that Commissioner Wm. Battle doesn't believe in pasteurization. Too bad he isn't commissioner of the state. People in that state seem to have acquired

of getting what they want and need from their officials, or getting officials who will give them what they need. There is no good excuse today for anyone to pretend ignorance of the need of pasteurization of milk products, if he can read and understand the English language, and has the good of the people at heart.

Professor Ridgeway said he wasn't a salesman, but he gave one of the best talks on salesmanship we have ever heard, and we have heard some of the best talks on salesmanship in this country. Professor Ridgeway's address characterized his ability to analyze the qualities of a good salesman, to explain them, and to put them on a chart in graphic form. If he can sell the idea of the Mistletoe Creameries on the idea of producing more and better milk as he has sold his idea of a salesman to the ice cream manufacturers of the San Antonio section will soon come into the picture for the quality of its milk.

Being in the police patrol was a rather dirty trick on a number of interested crap shooters. The police should be thankful that it was a joke. Names and addresses of chief participants will be found on page 1 of this issue.

Part of the program for next year's convention has been arranged. Professor Baer and the food and dairy commissioner of Texas, Dr. Wm. Battle, will discuss the question of pasteurization—maybe. Professor Baer has issued the challenge, and the honorable physician will have to do some tall explaining to the ice cream fellows if he doesn't accept. He will have to have a throat or a birthday or something.

Galveston newspapers did themselves proud in their publicity for the ice cream manufacturers during the convention. Space was given in generous portions of the convention and in its main points of interest were mentioned. Appreciation often goes unspoken. The ice cream manufacturers may not have said so, but they appreciated the publicity given them by the daily press of Galveston.

Texas Association Officers Honored.

One of the after-convention social affairs was the banquet given to the ice cream manufacturers who attended from Houston. The Houston Chronicle reported the banquet in their Sunday edition as follows:

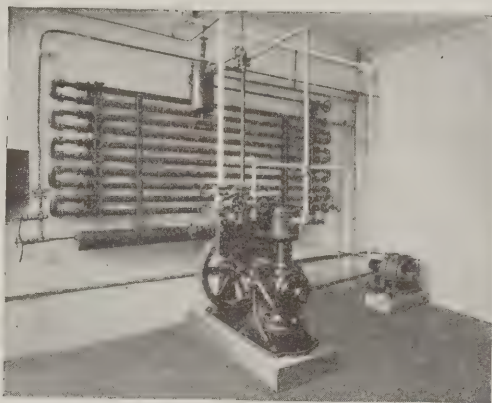
After the aftermath of the convention of ice cream manufacturers at Galveston the early part of the week, visiting delegates who stopped over in Houston on their way home were entertained with a boat ride to the San Antonio Battleground on the Nicholas, and later dinner in their honor by J. J. Sullivan of the Houston Ice Cream Company, and W. H. Irvin of the Irvin Ice Cream Company.

S. Cage of the navigation commission, who accompanied the visitors, gave them a graphic description of the port facilities and the various enterprises along the waterway. During the boat ride, Mr. Irvin was entertained with a handsome smoking set.

At the dinner party Mr. Sullivan was the recipient of a handsome watch and chain as a token of esteem by the delegates, and their appreciation for his work as president of the association last year. Mr. and Mrs. Noadle presented Mrs. Sullivan with a basket of flowers. W. Workman, the new president of the Texas Ice Cream Makers Association, was given a box of cigars during the time he was summoning deep thoughts

When Considering Refrigerating Equipment

Investigate



BECAUSE—

The machine has been carefully designed down to the last detail—

Materials and workmanship are guaranteed—

The strength and solidity of machine are apparent at a glance—

Has most efficient compression—

All details are given expert attention, assuring perfection—

Produces economical refrigeration.

Write TODAY for Catalog

Frick Company
WAYNESBORO, PA. U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

BRANCHES:

NEW YORK, N. Y.
PHILADELPHIA, PA.
BALTIMORE, MD.
DALLAS, TEXAS

ATLANTA, GA.
PITTSBURGH, PA.
CHARLOTTE, N. C.
MEMPHIS, TENN.

DISTRIBUTORS IN ALL PRINCIPAL CITIES

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

for the benefit of the association, and Mrs. Workman received a box of candy to keep her busy while her husband was thus employed.

"The party was kept in constant uproar by the sallies of the toastmaster, Henry W. Stern, and the feats of oratory by the visitors. The following members composed the party:

"Messrs. and Mesdames R. J. Massey of Chicago;

M. W. Workman of Waco; O. A. Kline of Chicago; R. E. Ginsberg, Jake Noodelman, H. B. Cox, J. Livan and W. H. Erwin of Houston; and Henry Stern of Chicago; C. O. Meltzer of Kansas City and Mrs. C. A. Vaughn of Houston; Leo Van Noy of Galveston; F. L. Glover of Dallas; Phil D. Schreveport and D. S. Cage and G. H. Razon of Houston."

* * * *

EXHIBITS AT TEXAS CONVENTION

THE Galvez Hotel afforded splendid opportunities for ice cream supplymen to exhibit their wares during the Texas convention. A number of leading supply houses had splendid exhibits, the largest was that of the Blanke Mfg. Company of St. Louis, Mo., who had on exhibit an Elyria pasteurization unit, a 40 quart and an 80 quart U. S. Heavy Duty Freezer and some of their advertising literature. It was a splendid showing and the ice cream men appreciated it.

Other companies having exhibits were the Blanke-Baer Extract & Preserving Company of St. Louis, showing its black walnut, honey fruit salads, cold pack strawberries and the Blanke BBB vanilla extract.

The Southern Beverage Company of Galveston had its Triple X line of lemon, orange, strawberry, cherry, bourbonilla grape flavonilla, raspberry and pineapple flavors.

The Crown Fruit & Extract Company opened gallon cans of sliced peaches, strawberries, fig walnuts, pineapple, red cherry, orange, pineapple, walnut sundae, peach and tutti frutti. Needless to say when the boys were sampling ice cream they added a generous portion of Pete Miller's splendid fruits.

The Consolidated Wafer Company of Dallas exhibited, having its famous Cream-O-Cake Cone. Ice cream men were very much interested in Messrs. and Marcus' account of how the Cream-O-Cake Cone was made. A number of reprints of an article printed in Chicago Commerce on September 15, 1923 were distributed. This was indeed interesting. We hope to reproduce this in part in a later issue of The Ice Cream Review. Long Horn Paper tells us that it took 2 years to perfect the Cream-O-Cake Cone and he believes now the finest ice cream cone in America.

The Myles Salt Company is justly proud of the cone won at the St. Louis Centennial Exposition. This was shown together with different grades of cones produced by this company. The Myles Salt Company is located at New Orleans and has extensive refineries in Louisiana.

The Creamery Package Mfg. Company displayed a 100-quart freezer. It didn't remain their property long, however, for before the close of the first day it was sold to one of the delegates from Houston.

Another interesting exhibit was that of the Western Corporation of Morris, Ill. Their representative had one of their ice cream bar making machines on exhibit and at times had it in actual operation. This machine is one of the means of getting a profit on the five cent ice cream bar.

A Texas convention would not be complete without an exhibit of the "tall tubs." The Texas Bar Company of Houston had one of its "tall never-wet tubs" and the "circular cabinet" on display. The cabinet especially proved very popular. Possibly due to some degree to the quality of ice cream obtained. Jacob Noodelman was on the job.



CONNECTICUT SHORT COURSE IN FEBRUARY

The annual two weeks short course in ice cream making will be given at the Connecticut Agricultural College from February 25th to March 7th, 1924, at 1:30 P. M. Monday, February 25th. This course is especially arranged to meet the needs of men who had practical experience and desire a better understanding of the essential principles on which the production of ice cream depends. The course includes lectures and round table discussions of the mental principles of ice cream making with a large portion of each day devoted to the practical application of these principles in the manufacturing plant of the college.

These courses are open to all interested. The expense is slight, being only \$10.00 in addition to board and incidentals. Board averages about \$1.00 a day. The main incidentals are a white suit for use in the creamery and such books as one may wish to buy. Each person must bring his own bed linen.

For further information, or to enroll in a course, address Director of Short Courses, Connecticut Agricultural College, Storrs, Conn.

An Ideal Gelatine MIXER



This double jacketed "Harris" Copper Gelatine Mixer enables you to keep the melting mass at the correct temperature desired and the agitator produces just enough action to keep the mass uniformly in motion.

RIGIDLY built of heavy copper with every precaution toward sanitation.

Easily and quickly emptied and cleaned.

Write for prices on these standard mixers.

Submit your special requirements for our quotations

Arthur Harris & Company

212-218 Curtis Street
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



There's Something Alluring About Hudson's No. 52 Special

Down in the sunny valleys of old Mexico—where Spanish romantic legends still exist—where guitars and tambourines chant entrancing serenades to the fair Senoritas,—the world's best grade of vanilla beans are cultivated, grown and cured.

For nearly 40 years Hudson's vanilla flavoring and vanilla extracts have been made and refined from Mexican beans carefully selected by native experts.

Thus the name "Hudson" has long been synonymous of vanilla purity, strength and distinctive flavor. And its universal use by ice cream manufacturers places upon it an indelible stamp of dependable quality and economy.

If you are not using HUDSON'S NO. 52 SPECIAL we would like the opportunity of demonstrating its superior value.

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

West Virginia Association Holds Record Convention

Optimism Marks Thirteenth Annual Convention, Held at Parkersburg, November 19 and 20,
John Randolph Elected President—Visitors From Four States

ICE cream manufacturers of West Virginia met at Parkersburg, November 19 and 20 for what officials regard the best convention in the history of organization in that state's ice cream industry. It was the thirteenth annual convention of the Ice Cream Manufacturers' Association of West Virginia.

Attendance records were broken. Manufacturers attended from Ohio, Maryland and Kentucky. The program held much interest for the delegates, lively discussions marking the business sessions. It was the consensus of opinion that West Virginia face a splendid outlook for the advancement of the ice cream industry.

Several interesting talks featured the opening session, with President H. B. Haffner delivering the first address of the day.

In his annual message, President Haffner spoke in part as follows:

"One of the chief objects of the association is to business, but which no single manufacturer, no matter how large, could handle alone. There is the problem of the unfair practices of manufacturers' salesmen in allowing rebates and giving services not earned. One of the greatest evils to the industry is in the manufacturers permitting their salesmen to practice along this line, not only allowing rebates, but in making promises they cannot fulfill.

"It is no doubt true that 'he profits most who serves the best, but I don't think that this applies to the manufacturer who gives away his earnings in an effort to secure volume. Neither is it proper, or fair to the customer who pays his bills promptly, to allow one who always lags behind with his payments to discount his bills long after they are past due.

"I do not believe that ice cream manufacturers give enough consideration to cost accounting and sales price. Every manufacturer should increase his net worth each year, and to do this, his gross profits must exceed the cost of doing business. Capital will not remain in a business that does not produce a fair return on the business. You cannot cheat the arithmetic. Nothing from nothing leaves nothing, and multiplication does not alter the situation."

President Haffner took occasion to mention a few of the changes in the business in the state during the last year. One of the points brought out in this connection was the value of the associational work to the manufacturers. He said:

Conventions Necessary.

"Manufacturers have come to realize that it is necessary for the business to succeed, to hold national, state and zone meetings, not for the purpose of making agreements, but to learn each other's ideas, so as to

produce a good healthy product at the lowest cost possible."

In closing his address, President Haffner summed in a general way the accomplishments of the state association during the year, and what was expected way of accomplishment during the coming year expressed pleasure at the great interest which was taken in the work of the association, and the hope this would continue.

C. F. Jamison of Huntington, secretary and treasurer of the state association, in delivering the annual report said that the association was working to the end better conditions should prevail in the industry state, in regard to sanitary and other matters. The report was a concise review of the operations in the industry during the last year, and of interest to all of those present. The report of the directors, and the committee reports, were followed by a few short talks by representatives of ice cream supply

panies. The afternoon session was adjourned until six o'clock when the annual banquet was held.

He was followed by C. F. Jamison, of Huntington, who gave the report of the secretary and treasurer for the past year. S. Jordan, president of the West Virginia Association of Ice Cream Salesmen, spoke on general topics of interest.

"Merchandising Ideas for the Cleveland Show" was the subject of the address of H. W. Haffner, while C. G. Chappele spoke on the new appliances shown at the Cleveland Show. Registration, paying of dues and the distribution of badges took up the afternoon.

One Hundred Registered

About 100 were registered the first day from West Virginia and other states as far west as Missouri.

At 6 o'clock the first of the annual banquet was held at the Celler Hotel and was attended by all present.

Addresses were given by officials and the evening was enjoyably spent.

John H. Randolph of Parkersburg was elected president of the association at the final session. Other officers elected were: vice-president, G. W. Shetler, Wheeling, and C. F. Jamison of Huntington, secretary and treasurer.

The board of directors selected for the ensuing year is composed of: John H. Randolph, Parkersburg; C. F. Jamison, Huntington; S. B. Haffner, Elkins; J. Schmidt, Charleston; G. W. Shetler, Wheeling; P. D. Woods, Bluefield; W. H. Bonner, Morgantown; J. D. Swager, Clarksburg; and E. E. Livesay, Lewisburg.

Regional district directors chosen were: A. M. Johnson, St. Albans; M. M. Foster, Fairmont; F. A. Connolly, Pikeville, Kentucky; T. J. McCann, Wheeling; and A. S. Brady, Elkins.

New Officers and Directors

President, John H. Randolph, Parkersburg; vice-president, G. W. Shetler, Wheeling; secretary and treasurer, C. F. Jamison, Huntington.

Directors: S. B. Haffner, Elkins; J. Schmidt, Charleston; G. W. Shetler, Wheeling; P. D. Woods, Bluefield; W. H. Bonner, Morgantown; J. D. Swager, Clarksburg, and E. E. Livesay, Lewisburg, and the officers.

Regional Directors: A. M. Johnson, St. Albans; M. M. Foster, Fairmont; F. A. Connolly, Pikeville, Ky.; T. J. McCann, Wheeling, and A. S. Brady, Elkins.

Next Convention City, Clarksburg.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BAIRD

SAVE MONEY and solve your delivery problems by standardizing on Baird Refrigerator Bodies for the coming season. Throughout the hottest days they maintain a temperature of three degrees below zero. Soft cream actually hardens in them. Their perfect insulation cuts ice consumption several thousand pounds a week. They can be loaded in the afternoon for the next day's deliveries. All compartments being easily accessible from the sidewalk, the operator serves more customers per hour. No brine is dripped on the chassis or on the street. There is nothing to get out of order. Every part of the body is easily and quickly cleaned by flushing with a hose. The ice cream cans are dry and clean. The operator of the truck can keep clean and presentable in appearance. Your Baird Refrigerator Bodies prove to your customers and the public that your product is handled in a clean, scientific and hygienic manner.

WILLIAM F. BAIRD COMPANY

OFFICE: 401 Chamber of Commerce, BOSTON, MASS. FACTORY: WINCHESTER, MASS.



Clarksburg Gets Convention.

Clarksburg was chosen as the next convention place for the association. Votes of thanks were extended the local entertainment committee for their arrangements for the visiting delegates and a vote of thanks also was extended the retiring president, S. B. Haffner of Elkins, for his work for the association during the past year.

The new president of the association, John H. Randolph, is general manager of the Imperial Ice Cream Company of Parkersburg and has been active in promoting the interests of the West Virginia association.

Election of officers, directors and the choosing of a board of directors followed an executive session at 1:30 o'clock Tuesday afternoon, November 20. The meeting continued all afternoon and many things of interest to the ice cream industry were discussed.

Reports of district chairmen were heard in the morning and in each case the chairman stated that the consumption of ice cream is growing daily and that in many cases it would be necessary to increase the producing capacity of the plants.

At ten o'clock the morning of the last day, the manufacturers held a round table discussion. Production problems and sanitary conditions were the two principal subjects discussed. J. J. Schmidt, general manager of the Cline Ice Cream Company of Charleston, led the discussion on credit information while J. T. Swager, vice-president of Clarksburg, spoke on the development of the industry.

John H. Randolph, the newly elected president of the association, spoke on the ice cream industry and abuses in the trade. Following these talks the district chairmen gave their reports.

SUMMARY OF WEST VIRGINIA CONVENTION

There were between 100 and 125 delegates registered. It was the largest and best attendance since the organization of the association.

* * *

Much interest was shown in the discussions on topics shown by the members.

* * *

By-laws were amended, new ideas and methods of caring and handling conventions were introduced.

* * *

Committee Appointments.

Resolutions—J. H. Randolph, Parkersburg; J. Cline, Charleston; M. M. Foster, Fairmont.

Nominations—J. Spates Brady, Elkins; J. J. Schmidt, Charleston; J. T. Swager, Clarksburg.

Auditing—E. E. Livesay, Lewisburg; E. K. Jones, Hinton; R. C. Cook, Huntington.

Program and Entertainment—J. T. Swager, Clarksburg; Kenneth Haugh, Grafton; M. M. Foster, Fairmont.

Director to the National Association of Ice Cream Manufacturers representing the State Association—W. Shetler, Wheeling.

* * *

Registration.

William Huff, Pittsburgh; John Bissel, New York; J. T. Swager, Clarksburg; Harry Coleman, Boston; R. Fickes, New York; L. B. Woods, Cleveland; J. Claxton, Chicago; Al Isaac, Cincinnati; W. B. Pollock, Chicago; A. Huntley, Toledo; C. T. Hollinger, Chicago; J. D. Burnap, Toledo; Anton Reef, Brooklyn; L. Von Losberg, Brooklyn; C. H. Achelpohl, Chicago; D. Hope Jr., Chicago; V. Powell, Brooklyn; A. J. Miller, Cleveland; Harry Mulholland, Philadelphia; J. Spears, Cleveland; M. R. Repine, Passaic, N. J.; J. Hollwegg, New York; O. S. Jordan, New York; J. Chappelle, Pittsburgh; T. C. Seal, Pittsburgh; D. Gundrum, Richmond Hills, N. Y.; R. B. Smith, New York; E. W. Venard, Wyandotte, Mich.; John Frey, Wyandotte, Mich.; C. H. Dunn, Detroit; G. P. Gundrum, Detroit; A. E. Parks, Chicago; Joe Travis, Charleston, W. Va.; Joe Sodoro, Charleston, W. Va.; A. M. Johnson, St. Albans, W. Va.; C. S. Morris, St. Louis; C. F. Johnson, Huntington; H. P. Calvert, Williamstown, N. Y.; W. H. Warne, Hagerstown, Md.; C. B. Hyatt, Hagerstown; Eli Rosenbaum, Philadelphia; David Michael, Philadelphia; V. D. Willes, Steubenville, Ohio; J. Swager, Chicago; J. H. Bussard, Brunswick, Md.; E. Shugert, Fairmont; J. W. Shaffer, Marietta, Ga.; F. B. Thomas, Pittsburgh; O. E. Cullums, Boston; J. Connolly, Pikeville, Ky.; T. J. McCann, Wheeling; J. Dickman, Washington, Pa.; S. B. Haffner, Elkins, Va.; M. M. Foster, Fairmont; L. W. Peiffer, Chicago; P. L. Neville, Parkersburg; A. P. Hawkins, Charleston; J. H. Randolph, Parkersburg; J. H. Cline, Athens, Ga.; J. J. Schmidt, Athens; C. C. Kemp, Chicago; E. Berthord, Grafton, W. Va.; P. D. Woods, Bluefield; S. Brady, Piedmont, Va.; K. Haught, Grafton; J. McDonough, Cumberland; J. R. Malarky, Ashland, Va.; E. Taylor, Huntington; B. P. Connolly, Huntington; W. O. Conway, Cleveland; J. G. Prichard, Fairmont; R. W. Chidester, Fairmont; R. C. Cook, Huntington; George E. Stevenson, New York; C. W. Heritage, New York; E. K. Jones, Hinton; H. P. Harman, Charleston; H. S. Mesloh, Columbus; O. O. Lovell, Weston; E. Livesay, Lewisburg; J. N. White, Parkersburg; H. Trench, Clarksburg; E. S. Haller, Harrisonburg, Va.; H. B. Shaffer, Staunton, Va.; N. W. Betts, Richmond, Va.; and C. H. Sigafosse, Winchester, Va.

For

FESTIVE WINTER FUNCTIONS

Fancy Ice Creams and Ices are in order —
therefore these timely Reyam offerings —
every one ready for instant use.

Nesselrode Fruit Mixture

With the delicious rum-punch flavor.

Reyam Fruit Custard

Containing all the flavor, color and fruit needed
to make Fruit Custard Ice Cream.

Tutti Frutti Mixture

Combination of various fruits in all colors for
fruit ices and ice creams.

Crushed Pineapple (Sweetened or Unsweetened)

Orange Pineapple—Cranberry Pineapple. Every
product in the pineapple line.

Chopped Walnuts in Maple

For making wonderful Maple Nut Ice Cream.

WRITE FOR OUR PRICE LIST—NOW!

The

CINCINNATI
EXTRACT WORKS

422-424 W. FOURTH ST.
CINCINNATI, O.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Banish Loose Rivet Troubles with this rivetless seam can

EVERY rivet in the seams of an ice can is a menace and there are 146 of them in the side and bottom seams of the average ice can. All potential sources of rust and leakage.

Banish rivet troubles with this G-W Ice Can with **absolutely rivetless seams**. Built with a heavy galvanized steel body, electrically-welded

into one inseparable piece. Not a rivet in the seams.

Five-ply rivetless construction at the bottom—five thicknesses of metal, pressed together under 25 tons pressure. Electrically welded at corners—soldered inside and out.

Write our nearest office for complete information. Just state your can dimensions.

MAIN OFFICE AND WORKS, 6 Hill Street, Hudson, N. Y.
New York: 50 Church St. Pittsburgh: Peoples Bank Bldg.
Boston: 24 Milk Street Chicago: 565 W. Washington St.

ICE CAN PLANT: OAKMONT, PA.

Gifford-Wood Co.
BUILT STRONGER LASTS LONGER
ICE HANDLING MACHINERY AND TOOLS



Tub Covers

of best quality non-shrinking canvas.

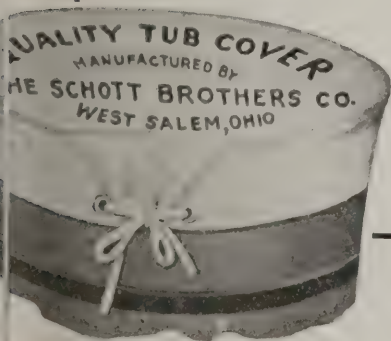
Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.

Write us for quotations on your season's requirements **NOW!**

The Schott Bros. Co.
West Salem, Ohio U. S. A.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Development of the Ice Cream Industry of West Virginia

IT IS seldom that the ice cream industry is given such proper appreciation as that shown in an editorial appearing in the November 21 issue of *The West Virginian*, a daily newspaper issued at Fairmont, W. Va. The editorial was published at the close of the convention of the Ice Cream Manufacturers' Association of West Virginia.

It is quoted in full so that our readers can see that some newspaper editors can understand this industry's importance in human affairs and will go to the effort to tell the public about the value of America's greatest food dessert and of the high ideals followed by its manufacturers:

"The Ice Cream Manufacturers' Association of West Virginia elected a president, chose a board of directors, and named five regional district directors at a meeting held in Parkersburg this week. The ice cream business in West Virginia has reached such proportions that it must be officered and managed as expertly and completely as any other established manufactured product generally patronized by the public.

"It is astounding to review the development of this business and to observe the tremendous amount of business done in the present day. Ice cream has become one of the most important items among all food products and the people eat an unbelievable amount of it. From a special dessert served on special occasions in warm weather, the frozen dainty has become the most popular refreshment in the world, and it is eaten by many twice a day at meals regularly, while over the soda counter thousands of gallons are dished up between lunch and dinner, and dinner and bedtime.

"Ice cream has a universal appeal. The variety of flavor and combination with fruit and nuts has a scope that pleases every one's taste somewhere along the line. Children may have it, boys and girls prefer it to anything else, grown-ups like it immensely, and grandparents eat it with no fear of indigestion. In the hospital and nursery the plainer ice creams are lavishly served, while at the most elaborate and

extravagant dinner parties, ice cream in fanciful masade, stuffed with richness, is the crowning feature of the menu.

"No wonder the ice cream business of West Virginia needs a board of management similar to that of a corporation or a prosperous railroad company. One of the first things this newly elected body should bear in mind. It is peculiarly responsible to the people by reason of the nature of the product it governs. Nothing can be so beneficial as a product, nor can anything be more harmful or dangerous. Pure milk and sanitary conditions are imperative factors in the making of ice cream, and the standard maintained in this business should ever be unquestionable. It is no responsibility to offer to the public a product so univocally used by invalids and children, as well as the average individual, and keep it pure, healthy and satisfying."

President Randolph's Comments.

John Randolph, head of the Imperial Ice Cream Company and new president of the Ice Cream Manufacturers' Association of West Virginia, was quick to show his appreciation of himself and his association for this constructive editorial.

Mr. Randolph, who is head of one of the large ice cream manufacturing concerns in the world, an organization ranked among the five greatest of its kind in America, wrote as follows to W. J. Weigel, editor of *The West Virginian*:

"I wish to take this opportunity of expressing to you my appreciation and the appreciation of the industry of your editorial, which I consider is a masterpiece in which the ice cream industry should stand for in the state of West Virginia and also in the United States or wherever ice cream is made and sold.

The ice cream industry has been looked upon by the majority of the people as a sort of "peanut" business. I assure you that it will be my policy as long as I am president of the West Virginia Ice Cream Manufacturers' Association, and it will be the policy of the company which I represent, to endeavor to put the ice cream industry where it belongs so that it will compare favorably with other industries and manufacturing concerns.

In my opinion, the only way that this can be accomplished is for every manufacturer of ice cream to endeavor at all times to make the very best possible ice cream that can be made, and that only a reasonable profit should be made on his product, and that he should endeavor at all times to see that every ingredient that goes into the making of ice cream be of the very best quality, insisting at all times that his plant shall be kept in the most sanitary condition and that the utmost care shall at all times be taken to the product so that it may reach the consumer in the very best possible condition.

"I am taking the privilege of forwarding this editorial to you of yours to *The Ice Cream Review*, which is the official publication of the ice cream manufacturers, as I feel that an editorial of this kind should be read by every ice cream manufacturer, and if possible it should also be read by every ice cream consumer.

Thanking you again for this editorial, I beg to remain,

Very truly yours,

JOHN RANDOLPH,
General Manager, Treasurer,
Imperial Ice Cream Company



NORTH DAKOTA CONVENTION IN MARCH

The annual convention of the North Dakota Ice Cream Manufacturers' Association will be held at Grand Forks on March 9, 1924, according to announcement recently made by Secretary Harry Geist of Grand Forks. The convention will be held in connection with the meeting of the North Dakota Dairymen's Association. Officials are looking forward to a lively convention. Work on the program will begin in the near future, we are assured. Officials believe the convention will be well attended and men in the trade who have followed the fortunes of the North Dakota Association know that they will have a lively worthwhile affair when they meet for the convention.

The **HOUSE**
of
Personal
Gelatine
Service

Hughes Gelatine Co.
143 Griswold Street
DETROIT MICHIGAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What do you include in the cost of milk?

Do you add handling costs, loss thru waste and spoilage, the expense of extra sanitary precautions, loss thru irregular deliveries and the damage to your business

thru the variation of your cream's quality because of the changes in the milk supplied you?

The ice cream manufacturers who know *these* costs have welcomed

MERRELL-SOULE Powdered Skimmed Milk

Using Merrell-Soule Powdered Skimmed Milk you are always sure of absolutely uniform grade and quality. You can buy the powdered milk in barrel lots, store it as you now store sugar—and mix

it just as milk is needed for the day or for the special occasion. No loss, no waste, no delay. You are always in a position to take your full profit from the market when you use

MERRELL-SOULE Powdered Skimmed Milk

MERRELL-SOULE COMPANY
SYRACUSE, N. Y.

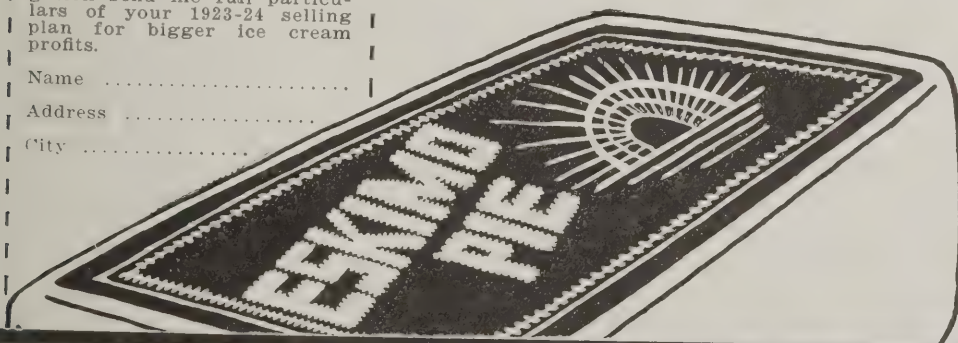
Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.

Gentlemen: Without obligation send me full particulars of your 1923-24 selling plan for bigger ice cream profits.

Name

Address

City



A Significant Record

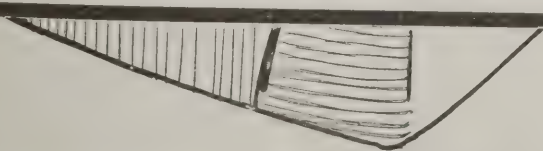
We originated Eskimo Pie. We inspired many imitators. Three years have passed. This year's sales of Eskimo Pie Wrappers have already broken all records. Most imitators have disappeared. Ice Cream Manufacturers are increasing winter gallonage at a profit in the one sure way, by selling Eskimo Pie—known and

liked by millions. Why waste time on expensive experiments when you can bank on Eskimo Pie.

ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.

Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

New England Distributor
EASTERN PAPER & BOX CO.
46 Portland St., Boston, Mass.



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

The Association of Ice Cream Manufacturers of New York State Holds Spirited Convention

By J. C. MARQUARDT

THE New York association opened its sixteenth annual convention Wednesday, December 5th. After a brief review of the official reports, President Vernon F. Hovey presented his address which was an index to the two day sessions.

PRESIDENT'S ADDRESS.

By Vernon F. Hovey.

I believe and hope that the past year has been one of progress and development for our association.

An association is always justified where there is need of co-operation, and we have had evidence, this past year, that this association serves a real purpose.

As you all know, an attempt was made, last winter, to change the New York state law on ice cream

upon and writing to their own assemblymen andators.

The state department has found difficulty in the enforcement of the present law, due to its wording, at one time it seemed that it might be possible to pass an amendment that would meet the objections of the department to our present law, and yet, which would not in any way be objectionable to any of our members. We were unable to introduce the amendment because of the opposition of Senator Straus, chairman of the senate agricultural committee.

Because of the difficulty of enforcing the present law, and because of the attitude of Mr. Salthe, chief of the food division of the department of health of New York City, I fear that we will, this winter, be confronted with more proposed legislation effecting the industry. I think we should make every effort to confer with the commissioner of farms and markets, Mr. Salthe, before the next legislature convenes, and have a right to expect full consideration of our views in connection with any and all matters effecting the industry. We must be wide awake, ready to look after our interests, with every prospect that our efforts will be successful if our members give the individual effort and support they can give so easily.

It is particularly fitting that an officer of your association should talk about co-operation. It would seem that our manufacturers could operate with less worry and with greater profit if we could come to a realization of the fact that it doesn't pay to put something over on a competitor. During the past year or two, we have had offered all sorts of chocolate novelties, or other novelties created because of the success that, for a time at least, attended the sale of Eskimo Pies. Many of these novelties have had little merit, but have been taken on by certain manufacturers feeling that they could, by the getting of exclusive rights, put something over on competitors. This has usually resulted in loss to the manufacturer who put out the novelty, and has been attended with little success in hurting the other fellow.

It would seem good business that we should get together with our competitors, and discuss the advisability of putting out novelties of any sort, and then working together on anything that seems worth while. The growth of unwarranted service has been another indication of a lack of co-operation. This has caused many of us to do business in an uneconomic way, which is contrary to the good of the public and ourselves. Errors in judgment are usually cared for in time, as is evidenced by bankruptcies of numerous ice cream companies through the state, during the past year.

If a two-track railroad is serving every possible corner of a certain territory, it would be uneconomic and unwise for someone else to build a parallel railroad. It is no less unwise to build new ice cream plants and distributing stations in cities and territories that already have manufacturing capacity for much more ice cream than can be consumed.

Where men go into business or expand business without making a survey of the field, to know that there is room for them, it is only natural to expect a calamity and it appears in many territories that the price of ice cream judgment has been paid by quite a few during the past year, and is still being paid by some.

Unwise and unfair competition usually comes from manufacturers who are uninformed, consequently I

Newly Elected Officers

*of the Association of Ice Cream Manufacturers
of New York State*

PRESIDENT

P. J. Smith, Hall Ice Cream Co., Glens Falls, N. Y.

VICE-PRESIDENT

C. E. Kilburn, Kirk-Maher Co., Malone, N. Y.

TREASURER

Wilson C. VanCleaf, 205 East 24th St., New York City.

SECRETARY

A. M. Lemessurier, Box 676, Syracuse, N. Y.

DIRECTORS

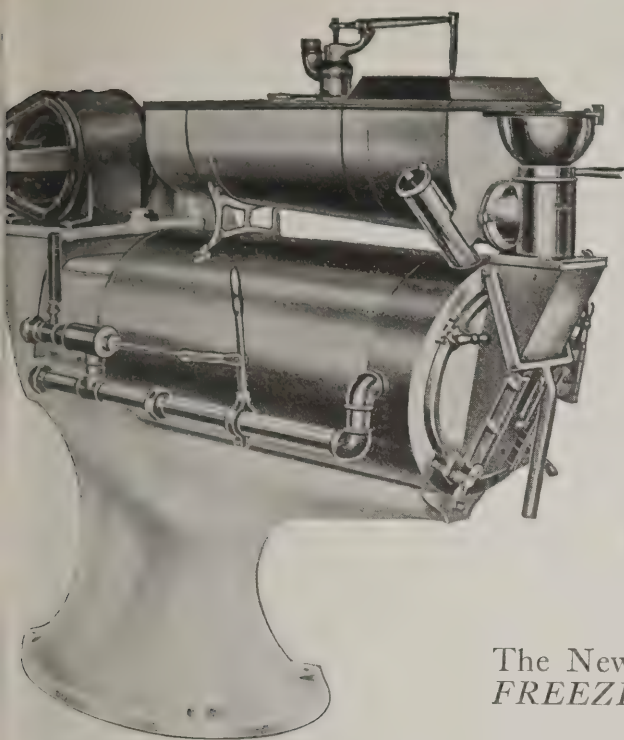
Messrs. Fred Fauerbach, Geo. H. Heeley, V. F. Hovey,
C. E. Kilburn, A. M. Lemessurier, S. B. Foster, Wm.
Palmer, P. J. Smith and Wilson C. VanCleaf.

standards. An attempt was made to require a flat standard with no allowance for a reduction in fat, due to the addition of fruit and fruit juices. This was absolutely wrong, in principle, and we accordingly appeared before the assembly committee to oppose the bill. Had our members made a greater effort, I am confident the bill could have been defeated in the assembly, however, it did actually pass the assembly, by a very small margin.

The next move was to oppose the bill before the senate committee, and here we were quite fortunate, in that the bill was held in the committee until two days before the adjournment of the legislature, and finally died in general orders.

I did as much work as I could, personally, in opposing the bill, but I want to tell you gentlemen that what counted most was the word received by the legislators from their constituents back home. I had plenty of evidence that the legislators were influenced by the letters written to them by our members, and in supporting or opposing measures that may in the future be introduced in our state legislature, I am confident that our success or failure will depend almost entirely upon the support given by our individual members, in calling

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



120-qt. motor - driven
EMERY - THOMPSON
horizontal brine freezer
with automatic batch
regulator valve. Rais-
ing hand lever at for-
ward end of cylinder
permits instant exami-
nation of batch.

The Thoroughbred of Its Kind

The New *EMERY-THOMPSON BRINE FREEZER* is the *thoroughbred of its kind*.

It embodies such improvements as automatic batch control valve; open and full space for brine circulation through the base of the vertical freezer and through the entire back of the horizontal freezers; true nickel silver cylinders on which scrapers run smoothly; and other fundamental improvements which have made *EMERY-THOMPSON Brine Freezers* the preferred method of ice cream manufacture.

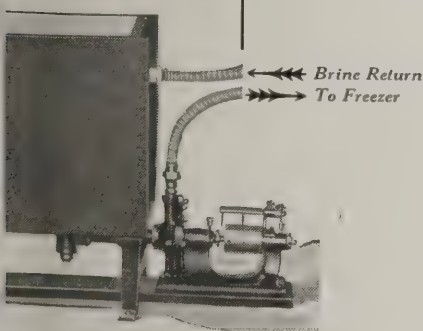
The hinging of the heads; full bronze bushings; cut steel gears; and the elimination of soldered ends are features so important that no manufacturer can afford to overlook them.

EMERY-THOMPSON brine circulating backs alone add about 10% to their refrigerating qualities. And the *EMERY-THOMPSON* automatic batch control valve which accurately measures each batch will *save*

a big yearly cream loss through overflowing reservoirs and uneven overruns.

Why pay experienced men high wages and limit their production with slow, inferior freezers? The *EMERY-THOMPSON* in your plant *will save its cost* many times over in *reduced cost-per-gallon*, better cream, and bigger sales. It will pay you to ask us for prices and further details.

UR regulation brine tank, shown below, is intended for freezers of not over 40 qt capacity. It is economical in operation, sufficient brine being cooled for the freezer at the lowest possible cost. 1" open belled centrifugal pump gives an even, steady flow. Furnished with flexible closed couplings.



"The HOUSE with the GOODS and the SERVICE"

DEPARTMENT A

O W I N G D I E T R I C H
COMPANY INCORPORATED



SYRACUSE

N. Y., U. S. A.

RYTHING FOR THE HANDLING

OF MILK AND ITS PRODUCTS"

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

been greatly interested in the possibility that our members might adopt a system of uniform accounting. Bankruptcy seldom comes to a manufacturer who has a good accounting system, and there is no doubt that the industry in this state, will have made a great step forward if we can get a comparison of costs which will point out to us, individually, the costly, inefficient, uneconomic and foolish things that we are doing.

The cost accounting committee took seriously the vote and what was really a pledge on the part of our members, to adopt and use a method of getting costs on a uniform basis. Taking our members at their word, this committee has worked hard in the preparation of suggestions which should give us the result that we want, and their report will be given to you on Thursday afternoon.

I want to urge all of you to show your appreciation of the work done by attendance at the Thursday afternoon session, and please come with an open mind, ready to give your assistance in the accomplishment of a work that seems of paramount importance.

I would like to say just a word regarding the national association. The association has always had a vast amount of protective work to do, and the work has been well done. We would not have had progress but for the co-operative effort that has been made possible through our state and national associations, all of which have been more than justified by the good they have done. In spite of all of this, there is, at times, some criticism and a demand that real constructive work be done. There is a desire to have the national association serve the industry in every way possible, and I am accordingly pleased to report to you that the board of directors of the national association appropriated a substantial sum to be used in the development of uniform cost finding methods. I want to say to you

that I am quite sure this work will not, in any conflict with what the accounting committee of our state organization has to offer you.

The national association is also considering the visibility of a national advertising campaign, very competent committee will in proper time give recommendations. It has been our thought that ice cream manufacturers throughout the United States should agree upon a slogan.

A slogan committee was appointed, with Mr. Ton as chairman, and it is now the thought that the national association will probably appropriate a fair amount of money to be given as a prize for the best slogan submitted, and that the suggestion will be made that manufacturers in each city or community also prizes for the best slogan submitted, it being thought that this scheme gives an opportunity for a vast amount of good advertising, all of which will be the ultimate slogan more valuable when adopted.

Active work is also being done by the committee on standards, and the committee on standardization of equipment. I mention these things so that you will know that real work is being done.

As your retiring president, it will give me satisfaction if I can feel that constructive work has been done by the association. If the work that has been done results in the adoption of an efficient system, adopted by nearly every manufacturer, a uniformity of methods, which permit comparisons, I shall feel that worth while work has been done.

I have appreciated, very sincerely, the honor of being your president, during the past year, and in closing, I want to thank the committee members, and other members for their whole-hearted support. The New York State Association can be of service to everyone, and deserves our whole-hearted support.

* * *

The present day interest in research was demonstrated at the completion of the reading of a paper on the subject of "Research and Experimental Work in Ice Cream Making," prepared by A. C. Dahlberg, New York Experiment Station. The association and the station have worked together in the solution of ice cream problems and the establishment of research as related to the modern rapidly growing ice cream industry. The paper included a resume of the work done on the greenish-black discoloration of chocolate ice cream, a report on formula comparisons as conducted at the station. The microscopic study of ice cream as explained and illustrated with photo micrographs demonstrated plainly the high type of research related to the ice cream industry done at the New York Experiment Station.

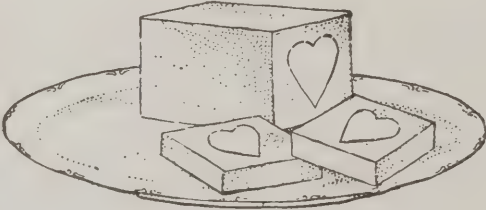
Prof. W. W. Fiske, Cornell University, after injecting a happy attitude into his audience succeeded in stating clearly the value of ice cream as a food. His discussion pointed out the advisability of a good selection of materials for the mix. He was the first to present the thought of a "Bacterial Standard for Ice Cream."

The discussion of Arthur Lazarus, New York association, to the balanced program. Mr. Lazarus came before the association with a volume of information and experience on the subject of budgeting. The peak of his talk

Special for
ST. VALENTINES DAY
 February 14th

Cassell Center Molds

HEART



Red Heart in Center of White Brick

Price **1.35** Each

We also have Large Heart Brick
 Mold with small Heart in Center

Price
 Complete **2.85** Each

ORDER NOW through your Jobber or write

W. W. CASSELL, Vincennes
 INDIANA

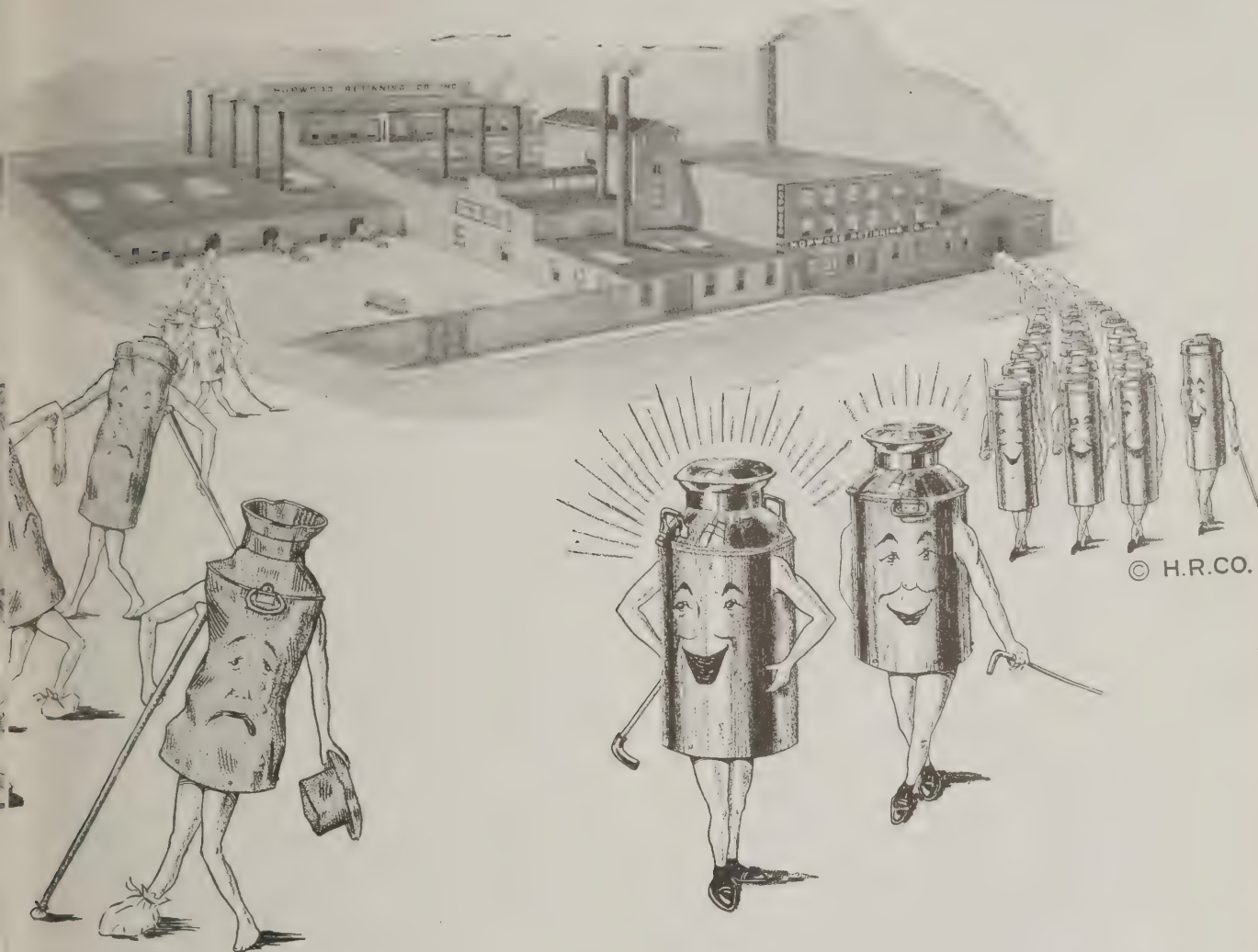
USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities,
 buying or selling equipment

Rate 2c a word per insertion,
 15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



HOPWOOD RETINNING CO., INC.

Main Office
56 Commercial Street
BROOKLYN, N. Y.

Factories
52 to 64 Commercial Street
15 to 41 CLAY ST.

Retin- ning Milk Cans and Ice Cream Cans

High Quality and Quick Service
At the Right Price

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

reached in the reference to concerns without a budgeting system, who are daily realizing that their success was only a dream.

At this stage of the session the members enjoyed a brief recess to prepare for the annual dinner and dance. Both occasions showed clearly that the New York manufacturers were veteran entertainers. Not only did they select excellent entertainers; some of the members demonstrated their fondness and expertness at song and dance.

C. F. Eurich, New York, discussed "Branch Plant Operations." Pointing out the folly of invading of occupied territory, and a general discussion of business ethics were high points in Mr. Eurich's discussion.

Karl M. Sayles, Binghamton, in making "Profitable Comparisons" graphically illustrated, developed an interest account of his operations. The completeness, and low cost of Mr. Sayles's method proved to be valuable as a guide for checking up work for plant managers.

"Unwise Policies" as presented by S. T. Nivling, Rochester, included an outline of sound business principles, and a discussion of unwise moves in the ice cream business. Business ethics references characterized the material presented by Mr. Nivling, and C. F. Eurich. The fact that present day business men at least think of a code of ethics apparently was a source for some thought for those present.

Visit Pfaudler Plant.

The members enjoyed a visit to the Pfaudler plant. The size of the plant, the numerous tanks on the floor, and the operation of manufacture proved of interest. The manufacturing process was convincing that the durability of glass lined equipment cannot be questioned. The numerous steps in the manufacture of perfect tanks

also gave the visitors an opportunity to understand justification of glass lined tank prices.

Upon leaving the Pfaudler plant, the Taylor ment Company was visited. The reception the very cordial; the details of operation too delicate to discuss. We learned that Tycos employs 1,100 people at the Rochester plant. Upon leaving the plant visitors were presented with a thermometer with instructions to determine their temperature as a guide to the reaction of their temperature to the association with many Tycosettes.

Upon leaving the Tycos some of the members to see Little Nellie Kelly; others arranged for the departure. We cannot account for them all, but the majority returned to the hotel for the members' session. Those that survived the committee reports, elected directors, unfinished business, and family censures enjoyed a Theater Party, Thursday evening arranged for the Rochester, Canandaigua, and Geneva members.



CAN YOU IMAGINE—

(Continued from page 82)

Roy Gute and S. S. Brady embracing each other. They discovered both came from Springfield. Whereinell's Springfield?

Anything like Haines-Carpenter-Cutner Company? Well, Mike Cutner is a recent addition to the force. Congratulations are in order.

A. R. Fernald always begging pardon for pointing out an ice cream convention that Pete Miller would attend?

* * *

WE WONDER—

If Clarence Hauk left early to get back to the home of young Wolf Hounds.

When C. O. Lund's dream of 4,000,000,000 Ice Cream Pies a year will be realized. Mustaben was the for the German treasury.

If Henry W. was talking about 57 orders of varieties.

Why R. S. Damuth insisted on stopping in Danbury?

Where Jack Cowan got all those chicken feathers? If C. S. Gardiner distributed any samples of ice cream among the ladies.

If anyone has anything on T. E. Whitecomb.

Why R. J. Massey always packs his grip in the trunk room.

What J. Good Conley will say when he reads page 124?

* * *

A YELP OR TWO

by a coupla hounds

DID YOU KNOW THAT—

W. L. Castle took unto himself a bride since the last W. H. convention.

E. D. Fear is a bear for service?

Fred Hollweg made the trip from West Virginia to the Wolf Hounds convention? Factions were fighting that he would (and wouldn't) wear his hat? Ed. Vogt furnished the bells for the ding-dong song?

George Lessenhop, Sr., came down from Lincoln to chaperone his son?

Tommy Stewart was the best sport at the convention?

Frank Crum is far from what his name implies? Charlie Smith is introducing little (?) Russian son, to the trade?

Frank Haines is no longer a string bean?

(Continued on page 124)

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

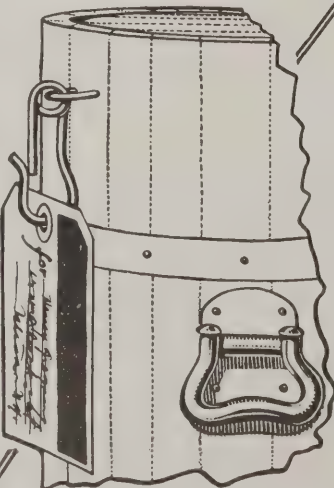
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



STANDARD

VANILLA AND BLENDS



SERVICE



VALUE

G.R. RYAN MANUFACTURING CO. INC.
 VANILLAS and BLENDS
EXCLUSIVELY
 Rochester, N.Y.

National Homogenizer

The Machine with the Revolving Head

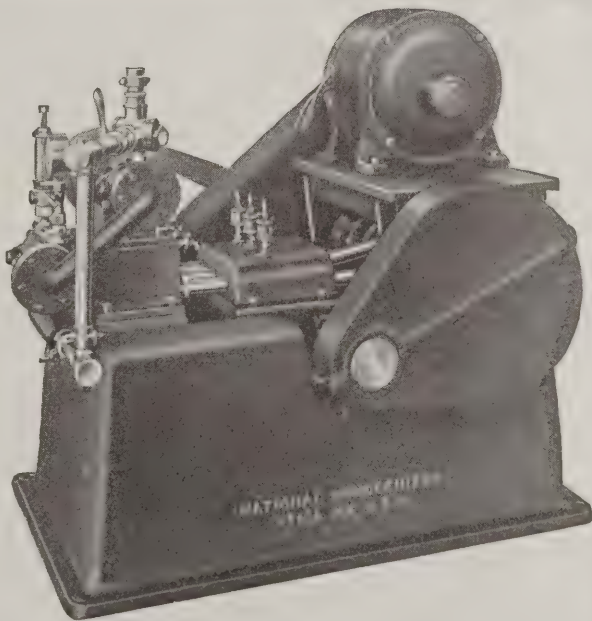
The National Homogenizer is manufactured and backed by a million dollar corporation, builders of precision machinery for fifty years. It is the only machine that bears a perpetual guarantee.

Better Results!

In the history of the Dairy Industry there is occasionally brought on the market a new or improved machine which outdistances competition. The National Homogenizer, as exhibited at the National Dairy Show and the Ice Cream Convention at Cleveland, is such a machine and was pronounced by those who saw it as a triumph of engineering.

Better results, with less danger of tie-up because of worn out parts, can be obtained—a more satisfactory emulsion, creamier ice cream, etc.—by using the National Homogenizer and there are many good reasons why.

Chief among these is the revolving head which adds rolling and grinding to pressure. This makes clogging impossible; prevents the formation of radial grooves; and, with the three



graduated steps, insures a more perfect reduction of globules.

We guarantee this machine to produce a more perfect emulsion under less pressure and with less power consumption, than any other machine now on the market! Get all the facts. We shall be glad to send you a catalog and full information.

Bessire & Company, Inc.

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA

DISTRIBUTORS

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Mississippi Ice Cream Manufacturers Ass'n

OFFICERS:

President S. N. Sutton, Vicksburg, Miss.
 Vice-President W. D. Seale, Jackson, Miss.
 Secretary and Treasurer N. D. Brookshire, Meridian, Miss.

PROGRAM SIXTH ANNUAL CONVENTION HOTEL PINEHURST—LAUREL, MISS.

January 8th and 9th, 1924

TUESDAY, JANUARY 8, 1924.

9 A. M.

Registration.

10 A. M.

Address of Welcome.....Mr. M. W. McLaurin, Mayor of Laurel
 Response.....Mr. C. A. Kent, Kentwood, La.
 Report of Secretary-Treasurer.....Mr. N. D. Brookshire, Meridian, Miss.
 President's Address.....Mr. S. N. Sutton, Vicksburg, Miss.
 Outlook for Raw Materials.....Mr. Will H. Becker, Brookhaven, Miss.
 Credits.....Mr. G. W. Barrett, Laurel, Miss.
 Co-operation Between Manufacturer and Dealer in Serving the Public.....
Mr. A. A. McLaren, Tupelo, Miss.

Discussion led by Mr. N. C. Pearson, Laurel, Mississippi,
 Mr. H. F. McWilliams, Hattiesburg, Miss.

2 P. M.

Afternoon Session.

Business Ethics.....Mr. B. C. Brown, New Orleans, La.
 Why Ice Cream is a Recognized Food.....Mr. B. J. Anderson, Grenada, Miss.
 Everyday Problems.....Mr. D. S. Cox, Columbus, Miss.
 Discussion led by Mr. F. C. Cooper, Meridian, Miss.
 Winter Ice Cream Business.....Mr. W. D. Seale, Jackson, Miss.
 Discussion led by Mr. F. A. Wright, Greenwood, Miss.
 Co-operation Between State and Southern Associations....Mr. J. W. Clopton,
 Secretary, Southern Ice Cream Manufacturers' Association, Decatur, Ala.

9 P. M.

Annual Banquet.....Hotel Pinehurst

WEDNESDAY, JANUARY 9, 1924.

10 A. M.

Advantages of Standardizing Ice Cream, Mr. P. C. Cromer, State Dairy Inspector
 Effective Advertising.....Mr. F. J. McAvoy, Meridian, Miss.
 Discussion led by Mr. Chas. McNair, Jackson, Miss.
 Work of Journals as Applied to Ice Cream Industry.....
A Representative Ice Cream Field, Atlanta, Ga.
 Mr. Craddock Goins, The Ice Cream Review, Milwaukee, Wis.
 Mutual Service Between Manufacturer and Supply Men.....
Mr. J. W. Mulligan, Louisville, Ky.
 Discussion by "Our Boys of the Grip."

1 P. M.

Luncheon.

2 P. M.

Automobile Ride.

3 P. M.

Afternoon Session.

Reports of Committees. Election of Officers.
 New Business. Business Meeting—Manufacturers only.

Gelatine That Is Dependable

The one ingredient you should not take chances with in your product is gelatine. It must be good!

When you are using a gelatine that easily passes the pure food requirements of every state in the Union you know that it is safe.

When gelatine is manufactured from careful selection of the finest raw materials and processed with the most painstaking care, you can be sure it is safe. Its high viscosity, its unequalled purity and clarity mean uniformly good results in your production.

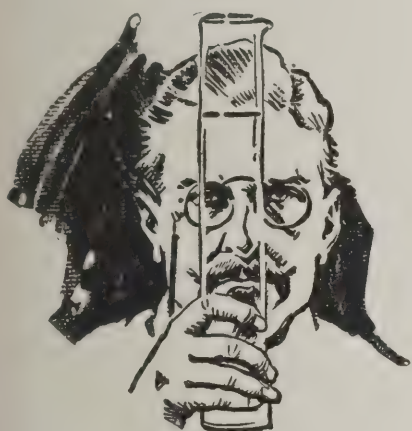
That's Atlantic super-clarified Gelatine. And although the manufacturing cost of "Atlantic" is slightly higher, it sells for a lower price than other gelatines of corresponding grade.

And you can depend on "Atlantic."

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches

Chicago: Suite 510, 118 N. LaSalle Street
New York City: Room 1081 Woolworth Building



**"Purest and Best—
It Stands the Test"**

**Sample Atlantic at
Our Expense**

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claim for it, send the unused portion back. We will pay the freight both ways.

ATLANTIC ^{Super-Clarified} GELATINE

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Iowa Association Holds Good Convention

Able Speeches Mark Fourteenth Gathering at Mason City Last Month.
Memorial Services Held for Col. Brewer, Former President

MEMBERS of The Association of Ice Cream Manufacturers of Iowa were getting ready for the New Year with light hearts, following the fourteenth annual convention of that body at Mason City, December 10, 11 and 12. Hotel Hanford was the scene of this convention, which is declared by officials to have been one of the best on record for that historic association. A lot of manufacturing problems were worked out for many of the delegates.

Secretary Crowley's convention program went through in such manner as to meet his fondest expectations. Members found the discussions very interesting, both in the ground they covered and in the way they were handled.

The Poodle Dogs played their usual active part in the entertainment of the manufacturers.

Among outstanding features of the program, aside from the wise counseling of the officers, were the addresses of E. Elmo Martin, speaking on "Confidence in Business;" Prof. M. Mortensen, Iowa State College, speaking on general production problems of common and uncommon types; Dr. Thos. B. Downey, speaking on "Edible Gelatine," and F. H. Clausen, whose subject was "Cost of Furnishing Packing Service to City Consumers."

Registration of delegates took up all of the first morning of the convention. The opening session was held the following day, when President Hutchinson addressed the convention with the president's annual message.

The secretary-treasurer then made his report.

The local committee, with the assistance of the Poodle Dogs, were hosts to the delegates at a smoker the first evening, held at the chamber of commerce.

Memorial Services to Col. Brewer.

Drama in its saddest form entered into convention proceedings at the close of the program on the second day, when the manufacturers and the supplymen touched the chords of memory for a sad, silent tribute to one of their own who made the supreme sacrifice for his country in the late war. A stirring tribute was paid at memorial services to Col. Guy S. Brewer, former president of The Association of Ice Cream Manufacturers of Iowa, who gave his life in France.

J. E. Enright, president of the Poodle Dogs, in conducting the services, paid the respects of the Iowa ice cream men to Colonel Brewer in an impressive speech. In part, he spoke as follows:

"By invitation of the honorable president, Chas. S. Hutchinson, in behalf of The Association of Ice Cream Manufacturers of Iowa, we, the associate members, are here congregated to participate and mingle our sentiments on this sorrowful occasion, a memorial service to our lamented past-president, Colonel Guy S. Brewer.

"Sincerely do we thank you, Mr. President, for the invi-

tation, and eagerly do we respond to the call. The association should hold such a service is most appropriate and eminently fitting.

"With sad hearts and bowed heads we stand in the presence of an enormous and over-powering loss, for one who has faithfully and lovingly performed the duty that was his to do in this world has gone from our midst in 'great beyond,' that 'undiscovered country from whose no traveler returns,' and his going leaves almost a void, not only in the hearts of those who were nearest and dearest to him but a void in the entire community, that at large; in the church and assemblies and fraternal organizations which prized his membership; in the American Legion, he helped to organize, promote and support; in the National Guards, which was the apple of his eye, and which owed much to his untiring effort, particularly in this state, for growth and strength. Yea, that void reaches, I would say, into the very seat of our government at Washington, in the offices of the Department of War and the Department of Justice, whose appointee and trusted servant he was.

"Last, but in no lesser measure, is this void felt in our very association which knew him long in fellow-membership and greeted so often in meeting with his gracious presence, where every individual member knew and loved him, and where he was known and loved as he was wont to be known and called—just Guy.

"And now he is gone—no longer with us in the flesh, but his spirit still remains with us.

"As the wail of lamentation rises up I would lend my small voice to the swelling sound, for it was to me to know him very well.

"If I may digress for a moment I would recall the early years of the life of this association of which I was a goodly number in this audience, a vivid recollection. The problems and handicaps were altogether prevalent and too numerous to mention, the then sparse membership, but optimism reigned supreme in that group, that hardy band of pioneers of the industry in this state, and trials that then beset were met and defeated.

"During those early, struggling days, the Iowa association was sustained by the wise counsel and stirring leadership of Guy S. Brewer.

Whether in office or out of office, him it was shoulder to shoulder with his associates in the accomplishment of fixed purposes, and always to the mutual good of all."

Officers of the association were re-elected at a business meeting on the afternoon of the last day of the convention. This was followed by an inspection of the plant of the Northern Sugar Corporation.

CRANE-OHIO ICE CREAM CO. DECLARED SOLVENT.

Judge Duncan has refused to appoint a receiver for the Crane-Ohio Ice Cream Co., Columbus, Ohio, thereby upholding the contention of the management of the company that it is solvent and in no danger of a financial shipwreck. The court was told that assets of the company are now \$2,200,000, subject to small obligations, and that in addition the dividends to be paid in January have been earned and are awaiting distribution to the preferred stockholders.

The defense argued that there are 2,600 stockholders in the concern and that only one was making the receivership application.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Officers for 1924

C. S. HUTCHINSON, President, Des Moines.

R. R. HADLEY, Vice-President, Ackley.

A. B. SAYLES, Treasurer, Fort Dodge.

B. W. CROWLEY, Secretary, Des Moines.

DIRECTORS

C. B. MADISON, Edgewood.

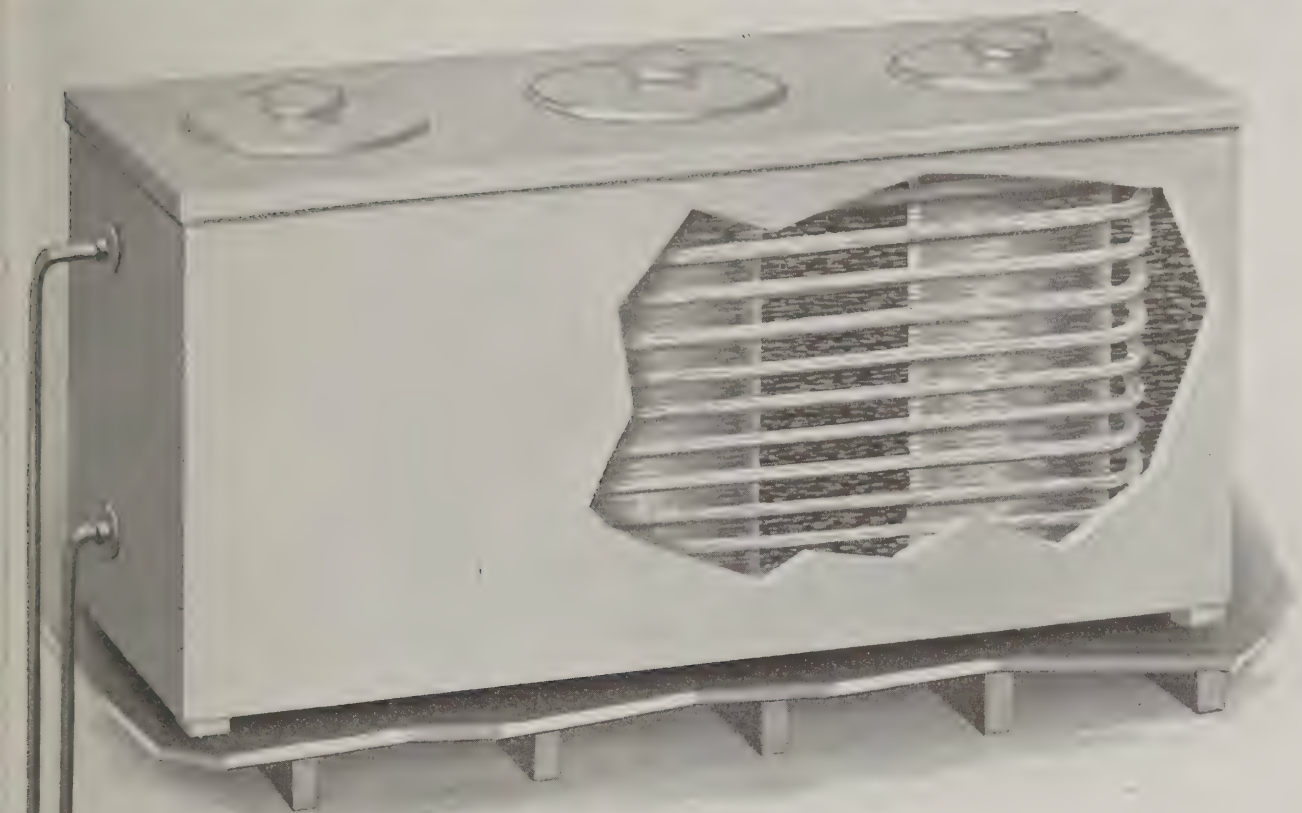
B. K. PETER, Fort Madison.

H. F. LANGE, Sac City.

A. B. SIDWELL, Iowa City.

HARRY REX, Creston.

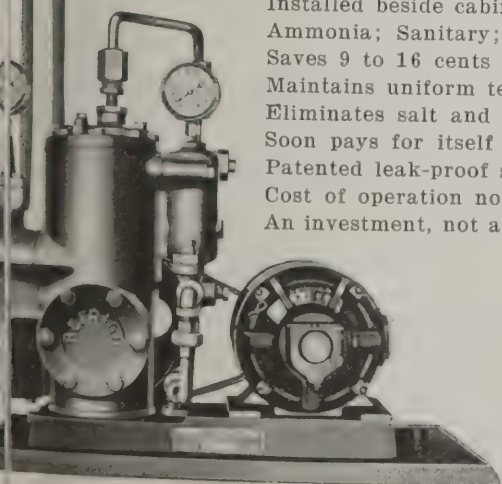
Automatic Refrigeration



REFRIGO for the Ice Cream Cabinet

HIGH SPOTS

Fits any cabinet
Completely automatic
Capacity, equals 200 pounds ice per day
Operated by $\frac{1}{4}$ H. P. motor
Installed beside cabinet, or in basement
Ammonia; Sanitary; Economical
Saves 9 to 16 cents per gallon
Maintains uniform temperature
Eliminates salt and ice
Soon pays for itself
Patented leak-proof seal
Cost of operation nominal
An investment, not an expense



The Last Word

REFRIGO is the last word in the refrigeration of ice cream cabinets. It refrigerates as dependably as the large commercial ammonia machines, but is without their size or expense.

REFRIGO is the machine every ice cream manufacturer and dealer needs. It saves him big money.

Write for illustrated booklet

Refrigo Corporation
Milwaukee Wisconsin

President's Address to Iowa Association

By C. S. HUTCHINSON

WE have reached the end of another voyage and have arrived safely in the port of this, our fourteenth annual convention. Here, we will spend three days reconstructing our rigging, repairing the rents in our sail, and, learning from and giving council to one another; so that, when we leave this friendly haven and turn our helm toward the unknown year, we will be better equipped to meet the requisites of the future journey, and, will be able to bring our ship back in better condition next year.

Each succeeding year brings new faces in our midst. To these we give a hearty welcome and an urgent invi-

we would like to hear. Take your part in the session. Your advice is as valuable as your presence. Make it your firm resolution that this convention not close without your having entered at least one discussion. For after all, the information which is of most value to all of us is the experience of our fellow manufacturer. The interchange of ideas is the principle of this association. So, add your bit.

This convention is your opportunity to be with your competitor, make it a point to further your friendship with him during the convention, and continue that friendship throughout the year. Your competitor should be your best business friend. You may not will have differences of opinion but let us learn from the broad view in our controversies. Come meet what we think is half way with him, and, we will generally meet at the half way point. If we make an unfriendly move, remember that he can do the same. There is a boomerang in all our steps. War is a waste and always leaves its scars.

Within a few weeks, Uncle Sam will again ask us that we are still paying for war. The scars of merchandising war can be plainly seen in the products of every industry. There is no need for us to participate in such a war. Let us establish and espouse the principles of this association and develop such a pride in our membership that to engage in an unfair practice would be odious to us.

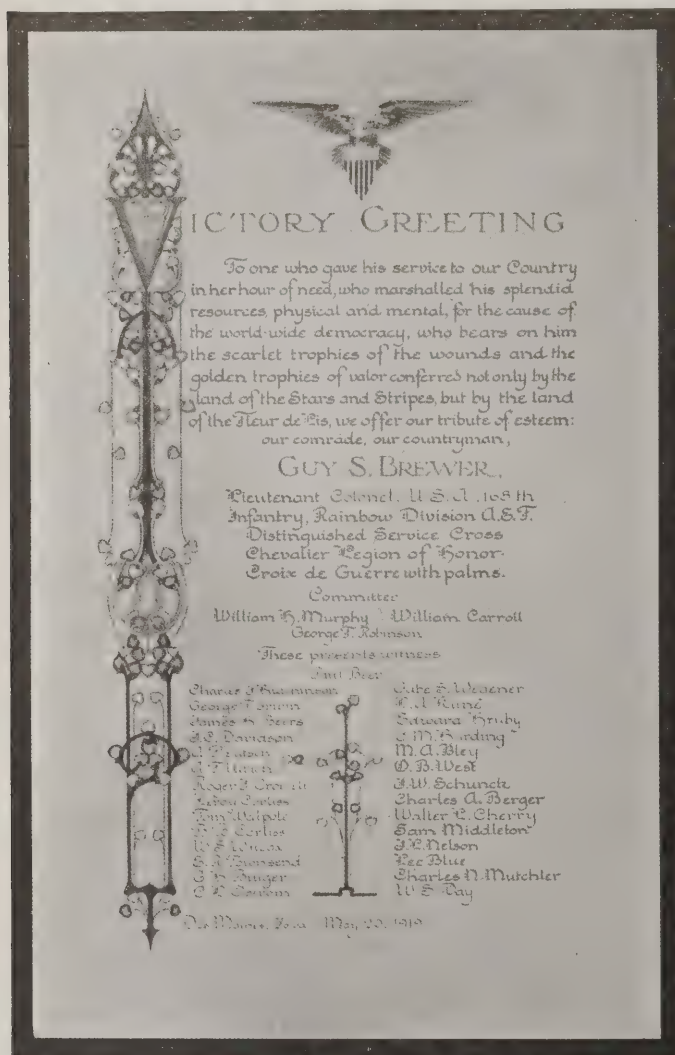
We have our state divided into groups. Meetings of these groups should be held at least six times a year, or more frequent if necessary. Set concrete dates, put aside one day in sixty as a day to get together with your business friends. You will find it to look forward to these meetings and they will make an event in your business which you could not dispense with.

Change in Methods Near.

A change in our methods of distribution to the retailing trade is confronting us. Whether this change is general will largely depend on the results of the next meeting. Some of our members have already formed the express company and are delivering their products in their own vehicles to the trade throughout the state. Their experience in this service will be valuable to us. It will help us decide whether we can do the work of the express company for less money and as good all year round service.

It has been said that our railroad transportation system is the backbone of the nation. Is that true? If it be so, then due consideration should be given to this system by our industry before changing our methods. Will country delivery mean eventually the failure of cabinets and packing service to our present retailing trade? Do we want to relieve the dealer of the burden of reicing and can we perform this service cheaper than he can? This matter should be thoroughly considered before undertaking truck delivery to the retailing trade.

The new auto-matic refrigerated cabinet is a solution in our service problem. Are we going to make such installations, or, are our dealers going to chase their own plant, or, are these cabinets going to effect a large enough saving to be used? It is our purpose to pass on the relative merits of machinery. It is our duty to discuss methods which affect the general trend of our business. The refrigerated cabinet problem is one for which there is very little experience.



Iowa Association's Memorial Tablet to Col. Brewer.

tation to take full part in our meeting. To our member manufacturers who have been unable to attend, we send our heartfelt regrets. To the few manufacturers who have failed to see the need of this association and these meetings we send our sympathy and trust that they will soon be shown the error in their policies. Those of us to whom this is the completion of their thirteenth trip, can truthfully testify that from these councils, each year they have returned better fit to make the voyage.

We have much work before us, and though our stay here is short, we have sufficient time allotted to adequately discuss the most vital and interesting phases of our industry. Our secretary has carefully arranged a program, but at all times he wants you to feel that this is your program and you are the one from whom

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



New!

EMERY THOMPSON

Ice Cream Freezers

About 40 seconds and the frozen cream has been emptied through the big slide gate into waiting cans. That's speedy emptying!

Shut the gate. There's a batch waiting above. It's the correct amount—having been measured "to the drop" by new automatic batch measuring regulator. Open the 4 inch valve and the freezing cylinder is again loaded in about 12 seconds. See that big fruit hopper above the cream inlet valve? No spilling nor waiting for sluggish fruits, flavors or syrups to trickle through a narrow opening! Dump 'em in! And you will note one of the breather tubes, running out at an angle. These tubes permit free air circulation while the batch is being frozen. They mean *full yield*. They facilitate quick emptying.

Not a single basic idea has been changed—but these improvements added. Investigate. Will you consider these new features if we send you a catalog?

Emery Thompson
Machine and Supply Company
271-275 Rider Avenue NEW YORK CITY

*A smooth
quality
Ice Cream
delivered
into the can
at Lower
Cost
Per
Gallon.*

to influence us, as the method has not been in use very extensively nor for a long period of time. Though it is our natural inclination to shy from the untried, these refrigerated cabinets are interesting and worthy of consideration.

Then we have many forms and sizes of packaged ice cream that are taking their place in the field. Does the consuming public want ice cream put up in a package at the plant? To be sure it has a more sanitary appearance and is a good advertising medium but does it put our products in the hands of the consuming public at the lowest possible price?

We must bear in mind that at the initial outset these new phases add cost to our product. Whether or not they will effect an eventual saving is the problem. In considering added costs we should bear in mind the following economic principle, "that no cost should be added to any manufactured commodity that does not increase its sale nor add to its general usefulness."

Packing Service Causes Alarm.

Manufacturers throughout the country who give packing service are becoming greatly alarmed at the ever increasing cost of this service which at present bids fair to equal the ingredients cost. Is our present system wrong? Would it not be better to make a reduced price on ice cream and a flat weekly charge per hole for packing service? This would put the problem of increased sales per hole in the dealer's hands. He naturally would push his sales more to reduce his price and would eliminate extra flavors which he now carries at the manufacturers expense.

Under the present method the delivery cost varies with the sales per hole, and, can be five times, or more, greater for one customer than another. The subject of packing service has been placed on our program and

I am sure all of us will give the speaker our most careful attention.

The state legislature is now in session on the w of code revision. We should keep an active eye on w transpires in that session. Our legislative committee should co-operate with the manufacturers association of Iowa in their work against unfavorable legislation. The new motor transportation law became effective and are anxious that a discussion take place at this meeting the past year. A large number of our members operating under the apparent scope of this law, which will enable us to better understand this measure and to know its points which are unfavorable to industry. Our legislative committee stands ready to work for us for any changes which may be desired.

We should again consider the adoption of a uniform cost accounting system. We can all benefit by using such a system. The national association has an excellent plan worked out. This could be used by all members of our association, or we could work out a plan peculiar to our own state conditions. Our association could maintain statistics on various costs, and a system of informing members of comparative costs could be inaugurated. A compilation of statistics on costs would help us reduce our electric power rate, cost of dairy products, fuel, labor and in fact, all our expenses. We should give this subject consideration and appoint a committee to draft a plan of uniform cost accounting.

Our present method of reporting credits has proved itself inadequate both in its scope and in the failure of members to report their bad credit risks. There is no doubt but what great stress should be laid on this matter. Credit losses are not a necessity. They are a pest, gnawing at the heart of our commercial structure. We should treat them as a pest and exterminate them as we would a fastly spreading disease. We are within the scope of our organization in taking drastic action to eliminate these losses.

The public is with us in this matter; for, by elimination of this uncalled for expense, we are putting our products in their hands at a less cost. Force a weekly collection of all our accounts. Let us use our association as a means to this end and establish a credit department in which every member has an active interest.

We are not bankers, nor are we receiving interest on our accounts. Why should our dealers be permitted to expect us to finance them. Our goods are sold to them and, generally for cash, before their bill is due. Ice cream has the quickest turn over of any merchandise that a dealer carries. It is not like goods on his shelves. We pay out money to collection agencies, yet this association could save us many times more every year than any collection agency. We need team work to put our accounts in such shape that our dealers realize they are due every week and must be paid. It is safe to say that the ice cream manufacturers of Iowa could be saved much as \$20,000.00 net every year by the establishment of a well organized credit department in our association. Let this matter have some serious thought. The monetary losses are alone worth saving, not counting the loss of time and effort in making some of our collections that are not lost, but might as well have been, due to the cost of collecting.

Advertising Urged.

Galloneage reports for the past year show, that due to unfavorable weather conditions, sales have fallen considerably. Therefore, special attention should be given at this convention to methods for a general increase in sales. Let us form advertising plans wherein we will make the consuming public actually want more ice cream.

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news
regarding this subject :-:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
Room 555 New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

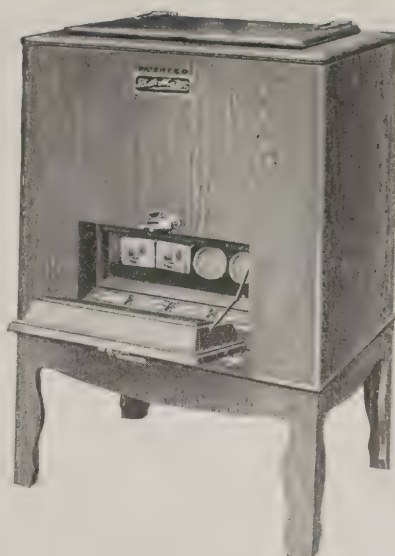
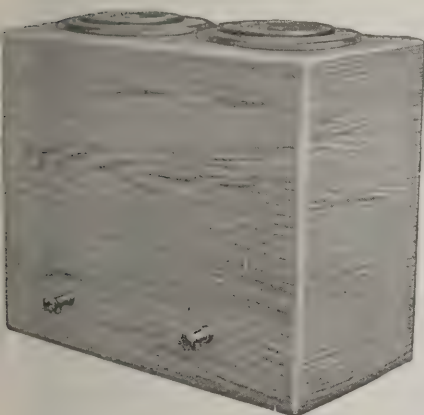
U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS
WIRFS AIRTITE GASKETS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THIRTY-FIVE years' experience in the manufacture of insulated products has brought the Matot line of Ice Cream Cabinets and Everkeep Package Cream Freezers to the front.

A full line of cabinets both metal and tub lined carried in stock in all sizes.



Let us send you our latest catalogue with interesting and detail information as to construction, low ice consumption, etc.

D. A. MATOT 1538-46 Montana St.
CHICAGO, ILLINOIS
Manufacturer

Take a tip,
from
Zipp!

BEST
QUALITY
FOR
YEARS

ZIPP'S

VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—Special Flavors—Colors and Fruits in bulk. Delicious Cold Process Strawberries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

every man, woman and child in your community increased their consumption of our products as much as only one dish a week, think what effect it would have on your sales.

Make the public realize the nutritive value and wholesomeness of ice cream as a dessert. Sell our dealers on the idea of how much their ice cream business affects sales in other departments of their store. Furthermore, let us effect measures which will place our products in the consuming public's hands at a less price. This is a phase in which all of us will have unity of purpose to the greater advancement of our industry.

In conclusion I wish to tell you how gratifying the

registration has been; to thank our secretary for work in the organization of this convention; and, to press on you the fact that the Association of Ice Cream Manufacturers of Iowa is every year becoming greater and more beneficial to its members. Let us make our meetings truly constructive so we may have greater prosperity during the coming year. And, when Wednesday night we turn our helm out to sea for another journey, let us remember the sound advice of good-fellowship which has prevailed in these meetings so that if per chance our paths cross during the year we may be better prepared to work out our difficulties in harmony and accord.

Secretary's Report

By P. W. CROWLEY

FOLLOWING your annual meeting, held in Des Moines in January, the board of directors instructed the secretary to hold group meetings and give attention to such matters as would be in keeping with the policies set forth by action of the general meeting.

The legislative committee called your attention to the three matters which were before the legislature at that time, among them being the trucking transportation



P. W. CROWLEY.

subject and the matter of the consolidation of various commissions. The Motor Vehicle Transportation Law placed the matter of trucking under the supervision of the State Railroad Commission. We are glad that during this convention a representative of the Railroad Commission will be present to interpret to us insofar as it is practical the Motor Transportation Act. The legislature established a department of agriculture, which embraces along with certain other departments, the department formerly known as the State Dairy and Food Commissioner. We are glad to advise that the establishment of this new department in no way interfered with the service which the former department was rendering the ice cream industry. In fact, I believe I am quite safe in saying that the ice cream manufacturers are receiving more service from the department of agriculture than they received from the former dairy and food commission. I believe that every one of you will testify that more of your packers have been coming back to you this year more promptly than heretofore, and also that you have had less complaint to offer in regard to your competitors not keeping their product up to standard. These are the matters which are of interest to the ice cream manufacturers, and which have been given attention by the department of agriculture.

In addition to these matters bills were introduced in the legislature covering the subjects of "Compulsory Pasteurization of all Dairy Products," "Filled Milk," and "No-Fund Checks."

The compulsory pasteurization bill failed of passage. The filled milk bill seemed for a time might have some bearing on the ice cream industry, but as matters developed the ice cream industry was not affected. The no-fund check bill failed of passage.

You are aware of the fact that a special session of the legislature is now in session, which will deal with code revision bills. So far as I am able to learn no bill is coming up at this session which will affect the industry in so far as these bills are concerned. Your association will undoubtedly keep you informed on developments.

Since the last session of your association we have issued 23 circular letters.

Circular letter No. 1 advised of the attendance at the annual convention and the officers elected for the coming year.

Circular No. 2 called attention to the district meetings which would be held.

Circulars Nos. 3 and 4 contained reports of the meetings, and called attention to the two bills introduced in the legislature which would affect the ice cream industry.

Circular No. 5 called attention of the members to the need of co-operation of extending credit to customers.

Circular No. 6 gave classification of accounts and a new credit list.

Circular No. 7 asked for information in regard to the cost of ice.

Circular No. 8 called attention to new classification in credit list and urged members to collect the accounts in full.

Circular No. 9 contained supplement to credit list.

Circular No. 10 urged manufacturers that it would be more beneficial to devote efforts to taking care of the volume which they had than to seek new avenues of developing volume.

Circular No. 11 contained a revision of credit list tabulation showing prices received for ice cream in different rounding states; also, called the members' attention to the new motor transportation law.

Circulars Nos. 12 and 13 called attention to additional information relative to the motor transportation act.

Circular No. 14 called attention to the increase in cost of ingredients, owing to higher markets for butter compared with a year ago.

Circular No. 15 advised that the department of agriculture is finding manufacturers generally making ice cream which complies with the state standard.

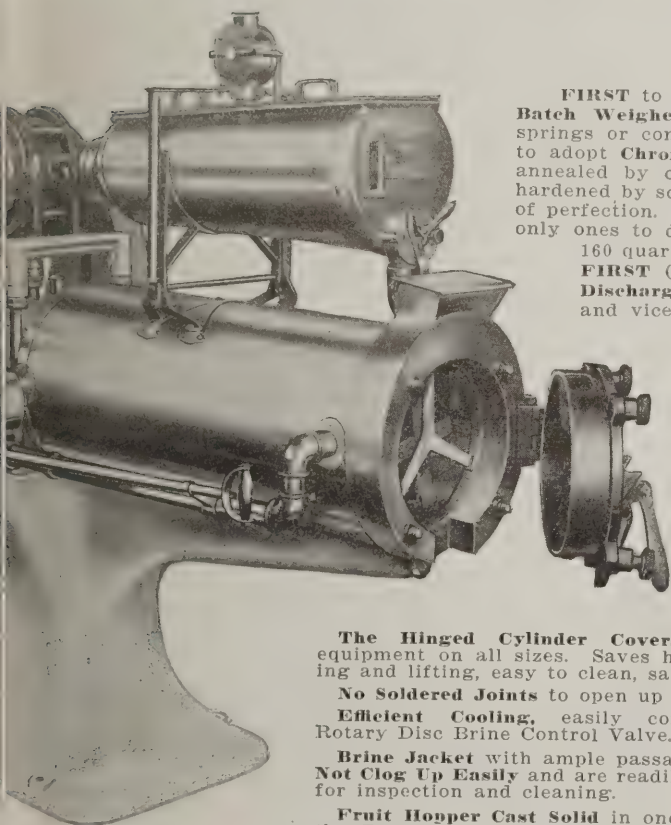
Circular No. 16 advised that the first prosecution has been made against a dealer for holding packed

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Make Better Ice Cream and To Cut The Cost of Production Manufacturers Everywhere are Installing S. Heavy Duty Freezers

Here are Some of the Reasons Why

S. Heavy Duty Freezers are so easy and convenient to handle and so economical operate, while producing exquisite ices and creams of the most delicate texture.



The Picture Shows the Very
Latest Design of
**Heavy Duty
Freezer**
Equipped with
Motor Drive and
Metric Batch Weigher

They Were

FIRST to use **Roller Bearings**. **FIRST** to offer a **Practical Automatic Batch Weigher**, simple, positive, reliable, gravity operated. No floats, springs or complicated valves and levers. Optional on all sizes. **FIRST** to adopt **Chrome Nickel Forged Steel Gears** in Roller Bearing machines, annealed by careful heat treating, machined by most modern methods, hardened by scientific tempering, ground within one thousandth of an inch of perfection. **FIRST** to make **160 Quart Giant Size freezers**. **FIRST** and only ones to develop a **Complete Range of Sizes**—40, 50, 60, 80, 120, and 160 quart capacity, (40 quart made in vertical as well as horizontal). **FIRST** (and still the only ones) designed to give a **Rapid Vertical Discharge**. **FIRST** to be **Easily Convertible** from motor drive to belt and vice versa in the owner's plant. **FIRST** to have a **Removable Bearing** (Patented) and tripod support, independent of cover for front end of dasher. **FIRST** equipped with the **New Rotary Disc Sanitary Cream and Brine Valves**. Won't leak, stick or creep. Few and simple parts. Easy to take apart, clean and reassemble. **FIRST** to have **Cream Can Outlet Valve** cast solid in one piece with bronze end of can. **FIRST** built with a **Seamless Drawn Nickel-Silver Freezing Cylinder**. **FIRST** "Really Heavy Duty Freezer," Extra Heavy Construction Throughout.

And Besides, They Have

The Hinged Cylinder Cover. Standard equipment on all sizes. Saves heavy lowering and lifting, easy to clean, sanitary.

No Soldered Joints to open up and leak.

Efficient Cooling, easily controlled by Rotary Disc Brine Control Valve.

Brine Jacket with ample passages that **Do Not Clog Up Easily** and are readily accessible for inspection and cleaning.

Fruit Hopper Cast Solid in one piece with the **Bronze Cylinder Head**. Makes pouring in fruits and flavors from heaviest containers easy.

Chain Guard with grease cup to insure lubrication of chain and sprockets and prevent accidents.

Wide Mouthed Oil Hopper, cast on gear case for cleaning, inspection and pouring in oil.

Cream Can with **Solid Cast Bronze Ends**.

Clean, Sanitary Cream assured by simplified wide open cream passages, and peep hole easy to get at for inspection and cleaning.

No hidden corners or out-of-the-way pockets anywhere.

Head and Cover designed to lead fruits, flavors, and nuts directly to center of cylinder, assuring **Thorough Mixing**. **Cannot Become Air Bound**.

Whipping Device of most approved double dasher type. Comes out without removing any part of driving shaft or bushing. Easily removed, cleaned and replaced—developed to give the finest, velvety texture to the finished cream, as well as the fullest desired overrun.

Best Grade Government Bronze Bearings used where Roller Bearings are not specified.

Built entirely on the **Bolted-Together Unit** principle of assembly, (all parts interchangeable). The cylinder can be removed and replaced without disassembling the gears, bearings, and driving shafts.

High Speed Production with the least labor, attention, power and in the smallest manufacturing space.

Motor Table Easily Adjusted to take up the slack in the driving chain.

Jobbers and Representatives In All Parts of the United States and Canada.
Write any of the following for complete information:

I. Barber-Goodhue Company, Chicago, Ill., Blanke Mfg. & Supply Company, St. Louis, Mo., Cannon Supply Company, Salt Lake City, Utah, Chester Dairy Supply Company, Chester, Pa., Hughes Sales Company, Seattle, Wash., Hurley Company, Denver, Colo., A. Kaestner, Baltimore, Md., Liebers Equipment Company, Lincoln, Nebr., National Dairy Equipment Company, Utica, N. Y., Fellows Mason, Dunmore, Scranton, Pa., Manning Mfg. Company, Rutland, Vt., Oakes & Burger Company, Cattaraugus, N. Y., Premier Machinery Company, San Francisco, Cal., W. E. Stout, Clarksburg, W. Va., B. Trudel & Company, Montreal Canada.

Or Write Us Direct

S. FREEZER & MACHINE CORPORATION

11th Street and Driggs Ave.

No. 45 b

BROOKLYN, N. Y.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

urged manufacturers to call attention of their dealers to this fact.

Circular No. 17 called the members' attention to the market condition of butter.

Circular No. 18 called members' attention to the dates of the next annual convention, and asked for suggestions for program.

Circular No. 19 contained additional credit list.

Circulars Nos. 20, 21, 22 and 23 called the members' attention to the subjects which would be up for discussion at the convention to be held December 10, 11 and 12.

It is thus noted that the activities of the association this year has been largely confined to urging members to make prompt collection of their accounts, this being necessitated because of high ingredient costs. We have issued a total of six credit lists with seven supplements. I am sure our members will all be interested in receiving a report from a representative of the Flynn Dairy, on a case which they recently had in court over the collection of an account. The results of this case should stimulate manufacturers in keeping their accounts collected promptly.

Your secretary attended the national convention of ice cream manufacturers, and there observed that the problems which are confronting Iowa manufacturers are also confronting manufacturers in other sections, namely: increased service cost as are being developed by motor transportation and icing charges. These two subjects are to be discussed at your convention and it is to be hoped that all will take an active part in the program for the purpose of helping to arrive at satisfactory solutions of these problems. More and more are manufacturers being confronted with high service charge, the percentage of cost incurred by ingredients being gradually reduced. This presents a serious problem.

In our program we are endeavoring to stress the necessity of manufacturers realizing that the good of competitors is essential to profitable business. It is to be hoped that good will may be developed at the convention. It is highly essential to the future development of the industry. A number of mistakes have been made this past season and your secretary pleads to having contributed his share in the matter of handling the situations diplomatically.

Your president has outlined a few activities which your association should undertake during the next year. If it can be arranged to mutual advantage, we be glad to co-operate with the ice cream manufacturers in putting this program across.

Again, I want to take this opportunity of thanking the members of this association for the co-operation which they have extended during the past year, and I wish them success in the future handling of your organization.

P. W. CROWLEY, Secretary



A YELP OR TWO

(Continued from page 112)

You can't keep a good man down? R. W. wouldn't stay in bed even though he did have a cold.

C. M. Cory, secretary of the Kansas Jack R. wants to see "you all" at the Kansas convention in Wichita, January 22 to 24?

C. Ray Franklin displayed a very jovial disposition and that there is a reason for it? Oh Boy! Concentrated apple is pretty good stuff? Ask S. K. Jensen "bane" down from Kansas over the convention?

J. H. Eckel was one of the first members of the Hounds?

John W. Cowan was the arrow-feather man?

Jim Moore has a good definition for a coincidence. Ask Jim.

We couldn't get anything "on" A. Marcus? A lot of other good scouts?



CLOVERLAND DAIRY SOLD.

The Cloverland Dairy Company, Syracuse, N. Y. has been sold to Vernon F. Hovey of Schenectady, and L. Brodeur of Glens Falls in a transaction of mutual interest to the ice cream industry in the east. All outstanding common stock of the Cloverland Dairy was acquired by the purchasers from Bronson H. Hovey, president; Edward E. Hawkins, vice-president; and Frank C. Love, secretary. The new owners are well known in the dairy industry, have formed for expansion on a large scale. Mr. Hovey is vice-president and general manager of the International Cream Co. of Schenectady, and holds the same office in the Albany Ice Cream Co. at Albany, N. Y.

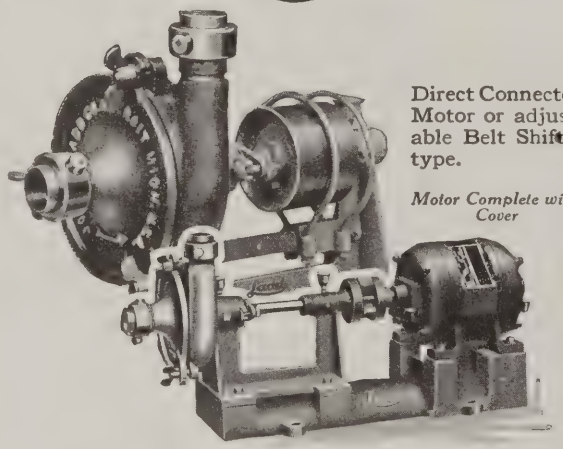
He is interested in a large number of dairy concerns. He was elected president of the National Association of Ice Cream Manufacturers at the recent national convention.

Mr. Brodeur is president and manager of the Adack Dairy corporation of Glens Falls. He was elected president of the Cloverland Dairy Company at a meeting of the board of directors immediately after arrangements for the sale were perfected. Mr. Hovey was elected secretary.

The new owners have taken charge of the Cloverland Dairy Co.

INTRODUCING

the New *Ladd* Milk Pump



Direct Connected Motor or adjustable Belt Shifter type.

Motor Complete with Cover

A sanitary milk pump designed to eliminate objections to centrifugal milk pumps.

Our long experience enables us to perfect the details in our pump to give it the right kind of impeller housing, stuffing box, bearings and other essential working parts.

WRITE FOR FULL PARTICULARS

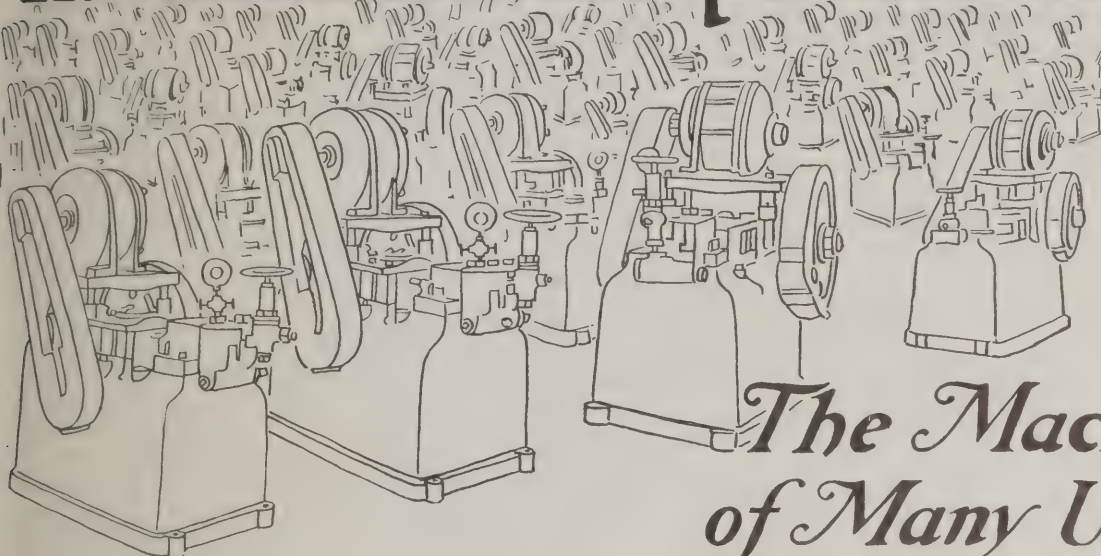
National Approved Distributors Specialties

John W. Ladd Co.

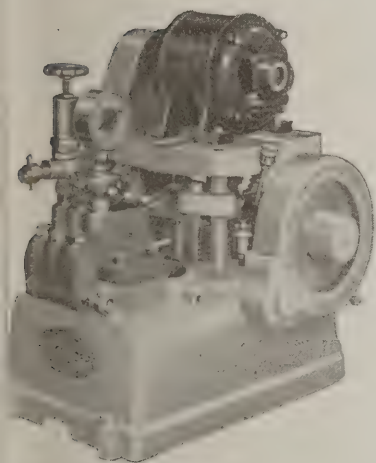
DETROIT COLUMBUS CLEVELAND CINCINNATI

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Viscolizers Surpass all others in number's and performance



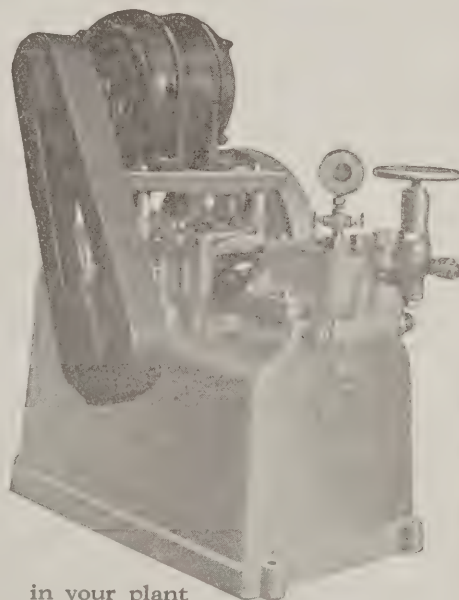
The Machine of Many Uses



It insures you a perfect emulsion and a satisfactory product.

The Viscolizer can be used in your plant for many purposes.

We will gladly help you with suggestions to make it a profitable investment.



Let us tell you
how you can use

The Viscolizer

in your plant

Built by Union Steam Pump Co.

Distribution Directed By

JOHN W. LADD CO.

Detroit, Mich.

Columbus

Cleveland

Cincinnati

and

CHERRY-BASSETT-WINNER CO.

Philadelphia, Pa.

Baltimore

New York

Pittsburg

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Southern Convention Proceedings

Eleventh Annual Convention Southern Association of Ice Cream Manufacturers, Little Rock, Ark.,
December 4 to 6, 1923. Directors' Meeting, December 4

A MEETING of the board of directors was called to order at 10:00 A. M. on December 4, by President M. J. Costa, with the following directors present: W. J. Barritt, J. D. Kinnett, W. E. Drake, Chas. Hooberry, Ben C. Brown, A. E. Stiling, J. W. Clopton.

Mr. Brown suggested that a recommendation be made to the new board to hold the next annual convention of the Southern association in New Orleans, November 14 and 15, 1924. These dates were recommended so that the Southern might hold their convention two days prior to the opening of the national convention, which will begin November 17. This recommendation was approved by those present. Mr. Brown suggested that the building at the race track be used for a display of suppliers during the convention. Mr. Costa appointed Mr. Brown as a committee of one, to arrange with the hotels of New Orleans to handle the next Southern convention, and it was the sense of the meeting that the Southern association would select the second best hotel for their headquarters. This was in order that the National might have the use of the larger hotel. Mr. Clopton stated that the expense of the annual banquet would be between \$2.50 and \$3.00 per plate, and asked what charge should be made for banquet tickets. It was unanimously agreed that the tickets should be sold at \$2.50, and that the association pay the additional expense.

No other business coming before the meeting, same was adjourned.

Opening Business Session.

The eleventh annual meeting of the Southern Association was called to order at 11:00 A. M. on December 4, with President M. J. Costa in the chair. Rev. K. was called on to render the invocation, following which President Costa asked Will Terry to introduce Governor McRae.

Governor McRae made a very happy address of welcome, and mentioned the fact that the ice cream industry is one of the most important industries in the South today, as it encourages dairy farming and provides health building food. He stated that the manufacturers of Arkansas were making good ice cream, and suggested that they continue their efforts along the line of building up a quality product. He stated in his speech, that the ice cream manufacturer should demand a reasonable profit on his investment and that he should continue to build his quality and sell his goods at a price that will be in keeping with the quality of his product. He stated that the ice cream industry made farmers profitable and housewives happy. He stated that he realized that he was speaking to a body of business men who are opening an industry in the South that is second to none. In extending his welcome, he stated that the entire state of Arkansas was at the command of the manufacturers and if they got in trouble while in Arkansas, they could go to the capital and he would get them out. This brought forth cheers from the floor.

Ben C. Brown of New Orleans replied to the address of welcome given by Governor McRae.

RESPONSE TO WELCOME

By BEN C. BROWN

MY friends, we are here today upon the invitation of the citizens of this beautiful and progressive city of Little Rock, the capital of the Bear state, the city where its men are courtly and courageous, and its women fair and cultured. There is something unusual connected with this visit. It is the first time that this association has met west of the Mississippi River.

This is our eleventh annual convention, a convention in our industry second only in size, in importance, but not in its personnel, to the national. Little did the organizers, the mere handful of men who met in New Orleans in 1912, think that this association would ever grow to its present proportions.

This has been accomplished, my friends, by keeping this association true to its fundamentals, an organization not controlled by one man or any set of men, and an organization where the smallest manufacturer is requested to express his opinion and take part in the discussions along with the largest, and these fundamentals must be held sacred for this association to grow and properly function.

The ice cream business has shown remarkable strides in the Southland. Twenty years ago good ice cream was known only in a limited way. Today the quality of our product has a reputation far and wide and I predict in five years the South will be making the finest ice cream on earth and that is covering some territory.

Not many years ago large sanitary plants were unknown, but today they are springing up on every hand.

Gentlemen, the prosperity of the South depends largely upon the development of the ice cream industry. This is true because the dairy business is the South's only agricultural salvation. The day of the one-crop farmer and the cotton planter is over. The time when a farmer had to wait twelve months to get his money for his crop has come to an end. With the advent of ice cream and the dairy cow, the South has come to her own and the dairy farmer gets his check in fifteen days. Prosperity for the farmer means business for the merchant, the professional man and the concerned.

Not long ago ice cream was thought of as a delicacy, a dessert, something to be served after dinner, a social luxury. Today it is recognized as a food, a well-balanced ration containing all the elements necessary for the invalid or the athlete. With this in mind our industry should be irreproachable. Let each one go from this convention with the firm determination to make the best ice cream he knows how and to charge a legitimate price for it.

It is my earnest wish that this convention will result in a better and more friendly understanding between competitors. There is no reason just because men are in the same line of business that they be enemies.

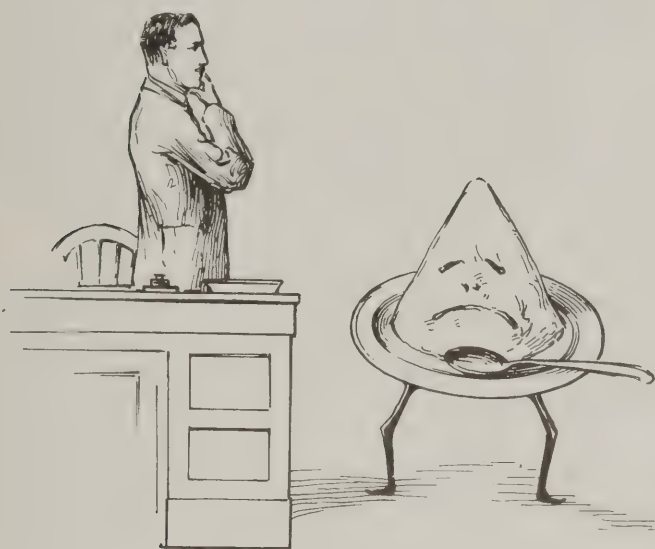
Mutual Confidence Needed.

What we need is more confidence in one another, believing that a competitor's word is as good as our own and enough backbone to keep a promise when made.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

—be fair

TO YOUR OWN ICE CREAM



Give your cream a chance to measure up to the standard you have set for it.

Before you buy for 1924 prove to yourself that

VELVET

FLAVORS—EGG YOLKS—and FRUITS
are just what you want for your Ice Creams

Ask for Booklet Explaining Why!



THE INTERNATIONAL COMPANY

"The Right Flavor for Every Ice Cream"

LOMBARD AND
COMMERCE STS.

BALTIMORE
MARYLAND

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

made, even should the prospect of getting a good account hang in the balance.

National, regional and state conventions and the adoption of a code of ethics are fine, and informal meetings amongst local manufacturers are deserving of mention and should be continued, but all of these are infinitesimal and of little value if we fail to cultivate the acquaintance of the competitors. We should know, and be able to meet him on common ground and discuss in friendly terms our every day perplexities.

I am frank to tell you that this is the only way in which you are going to settle your little difficulties. All other methods that have been tried since the world began have resulted in disaster. The panacea for all our ills is **co-operation**.

If this meeting will establish a more happy and make a more kindly and honest business world, than we have not met in vain, and we can all go home feeling that we have really accomplished something and

that this association has blazed a trail worth others to follow.

"There are loyal hearts, there are spirits brave
There are souls that are pure and true,
So give to the world the best you have,
And the best will come back to you.

"Give love, and love to your life will flow
As strength in your utmost need,
Have faith, and a score of hearts will show
Their faith in your world and deed.

"Give truth, and your gift will be paid in kind
For honour with honour will meet.
And a smile that is sweet will surely find
A smile that is just as sweet.

"For life is a mirror of king and slave;
It is just what we are, and do.
So give to the world the best you have,
And the best will come back to you."

* * * *

ANNUAL REPORT OF SECRETARY-TREASURER

By J. W. CLOPTON

THE secretary treasurer will not burden you with a lengthy report as most of you are familiar with the work that has been done during the past year. I have made personal visits to Nashville, Tenn., Columbia, Tenn., Montgomery and Birmingham, Ala., Memphis, Tenn., and Louisville, Ky., in interest of the association.

I have attended state conventions at Jackson, Miss., Birmingham, Ala., the Tri-State convention at Memphis, Tenn., and the National Association's convention at Cleveland, O.

I have either gone or arranged for committees to go to every place where friction was reported and have succeeded in getting satisfactory adjustment in almost every case. Assisted in getting a law enacted in Alabama setting a standard for ice cream and regulating return of empties. Assisted Florida manufacturers in adjusting standard requirements for butterfat in their state. All urgent matters were handled by telephone and telegraph and regular inquiries were promptly replied to by letter. Something over 5,000 letters were sent out from my office during the year.

I have endeavored at all times to encourage our members to make better ice cream and I am glad to say that as a whole the ice cream manufactured in the South today is far better than it was a few years ago. I have worked with the national in trying to get reduction in billing weight of ice cream in states where 115 pound weight is in effect. We have promise of relief soon and will continue our efforts until we get relief.

I made a thorough investigation of a newspaper report that two children had died from the effects of eating ice cream in one of our larger cities, my investigation revealed that the children had not eaten ice cream immediately prior to their death and that ice cream had nothing whatever to do with it. I have statements in my files from the attending physician and the county and state health officer to this effect. I would like to suggest here that we begin a campaign of education or co-operation with the newspapers of our respective cities asking that they refrain from publishing such statements until they have authority from attending

physician, county or state health officer and that death or sickness was actually caused from ice cream.

Thanks The Ice Cream Review.

While we are spending thousands of dollars in getting the public to eat more ice cream and showing the food value of ice cream and impressing on that ice cream is pure and wholesome, we should be hampered by careless news articles that are unfounded.

I wish to take this occasion to thank the executive committee for their full co-operation during the year. It has indeed been a pleasure to carry on work of my office for I have felt free at all times on any one of the executive committee or any directors for assistance.

I also want to thank the trade journals for their operation and assistance during the year, we are especially appreciative of the valued assistance given in Cleveland by The Ice Cream Review.

Financial Report.

Financial report is shown by annual audit of accountant and attached hereto as of Oct. 1, 1922. Balance on hand of \$176.69. Since that time amounting to \$1,695.00 have been received and disbursements amounting to \$645.23 have been made. Balance on hand of \$1,065.77 plus balance on hand of \$176.69 making grand total on hand as of Oct. 1, of \$1,242.46 as per bank statement attached.

	A	B	C
We have taken on 19 new members	2	1	6
Have 64 in arrears at this time	9	9	9

Convention adjourned until 2:00 P. M.

* * *

Afternoon Session, 2 P. M.

President: Gentlemen, after the address of the error, and the beautiful response by Mr. Brown, it is a shame to inflict upon you this president's address. The precedent has been set, and the custom has been established, so you will have to bear with me for a few minutes.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

North Carolina Ice Cream Manufacturers' Association

Program — Annual Convention

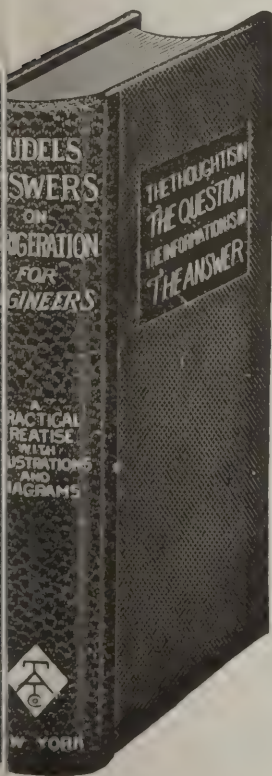
Hotel Robt. E. Lee — Winston, Salem — January 16 and 17

January 15th, 1924

Address of Welcome.....H. R. Dwire, Editor, Winston-Salem Sentinel
 Response to Address of Welcome.....Geo. L. H. White
 Report of Secretary-Treasurer.....A. E. Dixon
 President's Address.....Chas. E. Landreth
 "Messages of National Scope".....W. P. Abel, Impruv-Mix Co., New York, N. Y.
 "Developing Consumption".....H. P. Olsen, President The Ice Cream Review

January 16th, 1924

"Progress of Dairying Inc. in North Carolina".....W. J. Shuford, Hickory, N. C.
 "Bacteriological Content of Mix".....
Dr. Jas. H. Heald, City Food and Milk Inspector, Winston-Salem
 "Promoting Winter Sales".....I. J. Moore, of Frederick C. Matthews Co.
 "Overrun Control".....N. M. Thomas, President National Asso. Supply Men
 Address—"Meeting Competition."



When Something Goes Wrong with Your Refrigerating Equipment What do You do?

*If you
Operate
Refrigerating
Equipment
You Need
a Copy of
this Book*

Get a copy of "Audel's Answers on Refrigeration," — have it handy—and when you run into trouble you will find the information as given in this book a handy "First Aid" trouble finder and fixer.

Price \$2.00 Sent postpaid on receipt of remittance.

The Olsen Publishing Co. 5th & Cherry Sts.
Milwaukee, Wis.

PRESIDENT'S ADDRESS

By M. J. COSTA

IT is with a great deal of pleasure that I call this the eleventh annual convention of the Southern Association of Ice Cream Manufacturers to order, and as your president I extend to each of you a hearty welcome, and it is my hope that you will enjoy to the fullest the hospitality of this great state and this beautiful city.

In assuming the duties of president a year ago today I did so with great anticipation and with lofty ambition. It was my desire to render great service to the association during my tenure of office, but the year has flown by so fast that before I could realize it my term of office is at an end and I have not accomplished what I had so sincerely hoped that I would be able to do.

I do believe, however, that the year 1923 has been a most successful one for the ice cream dealers. It has certainly been better than the years 1921 and 1922; and I am firmly of the opinion that the coming year should be a greater one still, for the reason that wages are higher as a whole than they ever were. Prosperity is greater, there is more money to be spent, a prosperous time looms on the horizon, so 1924 ought to be the greatest year in the history of our industry. In fact, it ought to be the most prosperous year in the history of the country in all lines of business, especially in the Southland where cotton is coming into its own, as shown by the prices being offered today.

It behooves all of us to work together and improve our business through co-operation rather than through any manner of cut-throat competition. In my mind there is a great field in our section for an increase sale of ice cream in our immediate territory by creating

business, making new dealers so that we do not to spend our time trying to get our competitors; for whenever, we get to thinking too much taking trade from our competitor, we drift into a war," and, gentlemen, nobody profits by price war.

The dealer may think that he has an advantage in a situation like this, but he has not. The moment cutting begins, profits naturally stop, and then the deterioration in quality as well as in service takes place. The consumer does not get his money's worth. The nearby manufacturers will also suffer, as the quality of ice cream which results from a profitless controversy lessens the consumer's appetite for ice cream. For, as you know, however hard we may try to present ice cream as a food, in the last analysis ice cream always predominate as a confection.

People do not buy ice cream like they do bread or meat. They buy it because it tastes good, so the more we make it, the more we can sell. We should fight for quality rather than with price; for quality will win out everyone of us, and it tends to increase the consumption of ice cream. We have a law in the Southern Association that a member cannot belong unless his ice cream contains a minimum of 8 per cent butterfat and a minimum of 31 per cent total solids. This rule should be strictly enforced. I also firmly believe that the Southern association should do some co-operative advertising, laying special stress on its seal or insignia.

If we start in to do this we can make membership in the Southern association a valuable asset to every ice cream manufacturer belonging to it. We should also try for a uniform standard of 8 per cent butterfat in all our states.

Now, a few words in regard to the national association meeting next year in New Orleans. Gentlemen, this will be our convention, and we should do everything in our power to make it a great success. We will use every means to induce the supply people to exhibit the equipment exposition the equal of the one in London, or better if that be possible. For while many who attend these conventions enjoy renewing acquaintances and getting inspiration and knowledge from talks, the most interesting feature is the exposition. Above all other industries the men in ours seem to be imbued with the spirit of progress and betterment, and are always looking for something better.

I suggest that the next meeting of the Southern association should be held immediately preceding the meeting of the national association and from the place wherever we may meet that we go in a body and meet the national at New Orleans.

In closing, above everything else, I want to compliment our secretary, J. W. Clopton. I have worked with a better or more efficient and capable man in my life. Fellow members, our friend Mr. Clopton is the heart of the Southern association. I want to thank the officers, directors, members and association members for their hearty support and co-operation. I wish to thank the program committee and the Little Flyers for the splendid program that they have served and for our entertainment. I sincerely hope that your visit to this convention will be both enjoyable and profitable.

The mere fact of shaking hands with old friends and acquaintances should be worth the trip to Little Rock. I thank you.

(Southern convention proceedings continued in February)

Real Value and Correctness of Principle

is the only basis on which we could have built up a wood working plant covering 15 acres and employing 2,000 skilled workmen. This plant is a tribute to the everlasting qualities of Virginia White Cedar.

USERS OF

Richmond White Cedar Tubs

show their recognition of superior qualities by the persistency with which they re-order for increased requirements.

Send for prices

**RICHMOND
Cedar Works**

RICHMOND VA.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



convention face of the Fly-
ew president, Harry Benner.
ed at Little Rock by The Re-
cameraman.

With The Cameramen at the Southern and Texas Conventions Last Month



W. P. Abel and H. G. Boedeker at
Texas Convention.



W. E. Drake, Nashville, Tenn.; Mrs. J. B. Porter, Tulsa,
H. E. Drake, Union I. C. Co., Nashville, Tenn.; Miss Ruth
Birmingham, Ala.; A. H. Anderson, Chicago, Ill., Massey
sey; Mrs. W. J. Barritt, Tampa, Fla.; J. D. Barritt, Orlanda,
V. J. Barritt, Tampa, Fla.; Pete Miller, Birmingham, Ala.,
Cordial; Jacob Noodleman; J. B. Porter, Tulsa, Okla.
Mrs. J. D. Barritt, Orlanda, Fla.; M. B. Abrahams, Cin-
O., Keystone Fruit Products Co.



In House, Top Row: Mrs. W. E. Drake, Nashville, Tenn.;
Hargis Hughes, Hughes Ice Cream Co., Lexington, Ky. In Line,
Left to Right: M. J. Costa, Costa Ice Cream Co., Athens, Ga.;
Carlton Bell, Louisville, Ky.; F. B. Stuart, Sani Seal I. C. Co.,
Knoxville, Tenn.; Mrs. J. B. Porter, Tulsa, Okla.; J. M. Seymore,
Brown Ice Cream Co., Baton Rouge, La.; J. D. Kinnett, Chapin-
Sacks Corp., Macon, Ga.; S. N. Sutton, Sutton I. C. Co., Vicksburg,
Miss.; J. B. Porter, Purity I. C. Co., Tulsa, Okla.; W. E. Drake,
Union I. C. Co., Nashville, Tenn. Kneeling: M. B. Abrahams,
Keystone Fruit Products Co., Cincinnati, O.



Texas Barrel Co.'s Exhibit at Southern Convention.



Gould Cream Co.'s Exhibit at Southern Convention.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

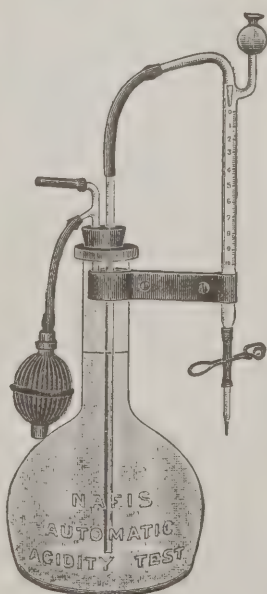
Registration List

Little Rock Convention of Southern Association of Ice Cream Manufacturers

Guy S. Simmons, Watson & Avon, Little Rock, Ark.
 John D. Purdy, Newport Creamery Co., Newport, Ark.
 M. Gill, Watson & Aven, Little Rock, Ark.
 A. E. Drew, Watson & Aven, St. Smith, Ark.
 Chas. Hooberry, Velvet Ice Cream Co., Pine Bluff, Ark.
 W. K. Johns, Houston Ice Cream Co., Houston, Tex.
 V. L. Kings, King Ice Cream & Cry. Co., West Point, Miss.
 S. N. Sutton, Sutton Ice Cream Factory, Vicksburg, Miss.
 A. A. M. Leron, M. Leron Ice Cream Co., Tupelo, Miss.
 V. A. Lay, Lay's Candy & Ice Cream Co., Natchitoches, La.
 D. S. Cox, Columbus Ice Cream & Cry. Co., Columbus, Miss.
 F. G. Breitzke, Southern Dairy Co., Alexandria, La.
 J. A. Taylor, Taylors Ice Cream Factory, Homer, La.
 J. H. Orvin, Orvin-Kentgel Creamery, Monroe, La.
 M. W. Finick, Campbells Ice Cream Factory, Shreveport, La.
 E. B. Geisel, Anheuser Busch Co., Inc., New Orleans, La.
 A. M. Thornton, Shreveport Ice Cream Co., Shreveport, La.
 W. W. Campbell, Campbell's Ice Cream Factory, Shreveport, La.
 C. F. Hoppe, Frozen Pure Ice Cream Co., Louisville, Ky.
 Thos. P. Hogan, Kentwood Ice Mfg. & Bot'g. Wks., Kentwood, La.
 C. A. Kent, Kentwood Ice Mfg. & Bot'g. Wks., Kentwood, La.
 Hargis Hughes, Hughes & Co., Lexington, Ky.
 Harry Cuscaden, Cuscaden Ice Cream Wks., Louisville, Ky.
 W. B. Hurley, Lee Lewis Inc., Louisville, Ky.
 M. J. Costa, Jos. Costa Co., Athens, Ga.
 R. C. Jessup, Jessup & Antrim, Atlanta, Ga.
 J. D. Kinnett, Kinnett Odom Co., Macon, Ga.
 C. E. Tooke, Dixie Ice & Creamery Co., Arcadia, La.
 A. H. White, White Ice Cream Co., Conway, Ark.
 Thos. S. Rose, Union Ice Cream Co., Nashville, Tenn.
 Helen M. Carmichael, Watson & Aven, Little Rock, Ark.
 R. G. Albritton, Seale-Lily, Jackson, Miss.
 W. L. Colvert, Colvert Ice Cream Co., McAlester, Okla.
 J. F. Ford, Newton Co. Creamery, Newton, Miss.
 Chas. McNair, McNair Ice Cream Co., Jackson, Miss.
 Frank B. Stuart, Sani-Seal Co., Knoxville, Tenn.
 H. G. Duttlinger, Lily Ice Cream Co., Memphis, Tenn.

H. H. Johns, M-B Ice Cream Co., Dallas, Tex.
 J. M. Seymore, Brown Ice Cream Co., Baton Rouge, La.
 O. W. Black, Lily Ice Cream Co., Memphis, Tenn.
 Wm. Sudekum, Union Ice Cream Co., Nashville, Tenn.
 W. J. Barritt, Tampa Dairy Co., Tampa, Fla.
 J. D. Barritt, Ambrosia Ice Cream Co., Orlando, Fla.
 A. E. Stiling, Triple Cities Ice Cream Co., Daytona, Fla.
 J. R. Jones, Camden Ice Cream Co., Camden, Ark.
 A. J. Scott, A. J. Scott Co., Jonesboro, Ark.
 E. B. Watson, Watson & Aven, Little Rock, Ark.
 N. F. Manning, Monroe, La.
 E. L. Carmichael, National Ice Cream Co., Little Rock, Ark.
 J. F. Schallo, National Ice Cream Co., Little Rock, Ark.
 W. R. Kelley, National Ice Cream Co., Little Rock, Ark.
 W. L. Hewgley, Oaklawn Dairy, Little Rock, Ark.
 Andrew Makirs, O. K. Ice Cream Co., Pine Bluff, Ark.
 G. F. Cress, Prescott Ice Co., Prescott, Ark.
 Geo. J. Miller, Watson & Aven, Helena, Ark.
 J. Thurston Runyan, Runyan Creamery, Inc., Little Rock, Ark.
 E. Frances Rumrill, Hillcrest Ice Cream Co., Little Rock, Ark.
 Mrs. E. A. Watson, Watson & Aven, Little Rock, Ark.
 S. S. Summerfield, Ferry Dairy Co., Little Rock, Ark.
 Mose Alexander, Watson & Aven, Little Rock, Ark.
 Mary K. Carr, Carr's Creamery, Montgomery, Ala.
 C. K. Crossfield, Crossfield Ice Cream Co., Gadsden, Ala.
 Ben Gusham, Gusham Ice Cream Co., Searcy, Ark.
 I. O. Runyan, Runyan Creamery, Little Rock, Ark.
 W. C. Wilbanks, University of Arkansas, Fayetteville, Ark.
 D. W. C. Yarbrough, Chapin-Sacks Jersey Ice Cream Co., Birmingham, Ala.
 Ben C. Brown, New Orleans Ice Cream Co., New Orleans, La.
 F. L. Watson, Watson & Aven, Little Rock, Ark.
 E. W. Renner, Conway Oil & Ice Co., Conway, Ark.
 Will Terry, Terry Dairy Co., Little Rock, Ark.
 R. G. Colvert, Colvert Ice Cream Co., Ardmore, Okla.
 H. A. Wilson, Hillcrest Ice Cream Co., Little Rock, Ark.
 J. A. Thompson, Ideal Ice Cream Co., Paragould, Ark.
 G. A. Meyer, Grande Prairie Ice Cream Co., Stuttgart, Ark.
 Fred S. Olmsted, Purity Ice & Ice Cream Co., Hot Springs, Ark.
 Geo. D. Rumrill, Hillcrest Ice Cream Co., Little Rock, Ark.
 Jas. Hovey, Maddy Ice Cream Co., Jonesboro, Ark.
 I. O. Hughes, Maddy Ice Cream Co., Jonesboro, Ark.
 J. B. Porter, Tulsa, Okla.
 J. H. Perry, Perry Creamery Co., Tuscaloosa, Ala.
 R. L. Hargrove, Southern Creameries, Texarkana, Ark.
 W. E. Drake, Union Ice Cream Co., Nashville, Tenn.

LET THE Nafis Automatic Acidity Test



aid you in controlling uniformity of your ice cream by using it in grading milk and cream for acidity and in determining ripeness of ice cream mix during aging.

**Accurate
Rapid
Economical**

Buy through your jobbers. If they do not stock NAFIS GLASS-WARE write for our catalog and the names of our distributors in your territory.

Louis F. Nafis, Inc.

Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products.
 17-23 North Desplains St., CHICAGO

Ask the Men Who Use It

List of Exhibitors at Southern Convention.

Haines Carpenter, St. Louis, Mo.
 Eskimo Pie Corp., Chicago, Ill.
 Menasha Printing & Carton Co., Menasha, Wis.
 Scott Mfg. Co., Omaha, Neb.
 Consolidated Wafer Co., Dallas, Texas.
 Citrus Products Co., Chicago, Ill.
 Dry Zero Insulation Co., Chicago, Ill.
 Blanke-Baer Extract & Preserving Co., St. Louis, Mo.
 Gould Cream Co., Minneapolis, Minn.
 Sealright Co., Inc., Fulton, N. Y.
 Myles Salt Co., New Orleans, La.
 Anheuser Busch Co., St. Louis, Mo.
 Turnbull Cone Machine Co., Chattanooga, Tenn.
 Mojonner Brothers, Chicago, Ill.
 Daigger Corp., Chicago, Ill.
 Sethness Co., Chicago, Ill.
 Meyer Dairy Equipment Co., St. Louis, Mo.
 Deason & Read, Little Rock, Ark.
 Texas Barrel Co., Houston, Tex.
 Warner-Jenkinson Co., St. Louis, Mo.
 Ice Cream Field, Atlanta, Ga.
 Nathan M. Stone Co., Chicago, Ill.
 Crown Fruit & Extract Co., New York, N. Y.
 Nizer Iceless Cabinet Co., Detroit, Mich.
 Ice Cream Review, Milwaukee, Wis.
 Bessire & Co., Atlanta Ga., and Memphis, Tenn.
 Northwestern Corp., Morris, Ill.
 H. A. Benners, Sales Service, New Orleans, La.
 C. Nelson Mfg. Co., St. Louis, Mo.
 Hudson Mfg. Co., Chicago, Ill.
 Creamery Package Co., Chicago, Ill.
 Rex Extract Co., Brooklyn, N. Y.

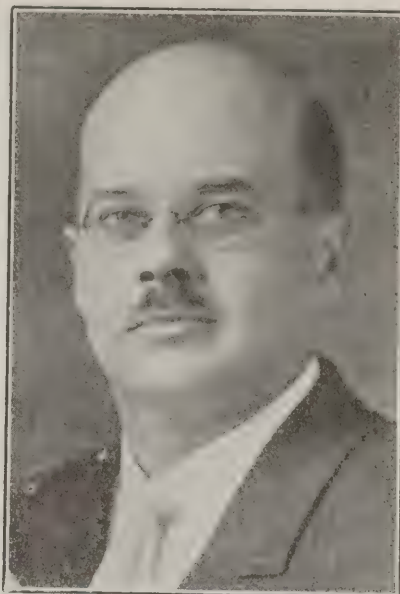
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



OTIS B. WITTE,
New President
Oklahoma Wolf Hounds.




JAS. F. DREW,
New York City.




ROSCOE MOON,
Advertising Manager
Mojonnier Bros.

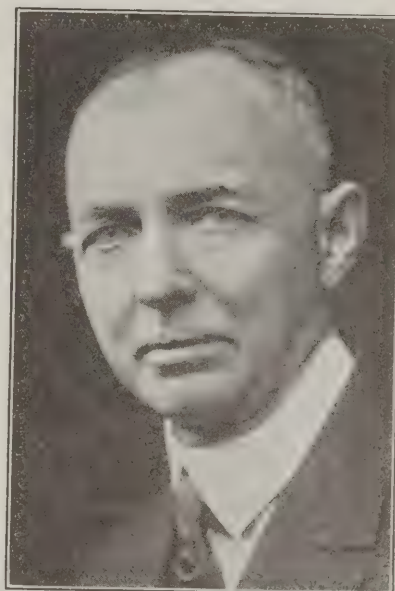


B. WEATHERFORD,
Full Cone Machine Co.



Who's
Who
in
Supplyland





E. J. SMALL,
Secretary
Hoosier Wild Cats.



ANTON RIEF,
Joe Lowe Co.



SHERWOOD L. QUINKER,
Secretary Texas Long Horns.



JOHN A. HOPWOOD,
President Hopwood Retinning Co.

Dixie Flyers Make Plans for Great 1924 Convention at New Orleans

Harry Benners of Crescent City, Long Prominent in Southern Industry, is New President, F. W. Hooton, Birmingham, Elected Vice-President, "Pete" Miller Re-elected Secretary

THE Dixie Flyers will co-operate toward the success of national exposition to be held in New Orleans next year in connection with the national convention and the convention of the Southern Association of Ice Cream Manufacturers.

This was brought out at the annual meeting of the Dixie Flyers, which was held December 6, the last day of the Southern convention at Little Rock.

The Flyers will not, as an organization, take part in the exposition to be staged at New Orleans by the Association of Ice Cream Supply Men. They will retain



HARRY A. BENNERS,
President.

identity and carry on their usual work in the service of the Southern association and its convention. The members, however, will be perfectly free to co-operate with the national supply association and to engage space at the national exposition.

Harry Benners of New Orleans was elected president of the Dixie Flyers. Mr. Benners, who is a charter member of the Southern Association of Ice Cream Manufacturers, is widely known in the Southern ice cream trade. He recently announced the organization of Benners' Selling Service. As the head of this service he represents in the South some of the nation's leading supply houses.

Mr. Benners aided in the organization of the Southern association, and for two years was one of the directors of that body. He is one of the most popular supplymen operating in the South, being highly regarded by ice cream manufacturers all over Dixie.

F. W. Hooton of Birmingham was elected vice-president. Mr. Hooton represents the Meyer Dairy Equipment Co. of St. Louis. He has been operating from Birmingham for little more than a year. He is widely

known in the Southern trade and has many among the manufacturers of his territory.

Mr. Hooton's election was unanimous, as also the re-election of P. N. Miller, Jr., to the post of secretary. "Pete" Miller, as he is familiarly known throughout Dixie, is a charter member of the Dixie Flyers. He has held an office since its organization. Flyer closely in touch with the organization's work gives the bulk of the credit for the service it has performed for the Southern ice cream industry. Mr. Miller gets his mail at Birmingham. Gordon Moulton, Turnbull Cone Machine Co., Chattanooga, was chaplain.

Auxiliary Ladies Honored.

A sentimental touch to the meeting came when the Dixie Flyers presented flowers to Misses Helen Carmichael of Little Rock and Mary Kate Carr of Montgomery. Carmichael was thanked for the services she has performed for the Flyers in connection with the exposition for the Southern convention. She is connected with Watson & Aven of Little Rock. A. E. Watson, president of the Arkansas Ice Cream Manufacturers' Association, was in charge of the registration of the exposition. Miss Carmichael took the most of this work on her hands. Due to her earnest work, all was in readiness for the exposition when delegates reached Little Rock.

Adolph Skinner, charter member and the first elected vice-president of the Flyers, who is now confined to a sanitarium at Asheville, N. C., was honored by his friends. The Flyers sent Mr. Skinner a handsome bouquet of flowers. His letter of thanks will be found in another column in this issue.

* * *

"Bob" Everett Speaks.

Roberts Everett, secretary of The Association of Ice Cream Supply Men, addressed the meeting. He said that although no official action had been taken at this time, there will be an exposition at the national convention.

The size of the exposition, he said, will depend on the facilities for such an affair afforded by New Orleans. A number of likely show places are under consideration, he said. These include the warehouse of the American Busch Co., preferred by manager E. B. Geisler, the dock pier exhibition halls, and a large building known as the Podyras.

The Dixie Flyers carried out their usual lavishly planned entertainment program for the manufacturers and ladies.

* * *

SOUTHERN ICE CREAM EXPOSITION

APPROXIMATELY 30 booths comprised the exposition of the Dixie Flyers. It was a most creditable trade show, though the facilities of the Marion did not offer as much space as the Dixie supplymen need for an affair of this kind.

Very approximately, the exposition was held in the convention hall, the delegates being seated in the middle of the room with the booths flanking them on all sides.

"Pete" Miller, as usual, did the heavy work of showing the manufacturers found everything attractively arranged when they arrived.

The exposition has become an important feature of the Southern conventions. Assurance of this was given at the conference of Dixie ice cream men at the national convention at Cleveland. Many manufacturers pressed themselves, both at Cleveland and Little

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



F. W. HOUSTON,
Vice-President.



P. N. MILLER, JR.,
Secretary-Treasurer.



GORDON MOUMBLO,
Chaplain.

ing as greatly interested in the display booths as business discussions.

ere were representative displays, the products including iceless cabinets, tubs, containers, cones, ex- advertising novelties and other supplies and ment.

Tommy" Stewart had lots of visitors in the dis- room of the C. Nelson Manufacturing Co., St.

This company's iceless cabinet was displayed room on the mezzanine floor of the hotel. Mr. rt had several audiences of ice cream manufac- hear him on this new-comer to the industry. Much st was shown in the cabinet. James L. Nelson, in Dixie Flyer, was in charge of the exhibition. elson cabinet was a feature of the convention.

* * *

e Daigger Corp., Chicago, was represented in its by its manager, popular George L. Newman, and Schotmueller. Both of these gentlemen were in ick of activities at all times.

* * *

mpathy was in order when the veteran Flyer Gabe her and his party were called away from the con- because of the death of Mrs. Wegener's mother. ers who remained over one day to look after the ny's attractive exhibit were "Miss Sally," C. W. Russell Smith and Chris Hollinger.

* * *

. Ben H. Brown, manager of the Memphis branch ssire & Co., did the honors for his company at Rock. This exhibit was near the entrance, and uch interest.

om the Atlanta office were: Manager James J. y and R. C. Marine and B. K. M. Dingwall. appy party added much fun to the occasion. Gen- of the Southern department of Bessire & Co. yon high places in the affections of manufacturers r territory.

* * *

ob Noodleman, Texas Barrel Co., was in charge booth, assisted by A. Lefkovits. Mr. Noodleman he high favor of the ladies by donating a flock venir monkeys from Mexico to be auctioned off annual banquet for the benefit of the ladies' ry association.

* * *

B. Scruggs was down from Richmond to represent

the Chalmers Gelatine Co. He was accompanied by N. W. Betts. These gentlemen are well-known in the Southern trade.

* * *

Achelpohl Entertains.

Charles H. Achelpohl and "Smiling Pat" Hawkins won high esteem in the hearts of the ladies and gentlemen by serving punch at the dances. Mr. Achelpohl is vice-president and general manager of the Citrus Products Co., Chicago, now handling the famous "Kist" flavors. Mr. Hawkins, well-known in Michigan and surrounding points, represented the Dry-Zero Insulation Co., Chicago.

So well did these products tie up, Messrs. Achelpohl and Hawkins decided to have twin booths. So the former prepared his sherbets and ices and dished them out from the latter's cabinets.

During the dances they served a refreshing "punch," made from the mixing of Lemonella, Limella and orang- ella flavors.

* * *

Theo. Bernstein and S. S. Brady were on the job with the glad hands. They make more friends every year for the Blanke Manufacturing and Supply Co.

* * *

Harry A. Benners kept busy telling the visitors to his booth about his newest venture—"Southern Selling Service." This service, he explained, puts manufac- turers of the South in touch with high-class supplies, assuring prompt delivery, advantageous price "and a man on the ground to be responsible for everything." Mr. Benners' booth was visited by many old friends who recalled the days when he was busy helping organ- ize the Southern Association of Ice Cream Manufacturers and, later, serving as one of its directors.

* * *

Gordon Moublo was in the booth of the Turnbull Cone Co., Chattanooga. He was displaying his com- pany's cones, which he says are growing in popularity. Gordon is known throughout the Southern trade.

* * *

In the Massey & Massey party were Mr. and Mrs. R. J. Massey, O. A. Kline and A. H. Anderson.

* * *

Herman Allenberg represented the Alco Cone Co., Memphis.

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

In the booth of the Blanke-Baer Extract Co., St. Louis, were W. L. Castle and Calvin S. Morris. Mr. Castle was accompanied to the convention by his bride of last June.

J. Will Carpenter, F. Haines and Jake Beck were in the booth of the Haines-Carpenter Co., St. Louis.



Snapped at the Southern Convention:—O. M. Parrish, Richmond Cedar Works; Gordon Mounblio, Turnbull Cone Machine Co.; G. A. Meyer, Grand Prairie Ice Cream Co.; A. Marcus, Consol Wafer Co.; G. L. Newman, Daigger Corp.; Lawrence McGrath, U. S. Freezer & Machine Corp., and W. L. Castle, Blanke-Baer Extract & Preserving Co.

The Eskimo Pie booth was in charge of C. O. Lund and E. A. Williams.

Paul Mojonnier was passing out souvenirs from the booth of Mojonnier Bros. J. A. Cross was there, too.

Charles P. Metzger represented the Menasha Printing & Carton Co., Menasha, Wis., in that company's booth.

The booth of the Consolidated Wafer Co., Dallas, Tex., was occupied by A. Marcus.

H. E. Stinchfield went a long ways from home to take care of the booth of the Gould Cream Co., Minneapolis. His booth was just behind the speaker's platform, and everybody got a good view at every session.

W. P. Abel was at the convention for his Imperial Mix Co. and Mr. Thompson for the Emery Thompson Co.

The Scott Manufacturing Co., Omaha, Neb., had an attractive booth.

Much interest was shown in the booth of Seton Co., Chicago. F. W. Hooton did the honors in the booth of the Meyer Dairy Equipment Co. Deas Read was a local firm to have a booth at the convention. R. Provost took care of the Warner-Jenks Company's booth. "Pete" Miller found time to be in the booth of the Crown Fruit & Extract Co. H. Moore was in the booth of the Nathan W. Scott Co., with a nice line of advertising material.

Alex P. Sullivan displayed the product of the M. Salt Co., New Orleans.

Sam Landau lays claim to being the original luck artist. At the Cleveland convention he was suffering from a hang-nail that considerably disturbed his peace of mind. A ripe young boil was just getting its worst work when he reported at the Little Rock convention. That didn't keep him from handling the right containers when visitors visited his booth, however.

Byron Morris, retiring vice-president of the Little Rock Flyers, found time from his official duties to help in the care of the Creamery Package booth.

In the booth of the Northwestern Corp., Minneapolis, was P. L. J. Crill. E. F. Wellinghoff was in charge of the Creamery Package Company's booth, assisted by several salesmen. J. W. Mulligan told visitors in the booth about the Rex Extract Company's flavored extracts. The Nizer Iceless Cabinet Co. had an attractive booth.

DIXIE FLYERS' REGISTRATION AT LITTLE ROCK

A. H. Anderson, Massey & Massey Co., Chicago, Ill.
K. M. Dingwall, Bessire & Co. of Tenn., Inc., Memphis, Tenn.
C. F. Posbergh, The McLaren Products Co., Dayton, Ohio.
C. B. Scruggs, Chalmers Gelatin Corp., Richmond, Va.
V. P. Philippi, Solon Huges & Richmond Co., Memphis, Tenn.
H. A. Benners, H. A. Benners, New Orleans, La.
Alex P. Sullivan, Myles Salt Co., Ltd., New Orleans, La.
Louis Rosmarin, The Preservaline Mfg. Co., Brooklyn, N. Y.
Louis Koeling, Belle Meade Butter Co., Nashville, Tenn.
Al. W. Zimmer, Jr., Solar-Sturges Mfg. Co., Chicago, Ill.
B. J. Jacobs, National Paint & Varnish Co., Cleveland, Ohio.
H. E. Stinchfield, Gould Cream Co., Minneapolis, Minn.
Jas. J. Harvey, Bessire & Co., Atlanta, Ga.
P. N. Miller, Jr., Crown Fruit & Extract Co., New York.
Art Falconer, Scott Mfg. Co., Omaha, Neb.
R. C. Marine, Bessire & Co., Atlanta, Ga.
H. P. Olsen, The Ice Cream Review, Milwaukee, Wis.
F. H. Drexler, United States Foil Co., Louisville, Ky.
Henry W. Stern, Sani Dairy Products, Chicago, Ill.
Geo. L. Newman, The Daigger Corp., Chicago, Ill.
E. M. Meister, The National Ammonia Co., St. Louis, Mo.
L. O. Trubshaw, York Engineering & Supply Co., Houston, Tex.

F. W. Hooton, Meyer Dairy Equipment Co., Birmingham, Ala.
T. R. Hershfelt, Meyer Dairy Equipment Co., St. Louis, Mo.
O. A. Kline, Massey & Massey Co., Chicago, Ill.
P. L. J. Crill, North Western Corp., Morris, Ill.
F. E. Robinson, United Chemical & Organic, New Orleans, La.
M. B. Abraham, Keystone Fruit Products Co., Cincinnati, O.
Sam A. Landau, The Sealright Co., Inc., Fulton, N. Y.
J. W. Mulligan, Rex Extract Co., Brooklyn, N. Y.
A. Marcus, Consolidated Wafer Co., Dallas, Tex.
R. S. Damuth, J. G. Cherry Co., Cedar Rapids, Ia.
J. Good Conley, Sealright Co. Inc., Fulton, N. Y.
W. C. Rogers, Swift & Co., Chicago, Ill.
Arthur Hickey, Fortune's Inc., Memphis, Tenn.
R. C. Simpson, International Co., Baltimore, Md.
D. T. Perry, The Dry Milk Co., New York, N. Y.
Frank A. Wright, B. Heller & Co., Chicago, Ill.
C. R. Smith, Hudson Mfg. Co., Chicago, Ill.
Chas. H. Achelpohl, Citrus Products Co., Chicago, Ill.
M. B. Weisl, Merrell Soule Sales Corp., Syracuse, N. Y.
Warren J. Smith, Creamery Package Mfg. Co., Chicago, Ill.
Chris T. Hollinger, Hudson Mfg. Co., Chicago, Ill.

(Continued on page 138)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

President,
HARRY BENNERS,
Selling Service,
New Orleans, La.



Address all
communications to
P. N. MILLER, Jr.,
Secretary,
2913 11th Avenue,
Birmingham, Ala.

NEW YEARS GREETINGS FROM THE FLYERS' NEW PRESIDENT.

New Orleans, Dec. 22, 1923.

Dear Dixie Flyers,

As the holidays approach, I feel the time is appropriate to express my appreciation of the honor you have conferred on me by my election to the presidency of the organization.

Accepting this office, I realize the responsibility I have undertaken, as well as the confidence you have placed in my ability to successfully guide your organization through a period which no doubt will be the most important since the organization of the Dixie Flyers. Therefore I pledge every possible effort to deliver to my fellow members, a business organization that will meet with your expectations, also an earnest endeavor to establish a spirit of goodfellowship and harmony which will be lasting.

I am also taking advantage of this opportunity, to express the appreciation of the Dixie Flyers for your individual efforts in staging the exhibits at the Southern Convention at Little Rock, and which was beyond doubt, the most successful as well as interesting display ever shown at a convention of the Southern ice cream manufacturers and which was a credit to our organization. I now officially and personally extend greetings to you and yours for a Merry Christmas and a Happy and Prosperous New Year.

Sincerely yours,

H. A. BENNERS,

President Dixie Flyers.

OKLAHOMA SHORT COURSE.

A one week course in making ice cream has been arranged by Prof. A. C. Baer, head of the dairy husbandry department, Oklahoma A. & M. College, Stillwater. The course is to be held February 18 to 23.

The circular reads as follows: The ice cream makers' course of one week is offered to provide an opportunity for ice cream makers and manufacturers of ice cream plants to spend a short time each for special instruction in the following:

Standardization of ice cream mixes for butterfat and solids; factors in controlling the overrun; overruns; pasteurization of mixes; acidity tests; butterfat and solids determinations by various methods. Final tests such as the efficiency of gelatine, milk, ice cream powders and improvers, are of special interest to the ice cream factories. An annual educational ice cream scoring contest is a feature of the course.

A special circular covering this course can be obtained from the Dairy Department, A. & M. College, Stillwater, Okla.

You can find the person who will be glad to buy what you wish to sell, by letting your desires be known in an advertisement in The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FLAVOR

WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA EXTRACT

(ARTIFICIAL)

Flavors 10 Gallons

ICE CREAM

at a cost of

Less 4 / Than 10c Per Gallon

Do You Want To Improve on Your Present Flavoring?

Do You Want To Cut Down on Flavoring Costs? Then Try

—B. B. B.—

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

JUST WHAT YOU WANT
ISN'T IT?

Give B. B. B. a trial and learn why so many are using it exclusively

Blanke-Baer Extract & Preserving Co.

3224-34 South Kings Highway
ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.
St. Louis, Mo.

PRICES.

Ship at once....Gals.	Per Gallon
B. B. B. Vanilla Extract.	
We have been looking	In Barrels\$5.50
for just such a Vanilla	Half Barrels 5.75
Extract as here de-	10 Gallon Kegs..... 6.00
scribed.	Single Gallons 6.50

Name

Address

Date

(Continued from page 136)

Craddock Goins, The Ice Cream Review, Milwaukee, Wis.
 E. F. Wellinghoff, Creamery Package Co., Chicago, Ill.
 R. J. Booth, Creamery Package Co., Kansas City, Mo.
 Thos. Bernstein, Blanke Mfg. & Supply Co., St. Louis, Mo.
 Fred B. Morris, Elyria Enameled Prod. Co., Elyria, Ohio.
 Byron Morris, Creamery Package Co., Chicago, Ill.
 Anton Rief, Joe Lowe Co., Brooklyn, N. Y.
 C. S. McDorman, York Ice Machine Co., Little Rock, Ark.
 R. J. Massey, Massey & Massey Co., Chicago, Ill.
 J. C. Lewis, Vilter Manufacturing Co., Milwaukee, Wis.
 W. F. Meyer, Warner Jenkinson Co., St. Louis, Mo.

R. Provart, Warner Jenkinson Co., St. Louis, Mo.
 J. E. Lee, Crescent City Carbonate Co., New Orleans, La.
 J. Noodelman, Texas Barrel Co., Houston, Texas.
 Robt. C. Hebben, The Ice Cream Trade Journal, New York.
 Herman Allenberg, Alco Cone Co., Memphis, Tenn.
 O. M. Parrish, Richmond Cedar Works, Richmond, Va.
 A. Lefkovits, Texas Barrel Co., Houston, Tex.
 L. F. Gage, W. H. Gage Gelatine Co., St. Louis, Mo.
 J. G. Moore, The Pfaunder Co., Rochester, N. Y.
 Calvin S. Morris, Blank-Baer Extract & Preserving Co., St. Louis, Mo.
 W. H. Moore, The Nathan M. Stone Co., Chicago, Ill.



Annual Luncheon Ladies' Auxiliary.

Ladies Play Big Part in Southern Convention

Auxiliary Re-elects Old Officers and Plans Social Features for National Convention

AN outstanding feature of the Southern convention were the ladies and their activities. Southern conventions in the past have been famous for their social features. The ladies were more in evidence at Little Rock last month than at any previous convention.

The ladies auxiliary body gave evidence that it is taking its work quite seriously. There were two lively business sessions of the auxiliary. The ladies showed their appreciation of the good work done by their officers during the past year by re-electing them. They are Miss Sally Mahoney, Chicago, president; Mrs. R. J. Massey, Chicago, vice-president; and Mrs. E. B. Geisel, New Orleans, secretary-treasurer.

A tribute to this organization and its uniquely useful place in the association's work was paid in a story that appeared in The Arkansas Democrat the last day of the convention, written by a member of the editorial staff of The Ice Cream Review. The story particularly centered around Miss Mahoney and her interesting career in trade.

The ladies found not a dull hour during the convention. The Dixie Flyers well provided for their entertainment, and there were enjoyable theater parties, interesting sight-seeing tours, followed by dinner-dances in the evenings.

The treasurer's chest was replenished by an amount at the annual banquet of the Southern association.

Jacob Noodelman, head of the Texas Barrel Co., Houston, Tex., donated two souvenir monkeys from Mexico. W. F. Meyer of the Warner-Jenkinson Co., St. Louis, was the highest bidder for one of the monkeys, and R. J. Massey, head of Massey & Massey Co., Chicago, was the successful bidder for the other.

At their different sessions the ladies discussed at great length their part in the social features of the great ice cream pageant to be held at New Orleans next November.

There were approximately 150 ladies on hand at their second convention, this remarkable growth being the source of much satisfaction to the charter members.

* * *

REGISTRATION OF LADIES' AUXILIARY DIXIE FLYERS.

Mrs. Thos. P. Hogan, Kentwood, La.
 Mrs. H. A. Kent, Kentwood, La.
 Mrs. Chas. Kent, Kentwood, La.
 Mrs. E. Francis Rumrill, Little Rock, Ark.
 Mrs. Edna Coblenz, Little Rock, Ark.
 Mrs. F. T. Watson, Little Rock, Ark.
 Miss Irma Watson, Little Rock, Ark.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Miss Helen Watson, Little Rock, Ark.
 Mrs. J. B. Porter, Tulsa, Okla.
 Mrs. L. B. Janes, Quincy, Ill.
 Mrs. Taylor, Homer, La.
 Mrs. Mary Kate Carr, Montgomery, Ala.
 Mrs. W. E. Drake, Nashville, Tenn.
 Mrs. R. J. Massey, Chicago, Ill.
 Mrs. A. M. Thornton, Shreveport, La.
 Mrs. Moore, Atlanta, Ga.
 Mrs. Hooberry, Pine Bluff, Ark.
 Mrs. W. W. Campbell, Shreveport, La.
 Mrs. Chas. Hooberry, Pine Bluff, Ark.
 Mrs. Sally H. Mahoney, Chicago, Ill.
 Mrs. Gabe S. Wegener, Chicago, Ill.
 Mrs. Geo. Rumrill, Little Rock, Ark.

Miss Ruth O'Neill Dawson, Chattanooga, Tenn.
 Mrs. E. B. Geisel, New Orleans, La.
 Miss Helen Carmichael, Little Rock, Ark.
 Mrs. Carmichael, Little Rock, Ark.
 Mrs. Chas. France and daughter, Althia, Des Arc, Ark.
 Patsy Geisel, New Orleans, La.
 Mrs. O. A. Kline, Chicago, Ill.
 Mrs. W. Castle, Chicago, Ill.
 Miss Ruth Miller, Birmingham, Ala.
 Mrs. O. C. Lund, Chicago, Ill.
 Mrs. Will Terry, Little Rock, Ark.
 Mrs. L. E. Right, Little Rock, Ark.
 Mrs. E. A. Watson, Little Rock, Ark.
 Mrs. W. J. Barritt, Tampa, Fla.
 Mrs. Jim Barritt, Tampa, Fla.

Lookin' On At Little Rock

Word Sketches of What Was Picked Up at Southern Convention by a Staff Writer
 Who Eavesdropped at the Doorway of the Convention's Human Side

Ice cream convention always offers an interesting adventure in human nature. The past Southern convention was no exception. At Little Rock nature fairly paraded in all forms. It would be to say which was the more interesting, the at the business sessions or the different little tricks shown by the delegates in various ways. Convention such as just held at Little Rock proves human nature doesn't always run true to form. Hence, manufacturers who had looked forward to a trip as relief from the daily routine of their were seen quietly sitting in corners, between doing just exactly what they generally do at

evening a man who prides himself upon being "leave my worries on the desk" at closing time, in animated discussion with a group of men in lobby regarding service and delivery matters. into this problem then much more thoroughly ever had at home.

* * *
 Every man who often has made believe that trade don't teach him much was off in a corner to reading Professor Baer's Inquiry Department Ice Cream Review. He suddenly looked up and Professor Baer himself coming forward, and quickly page to a machinery ad, finally engaging the in conversation about the ad. If the professor he was selling the machine advertised, no doubt would have bought one, in his excitement.

* * *
 There are three men in the ice cream industry on whom you are so courteous and correct in every way you do, they are forever making you want to and see if your necktie is on straight when listening to them. They fairly put you on keeping your verbs in the proper place. In circumstances they are at extreme ends of the spectrum. One of them is that polite gentleman Neilson of Canada. Another is that equally gentleman E. B. Geisel of New Orleans. The Southern association's new president, W. of Tampa, Fla.

The Dixie Flyer, passing Mr. Barritt in the hotel before the opening of the first session, paid

his respects to the rainy weather in this wise: "Ye gods, what a heck of a day—just right for a murder."

"It is extremely inclement weather," replied Mr. Barritt. "It is exactly the only thing that I don't like about a trip North; I miss our sunshine in Florida."

"North!" snorted the Dixie Flyer. "Say, you don't call this North. I've just traveled 450 miles in a southerly direction to make this convention."

"It is North to me," replied Mr. Barritt. "I have

"**Ex**"

Edible Gelatine

CARRIES A UNIT VALUE
 THAT IS

**Constant, Dependable
 Economical**

ESSEX GELATINE COMPANY

MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street CHICAGO 94 Board of Trade ST. LOUIS 400 So. Broadway

PHILADELPHIA 708 South Delaware Avenue SAN FRANCISCO Second and Brannan Streets

ATLANTA Haynes Street LOS ANGELES 747 Warehouse Street PORTLAND, ORE. 405 Hoyt Street



THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Pause long enough to consider that

Unless you make your ice cream as

Reasily salable as a chocolate bar or a bag of peanuts,

Ice cream will remain a confection and a delicacy, instead of

Taking its rightful place as an all-

Year-round staple food product.

PURITY PAPER CANS

Afford the best means of

Procurring this

Excellent and enviable

Result

Consequently

Achieve the desired end and

Nail success to your

Standard by using

**PURITY PAPER CAN
PACKAGE SERVICE!**

**THE PURITY PAPER
VESSELS COMPANY**

BALTIMORE - MARYLAND

just traveled more than 500 miles in a northern direction to attend this convention."

* * *

There should be no mention of polite gentlemen any time, though, without including the name of the deceased Paul Mojonner.

E. B. Geisel was trying to make a group understand what a nice time the ice cream makers of New Orleans and Louisiana, with the exception of the Dixie Flyers, are going to show at the convention delegates next year.

One can look at Mr. Geisel and read the stammering extremely well-mannered, hospitable host. He has a perpetual expression which seems to say, "I can do something nice for you" when he's talking.

A supplyman from Cedar Rapids listened to Mr. Geisel with singular interest as he told of the national convention. When the New Orleans men finished and walked away, the Cedar Rapids gentleman heaved a long sigh and said, "Gee, aint he a Southerner, though, with all that charm of politeness and hospitality, and that nice drawl."

"Southerner?" echoed a bystander from St. Louis. "He was born and reared in a Northern city. He learned his English a long time before he was born south of Grand and Olive Streets. You spend years in New Orleans swapping the time of day with such men as Bennie Brown, E. R. Harris, and Sam Dampier, and see if you don't throw away your r's."

* * *

Roberts Everett, secretary-manager of The Association of Ice Cream Supply Men, never poses for a picture and blushes every time he sees his name in print. As he was leaving the hotel with a friend one evening, he saw the door Mr. Everett suddenly started and drew back. His companion followed his gaze and saw a snail peeping in their direction through holes in a cigar box.

"That isn't any gun," he said to Everett, looking at the snail. "It—it looked like a camera at first," said the secretary-manager of The Association of Ice Cream Supply Men, drawing a sigh of relief and resuming the conversation.

Thoughts on walking through the Hotel Marietta the last morning of the convention:

How does Pete Miller keep his joints from aching the morning after the dance? How does he dance with such spirit and agility? In fact, how does he dance at all?

Does Sally Mahoney wear her smile when she is alone? Who else can smile before ten o'clock in the morning except Sally and Happy Hooligan?

How long ago was it when Gabe Wegener was like the photo published by The Ice Cream Review? How much larger will J. W. Mulligan have to grow before he bursts? Wonder how many possums Jim would catch this winter if he did not have to sell his & Company's dairy equipment? Where does Roy find shoes to fit him? What would have happened to Gordon Moublo if Mary Kate would have stayed on the ball-room floor last evening? What do they see in their sight-seeing tours? What do they see in Henry W., George L., Gordon L., Andy? What do they see in "Doc" Brown such an entertaining cuss? What do they see in F. W. Hooten learn so many cuss-words? What do they see in "Bill" Terry's face from cracking when he sneezes broadly? Is there anybody in the South that J. W. Clopton doesn't know? How does J. W. Clopton find time to run his business, the Southern Association, and Decatur, Ala., all at the same time? Does J. W. Clopton ever sleep? Where in thunder is Roy J. How many more times is N. W. Betts going to

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

had theirs yet? How many more times are going to ask if it gets cold in Milwaukee? Why the Southern association set aside one day of convention for folks to sit down and think and pray please? Why doesn't the Southern association set aside one day for folks to ask a lot of foolish questions and get 'em over with—like N. W. Betts?

The gentlemen of Arkansas believe in prayer. When the delegates to the Arkansas state convention gathered before the opening of the Southern convention there was considerable hem-haws as the officers spared for a moment occasionally looked at each other as if waiting for somebody else to speak. Finally R. L. Hargrove

said, "I'm not known as a very good church man, but I'm wondering if anybody here has made arrangements for a minister to open the meeting." "I'm thinking about the same thing," ejaculated Terry, his face flushing out in one of those "Terry smiles," only this time a sort of boyish, self-of-myself smile. "Fact of the matter is," he said, "I thought somebody else might have called for prayer."

He followed business of calling different local ministers. Dr. Blank was busy in the chapel. Dr. John was conducting a wedding ceremony. Dr. Richard was attending a meeting of the Evangelical society. His name was down at the Y. M. C. A. Dr. Blank was not sure that he would have time to visit with the ice cream men before getting his train for some other city. So it was throughout the list. And of an hour and fifteen minutes Mr. Terry admitted that it was a hopeless job, and the convention was reluctantly opened without prayer, exactly as usual.

Arkansas gentlemen believe in prayer in Arkansas.

The night before the opening of the Arkansas convention, the Arkansas gentlemen, in town early for their own part in and to make preparations for the Southern convention were on guard in different parts of the Marion Hotel, watchful for visitors from other states.

A boy rushed up with two heavy bags. Two of the Traveller state braced themselves for the start to welcome the arrival, should he prove to be an ice cream man. A few steps behind the bellman an old gentleman who didn't seem to mind the cold went down outside: he was without overcoat or hat. There was plenty of gray in his hair, and more in his hat. The reception committee gazed past him, waiting for the guest to whom the recently arrived baggage belonged. They waited several minutes and were not rewarded.

Meantime, the gentleman traveling in his coat and hat went to the registration desk.

"Is there a good place to buy an overcoat? I'll be in a taxi," he told the clerk.

"Stand around the corner, Mr. Kent," answered the clerk. "He looked at the new arrival's name on the program book and read, 'C. A. Kent, Kentwood,'"

the newcomer, who could have added to his name "organizer and first president of the Southern Association of Ice Cream Manufacturers," calmly said, "I'll be in a taxi." While the gentlemen on the reception committee kept watch for the arrival of a Southern delegate.

Everybody in Georgia knows "Mike." "Mike" doesn't know quite everybody in Georgia.

They were discussing dairying at one of the convention sessions. Different speakers showed they didn't know much about dairying, but there was considerable discussion nevertheless.

Finally a gentleman in the back of the room suddenly got the floor. He began talking about dairying. He told how it was done in Wisconsin, Minnesota, the Dakotas, and so on. He talked cows and feed and cream checks. Dairy facts and figures fairly rolled from his tongue.

President Costa listened for several moments in surprise and then said to the speaker, "Where are you from?"

"Atlanta," replied the speaker, and he continued to tell the delegates how folks carry on dairying in Wisconsin and Minnesota, the two great dairy states. The laugh was on "Mike," and he didn't have the heart to push the speaker and find out that formerly he was assistant dairy commissioner of the world's leading dairy state.

* * *

He is called a hard-boiled man, this manufacturer who sat in the Pullman with two other ice cream men as the train pulled out of Little Rock just after the convention. The three were at dinner. They discussed everything from the iceless cabinets to homogenizers.

Finally the so-called hard-boiled man told this one, though the quotation may not be exact:

"There have been times in my life when I was ashamed of myself."

"An ice cream maker brought about one of those occasions for me. It was during the war. I had made up my mind that I was the only manufacturer in the town honestly supplying real strawberries in my strawberry ice cream. The strawberry supply was getting low; I wasn't sure when I could be able to get more."

"Finally I told my ice cream maker to cut down on the strawberries and fill out as best he could. He looked at me several moments without speaking, and then he said:

"'Mr. ———, I've never told any man I've ever worked for that I would not do something he told me to do. But right now I am going to request you not to ask me to carry out this order. As long as we handle strawberry ice cream, let it be strawberry ice cream with real strawberries. If the time ever comes when we really can't get strawberries, let's tell our dealers right straight from the shoulder what we are up against and let them know the kind of ice cream we can offer as strawberry ice cream. I know that you haven't built up your business by letting anybody think you would misrepresent anything, but that's just exactly what they would think in this case.'"

"I was shaking hands with him before he was half through," said Mr. ———, the so-called hard-boiled man.

* * *

Thoughts while sitting around waiting for the Arkansas convention to open:

So Will Terry's name is not Will after all. How funny to tell everybody you have been knowing him well for years, and then see him at home and find out that he goes under the alias of his right initials—H. T. Terry. Says he is going to run for school commissioner. Maybe he'll teach 'em about ice cream.

R. L. Hargrove wants the convention opened with prayer. A man who lives on the border of Texas, Oklahoma and Arkansas probably feels the need of it.

E. A. Watson certainly wears a nice, glad-to-see-you look on his face. Believe he is. Acts just as nice as if

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

he had his dealers together and all of them were ready to pay up.

Terry's still telephoning for a minister. He doesn't seem to know many local ministers. Neither does E. A. Watson, nor F. T. Watson, nor R. L. Hargrove. But ministers are listed in the telephone book, just under the directory of "Meters," "Midwives," and "Military Organizations."

Terry's talking to Dr. Blank. "Blankety-blank," says Terry, as that reverend gentleman tells him he is too busy counting Sunday's receipts, or something like that, and so can't officiate at the opening of the convention.

Well, Watson has rapped the gavel and it's about to open. Watson is calling the meeting to order: "Ladies and gentlemen—that is, gentlemen and supplymen—Er, anyhow, you know what I mean." All think they do, but are not sure.



ROSZELL CO. EXPANDING.

Construction work has started on two additional units to the plants of the J. D. Roszell Company, Depot and Washington Sts., Peoria, Ill. A 500-horse power steam plant, said to be when completed, one of the most efficient steam power plants in the country, is being erected adjacent to the company's ice plant at 710 Washington Street.

Glass-lined pasteurization equipment and the latest improved milk and milk bottling machinery will be installed in the new dairy plant. Ample provision is being made to convert 100,000 pounds of milk daily and the various other products made by the company. The cost of the additional units to their present ice, ice cream and candy plants, will be in excess of \$100,000.

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - - WISCONSIN

TO MAKE SOUTHERN LUNCHEON ANN CONVENTION FEATURE.

So well pleased are officials of the Southern Association of Ice Cream Manufacturers with the attendance of Southern delegates to the National Convention the lively conference held at Cleveland, it has decided to make the Southern luncheon a regular feature of the National Conventions in the future.

Secretary J. W. Clopton announces that meeting the association will be called upon to bear in next annual luncheon of the Southern delegates at a national convention in the future.



FLORIDA MANUFACTURERS ORGANIZING.

The Florida ice cream industry has joined the organization ranks. The manufacturers in that state met at Orlando November 22 and formed an organization. J. Barrit of the Tampa Dairy Co., Tampa, was president.

Other officers of the association are A. E. Bedingfield, vice-president; J. G. Bedingfield, secretary and treasurer, and the following directors: W. J. Barrit, Stirling, Tripple Cities Ice Cream Co., Dayton; Bedingfield, Frozenrite Ice Cream Co., Tampa; Nielson, Palm Beach Creamery Co., West Palm Beach; R. W. Freyschmidt, Velvet Ice Cream Co., Bradenton, Fla.

The active members of the newly formed association constitute a large majority of the manufacturers in the state. Officers believe that their association will be one of the most effective trade associations in the South.

Mr. Barrit, who leads a large number of new members to the Little Rock convention, stated that he has virtually every manufacturer in his state to be a member of the state association.



MISSISSIPPIANS READY FOR SNAP CONVENTION.

(Continued from page 8)

The average winter temperature is around fifty degrees, summer around eighty, with spring and autumn between. Sunstrokes or heat prostrations are practically unheard of in this climate. Laurel is one of the most and most attractive cities in the South. High civic standards are maintained. Population in 1900, 3,000; in 1910, 8,460; in 1920, 13,037, and in 1930, 18,000.

Write for the new

Ice Cream Powder Preparation

Improve
Ice Creams
and Ices at
reduced costs.

Supplied only in
100 lb. containers.

HELP **Richness**
Smoothness
Viscosity
Ageing
Overrun

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,
LONG WHARF **Importers** BOSTON.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



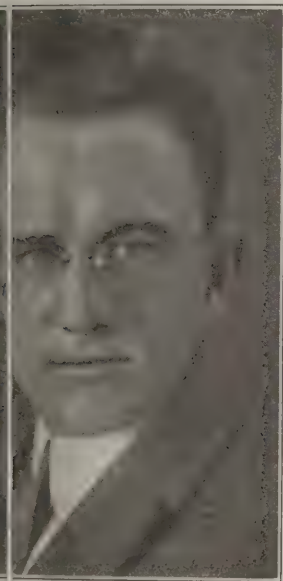
O. E. HARWOOD,
Secretary Badger Flyers.



F. L. CARROLL,
Milligan & Higgins Gelatine Co.



J. T. PURVIS,
President Badger Flyers.



B. F. SPRINGER,
Schroeder Lumber Co.

The
Badger Flyers,
A
Live Bunch.
You
Will Want to
Meet them
in Milwaukee
January 23-24



O. B. CORNISH,
Creamery Package Mfg. Co.



J. J. MEYER,
Hudson Mfg. Co.



M. E. THOMPSON,
Creamery Package Mfg. Co.



ROBERT CARSWELL,
J. G. Cherry Co.

Pacific Manufacturers Meet Under Folds of the Union Jack

Canadian Manufacturers Help Make Eighth Annual Convention of Pacific Ice Cream Manufacturers' Association an Outstanding Success

MANUFACTURERS of the far west met December 3, 4 and 5 under the shadows of the Stars and Stripes and the Union Jack. It was the first convention of American ice cream manufacturers ever held under a foreign flag. Vancouver, B. C., was the scene of the eighth annual convention of the Pacific Ice Cream Manufacturers' Association, composed of manufacturers in that vast expanse of territory stretching from the Rocky Mountains to the coast, extending from California to the Canadian Northwest.

Complete satisfaction was the sentiment among delegates after taking part in the whirlwind sessions of the snappy convention and partaking of the splendid hospitality of their friends of the Old Dominion.

Officers were re-elected, important trade topics were discussed, and The Ice Cream Review was included in the resolution of thanks extended to friends whom the association officers believed had aided in the success of their convention.

Following is an outline of the convention's procedure:

* * *

The eighth annual convention of the Pacific Ice Cream Manufacturers' Association opened with a luncheon on Monday, December 3, in the Vancouver Hotel. Vancouver, British Columbia at which time Mayor Charles E. Tisdale extended the key of welcome to President W. V. S. Robb. Response to the mayor was made in a few well chosen remarks by Fred N. Martin of Spokane, Wash., past president of the National Association of Ice Cream Manufacturers and for 4 years president of the Pacific Ice Cream Manufacturers' Association.

Immediately following the luncheon the first session was called to order by President W. V. S. Robb, who spoke of the association's acceptance of the invitation extended by Vancouver members to hold this meeting across the line, the first in history of the association, and of his desire that this association work as diligently and successfully in handling the problems of the British Columbia members as those in the four northwestern states—Washington, Oregon, Idaho and Montana.

Telegrams from various members not present and expressing their regrets were read by the secretary. A telegram from the Association of Ice Cream Supplymen expressing the good wishes of that organization was also recorded.

Bert H. Walker, secretary, in his annual report said: "Your association has passed through another year, and from the reports that have reached this office the majority of members have had a satisfactory year's business, although the matter of low prices for the finished product has not harmonized with the high cost of raw materials in most places. This is attributed to local conditions which manufacturers have had to cope with.

"There have been several matters of particular in-

terest to the ice cream manufacturers during all of which you have been informed of if you read the monthly letters issued by the association. Legislatures of the different states have been in session and the members of our legislative committees and state have had their hands full. We trust their efforts for the good of the industry have been successful.

"The work of this association has been commended by the trade press for their efforts to advance the ice cream industry. The declaration of principles adopted at the Spokane convention has received a favorable comment. We received a request from the secretary of the New England Ice Cream Manufacturers' Association for 150 copies of our booklet for distribution among their members. Gentlemen, when staid and conservative New England will pay us that compliment we feel we have reason to be proud of what the Pacific Ice Cream Association is doing. Another

I might mention, one of our associate members calling a manufacturer in Colorado for him a copy of 1922 report. The man was so interested in the papers presented and the work we were doing that he wanted to be the secretary for copies of the report for his own information. Several other requests have come in from different sections of the country which further testify to the show how far-reaching our efforts have been.

"There never has been a time when there was more need of association work. New conditions are arising that require serious consideration. Our program contemplates taking up a few of the outstanding ones by following along the lines indicated by the various speakers. We cannot fail in accomplishing a great deal for our industry during the coming year.

can be accomplished if each member will give time and influence to assist the officers in their work. No one individual can make any great success, but we have the men in this organization who can do things and the success of the association depends on what you are willing to do. It is not a case of expecting the cow to back up into the barn to be milked; we have to go after the cow.

Sam Greene Speaks.

Sam H. Greene, manager of the California Dairy Council, whose subject was "World's Dairy Congress," reviewed for the benefit of members a sketch of the dairy industry. Mr. Greene said: "One of the best statements made was that of Herbert Hoover, secretary of agriculture, 'Dairying is the stabilizer of national prosperity,' which indicated the tremendous importance of the dairy industry in the minds of our government. Some of the greatest authorities of the world on dairy science and bacteriology attended the congress and changed opinions for the benefit of over 1200 workers. There were 167 delegates present from 15 nations.

(Continued on next page)

Pacific Association Officers for 1924

W. V. S. Robb, president.

George W. Weatherly, first vice-president.

D. M. Dorman, second vice-president.

Guy L. Herrick, third vice-president.

Bert H. Walker, secretary-treasurer.

Jay H. Kugler, field secretary.

Directors: W. V. S. Robb, J. E. Dunne, S. J. Simonson, Guy L. Herrick, George W. Weatherly, G. S. Helphrey, D. M. Dorman, P. M. Gregory, F. N. Martin, A. R. Hoy, Bert H. Walker and F. M. Raymond.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

as soon as the public knows more and more of the ele-
mentary necessary to good health, all of which are contained
in milk, they will use milk and milk products to a far
greater degree. Butterfat as a principal food factor will
be essentials whether in milk, butter or ice cream.

We get by giving is an old saying but aptly applies to
the ice cream industry and I hope that you will realize that
the important members of the dairy industry. The
work of the California Dairy Council is visualization in car-
pentering the work of developing a greater market for milk
products, which is purely a matter of education.
to the people with facts and our statements are easily
understood.

The ice cream industry, in my opinion, is spending more
money and getting less for it than any other industry I
know of. People don't know what ice cream is and much
money is spent on shouting the word 'best' than any
other. Most ice cream is eaten at soda fountains and people
do not look upon it as a food to eat at their table. This is
something to be solved by slogans, such as a great many
men now use, but by carrying the knowledge to the
people that they are buying one of the finest food products
available to obtain.

Advertising is one thing and education is another. We
have three women employed by the California Dairy Council
in home economics and the practical conduct of a
family in the way of food with nutritive elements.
Each teach the broad problem of nutrition in California
to the home, the schools and before parent teachers
associations and clubs. The ice cream industry would do
well to harmonize their efforts in a like direction and co-
operate with the dairy industry."

(To be continued next month.)



TEXAS LONGHORNS

President—J. B. HUFF,
Prall-Huff Co., Ft. Worth, Tex.
Secretary—H. B. COX,
Parker-Browner Co.,
Ft. Worth, Texas.

SECRETARY QUINKER FALLS FOR CO-OPERATION

Longhorns,
everywhere in U. S. A.

Suppliesmen:

that we are all back at the helm, the writer
also thank the Texas Longhorns for the confidence
and friendly spirit exhibited in making me your secre-
tary for 1923-24 during the recent Galveston
convention. I shall serve you to the best of my ability and
co-operate with our officers and those of the Texas
Longhorn manufacturers in making the 1924 conven-
tion held in Dallas the greatest success possible.
Please bear in mind, however, officers can't win bat-
tles; the rank and file must hold up their end.
Therefore, each of you are most earnestly called on to
support and sponsor our efforts between now and next

as salesmen and factory representatives we are
friendly and capable of doing much good for one
another therefore let's pull together. When we have
the opportunity to speak a good word for the other
for his merchandise and get in touch with him for
specimens, let's do it. The writer is with you so let's
and by all means think, talk and boost the 1924
convention to be held at Dallas where show room for
and lobby room for booking will be galore.
There will be new paraphernalia ready for some real
fun for the White Caps in Dallas in 1924.

Cordially,

SHERWOOD L. QUINKER,
Secretary Texas Longhorns.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

They Like It and So Will You!

THE orders for California MISSION
ORANGE, the all fruit flavoring
advertised on page 23 of the December
issue emphasizes the truth of our slogan,

"It Bulges With Flavor"

You can never know the real quality of
this all fruit flavor until you have tasted
it. For tasting is believing. And there's
an easy way to know.

Send for a generous sample jug of "MIS-
SION ORANGE" now. Learn how little
it costs to use this superior orange flavor-
ing—direct from the orange groves them-
selves. Prices and other data will accom-
pany sample.

Mission Orange Punch Co.

(Trade Mark Registered)

309 W. Sixth Street

Dep. 2

LOS ANGELES, CAL.



Schroeder Perfection

Ice Cream Cabinets

and

Shipping Tubs

—for efficient and economical
distribution

■ ■

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

...

MILWAUKEE, WIS.

Illinois Association Holds Record Convention

Attendance of About 250 at Chicago Meeting, Which Was Further
Featured by Splendid Program

A RECORD attendance and a remarkably instructive convention program featured the twenty-fourth annual convention of the Illinois Association of Ice Cream Manufacturers, held December 11 and 12 at Hotel Sherman, Chicago.

The attendance was a startling feature. There were 156 manufacturers and 71 supplymen, for a total registration of 227. This does not include about 40 people who failed to register.

Following the last speech on the program delegates went away saying nice things about Secretary N. Loewenstein's ability in framing a program. The subjects linked up, were timely, were vital to the manufacturer, and were handled by men who knew their ground.

Among the outstanding speeches were those of three college professors—Prof. H. A. Ruehe, Prof. A. S. Ambrose and Prof. P. H. Tracy of the University of Illinois.

"Factors Which Influence Quality in Ice Cream" was the topic of Prof. Ruehe, who held his audience's closest attention while he discussed this important subject.

"There is no food product that is more variable than ice cream," he said. "Not only does its chemical composition and food value vary greatly, but its physical makeup and palatability also vary. If this industry as an industry is going to prosper, those engaged in it must do their utmost to make the name 'ice cream' mean something."

He then proceeded to answer the question, "What Constitutes Quality in Ice Cream?" first showing the score card in use in his dairy school, and then showing how the score card sets definite values to the various characteristics that go to make a good product.

Extracts from his speech would give nothing of his complete line of thought on this subject, and for this reason it will not be commented on further here, as it will be published in full in an early issue of The Ice Cream Review, as also the addresses of Profs. Ambrose and Tracy.

Delegates were formally welcomed by R. A. Woodbull of Chicago, the first president of the Illinois Association of Ice Cream Manufacturers. The response was by George Thompson, president of Chicago. The report of the secretary-treasurer showed a balance on hand of \$131.97. He reported 104 active members and 56 associate members.

Convention President L. W. Roszell of the J. D. Roszell Co., Chicago, in his annual message, told of the distinct advantage his association has over newer and less mature organizations "in years of active, virile association work behind us."

He attributed the accomplishments of the association to "a pretty general spirit of unanimity in all of the problems we have been called upon to face." He said the splendid attendance at the convention indicated continued interest and support. He was proud of the

showing members of the Illinois association at the national convention, stating that 40 Illinois manufacturers were present at the Illinois association convention at Cleveland.

With these introductory remarks, the president reviewed problems arising during the past year, saying, in part, as follows:

President's Remarks.

"Those problems most vitally affecting manufacture of ice cream in the past season were pretty much the same as in 1923. The serious question of maintaining production volume and the holding down of overhead expenses, the question of meeting competitive conditions brought about by novices in the business who were not familiar with the question of improving methods of production, the quality of your finished product—all of these were apparent in 1923 operations not to any lesser degree than in previous years.

"I believe the question of maintaining production volume was even of greater seriousness in 1923 than in 1922. I think it has been the experience of manufacturers throughout the state that the general downward of ice cream business in August is hard to account for. I am sure that we all had pretty much the same experience in the matter of gallonage dropping off and that the factories who showed any material increase in volume of production in 1923 are indeed fortunate.

"The question of accounting costs, I believe, is the most important issue facing the ice cream manufacturer. The National association have taken action on the matter of uniform cost finding at the Cleveland convention vote of \$10,000.00 to establish a uniform cost accounting system for ice cream manufacturers. When the system of the National association is in proper shape I hope to see the ice cream manufacturers of Illinois take action to avail themselves, through our state organization, of the results that will no doubt be obtainable.

"Until we know our costs accurately there is going to continue to be difficulty in overcoming many of the problems that are

confronting us today and have confronted us for years and will continue to confront us until we know the cost of a pound of ice cream delivered into the hands of our customer and the money for it in the bank. The adoption by the National association of a policy of working out this cost problem is a great forward step in the ice cream industry and is going to give the opportunity to every manufacturer to avail himself of an expert, sound, practical basis upon which to figure costs. As I understand the arrangement, it is not a system of endless red tape and requiring the discard of your present system of keeping books but is to be worked out on broad, practical lines that will be applicable to the average ice cream business. I cannot, therefore, too strongly urge you as individuals and as an association to avail yourself of this cost finding program of the National and to avail yourself of the opportunity I am sure it will afford you to bring down your costs.

Zone Meetings Important.

"The matter of continued activity in zone meetings I desire to call to your attention. Essentially an Illinois zone meetings have proven to be of inestimable value to ice cream manufacturers in this state. Carrying on this work and disseminating organization information into the ways and byways of the state that could not in any other way be reached, you have one of the most important functions of this association productive of practical, far-reaching results.

Space does not permit of publishing the speeches of the convention, but these shall appear in subsequent issues of The Ice Cream Review.

New Officers

President, Z. G. Gassman, Olney.

Vice-President, John Cherry, Danville.

Secretary, N. Loewenstein.

Treasurer, Ed. Joehl, Alton.

Members Executive Committee: Edward Klinenberg, Chicago; George E. Thompson, Chicago; and Lyle W. Roszell, Peoria. National Director, E. W. Holmes, Manteno.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

CONVENTION HONORS.

Two members of the Illinois association were honored at the close of the convention. Retiring president L. W. Roszell was presented with a life. W. A. Schwindeler, who leaves Illinois this month to enter business at St. Louis, was presented with a watch and chain in recognition of his past efforts in the interest of the association and the industry of his state.

TRAGED OVER SURVEY OF ICE CREAM TRADE.

The Ice Cream Review: recently completing a 7,000 mile automobile trip through New England, through New York state, Pennsylvania, Ohio, Indiana, Michigan and Illinois, the business and mental attitude of the ice cream manufacturers is of some consideration.

The ice cream business during the past season has been better than the weather, in other words, the weather has been medium fair and the business fairly good.

In reviewing the past season from the standpoint of sales, it is safe to say that sunshine did not have as much to do with the gallonage this year as in preceding years, with the possible exception of the month of June.

It is unfortunate that many business men while knowing their own business to be on a firm basis, still are pessimistic on account of what is happening or at least they think is happening to some of the other businesses.

With a few local exceptions, practically every line of business has been in a healthy condition and certainly this is true of the ice cream industry as a whole.

In those places where competition has been severe the general complaints are, excessive credit to the dealer and liberal supply of fountains or other inducements to the dealer and as a result, a somewhat unhealthy condition of earnings on the part of the manufacturer.

In all, the ice cream manufacturer will start the 1924 with healthy prospects and it is simply a question of administration and sunshine.

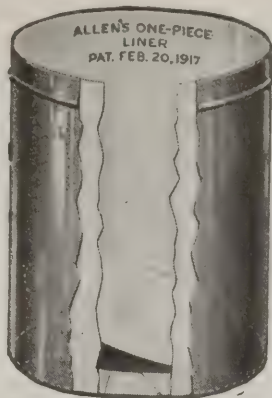
DAIRY COUNCIL VISITS COLONIAL PLANT.

The International Dairy Council representing men of various nations of the world, were escorted through the plant of the Colonial Ice Cream Company on its visit to Philadelphia.

The visit was on the occasion of the World's Dairy Congress. The delegation was received and welcomed by J. Gruenwald, general manager and vice-president of the Colonial Ice Cream Company. Messrs. Toole and J. J. J. guided the party through the various departments of the plant.

The visitors were greatly impressed with the vastness of the plant, its utter cleanliness and the tremendous output of ice cream. After being treated to the Colonial Ice Cream Brick, they said it was delicious and unanimously named it as being among the best ice cream they had ever tasted. Smokes were passed out.

The delegates were particularly impressed by the Colonial's leadership in educating the people to the value of an ice cream as an all year food for a healthy diet.



PUT Yourself in the Consumer's Place

IF YOU ran a party and when digging out the ice cream you would scrape against one rust spot after another, what would you say of your ice cream man who has been "telling the world" about his sanitary methods?

It's ten to one he would be lucky to rate 50% of par on his sanitation arguments thereafter.

Allen's One Piece Sanitary Can Liners Make the Contents Look Inviting

Now contrast this everyday occurrence with a customer taking ice cream from a can with an Allen Can Liner. The can looks inviting all the way to the very bottom.

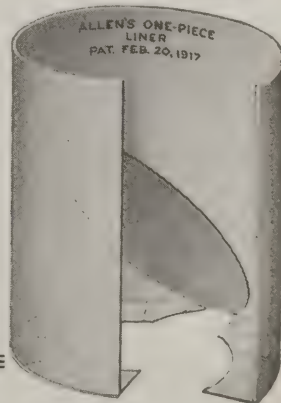
The wear your can shows makes no impression.

Allen Can Liners give you more use from all your cans and build good will.

You can build a better business by using Allen One-Piece Sanitary Can Liners.

Send for Samples
and Prices

The
Allen Candy Co.
PONTIAC, ILLINOIS
Manufacturers



THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Arkansas Association Takes High Rank in Progressive Work

Code of Ethics Adopted at Fifth Annual Convention at Little Rock, December 3, Following Important Legislative Victories During Past Year. R. L. Hargrove is New President

ARKANSAS takes its place among the states leading the way in the development of the ice cream industry as a result of progressive action at the sixth annual convention of the Arkansas Ice Cream Manufacturers' Association at Hotel Marion, Little Rock, December 3.

Adoption of a code of ethics governing the business policies and practices of its members was the outstanding feature of the convention, which was further marked by the enthusiasm of the delegates. Many matters important to the industry in that state were discussed.

In addition to the code of ethics, which is a serious effort to put Arkansas manufacturers under strong moral obligations to uphold fair practices in business, the association further asserted its claim to being one of the industry's most progressive organizations by working out plans to combat ill-advised legislation that would strike at the ice cream manufacturing industry of that state. During the months preceding the convention the association was hard at work with efforts to put over a pasteurization law. Success came just before the convention. At the same time the association had the hardest kind of a fight on its hand to overcome efforts to put a stringent tax on ice cream and soft drinks. This fight threatens to come up again, as the Arkansas legislature has some ambitious plans of its own for the upbuilding of the state. The legislators, well meaning though they may be, will find the Arkansas association ready to contest the point that ice cream can be classified as a luxury and taxed under the same plan as that proposed for soft drinks.

These are impressions gathered from the Arkansas convention, which preceded by one day the opening of the Southern convention. The delegates wasted no time in discussing plans to make their visitors from other Southern states feel at home in Little Rock. But they already had worked out their entertainment plans, and there was little delay in getting down to conditions confronting the industry in their own state.

Effective Work Done By Association.

Delegates expressed themselves as highly pleased with the work that had been possible for the past year through co-operative effort, but they were warned against willingness to rest upon these laurels.

In fighting the proposed unfavorable legislation during the past year the ice cream manufacturers joined hands with the soda water bottlers of the state. It was

the sentiment of the annual convention that the ice cream industry should not join the soda water in this work again, different speakers pointing out they could not speak for soft drinks as a food but ice cream is known to be "a food commodity of the hearth and home of the American people."

Approximately 40 or 50 delegates attended the sessions of the association. The principal business found members very enthusiastic in bringing up and discussing problems. Visitors who have attended conventions in the ice cream industry in all parts of the country were much impressed with the spirit of the convention. Different visitors characterized the Arkansas meeting as one of the best state conventions

the entire industry.

Tributes To Officers

The convention was marked by tributes to the officers who had brought about so many good results for the Arkansas ice cream industry by their energetic efforts in the past several years. Resolutions expressing the appreciation of the entire membership for the loyal work of A. Meyer of Stuttgart, who resigned as secretary after serving four very useful years at this post. Meyer was promoted to vice president and he would not consider his resignation.

Retiring President E. A. Watson of Little Rock was thanked for resolutions adopted as also other members

of the association. Pledges of their best efforts were made in speeches by President-elect R. L. Hargrove of Texarkana, and Secretary-elect Charles Hooberry of Pine Bluff. The secretary's report expressed the association's appreciation of the co-operation of The Ice Cream Review.

Among outstanding figures at the convention were former President "Will" A. Terry of Little Rock; George F. Cress of Prescott; W. L. Hewgley of Hot Springs; F. T. Watson of Little Rock; George Rumrill of Little Rock; P. C. of Paragould; I. O. Hughes of Jonesboro, Thurston of Paragould, and J. D. Purdy of Newport.

Convention President E. A. Watson called the convention to order at 11 o'clock Monday morning, December 3. The minutes of the last meeting were read and adopted, as also the treasurer's report.

SECRETARY'S REPORT By G. A. Meyer.

The Arkansas Ice Cream Manufacturers' Association has proven itself a real benefit and a large factor to the ice cream industry in this state for the past season.

Arkansas' New Triumvirate



Arkansas' New Officers Snapped by The Ice Cream Review
Cameraman—Charles Hooberry, Pine Bluff, secretary; G. A. Meyer, Stuttgart, vice-president, and R. L. Hargrove, Texarkana, president.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

assage of the pasteurization law and a standard for
eam was secured after a hard fight by the association.
this law is of no great benefit to the industry at pres-
ut from its passage a way is shown to improve and
ardize the product by providing funds to enforce this

is association proved itself of special value when a
s and arbitrary bill was introduced in the legislature
cial session on October 1. This bill proposed a 5 per
ax on the retailer for all gross sales on ice cream,
rinks and other goods. Immediately on learning of
ill the directors and officers took steps to fight this
A man was employed in the interest of the association
meeting was called for the members on the 3rd of
at Hotel Marion, where the bottlers' association
us in a joint meeting. Various plans were presented
fter a discussion adjourned to make a personal visit
capitol, each member to interview their respective
entative. As a result of this activity this bill was
lled up in the legislature for passage.

he experience of this incident should give every manu-
er in this state due warning that through organization
an such vicious law be fought. The ice cream indus-
fast growing to be a large industry. Politicians are
ng this industry and are trying to tax the same at any
unity that presents itself.

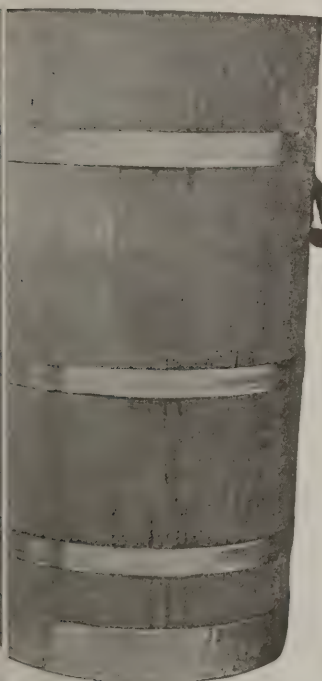
he board of directors and the officers of this associa-
ave ever been watchful always to further the work of
lustry. To this end one special call meeting and three
r meetings were held.

arly 1,000 letters were written from the secretary's
nd a great many letters were written from the presi-
and vice-president's office.

he board of directors have done everything in their
to assist the officers of the Southern Association of
am Manufacturers in the preparation and arrangement
ir convention.

secretary I wish to mention the help and assistance
had from The Ice Cream Review. Through Mr. E.
ter, their editor, the association's annual report as
the consitution and by-law were made up and printed
t charge to the association, and they have always been
to print any article about the association as news in
view.

(Continued in next month's issue)



The Texas Barrel Company

*is still manufac-
turing the best Ice
Cream Tub on the
market. Our in-
creased sales assure
us of that fact.*

We were the pioneer
makers of the TALL
TUB and all other
makes are imitations.
While we are improv-
ing this TUB all the
time, our imitators
are content to stand
still and hang on.

Before ordering Ice
Cream Cabinets see
the new style Cab-
inet we are manu-
facturing. Will keep
cream in frozen
state for 48 hours
with one icing. It
has many advan-
tages over the old
box Cabinets.

ipped with casters and handles and easily moved
m one position to another. Does away with leak-
s and water wastage.

We handle a full line of ice cream cans in all sizes.
Can make immediate delivery.
Write for prices Prices are right

exas Barrel Company
USTON Box 665 TEXAS

REGISTRATION ARKANSAS ICE CREAM MANU- FACTURERS' ASSOCIATION.

Active Members.

I. O. Hughs, Maddy Ice Cream Co., Jonesboro.
P. C. Ritter, Ideal Ice Cream Co., Paragould.
Elbert Garrett, Purity Ice Cream Co., Russellville.
Chas. Hooberry, Velvet Ice Cream Co., Pine Bluff.
J. R. Jones, National Ice Cream Co., Little Rock.
Thurston Runyan, Runyan Creamery, North Little Rock.
E. D. Woodburn, Paragould Co-op. Creamery, Paragould.
W. L. Hewgley, Oaklawn Dairy, Little Rock.
J. D. Purdy, Newport Creamery Co., Newport.
R. L. Hargrove, Southern Creameries, Texarkana.
F. T. Watson, Watson & Aven, Little Rock.
Homer Kemp, Ft. Smith Ice Cream Co., Fort Smith.
P. C. Schooley, Watson & Aven, Fort Smith.
Geo. F. Cress, Prescott Ice Co., Prescott.
Fred Olmsted, Purity Ice & Ice Cream Co., Hot Springs.
Will Terry, Terry Dairy Co., Little Rock.
G. A. Meyer, Grand Prairie Ice Cream Co., Stuttgart.
P. A. Cleaver, Conway Oil & Ice Co., Conway.
Geo. D. Rumrill, Pulaski, Ice Co., Little Rock.

ASSOCIATE MEMBERS.

Ben Duncan, Memphis Eng. & Supply Co., Memphis, Tenn.
E. M. Meister, The National Ammonia Co., St. Louis, Mo.
Geo. L. Newman, The Daigger Co., Chicago, Ill.
L. F. McGrath, U. S. Freezer & Mach. Co., Brooklyn, N. Y.
Craddock Goins, The Ice Cream Review, Milwaukee, Wis.
F. E. Sutton, Morton Salt Co., Little Rock, Ark.
F. R. Creedon, American Salt Co., Kansas City, Mo.
R. C. Lundry, Solar Sturges Mfg. Co., Chicago, Ill.
W. L. Castle, Blanke-Baer Co., St. Louis, Mo.
V. P. Phillips, Memphis, Tenn.
E. E. Garrett, Sethness Co., Chicago, Ill.
Harry E. Blanke, Blanke Mfg. & Supply Co., St. Louis, Mo.
T. R. Hershfelt, Meyer Dairy Equipment Co., St. Louis, Mo.
Ed Vogt, Parker Brawner Co., Washington, D. C.
P. N. Miller, Jr., Crown Fruit & Extract Co., New York.
Alex P. Sullivan, Myles Salt Co., New Orleans, La.
A. H. Anderson, Massey & Massey Co., Chicago, Ill.
J. Will Carpenter, Haines-Carpenter Co., St. Louis, Mo.
Jim Nelson, C. Nelson Mfg. Co., St. Louis, Mo.
C. W. Smith, Hudson Mfg. Co., Chicago, Ill.
F. E. Robinson, United Chemical & Organic Pro. Co., Chicago, Ill.
Robert N. Williams, Thos. Cox & Sons Mach. Co., Little Rock, Ark.
E. W. Schmid, Sealright Co., Inc., Fulton, N. Y.

SAYS REVIEW'S INTEREST HELPS.

Tacoma, Wash., December 14, 1923.

Editor, The Ice Cream Review:

At the eighth annual convention of the Pacific
Ice Cream Manufacturers' Association, held at
Vancouver, B. C., the following resolution was
passed:

"WHEREAS, The Ice Cream Review has
taken a keen interest in the development work
of our association, therefore be it

"RESOLVED, That our association thank
The Ice Cream Review most heartily."

Yours very truly,
PACIFIC ICE CREAM MANUFACTURERS'
ASSOCIATION,
Bert H. Walker, Secretary-Treasurer.

BENHAM ICE CREAM COMPANY MAKING EX- TENSIVE IMPROVEMENTS.

The Benham Ice Cream Company is making improve-
ments in its three ice cream plants. They are building
a large garage adjacent to their ice cream factory and
are also adding a new hardening room and adding an-
other forty ton compressor to the Fresno, California,
plant.

At Merced, California, they are building an apart-
ment, adjacent to the factory for the housing of the
manager and his family. They are also doubling the
size of the plant at Visalia, California.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Truck Operating Costs

(Continued from December issue)

Relative Importance of Cost Items.

It is desirable that truck operators understand the relative importance of their operating cost items in order that they may intelligently approach the problem of reducing costs. The following table shows approximately the relative rank of the cost items for a 5 ton gasoline truck. Of course, there will be slight variations in this ranking for trucks under different operating conditions.

Table No. 2—Relative Importance of Operating Cost Items for a 5 Ton Gasoline Truck.

Rank	Cost Item	Per Cent of Total Cost
1	Depreciation	20.0
2	Repairs and overhaul.....	19.3
3	Drivers' wages	18.7
4	Gasoline	12.8
5	Tires	8.6
6	Overhead	6.6
7	Insurance	4.7
8	Interest	2.9
9	Garage	2.7
10	Taxes	1.7
11	Lubricants	1.6
12	License4
	Total	100.0

Two of the largest items of cost, as shown above, are depreciated and drivers' wages, yet many one-truck operators establish their hauling rates without considering these items at all.

The fixed charges in this table total about 38 per cent. With this fact in mind the loss due to idle time can readily be visualized. Fixed charges continue whether the truck is operating or not and the truck operating the most time will render greatest returns, other conditions being equal.

Analysis of Factors Governing Motor Truck Operating Costs.

There are four principal methods by which truck operating costs are figured, namely, cost per mile, cost

per day, cost per unit (ton, box, bag, gallon, barrel, other similar units) and cost per unit mile (ton per gallon mile, etc.). A great deal of confusion has resulted in the past through comparison of operating costs without considering the variable factors which increase or decrease costs on these various bases.

The following table shows how these four items vary through an increase in the factors listed in the first column. It is assumed of course, that operating conditions are equal.

Table No. 3—Variations of Cost Items.

Variable Factors	Cost per Mile	Cost per Day	Cost per Unit	Cost per Unit Mile
Increase in daily mileage.....	Decrease	Increase	Increase	Decrease
Increase in truck capacity	Increase	Increase	Decrease	Decrease

In discussing these four cost bases it must be remembered that the daily fixed costs are constant regardless of mileage, while the dairy variable costs increase with an increase in mileage.

Cost per Mile.

The "cost per mile" varies with the miles operated per day. Obviously this cost will decrease as the daily mileage increases. The variable costs per mile should be practically the same whether the truck travels 10 miles or 50 miles in a day. But the fixed costs will be divided among a greater number of miles in the latter case, thereby reducing the total "cost per mile" under the latter condition. It would be if only 10 miles were traveled. A five-ton truck operating 50 miles per day may have a smaller "cost per mile" than a three-ton truck operating ten miles per day. However, an increase in truck capacity on the same daily mileage would naturally increase the "cost per mile."

Cost per Day.

The "cost per day" will vary with the miles operated per day. It is quite evident that this daily cost will increase as the daily mileage increases. To the daily fixed charges must be added the daily variable charges.



Dixie Flyers and Southern Ice Cream Manufacturers.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

course, increase with the mileage, thereby the "cost per day."

Comparing operating costs of different sized trucks on the "cost per day basis" it is essential that the mileage of each truck be known. It can be seen that a five ton truck operating only 100 days a year should have a lower "cost per day" than a three-ton truck operating fifty miles daily under similar conditions.

"Cost per day" is affected also by the total number of days in the year that the truck is in actual operation and by the number of miles run in the average day. It is commonly assumed that a truck will run 300 days a year, neglecting Sundays and holidays. In most cases this is much too high. Due to such factors as weather conditions, accidents, strikes, variations in business demands, etc., this assumed total of operating days is frequently cut to 200 or less. Assuming yearly fixed charges of \$1,800 on a 300 day year would give a daily fixed charge of \$6.00. But if the truck operates only 200 days out of the year, the daily charge will be \$9.00 per day. This increase will be reflected in the "cost per mile."

Cost per Unit.

If mileage records are not kept, truck operators can be content with operating cost on the "cost per day basis." The unit will vary with the kind of cargo involved. This unit may be tons, gallons, bushels, or of livestock, etc.

"Cost per unit" will increase as the average haulage increases. It is obvious that a ton hauled 10 miles will cost more than a ton hauled one mile under the same conditions. There is very little difference in fixed costs for each of the sizes of heavy trucks since the variable costs on the various sizes increase in direct ratio with increase in size, the "cost per unit" will vary with the truck capacity. The "cost per unit" will decrease with an increase in truck capacity and will increase as the average haulage increases.

Cost per Unit-Mile.

Plans of comparing operating costs of different trucks there is probably no better basis than that

of the "cost per unit-mile." This is commonly worked out on the ton-mile basis. It involves a record of units hauled and mileage covered. Costs by this method will vary with the truck capacity and the daily mileage. This "unit-mile cost" will decrease both with an increase in truck capacity and with an increase in daily mileage. A five-ton truck loaded to capacity will give a lower "unit-mile cost" when operating forty miles daily than when operating only twenty miles daily. Likewise a five-ton truck loaded to capacity and operating twenty miles daily should give a lower "unit-mile cost" than a three-ton truck with capacity load covering the same mileage. Large truck capacity and high daily mileage tends to produce lower costs per unit mile.

Apparently there is a great variation in the methods used in arriving at the "unit-mile" or, as it is commonly figured, the "ton-mile" cost. This involves not only a record of total tonnage and total mileage, but also a record of the number of trips.

During the war one of our large motor truck companies sent out a circular letter on operating costs to their sales representatives in which instructions were given to figure total cost per ton mile by dividing total cost per day by the number of miles driven times the number of tons carried. This apparently is the method frequently employed, but it leads to serious inaccuracies as can be easily illustrated.

Assume that a truck starts from point A and during the day makes stops at points B, C, D, and E respectively, covering distances and carrying loads as follows:

Table No. 4—Trip-Mile-Ton Table.

Trip	Miles	Tons
A—B	10	4
B—C	5	1
C—D	5	2
D—E	10	3
Totals 4	30	10

By the method outlined in the sales letter the ton-miles would be $30 \times 10 = 300$. Actually the ton-miles would be:

Table No. 5.

Trip 1.....	$10 \times 4 = 40$ ton miles
Trip 2.....	$5 \times 1 = 5$ ton miles
Trip 3.....	$5 \times 2 = 10$ ton miles
Trip 4.....	$10 \times 3 = 30$ ton miles
Total	85 ton miles.

(To be concluded in February issue)



At Annual Convention at Little Rock Last Month.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

MOJONNIER BROTHERS COMPANY'S NEW FACTORY.

The new plant of the Mojonnier Bros. Company is located at 4601 West Ohio Street, Chicago. This is about four miles west and one mile north of their former location.

In speaking about their new home, Mr. T. Mojonnier had this to say: "The new plant is located upon the Belt Railway, which insures prompt service, both upon incoming and outgoing shipments. The Belt Railway

This daylight factory, equipped with all modern devices will enable the company to receive and expeditiously handle their products, and the working conditions are ideal for their employees, of health, contentment and a high quality of work and it is claimed that the aim has been to provide a facility that would help to improve the quality of their products, and the company's service to its customers in nearly all parts of the world.



New Home of Mojonnier Bros. Co. at 4601-4621 West Ohio Street, Chicago.

has daily switching connections with all the trunk lines entering the city. Chicago's unsurpassed shipping facilities is probably the largest single factor that has made it the leading commercial city of this country. The above location placed these exceptional facilities at the immediate command of the company."

The management is grateful to its customers for their confidence, both in the personnel and in the products of the company, has made the present expansion possible. Customers and friends are cordially invited to visit their new plant.

AFFILIATION OF HYDROX CORPORATION AND RIECK-McJUNKIN DAIRY COMPANY.

Announcement has been made of the affiliation of interests of the Hydrox Corporation and the Rieck-McJunkin Dairy Company of Pittsburgh.

Common stock of both Hydrox and Rieck-McJunkin has been put into a holding company known as the National Dairy Products Corporation. The stock of the holding company will be offered for sale by Goldman, Sachs & Co., Lehman Brothers, and Toby and Kirk, and the plan is to pay an annual dividend of \$3.00 per share. On the basis at which the stock is offered, a yield of better than 9 per cent will be realized.

The management of the Hydrox Corporation will remain the same. So, too, will the management of Rieck-McJunkin Dairy Company. Mr. Rieck, president of Rieck-McJunkin, is chairman of the board of directors of the National Dairy Products Corporation, and Mr.

McInnerney, president of Hydrox Corporation, is president of the National Dairy Products Corporation.

This affiliation joins the interests of two of the largest organizations in the dairy industry, as the Rieck-McJunkin Dairy Company is the most important of its kind in western Pennsylvania territory.

ENGLAND'S ICE CREAM GALLONAGE

London—About 20,000,000 gallons of ice cream were sold in England during the summer of 1920, 19 times more than the quantity sold in the boom year of 1919, said Robert G. Reid in the course of a paper read before the British Cold Storage and Ice Association.

The expansion, Mr. Reid said, concurrent with the introduction of American method of manufacture, fostered by the changing attitude toward artificial ice cream, and the fact that ice cream is nourishing and digestible.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing
to Develop the Industry. We Invite Correspondence Relative
to New Products and New Equipment.

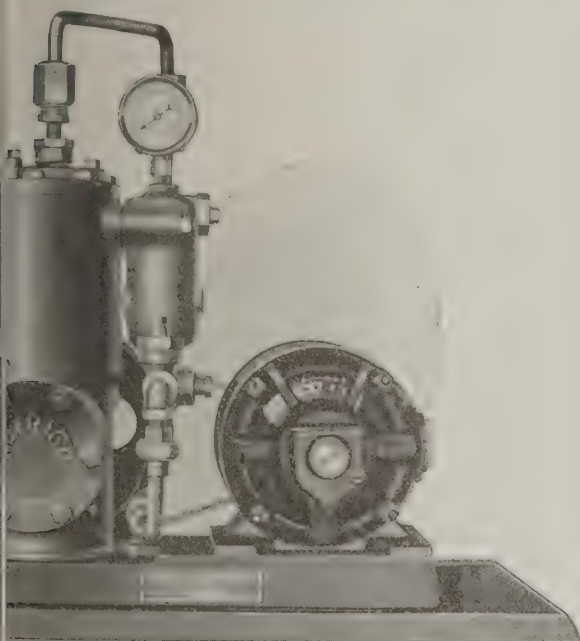
REFRIGERATING MACHINE.

Ice cream manufacturers will be interested in the announcement of the Refrigo Corporation, Milwaukee, that it is manufacturing an automatic refrigerating machine, priced and especially adapted to refrigerate ice cream tanks.

Ammonia cold storage machines have long been successful in securing a complete commercial success. The Refrigo Corporation is constructing a small ammonia machine that it will be successful.

The company claims that it is making the smallest successful ammonia machine in the world.

The most serious objection heretofore to the use of ammonia refrigerating machines has been the escaping



through the driving mechanism of the compressor. It is now for the first time entirely overcome by an automatic and leak-proof seal, officials of the company claim. It is said that this represents one of the most important and far reaching achievements made in recent

years on this machine and on which the company places great stress is that its installation requires no special foundation of ice cream cabinet. It can be placed beside or in the basement, thus saving valuable floor

space. The machine has a refrigerating capacity equal to 200 tons of ice per day. It is said to operate silently and efficiently and at a nominal cost. By combining two compressors on a single base the refrigerating capacity is more than doubled without doubling the cost, it is

claimed. The machine is marketed under the registered trade name of Refrigo. The company has issued an interesting booklet on the subject of automatic refrigeration for ice cream cabinets. By mentioning The Ice Cream Review it may be had on request.

The Refrigo Corporation has its general offices and factory at Forest Home Avenue, Milwaukee, Wis.

Delegates to the convention of the Association of Ice Cream Manufacturers of New York State, held at Rochester, N. Y., December 5 and 6, made a special visit to the plant of The Pfaunder Co., makers of glass lined steel equipment, located there. The entire delegation which consisted of about 150 members was shown through the plant in logical sequence so that it was possible to trace the fabrication of the glass lined tank from the initial process and finally to the assembling room where fittings such as spray coils, flush valves, etc., are placed upon the tanks. The entire convention and gathering also visited the Taylor Instrument Company's plant while in Rochester.

* * *

The Hershey Chocolate Co., Hershey, Pa., announces that it has completed one of the best years in its history. The company recently announced the addition to its staff of Frank F. Mulkey, widely known in the ice cream supply industry. Mr. Mulkey operates from Chicago.

* * *

Black walnut ice cream made with Jo-Lo black walnut emulsion is "an up-to-date live wire specialty feature," according to the Joe Low Co., Inc., importers and manufacturers, with offices in Brooklyn, Chicago, Los Angeles and Toronto. The company also supplies "Sunshine" milk powder, flavoring extracts and emulsions, Supreme imported gelatine, certified food colors, gums, ice cream ripener, vanilla extract and Swiss cocoa. Leading manufacturers throughout the country, together with agricultural colleges, advocate the use of certified yolk in ice cream, according to the Joe Low Co. Directions are given in pamphlets issued by the company. Anton Rief represents the company in the Middle West. At the recent Southern convention the company announced that for the convenience of Southern ice cream manufacturers, "Sunshine" milk powder has been made available in Little Rock, where a fresh stock is always on hand.

* * *

Years of practical experience in repairing and remodeling ice cream cabinets and in studying and developing ice cream refrigeration have fitted the Brooks Cabinet Company of Norfolk, Va., to produce the Brooks cabinet. They have an interesting slogan to work under—"A master cabinet by master builders." The exterior of all Brooks' cabinets is said to be of finest gulf cypress. The cypress grows in the swamp-waters of Louisiana and Florida and is excellent for refrigeration purposes. The cabinets are made with solid panels, not veneered, of finest selected gulf cypress backed by pure cork insulation made air tight with heavy coats of asphaltum and the best water-proof insulating paper, it is claimed. The tubs are made of lasting Virginia white cedar or heavily galvanized sheet steel tanks. The solid cypress panels are mortised, glue-set and screwed into sturdy corner posts braced with strong angle irons and are most attractive in appearance when finished, as the beautifully grained cypress is finished in mahogany, officials say. The cabinet tops are fitted with a special molding preventing air passage between top and case. Drain pipes and faucets are of solid brass; faucets flanged and securely screwed to finished cabinet and the bottoms of the cabinets are easily removed if necessary. Officials believe this workmanship, material and construction combine to make the Brooks "a master cabinet."

* * *

THE KRUSE-WIERK MANUFACTURING COMPANY.

Realization of the shortcomings of the old type soldered and riveted milk can and the fact that a better can was not to be had, led to the establishing of the above company as "builders of a better and much improved type of milk can."

The two men back of this new enterprise have been identified with both the dairy industry and the sheet metal business for more than 30 years. August M. Kruse, being one of the originators of the American Steel Package Co. of Defiance, Ohio, and for many years the production manager of

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

that company, specializing on the production of the "All-Weld" steel oil barrels. John M. Wierk was actively connected with the Empire State Dairy Co. of New York for over 30 years and secretary of that company, starting in business with his father, John P. Wierk, who was one of the pioneers of the dairy business and well known to the trade. After working on the welded type of milk can, he retired from the dairy activities, retaining however his interest in the business of the old company and is still a director. He went to Defiance and with Mr. Kruse obtained a patent on their present type of can. Property was bought, a plant was erected for the manufacture of this can.

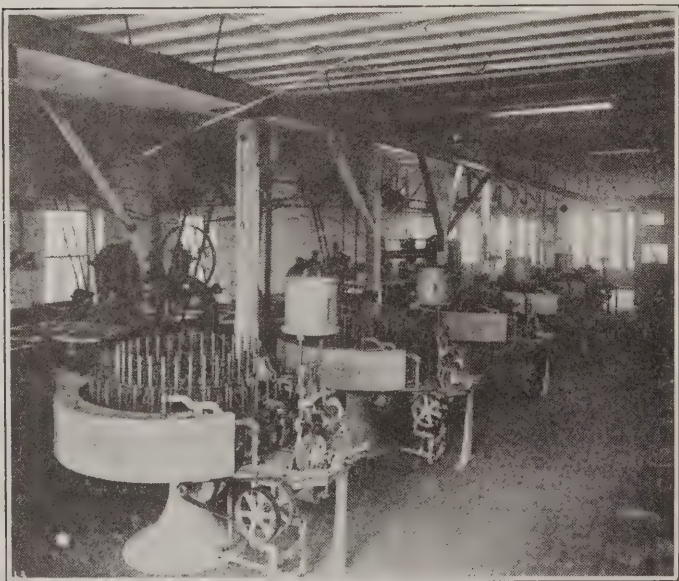
They have put all their combined experience and knowledge into this new can and "know that it is absolutely the last word in milk can construction." The can is built to last and give service. This service they further guarantee in the matter of retinning and keeping them in shape, making a charge of about one dollar each at their factory. To more fully appreciate the merits of their can it must be seen and the company will be very glad to supply a sample can upon request.

A booklet has been issued, "Facts Worth Knowing About Milk Cans." It will be sent to all those interested together with further information, by writing them.

* * *

EXPANSION FOR TURNBULL CONE MACHINE CO.

Preparations are being made by the Turnbull Cone Machine Co., Chattanooga, to build a new plant for the manufacture of their ice cream cones. Plans have been



Views of one of Turnbull Cone Machine Company's Production Departments.

drawn. It recently was announced that actual operations would be under way after the first of The new plant will be of reinforced concrete and s

Officials say the sale of Turnbull products now and one-half times greater than three years ago was increased in the past year nearly 100 per cent. Additional equipment was being installed in December company produces "Perless" and "Sweet Clow which have grown to be the biggest selling company in the Southeastern states, according to representative company.

* * *

SINCLAIR BOOKLET GIVES INTERESTING FACTS.

A national habit of cleanliness typical of the Holland is associated with the quality of Delft gelatin according to members of the staff of Harold A. Sinclair Broadway, New York, who sells Delft gelatin to the can ice cream industry.

The claim made that this product is the "world's best food gelatin, with quality a concrete fact," is based upon the proverbial love of the Hollanders for purity, which is said to be extended to all branches of industry.

"This is particularly true," reads a passage from a booklet entitled "The Story of Delft," recently issued by the Sinclair office—"This is particularly true of the plant Lijm-en-Gelatine, Fabriek-Delft, where Delft gelatin is made, one of the largest and most efficient in the world.

Its research laboratory has no equal, says the booklet, pointing out another basis of merit. It proceeds to give a brief description of the scientific manufacture to overcome the extreme difficulty of converting the natural gelatin bone into the finished product.

"The operation of making gelatin occupies a period of month to six weeks, continuously day and night. The materials are treated in the vat for many days with a solution of pure muriatic acid, to remove the mineral matter such as phosphate of lime, magnesia and carbonate of lime, leaving the gelatin-bearing material intact. When the matter is dissolved, the material is washed again with pure filtered water.

"The stock is then treated many times with lime to remove any fats that may be present, lessens the viscosity of the gelatin and purifying it. Then the stock is washed many times and is put into the boiling vat. Under co



Bird's-eye View of the Delft Works.

controlled temperature the stock is boiled, which expels the gelatin. This stock undergoes successive boilings, exceeding one under higher temperatures. As each run the gelatin rises to the top and is drawn off. The stock always is the strongest, each successive run showing less strength.

"The drawing off is transferred to vats in a cool room where the thin mass congeals. It is then cut into sheets and placed on nets over wooden frames. These frames are placed in a long alley into which is introduced a strong current of dry air. This removes the greater part of the moisture. Then the sheets go into the grinder, from which the granulated gelatin, ready for use.

"The process is now completed, except for the work of testing and grading. Each run is tested by chemists, independently, for chemicals and bacteria. That any errors or carelessness in the operation may be covered, these tests are carefully checked. The plant has higher standards for purity, strength and bacteriology. U. S. food laws require, to which the product of every run conforms. When the results are verified, the granulated gelatin and the ground gelatin packed into tight barrels in a cool room for storage."

The booklet then takes up the strange situation which makes it impossible to classify the ice cream industry as a whole regarding advice on buying gelatin. A professional grade for a manufacturer in Seattle, for instance, is not do for a New Orleans manufacturer, the booklet points out, even though all ice cream manufacturers require gelatin for the same purposes—as a binder, smoother, and stabilizer. Reasons for this are varying degrees of climatic conditions, mix conditions and selling conditions.

It is pointed out that a weaker gelatin can be

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

where the summer heat is moderate, never above 80 degrees, at which time a manufacturer can use a weaker gelatine with satisfactory results. Where the heat is excessive, the strongest gelatine is required, we are told, the thing caused ice cream by heat making the mass slump. The booklet then continues this discussion of what it is "a fact not generally known," declaring that—

real strong gelatine will hold up ice cream after it is better than any other one thing. The stronger it is, the better will the ice cream hold up. In the mix the total solids content is above 35, a weaker gelatine can be used—aside from climatic sales conditions. The lower the total solids content, the stronger should be the gelatine. Let us qualify this statement a bit, for fear it may be mislaid. If you make a mix high in solids and sugar condensed in large proportions, you will get "sandy" cream, which we hear so much about. In this case, a super-gelatine in larger quantities must be used. Recent ex-



The City of Delft.

periments have shown that even a great proportion of sandiness caused by milk sugar in excess, mainly, can be overcome using five ounces of a very strong gelatine. A weak gelatine cannot stop five per cent of sandiness under these conditions. A super-strong gelatine can stop seventy-five per cent.

Preparing Gelatine For Ice Cream.

In many years gelatine has been prepared with little variation in ice cream plants, and the method generally employed is the best of the best results. In small plants the gelatine is weighed for the batch; then it was soaked in cold water for thirty minutes; then the can containing the gelatine was immersed in a cold water bath and the steam hose was run in. While the water is being heated, the dissolving is stirred. When showing clear and with no lumps or clots, the gelatine is known to be ready for the mix. The variation has been dissolving in warmed milk in order not to change the standard of the mix. So far this crude method is all right if the temperature of the bath has not risen 160 degrees.

In large plants have used a double kettle or special gelatinizer, in order to save time. This too has been all right. The gelatine liquid has been poured into a vat of cold water. A wrong method has been pursued, for an incomplete dissolution has resulted. The warm gelatine should be put in the warm mix just after pasteurization has been completed. Then the run through the home, the gelatine can do its work, and it will be distributed evenly throughout the mix. The new idea of pasteurizing and homogenizing the whole mix brought up another question in preparing gelatine. As it seemed to be a sharp difference in opinion among gelatinists, the only way to settle it was to go through a series of experiments. The problem is now settled. When the pasteurizer is filled with the mix ingredients, and cold, sprinkle the required amount of dry gelatine on the five fifteen minutes for the gelatine to soak before turning the steam. The agitation, of course, will aid in soaking with the coil or paddle of the pasteurizer working, the soaking can be cut down to five minutes. The gradual agitation applied in the pasteurizer will give a perfect working for the gelatine. There can be no doubt that this is the ideal method in plants for introducing gelatine and the full value of the will be extracted."

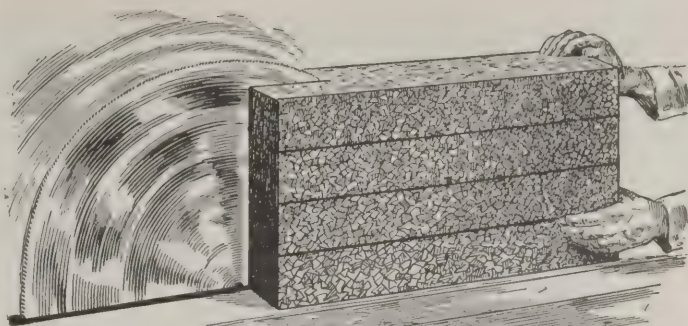
* * *

U. S. AUTOMATIC FREEZING CONTROL AND RECORDER.

One of the features at both the National Dairy Show at Chicago and the National Ice Cream Exposition at Cleveland was the new U. S. Automatic freezing control and recorder.

This device is electrically operated, and can be connected to motor on motor driven machines, or to any other electric power or lighting circuit. It automatically shuts off the brine when the mix inside the freezer has been cooled to a certain temperature, the point of shut off being set by the operator. As soon as the brine is shut off, the electric lamp shown on the top of the instrument, thus letting the operator know that the mix has been frozen to the right temperature and is whipped.

On the circular dial of the instrument on which the lamp is mounted, a complete record is made on a chart, showing the time and temperature at which the mix enters the freezer, the minimum temper-



No Weakness Can Hide from the BUZZ SAW

If a sheet of Non-Plus-Ultra Pure Corkboard were not baked through the center to liberate the natural gum which is necessary to securely cement the cork granules together, the buzz saw would reveal it instantly—and into the scrap heap it would go. For this corkboard is moulded and baked in 24" sheets, 4" thick, then sawed through the center for 2" thick sheets and again sawed in half to make sheets 12" wide. Thus the inside of the sheet, when baked, is exposed in

Non - Plus - Ultra Pure Corkboard

That safeguards you against weak sheets of corkboard—sheets without proper structural strength to withstand freezing, thawing and rough handling.

No other corkboard is cut from larger sheets. Hence no other make gives you the positive, **visual evidence of durability.**

The labor cost of installing is the biggest cost of insulation. And it costs no more to install Non-Plus-Ultra than corkboard which will disintegrate quickly.

We've some other interesting facts to tell you. Write for full information and prices.

CORK IMPORT CORP.

345-349 West 40th Street

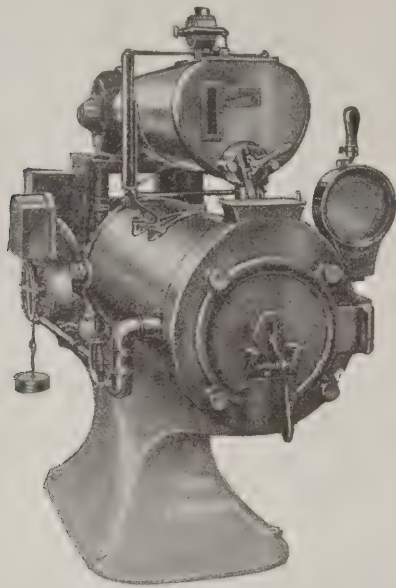
New York City

BRANCHES IN LARGE CITIES

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

ature to which it is frozen, the time required to freeze each batch, and the number of batches for any given time.

Any ice cream manufacturer can thus see at a glance, what has been going on in the freezing room all during the working day. He can improve his product and cut down manufacturing costs by comparing these records from day



to day as various changes are made to increase production and improve quality.

Many visitors saw this apparatus demonstrated during the conventions, and it is generally acknowledged to be one of the most important advantages in ice cream manufacturing, according to officials of the company.

Those who cared to investigate, learned that the thermostat bulb is located inside of the freezer cylinder in such a way that it can easily be removed when the machine is cleaned. This controls the position of the recording pen over the circular chart. When a new batch is dropped into the freezer cylinder, the temperature in the cylinder rises. After the operator pulls open the brine valve by hand, the temperature begins to drop.

When the minimum temperature at which the apparatus is set to work is reached, the recording mechanism makes an electric contact which lifts a latch and releases a wheel on the brine valve spindle. This wheel is grooved to carry a flexible steel cord, at the end of which some weights are suspended. These can be seen in the left side of the illustration. These weights turn the brine valve to shut off the brine when the wheel is released by the electric latch just described. When the brine valve is closed, another electric contact permits the flow of electric current which lights the signal lamp for the operator.

* * *

Two additions to its sales force have been announced by the Turnbull Cone Machine Co., Chattanooga, Tenn. H. Bratton Weatherford, formerly with the Union Ice Cream Co., Nashville, and C. A. Gratzner of Chattanooga are the new salesmen. Mr. Weatherford is covering the Carolinas, Virginia and Maryland, while Mr. Gratzner is looking after business in part of Tennessee, Kentucky, Alabama, Mississippi and Georgia. Mr. Gratzner served in France and Germany with American expeditionary forces, and only recently returned from Germany, where he was on the sales force of a large manufacturer after the war.

* * *

Dried Egg Yolk is the shining star of the products of James F. Drew, importer of egg products and gelatine, 382 Pearl Street, New York City. Mr. Drew, who is well known in the ice cream industry through his exhibits at national and regional expositions of The Association of Ice Cream Supplymen, says his product has been adopted by a great many of the largest manufacturers of ice cream in the country. These manufacturers find that by use of this product, they are enabled to improve both texture and flavor, according to Mr. Drew. He also deals in vanilla beans.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

TRADE LITERATURE.

The U. S. Freezer and Machine Corp. announces publication of their 1924 catalog. This catalog contains descriptions and illustrations of some twenty odd new ice cream plants using U. S. heavy duty freezers in various numbers and sizes besides many older installations. It has some very interesting cross sectional views showing the insides of ice cream freezers and parts, so that any ice cream manufacturer can see exactly how they are built. All new features and improvements are, of course, described in detail, and there are many interesting illustrations and descriptions of labor and time saving devices, some of which have never been offered before.

* * *

The Kearns-Dughie Motors Co., Danville, Pa., has announced that it has purchased outright all assets of Belmont Motors Corp., Lewiston, Pa., which includes machinery, trucks, parts and plants.



MULLIGAN OUT TO REPEAT.

J. W. Mulligan, veteran supplyman, winner of first prize awarded by the Salesmen's Club of the Association of Ice Cream Supplymen as the salesman who had best served the association during 1923, has served notice that he has begun the New Year with a determination to repeat this victory.

Competing with Mr. Mulligan will be Harry Cohn of the Haines-Carpenter Co., St. Louis, and R. E. McFarland, Essex Gelatine Co., Boston. Mr. Cohn won the second prize, and Mr. McFarland the third prize.

Mr. Mulligan represents the Rex Extract Co., Brooklyn. He has been a member of the salesmen's club since its organization. He operates from Louisville, and is especially prominent in the Southern industry. He was the first president of the Dixie Flyers.



J. W. MULLIGAN.



NEW CREAMERY PACKAGE BRANCH OFFICE AT LOS ANGELES, CALIFORNIA.

In order to better serve the rapidly growing dairy industry of Southern California, The Creamery Package Mfg. Company will open a new branch office and warehouse on January 1st, at 2461-2463 Porter St., Los Angeles, California.

The new quarters are very commodious and will have ample room for the display of representative pieces of CP equipment. There are ample quarters for office, shipping room, and warehouse space for equipment, supplies and repair parts.

It is a convenient location for visitors near Santa Anita Avenue, one of the through streets of the city, and only a short distance from all railroad stations.

The shipping room is located on a spur railroad track, affording the best facilities for handling orders promptly.

Visitors to Los Angeles are cordially invited to call at the new office, get acquainted and inspect the various pieces of equipment on display.



It's here!

SCOTCH BOB

BUTTER SCOTCH ICE CREAM

"Something New!" is the American public's insistent demand.

But mere newness is not enough! Butter Scotch Ice Cream is new—and yet its flavor is *not unknown* to the public. Everyone knows Butter Scotch—with its smooth, rich, buttery flavor. And *now* Scotch Bob makes possible Butter Scotch Ice Cream!

Old fashioned—yet new! Delicious—yet nutritious! A quality product—yet economical because it replaces three quarts in every ten gallon mix.

Make up 70 gallons of Butter Scotch Ice Cream from trial keg—cost only \$10.

KAY-WHITE PRODUCTS, Inc.

"A Good House to Deal With"

8 WEST BROADWAY

NEW YORK, N. Y.

News From Far and Near

MAINE
FLORIDA
ville, Tenn.—R. C. Carroll, Carroll's Ice Cream Co. has no intention of selling out as recently d. It is understood that another ice cream plant ted in Fayetteville by a new company in the near
City, Ia.—The erection of the new building of Ice Cream Company is progressing nicely.
wn, Wis.—Wm. Hartig, local ice cream manufacturer, installed an Eskimo pie machine with a capacity n pies an hour.
non, Ill.—Mt. Vernon Ice Cream Co., Broadway t. st., recently incorporated for \$150,000. Incorporated by W. R. Hayes, C. H. Weinberg and H. E. Strong.
Ohio.—M. R. Akenhead, ice cream manufacturer, is building a two story n in the rear.
rry, N. Y.—The Port Henry Ice Cream Co. has additional machinery and will enlarge their plant.
—The Hutchinson Ice Cream Co. of Des Moines, a plant here that will cost from \$15,000 to n completed.
alls, Me.—The Eureka Ice Cream Co. suffered a by fire recently.
ns, Pa.—The Perryman's ice cream plant was he ground recently, together with its contents. estimated at \$15,000.
. Y.—The Wiedman Ice Cream Co. of this city ed the purchase of a building in Salamanca, N. to be used as a wholesale distributing center in ity.
N. J.—The Columbia Cone Co. has applied for pital is \$125,000.
Ky.—New plant for the Hazard Ice Cream Co. struction. Capacity is to be 900 gallons daily.
es, Ia.—The foundation has been laid for the f plant of the Hutchinson Purity Ice Cream Co.

Norwich, N. Y.—Robert D. Fuller of Owego and Francis Oates of Binghamton have purchased the Norwich Ice Cream Co. The price paid is reported as \$19,500.

Island Falls, Me.—The plant of the Eureka Ice Cream Co. recently was destroyed by fire. The loss is estimated at \$8,000 with no insurance. It was a well equipped factory and has been doing a good business. Owners were S. D. Spratt, John Webb, E. A. Young, and S. L. Small. They plan to rebuild.

Spring Valley, Mo.—S. P. Tracy has bought a building, two stories brick, 70 x 100 feet on corner of Main Avenue and McDaniel Street, and will make butter and ice cream. He also will manufacture some ice for his own use. There are two hardening rooms, each with shelf capacity of 1,000 gallons, large cold rooms and arrangements are being made for another hardening room. He expects to begin manufacturing ice cream and butter by February 1.

Middlesboro, Ky.—Machinery for the Butter Cup Ice Cream Co. has been installed in its new building on 19th Street. Officials expect to have the plant in operation the first of the year. The new plant when completed, will be one of the most up to date plants in the South, officials say. E. S. Eckrass, dairy specialist, is in charge as superintendent. He went to the company from Birmingham, Ala., where he was well known as an experienced general dairy expert.

Anderson, Ind.—Hoard Ice Cream Co., incorporated with a capital of \$20,000. Incorporators are Ora Hoard, Paul R. Hoard and Ada Hoard.

Wichita, Kan.—The Wichita Creamery Co. has purchased a lot 150 feet directly north of its first creamery and is contemplating putting up a modern ice cream plant, approximately 60 x 120 feet. It will be constructed of brick and will be one story high. Officials say that they contemplate equipping the building with modern up to date machinery. They believe it will be one of the best equipped plants in the Southwest. The building will cost in the neighborhood of \$15,000. Officials expect to install one new ice machine, and possibly two, and the necessary holding vats to handle and disburse 1,000 gallons of ice cream a day.

Monroe, Wis.—Blumer Products Company are putting up a building for the manufacture of ice cream in addition to their artificial ice and beverage plant. They have reorganized for \$150,000.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

ERIC SCUDDER HEADS CITRUS PRODUCTS CO.

Eric Scudder is now president of Citrus Products Company, the firm which has been supplying "Ella" brand fruit flavors to ice cream manufacturers. Other officials believe this announcement will be of much interest to the ice cream industry because of the long experience of Mr. Scudder in the merchandising and advertising of ice cream and beverage flavors.

The change was made just prior to the Cleveland convention. Mr. Scudder, who was vice-president of McJunkin Advertising Company of Chicago, one of the largest advertising agencies in this country, took over the entire control and management of the Citrus Products Company. Associated with him in the enterprise are James L. Kraft, president of the Jas. L. Kraft & Bros. Co., largest manufacturers of cheese products in this country, and Charles H. Achelpohl, well-known to all ice cream manufacturers in this country who will be retained as manager of the ice cream division.

**ERIC SCUDDER.**

Few men in this country have been more widely engaged in the marketing of flavors for beverages and ice creams than Mr. Scudder. In his capacity as vice-president of McJunkin Advertising Company, he planned and handled for many years the advertising and merchandising for such well-known companies as Orange-Crush Company, The Good Grade Company, and the Chero Cola Company. In addition, he was for three years secretary of Orange-Crush Company, and was a prime mover in the launching of the "Crush" fruit flavors for ice cream, ices and sherbets.

He severed his connection with Orange-Crush Company a year ago. Since that time, Orange-Crush Company has sold out its ice cream department to Citrus Products Company, and the former "Crush" flavors have been marketed under the trademark "Ella."

In taking over the Citrus Products Company, one of the first moves of Mr. Scudder was to change the name "Ella" to "Kist." The company has owned the "Kist" trademark for many years and has successfully marketed under this mark several fruit flavors, including the well-known Orange Kist. Hereafter, all ice cream flavors will carry the surname "Kist" with the name of the flavor prefixed as "Orange-Kist," "Lemon-Kist," "Grape-Kist," etc.

Mr. Scudder informs The Ice Cream Review that every feature of the ice cream division will be placed and maintained upon the highest plane. A laboratory service, insuring quality control and research opportunity will be one of the important parts of the business.

The merchandising and advertising service, he says, will strike a new note in the ice cream industry.

**PERSONAL.**

Mr. Gunther, representing the Citrus Products Company of Chicago, dropped in on us for a visit lately. He said, "I'm traveling around among the ice cream folks might take it all in—and so I thought I'd drop in and see the Cream Review folks." He says that we have a nice firm. Mr. Gunther is a new man in the ice cream supply business and is going to travel the northwest part of the country for his firm.

ROBINSON AT CONVENTION.

Fred Robinson was among those present at the Cleveland convention, arriving late, but in time to see his friends.



The Morton Salt Co. exhibit at the convention of the Manufacturers of Dairy Products. This photo was taken by a Journal representative with a Brownie No. 3 kodak. Morton Company's representation of eleven men will be found on other page of this issue.

A Magic Transformation

A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring

THE HOLIDAYS

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulps and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway
NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



**DAIRY
BOOSTERS**

MICHIGAN ALLIED DAIRY ASS'N

Dairy Booster Officers:

Pres., C. J. YUNKER
1112 Radcliffe Drive,
Toledo, Ohio.

Secy., C. J. W. SMITH
c/o Creamery Package
Mfg. Co., Detroit.

PREPARATIONS BEING MADE FOR MICHIGAN DAIRY SHOW.

The Michigan Dairy Show will be held at Kalamazoo, Mich., the week beginning February 4, 1924, according to recent announcement by officials of the Michigan Allied Dairy Association and the Michigan Dairy Boosters.

A record attendance is expected by association officials.

C. J. Yunker, president of the Michigan Dairy Boosters, says there is every indication that the annual exhibit will be larger this year than ever before, with more space and more representative exhibits. He says premiums will be offered.

The exhibit will be held in the Armory building at Kalamazoo. Tuesday evening, February 5, will be the opening night of the exhibit and will be a "get acquainted" occasion.

Mr. Yunker, who is connected with the Zipp Manufacturing Co., Cincinnati, O., promises that the banquet will be as good as any in the past. He says the Boosters' banquet will be "big as ever." The annual dance will be held Thursday evening, February 7, in the Masonic Temple.

The annual banquet of the Michigan Allied Dairy Association will be held the preceding evening. The men's banquet will be held the first evening of the show. Officers will be elected at that time.

* * *

The Michigan Allied Dairy Association and the Michigan Dairy Boosters will put on a bigger convention than ever, much larger and better exhibits at Kalamazoo, Mich., February 4-5-6-7-8, 1924, in the Armory building. The banquet will be a good one, and the Boosters' dance will be as ever. The show hour in the exhibition hall will be a lively affair.

To all you creamery managers, owners of co-operatives, creameries, buttermakers and ice cream manufacturers, come to this convention and let's see how large an attendance you can make by seeing this show.

We are growing fast and larger in our conventions, and you all can come and make it much larger.

So it's up to you to do your part.

* * *

The Michigan Allied Dairy Association and Michigan Dairy Boosters hereby extend invitations to all Ohio, Indiana and Illinois manufacturers of ice cream and dairy products to attend their next annual convention and exhibit at Kalamazoo, Mich., February 4-5-6-7-8, 1924, in Armory building. Make arrangements and let us hear from you a day or two with us. We can show you a great show. Why not be with us?

* * *

Let's all get together and attend the Kalamazoo convention. It's a great show and will please all.

(Continued on next page)

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.



What They Look Like When We Send Them Back

Your cans may be
a sad looking sight
but when they go
thru our mill for



Retinning and Rebuilding MILK & ICE CREAM CANS

You will have a hard time to
recognize them from a new lot.
And the saving in price makes
the operation worth while.

Ship Us a Trial Lot and See

We distribute the JOHN WOOD

*Electric
Weld*

Ice Cream Cans

*You can't find a better can for the money
—and we re-tin them at a price
below that of a soldered can.*

Thompson-Bremer & Co.

1750 Carroll Ave.

CHICAGO, ILL.

The exhibition hall at the Kalamazoo dairy convention will open and close as follows:

Tuesday, open at 9 A. M., close 9:30 P. M.
 Wednesday, open at 9 A. M., close 6 P. M.
 Thursday, open at 9 A. M., close 9:30 P. M.
 Friday, open at 9 A. M., close at 6 P. M.
 Special entertainment features in hall.

* * *

Tuesday evening will be opening night and get acquainted at exhibition hall (Armory building).

* * *

Every minute of the day and evenings will be lively show to please all.

* * *

The Michigan Allied Dairy Association will hold its annual banquet on Wednesday night, February 6, in the Masonic Temple, Kalamazoo, Mich., at 6 o'clock.

* * *

The Michigan Dairy Boosters will hold its annual dance on Thursday night, February 7, in Masonic Temple, Kalamazoo, Mich., at 9:30 o'clock.

* * *

Michigan Dairy Boosters will have their salesmen's banquet and election of officers on Monday night, February 4, at Kalamazoo, Mich., at 7 P. M., in Columbia Hotel.

BOOSTERS, ATTENTION!

Everyone look out for the February issue of The Ice Cream Review with full particulars in regard to coming convention at Kalamazoo. It will show you that it is going to be larger than ever.

C. J. YUNCKER, President,
 Michigan Dairy Boosters.

NEWS AND NOTES FROM MICHIGAN DAIRY BOOSTERS.

E. F. Granguar of Ashland Sanitary Dairy, Ashland, Ohio, was severely burned.

Ashland Sanitary Dairy, Ashland, Ohio, has installed a new 1,000 pound churn.

Fleming Ice Cream Co., Jackson, Mich., is making extensive improvements to their plant at a total cost of \$10,000.

Ann Arbor Dairy Co. of Ann Arbor, Mich., will soon begin the manufacture of ice cream.

The Kalamazoo local committee appointed by Yuncker, president of the Dairy Boosters, is now working and getting things all shaped up for another Boosters' big dance on Thursday night, February 7th at 9:00 P. M. at Masonic Temple.

All Michigan Dairy Boosters who expect to attend Kalamazoo show better make reservations. Park American Hotel will be headquarters for them, so look out for it.

Chas. Isaly of Isaly Dairy Co., Marion, Ohio, is in Canada hunting for deer.

Do not forget the convention at Kalamazoo, Mich., February 4 to 8—by all means attend it. It is going to be a hummer and one which will please all.

Look out for Boosters' doings at Kalamazoo show, February 4-5-6-7-8, 1924.

Defiance Ice Cream Co., Defiance, Ohio, will probably open a new plant at Fostoria, Ohio.

Standard Creamery Co., Van Wert, Ohio, is building a new plant.

R. L. Graham Ice Cream Co., Lima, Ohio, will soon move in their new building.

Findley Dairy Co., Findley, Ohio, will build a new plant.

Mr. Sager of Crestline, Ohio, has become the new manager of Chief Wells Dairy Co. plant at Marion, Ohio.

Isaly Dairy Co., Youngstown, Ohio, has opened another retail dairy store on Federal Street. It has a counter of 140 feet long, holding cabinets all the way across for ice cream, ices and sherbets. This company now operates five stores in Youngstown, and twenty others scattered in surrounding towns, in Niles, Warren, Salem, Ohio; Sharon and New Castle, Pa., and others. They have been very successful in all of their stores.



ICE CREAM TO BE MANUFACTURED BY UNIVERSAL MILK CO.

A big plant for the manufacture of ice is now being installed in the factory buildings of the Universal Milk Co. at Hillcrest, N. Y. About February 1, 1924, this company expects to begin the manufacture of ice cream. The product to be made by this firm will be marketed under the trade name "Nestle's Everyday Ice Cream."

Machinery and equipment for the various processes of manufacture are now being installed. The capacity of the ice cream manufacturing establishment will be limited only by the demand for the product, according to R. E. Minthorn, president of the company.

The artificial ice making plant will have a capacity of 50 tons a day at the beginning of operations. This may be increased later, it is said, as the demand for the product grows. The equipment is installed in units and additions may be made at any time.



ARROW ICE CREAM COMPANY RE-CAPITALIZE

The Arrow Ice Cream Company, Page and Bayard Blvds., St. Louis, Mo., has re-capitalized for \$25,000. The new officers are as follows: Chas. Kreutz, president; Boyd T. Tobin, vice-president and treasurer; Edw. Kreutz, secretary and manager. All new directors were elected.

Arrangements have been made for a new refrigerating plant, building alterations are under way, and with increased facilities for manufacturing and distributing the company is preparing to double their last year's output, officials say. The new equipment includes two five-hundred gallon Wizard Storage Vats and C. I. refrigeration.



PROPAGATING A NEW WALNUT TREE.

H. R. Mosnat, Morgan Park, Ill., hopes by the fall of 1925 to have a supply of black walnut meats from his Morris trees in sufficient quantities for sale purposes. The parent tree stands in the Spoon River Valley of Illinois, made famous by Masters book, "The Spoon River Anthology." Mr. Mosnat advises us that he has another black walnut tree that no one else is propagating that he considers even better than the Morris. This is known as the Lewis black walnut. If he can supply black walnut meats from these trees in commercial quantities, and have them as good as some samples we have inspected, we are sure they will be welcomed by ice cream and confectionery manufacturers.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

WANT

DEPARTMENT

HELP WANTED

WANTED—Men familiar with the immense profit in ice cream and creamery business to join in the management of a plant in a large Mid-west city. Full partnership without obligation. Address R-795, The Ice Cream Review. 1-24

WANTED—Man with technical training and several years experience in dairy industry is looking for an opportunity as production manager or field man in ice cream or city milk plant. Willing to invest in business. Address R-859 Ice Cream Review. 1-24

WANTED—All superintendents, assistants and persons to know that there is an opportunity for you in a good paying business in your community. There is no competition and the investment is small. Profits are derived and you do not necessarily quit your present employment. Your knowledge and under your supervision this business can be successfully carried on. Let us send free literature outlining our proposition. Just a few days of investigation will prove there is a rare opportunity awaiting. Get in touch with us at once. Address R-811, Ice Cream Review. 1-24

WANTED—Experienced butter or ice cream maker to invest in and take active part in creamery or ice cream plant, Oklahoma. Must have fifteen dollars or more. References exchanged. For address R-850 Ice Cream Review. 2-24

WANTED—EXTRACT SALESMAN—Manufacturers an exceptional and profitable opportunity to real high class salesman, having a following of ice cream manufacturers. Your communication will be treated confidentially. Mr. H. Kent, 7126 W. Chicago, Ill. 2-24

WANTED—Salesman wanted to handle as a quality brand of fruits and flavors for ice cream manufacturers in states of Louisiana, Mississippi, Georgia, Florida, North and South Carolina. On commission basis. Write R-848, The Ice Cream Review. 1-24

WANTED—Executive to take entire charge ice cream factory and creamery in large city; wonderful opportunity; unlimited opportunities; substantial investment. Address R-790, The Ice Cream Review. 1-24

WANTED—Organizers or stock salesmen familiar with ice cream factories or ice cream factories. Commission proposition in Mid-west. Liberal commission immediate work. Address R-794, Ice Cream Review. 1-24

POSITION WANTED

POSITION WANTED—As manager of ice cream and ice cream plant, 22 years experience, college graduate, 2 years in ice cream. Address: R-763, The Ice Cream Review. 1-24

POSITION WANTED—It is said that large creamery looking for men of superior ability and training around producers. Here is one American, 31 years old, married. Accountant, executive. Sure of my ability in the things I do. Address R-802, Ice Cream Review. 1-24

POSITION WANTED—As manager or ice cream maker. For further information address Room 22 S. E. B., Columbia, Mo. 1-24

POSITION WANTED—By experienced ice cream maker who understands all phases of ice cream production and refrigeration. No position too large. Address R-96, Ice Cream Review. 1-24

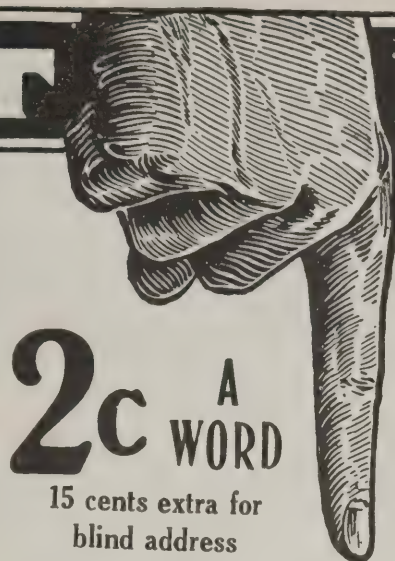
POSITION WANTED—As ice cream maker. Experienced in fancy and commercial ice creams. Under supervision, refrigeration and all connected with ice cream. Have been with present employer who will give first class recommendation. Applying, quitting business. Address E. E. n. 1515 N. Adams St., Peoria, Ill. 1-24

POSITION WANTED—By a first class butter and ice cream maker with eighteen years' experience. Desires position in centralized plants. Understand refrigeration. Can furnish references. Address R-743, The Ice Cream Review. 2-24

POSITION WANTED—If you are in need of a man to manage a plant who has decided to make dairy manufacturing life work would be glad to hear from you. I am specialized in dairy manufacturing. I am employed in small plants for the experience to find permanent employment. Reference R-743, The Ice Cream Review. 1-24

BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITY—An old established ice cream flavoring extract manufacturer desires to take with men engaged in the ice cream trade position to secure orders for flavoring extract on commission basis. A fine opportunity will be established a permanent source of income. Address R-828, The Ice Cream Review. 1-24



2c A WORD

15 cents extra for blind address

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

FOR SALE BARGAINS BUSINESS

FOR SALE ICE PLANT—Vilter 7½ tons, vertical, enclosed, twin cylinders, belt driven compressor with 40 H. P. A. C. motor. Tank contains 150 100 lb. cans. This plant has been in use but a short time and is complete in every detail. Will sell tank separate. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 1-24

FOR SALE ICE PLANT—York 12 tons, vertical, enclosed, twin cylinders, belt driven compressor. Tank contains 160 300 lb. cans, complete with new raw water system and cork board insulation. Will sell tank separate. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 1-24

FOR SALE—A growing country creamery complete, new equipment installed, in the Arkansas Valley of Colorado. Now making about nine thousand pounds of butter per month, more in the summer months, with a ready market for all butter. Some cash required, part carried in Building and Loan. If interested, write Fowler Cry. Co., Fowler, Colorado. 1-24

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 1-24

FOR SALE—Two enamel lined horizontal tanks consisting of two rings each, measurement of each ring 7½ diameter 48 inch length, at \$400. each. Ten tanks, 203 BBIs or 6293 gallons each, capacity vertical, size 9½, composed of 3 rings, two 42 inch and one 48 inch, at \$400 each. Charles S. Jacobowitz, 1382 Niagara St., Buffalo, N. Y. 1-24

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 9 South Clinton Street, Chicago, Ill. 1-24

FOR SALE—One hundred Western style ice cream tubs, good staves and bottoms, \$1.00 each. O'Neil Dairy Co., Ames, Iowa. 1-24

FOR SALE—One 10-gallon Champion combination ice cream freezer and ice crusher, electric drive with motor. Address: Bartholomay Company, Inc., Box 990, Rochester, N. Y. 2-24

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

FOR SALE—One Cherry 300 gallon pasteurizer. In first class condition. Address O. D. Tuller, West Simsbury, Conn. 1-24

We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2 cents a word to let the World know through the "Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.



New Revised & Enlarged Edition

Contains practical methods for calculating the ice cream mix. Formulas for mix from all ingredients. Many pointers on every day problems.

A handy reference book for every ice cream maker.

\$1.00 Anywhere

Postpaid on receipt of remittance.

THE OLSEN PUBLISHING CO.
5th and Cherry Sts. Milwaukee, Wis.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

WANT TO SELL—Ice cream outfit, consisting of Cherry freezer, C. P. mixer, 100 5 gal. cans and tubs and 150 smaller cans and tubs and \$500 supplies. All in good shape. Write for prices. Sanitary Creamery, Boscobel, Wis. 2-24

FOR SALE—Cottage cheese in tub lots of any amount. Shipped date of make. Wisconsin Milk Products Co., Lake Mills, Wis. 1-24

FOR SALE—A little used equipment as gathers in any plant in excellent condition. Outgrown but not worn out. Number 105 DeLaval Clarifier used for one year at \$175.00, twenty-five ton per hour Little Giant Ice Crusher at \$85.00, two hundred gallon galvanized, newly retinned receiving vat at \$45.00. An excellent fifty gallon Haugdahl single action starter can at \$75.00. Eight bottle Jalco Electric Tester at \$20.00 and a three brush Wright bottle washer, belt drive, at \$15.00. Twelve valve Wright bottle filler complete with transfer cases at \$125.00. Twenty quart Little Giant tub freezer, belt drive, complete at \$60.00. Located in Nebraska. Address R-789, Ice Cream Review. 1-24

FOR SALE—20 ton cry. pkg. ice machine including complete high side, 35 H. P. motor, belt, double pipe brine cooler, brine pump direct connected to 7½ H. P. motor, brine tank, 4 refrigerator doors and some extra heavy pipe and fittings. All in good shape and can be delivered at once. Price reasonable. Address Thomas A. Ammer, Fostoria, Ohio. 1-24

FOR SALE—Cabinet linings. Double seamed. 16-gauge Toncan iron linings. Will fit a Grand Rapids, Economy, Green Mountain chest: 129—1 pot—5s; 36—2 pot—5s; 32—3 pot—5s; 54—1 pot—3s; 30—2 pot—3s; 54—3 pot—3s; 46—21 brick linings; 150—5 gal. jackets; 74—3 gal. jackets. 300—1 inch brine drains complete with drain faucet of brass. Will ship any quantity subject to inspection at 25 per cent off wholesale prices. Will make attractive price for lot. Address R-650, The Ice Cream Review. 1-24

FOR SALE—Rebuilt machinery and equipment, good as new, such as pasteurizers, coolers, fillers, ice breakers, mixers, separators, homogenizers, viscolizers, washers, motors, etc. Let us know your needs. Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 4-24

FOR SALE—A modern ice cream and milk plant in a small city. Will sell cheap to the right man. Address R-820 Ice Cream Review. 1-24

FOR SALE—York 12 ton refrigerating plant, 7½x7½ inch twin cylinders, enclosed type, vertical, belt drive together with complete high side and 25 H. P. A. C. motor. All in excellent condition. Berryman Bros., 305 Drexel Building, Phila., Pa. 1-24

TEN 100 quart creamery package Ft. Atkinson motor drive freezers in excellent operating condition at an attractive price. For particulars address Philadelphia Retinning Co., 2908 N. 16th St., North Philadelphia, Pa. 1-24

FOR SALE—Five ice cream motor trucks, Mack, Garford, G. M. C., etc., some with refrigerator bodies, two extra refrigerator bodies nearly new. Ruff condenser, 2, 3, 4 and 500 gal. vats, 80 gal. homogenizer, 60 and 200 gal. viscolizers, Babcock tester, 50Y Creasey ice breakers, Manning motor drive can washer, 25-40 qt. freezers, belt and motor drive, some late models. Philadelphia Retinning Co., 2908 N. 16th St., N. Philadelphia, Pa. 1-24

FOR SALE—1,000 gallon creamery package Wizard vat for holding or pasteurizing, motor equipped, has 2½ inch pipe coils, used four months.

One Progress Upright and one Emery Thompson brine Upright freezer, capacity 10 gallons each.

One Fort Atkinson, 3 brush can washer and sterilizer. One creamery package white enamel 4 can capacity, can drainer.

One Stevenson revolving door for 3x2 ft. opening; will accommodate four 5 gallon cans at once.

Two Stevenson Zero right hand doors—2 ft. 6 in. by 6 ft.

One Stevenson Refrigerator door—3x3 ft.

One Right hand 2x6 ft. freezer doors.

One left hand 2 ft. 6 in. by 6 ft. freezer doors.

One Bruce-MacBeth-Abbott 65 h. p. gas engine, 275 r. p. m. twin cylinders, 48x22 fly wheel; battery ignition.

These items are in first class usable condition. Prices right. Address Hoefler Ice Cream Co., P. O. Box 162, Buffalo, N. Y. 1-24

FOR SALE—One 15 ton compressor, horizontal, double acting and belt driven, in first class condition. Also, one 6 ton compressor, vertical enclosed with complete high side. Complete hardening room coils, brine tanks and pumps all in good condition, in an ice cream factory just shut down. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 3-24

"You'll make better ice cream if you get the 'Ice Cream Review.'"

FOR SALE—One 200 gal. Wizard vat, 2½ in. copper cover, new gears and shaft, tin in fine condition. This vat is as good as new and is priced very low.

One 300 gal. Wizard vat, same style as above vat, excellent condition.

One 40 qt. Fort Atkinson enamel base motor drive freezer, just like new.

All this equipment, used only a short time and the price is right. Bradner Dairy Co., Bradner, O. 1-24

FOR SALE—One car-load of 10 gallon ice cream shipping tubs, in average condition, \$1.50 each. New York City. Apply Shevers Ice Cream Co., Eleventh Avenue, New York, N. Y. 1-24

FOR SALE—Two 40 qt. Emery Thompson upright freezers, belt drive, fine shape, \$250.00.

One 15 H. P. Northwestern motor, \$150.00; or 5 H. P. motor never uncured, \$85.00.

One 24 bottle steam tester with gauge, \$15.00; all hangers, shafting, pulleys and belts. One small Minnesota Disbrow churn, \$15.00; 25 5 gallon ice cream tubs and one 150 gallon syrup perculator, one brine pump good as new; one sanitary pump with motor attached. Pipestone Ice Cream Co., Chas. E. Renaud prop., Pipestone, Minnesota. 1-24

WANTED TO BUY

WANTED—Second-hand ice cream tub. Must be in good condition. Write Dr. Ridder, Louisiana, Box 518. 1-24

WANTED—A 300 gallon vat. Address Guernsey Milk and Ice Cream Co., Lebanon, Indiana. 1-24

FOR SALE—One four foot upright Rodgers Co. densing pan with vacuum pump in good condition. Address R-845, Ice Cream Review. 1-24

WANTED—Used ice cream cabinets, used sm. viscolizer, cooler and one 300 gal. cream ripener. Address The Knapp Cry. Co., Knapp, Wisconsin. 2-24

WANTED—Practical working formula for an ice cream improver powder of the best quality; one that has been fully proven and found satisfactory to the ice cream trade, and that can be produced at a cost that will meet competition. Price of formula must be reasonable and guaranteed to produce desired result. All replies treated in strict confidence. Address R-83, Ice Cream Review. 3-24

Send news items and personal notices to the "Review" and see how well they look printed.



PENNSYLVANIA SHORT COURSE.

Officials of the Pennsylvania State College have announced details in connection with ice cream making course to be offered in connection with the college's thirty-second annual short course, beginning January 3 and ending March 1, 1924. The ice cream making course will consist of the principles and practices involved in the manufacture of commercial ice cream. Much time will be given to practice work in calculating the mix and freezing. There will be a study of the manufacture of ice cream, including refrigerating machinery.

There also will be courses in buttermaking, cheesemaking, bookkeeping, bacteriology, testing dairy products, and market milk and milk condensing.

NEW ICE CREAM PLANT AT LONGVIEW, WASH.

The Highland Dairy Company of Mount Vernon, Wash., is erecting a new brick and tile ice cream factory at Longview, Wash. The new building will be 60x70 feet with a capacity of 1,000 gallons of ice cream daily, and at a cost of about \$10,000. They will manufacture ice cream, ice and other milk products and expect to start operation about the first of February. E. Thomas is to manage the plant.



Don't be without a position, when at a small city you can locate one through the Want Department of "The Ice Cream Review."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

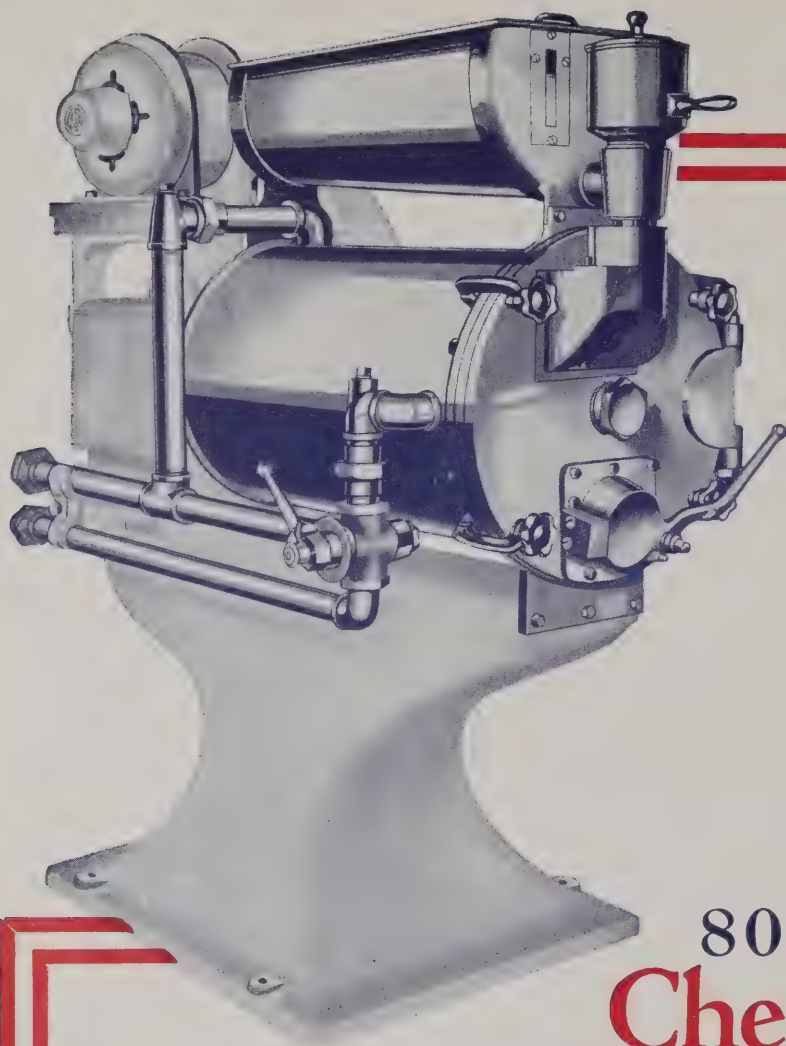
ag sem

The ICE CREAM REVIEW

FEB 1 1924

UNIVERSITY OF ILLINOIS





80 qt. and 100 qt. Cherry Freezers

Easy to keep clean.
Low operating cost.
Easy to operate.
Abundant over capacity.
Mechanically perfect.

Boost for
NATIONAL ADVERTISING
of
ICE CREAM

Are recognized standards of perfection in most of the country's largest ice cream plants.

Every possible care and attention has been given to build a compact, sturdy unit that will supply speed and over capacity and at the same time insure simplicity and ease of operation.

**A Big Capacity Freezer
at a Reasonable Price**

The best freezer on the market at a price that compels attention. Ask your Cherry representative or write us for Bulletin No. 2041.

J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa Peoria, Ill.

Table of Contents

EDITORIALS

	Page
Ice Cream in Sub-Zero Weather.....	4
Michigan Dairy Show.....	4
Another Warning on Credits.....	4
On Building Up Consumption.....	5
Outlook for Raw Materials.....	5
Panama Trip Planned for National Con- vention Delegates.....	6
Iceless Cabinets.....	6
"Go-Getters" for New Business.....	6

ARTICLES

Mechanically Refrigerated Cabinets. By F. B. Riley.....	10
Market for Ice Cream Machinery in England. By Robert E. Macatee.....	25
Advantages of Membership in Trade Asso- ciations. By S. N. Sutton.....	48
Why the Business Man Should Attend all Trade Organization Meetings. By W. W. Campbell.....	54
The Responsibility of the Manufacturer in Producing More and Cheaper Dairy Products. By Will Terry.....	58
Advertising. By S. W. Brooks.....	68
Truck Operating Costs. By Prof. B. H. Petty.....	81
Milk Inspection. By Early Cass.....	88
Eskimo Pies. By C. O. Lund.....	92
Prospects for the Dairy Industry in 1924. By E. W. Chandler.....	102
Salesmanship—Its Relation to Success. By J. W. Ridgway.....	104
Factors Influencing the Quality of Ice Cream. By Dr. H. A. Ruehe.....	108
Value of Ice Cream Associations. By W. W. Wren.....	112
Advertising. By A. S. Pimental.....	116
Mechanically Refrigerated Ice Cream Cab- inets. By Glenn P. Cowan.....	128
The Mechanical Refrigerated Soda Fountain. By Jerry Tunnison.....	128

CONVENTION NEWS

Four States Await Michigan Show.....	8
Program of Michigan Dairy Convention....	14
Western Canada Dairy Week Near.....	16
Two Southern Conventions to be Features of March Review.....	134
List of Exhibitors at Michigan Dairy Show.	142

CONVENTION PROCEEDINGS

Indiana Dairy Manufacturers Meet.....	26
Kentucky Manufacturers Hold Important Meeting.....	36
Southern Convention Delegates Praised....	43
Arkansas Association takes High Rank in Progressive Work.....	44
Southern Convention Proceedings.....	48
Oklahoma Association of Ice Cream Manu- facturers.....	88
Co-operation Stressed at Mississippi Con- vention.....	98
List of 1924 Wolfhounds.....	99
Texas Convention Proceedings.....	104

	Page
1924 Texas Longhorns.....	118
Minnesota Manufacturers Hold Timely Con- vention.....	136
Carolina Manufacturers Discuss Industry's Development.....	138
California Manufacturers to Take Part in Pacific Dairy Show.....	140
Metropolitan Manufacturers Meet.....	140

NEWS AND PERSONAL

List of Associations.....	2
Bulletin of Events.....	6
Arctic Company Buys Out Connor Ice Cream Company.....	34
Department of Commerce Book Tells of Sup- ply Men's Association.....	40
Ice Cream Scoring to be Feature of Next Dairy Show.....	40
Revised Association Catalog.....	74
National Association Records Appreciation of Supply Organization.....	74
Sterne Urges National Advertising of Ice Cream.....	74
Ice Cream Making Short Course at Conne- cticut Agricultural College.....	129
Dunn's Calendar.....	131
Fred Mason is President of the Franklin Sugar Refining Co.....	139
Half Million Dollar Company formed at Cincinnati.....	139
California Plants Completed.....	139
Eriksen Goes With Milwaukee Concern....	141
Short Course in Ice Cream Making at Cali- fornia University.....	141
Texas Food Director Denies Opposing Pas- teurization.....	143
News from Far and Near.....	144
Notes of the Trade.....	146
Indiana Plant Grows.....	146
Foxboro Company Issues New Book....	146
Union Ice Cream Company's New Plant.	147
Operating Mechanism of Iceless Cabinets	147
Scotch-Bob Claimed Best.....	147
"Tommy" Stewart Making Good.....	148
New Solder Introduced.....	148
New Bulletin Issued by J. G. Cherry Co.	148
T. L. Valerius Active in Ice Cream In- dustry.....	148
New Development in Homogenizing De- vices.....	148
Citrus Company Takes On New Salesmen	148
Tacoma Will Have Large Ice Cream Plant.	150
Hutchinson Company Builds New Plant...	150
Greenville Company Erects New Factory..	150
Who Invented the Ice Cream Sundae?...	150
Roszell and Schwindeler Honored by Illi- nois Association.....	150
Large Consumption of Ice Cream in Iowa During 1923.....	150

ILLUSTRATED PAGES

Officers and Directors of Michigan Associa- tions.....	12
Banquet of the Indiana Dairy Products Manufacturers.....	26
Snap Shots during the Indiana Convention.	30
Michigan Dairy Boosters' Directors.....	76
Michigan Dairy Boosters Who Will Attend Kalamazoo Convention.....	86
More Michigan Boosters.....	100
Michigan Boosters Awaiting Convention...	120
Boosters You Will Meet at Convention....	125
Members of the Jack Rabbits.....	130

Index To Advertisers

	Page		Page
Acme Extract & Chemical Works.....	113	Impruv Mix Co.....	24
Allen Candy Co.....	95	Jamison Cold Storage Door Co.....	35
Anderson Bros. Mfg. Co.....	51	Jensen Creamery Machinery Company.....	113
Anheuser-Busch	9	Kennedy Supply Co., N. A.....	119
Ass'n of Ice Cream Supply Men.....	3	Kohnstamm & Co., H.....	107
Atlantic Gelatine Co.....	29	Kunzman	40
Baird Company, William F.....	45	Ladd Company, John W.....	27-114-131
Baker Ice Machine Co.....	82	Leffel & Company, The James.....	38
Barber-Goodhue Company, A. H.....	87	Lipman Refrigeration Co.....	139
Beehler Steel Products Co.....	108	Manning Mfg. Co.....	59-60
Berger, Chas. A.....	13	Manton-Gaulin Mfg. Co., Inc.....	59-60
Bessire & Company.....	75	McLaren Products Co.....	40
Blanke-Baer Extract & Preserving Co.....	143	Merrell-Soule Sales Corporation.....	105
Brooks Cabinet Co., Inc.....	18	Michael & Co., David.....	49
Canvas Products Corporation.....	61	Miller Co., The Joseph.....	28-116
Cassell, W. W.....	112	Miller Industries Co., The H. H.....	65
Cherry-Bassett-Winner Co.	27	Mojonnier Bros. Co.....	69
Cherry Co., J. G.....	Cover II	Mono Service	56
Cherry Co., J. G.....	110	Mulholland Co., John H.....	121
Chittenden Turner & Co.....	58	Nafis, Inc., Louis F.....	32
Cincinnati Extract Works, The.....	107	National Paint & Varnish Co.....	103
Citrus Products Co.....	41-42	Nelson Manufacturing Co., C.....	67
Cleveland Fruit Juice Company.....	91	New Era Company, The.....	43
Clifton Manufacturing Company.....	72	Nizer Corporation	83
Cochrane Corp., H. S. B. W.....	34	Northwestern Corporation	99
Commercial Truck Co.....	132	Nutting Truck Company.....	92
Cone Company of America.....	149	Oakes & Burger Co.....	93
Consolidated Wafer Company.....	15	Pfaudler Co., The.....	55
Cork Import Corporation.....	36	Purity Paper Vessels Co.....	117
Corrizzo Extract Co.....	111	Refrigo Corporation	145
Creamery Package Mfg. Co.....	127	Rice & Adams Corporation.....	77-78-79-80
Creamery Package Mfg. Co.....	Cover III	Richmond Cedar Works.....	50
Crown Fruit & Extract Co.....	31	Rogers, C. E.....	103
Crystal Gelatine Co.....	131	Ryan Manufacturing Co., Inc., G. R.....	123
Daigger Corporation	Cover IV	Sanitary Tinning & Manufacturing Co.....	122
Daly Brothers	104	Schall & Co.....	102
Decy Sales Co., R. J.....	123-126	Schantz, Inc., K. W.....	114
Delco Light Company.....	1	Schott Bros. Co., The.....	121
Dry-Zero Insulation Co.....	137	Schroeder Lumber Co., John.....	46
Dunn Company, Thos. W.....	109	Scott Manufacturing Co.....	111
Economy Silo & Mfg. Co., The.....	88	Sealright Co., Inc.....	25
Elyria Enameled Products Co.....	22	Sethness Company	101
Emery Thompson Machine & Supply Co.....	133	Sinclair, Harold A.....	101
Eppelsheimer & Co.....	106	Smith & Mann.....	119
Eskimo Pie Corporation.....	63	St. Louis Gelatine Co.....	132
Essex Gelatine Co.....	66	Stollwerck Chocolate Co.....	96
Everhot Mfg. Co.....	135	Sutherland Paper Co.....	37
Foote & Jenks.....	124	Taylor Instrument Companies.....	54
Ford Co., The J. B.....	63	Texas Barrel Co.....	70
Fortune Products Co.....	106	Thompson-Bremer & Co.....	109
Frick Company	81	Timm, Wm. M.....	11
General Motors Truck Company.....	47	United Chemical & Organic Products Co.....	52-53
Gifford-Wood Co.	75	United Iron Works, Inc.....	118
Glacier Company, The.....	68	U. S. Freezer & Machine Corporation.....	57
Gowing-Dietrich Company, Inc.....	71	United States Gelatine Co.....	20
Grand Rapids Cabinet Co.....	73	Viking Pump Co.....	64
Grothe Co., Inc., John J.....	33	Vilter Manufacturing Co.....	74
Gumpert & Co., S.....	97	Want Ads	151-152
Harris & Company, Arthur.....	61	Wardrop Co., Inc., G. W.....	17
Heathized Products Co.....	84-85	Warner Jenkinson Co.....	19
Homer Manufacturing Co.....	89	Weibatch Liquid Scale Co., Inc.....	95
Horine & Bowey Co.....	21	Westerlin & Campbell Co.....	70
Hudson Mfg. Co., The.....	39	Whitten Co., J. O.....	90
Hughes Gelatine Co.....	44	Wirfs, E. J.....	50
International Co., The.....	23	Wood Manufacturing Co., John.....	7
		Zipp Manufacturing Co.....	105



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

RESOLUTIONS OF THE NATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS, ADOPTED AT CLEVELAND, 1923.

"WHEREAS, this Twenty-third Annual Convention has been the most splendidly attended meeting of our Association, and

WHEREAS, much of the credit for so large an assembly is due to the efforts of The Association of Ice Cream Supply Men;

THEREFORE, Be it Resolved; that the National Association of Ice Cream Manufacturers record its appreciation of the work done by The Association of Ice Cream Supply Men, and instruct the President and the Secretary to convey this thought to the officers and members of The Association of Ice Cream Supply Men, and that this resolution be made a part of the minutes of this meeting, that a permanent record of our appreciation may be kept.

V. F. HOVEY,
President

N. LOEWENSTEIN,
Secretary"

The Seal



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN
1328 Broadway New York City



of Safety

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY
THE OLSEN PUBLISHING COMPANY
 H. P. OLSEN, President and Manager E. K. SLATER, Secretary and Editor
 Also Publishers of
 "THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS. MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
 Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
 North Carolina Ice Cream Manufacturers' Association
 Minnesota State Association of Ice Cream Manufacturers
 South Dakota Ice Cream Manufacturers' Association
 North Dakota Ice Cream Manufacturers' Association
 Oklahoma Association of Ice Cream Manufacturers
 Louisiana Association of Ice Cream Manufacturers
 Wisconsin Association of Ice Cream Manufacturers
 Mississippi Ice Cream Manufacturers' Association
 Nebraska Association of Ice Cream Manufacturers
 Michigan Association of Ice Cream Manufacturers
 Southern Association of Ice Cream Manufacturers
 Kansas Association of Ice Cream Manufacturers
 Association of Ice Cream Manufacturers of Iowa
 Arkansas Ice Cream Manufacturers' Association
 Texas Ice Cream Manufacturers' Association
 Poodle Dog Association of Iowa
 National Order of White Caps
 The Nebraska Cornhuskers
 Michigan Dairy Boosters
 Oklahoma Wolfhounds
 Kansas Jack Rabbits
 Minnesota Gophers
 Hoosier Wild Cats
 Texas Longhorns
 Missouri Mules
 Badger Flyers
 Dixie Flyers

FEBRUARY 1924

WESTERN Canada is to be the scene of an interesting dairy gathering early this month. Members of six important organizations of dairy manufacturers of four provinces will meet in joint convention at Moosejaw the week of February 4. Among these groups will be the Western Canada Ice Cream Manufacturers' Association.

Five years ago this writer attended a convention of Pennsylvania and Maryland manufacturers and heard a Canadian tell something very interesting to the members of a section that is noted for its per capita consumption of ice cream. He told of trucks hauling ice cream in sub-zero weather over the plains of Canada, meeting the problems of a scattered population and extreme weather and selling ice cream in spite of it all.

The late Robert Crane was presiding over that convention, and it is recalled that he then made the remark that "the ice cream industry does not suffer from trouble, but from not facing it with a fight."

The speaker on that occasion was Morden Neilson, who later became vice-president of the National Association of Ice Cream Manufacturers. At Moosejaw he will judge the ice cream scoring contest, or the "ice cream competition," as the Canadians call it.

MICHIGAN dairy manufacturers are all set for their drive upon Kalamazoo. The annual Michigan Dairy Show is holding its usual strong interest for manufacturers of that state and their neighbors in surrounding states. Attendance for this year is expected to be even greater than ever before. The Michigan Dairy Boosters have made preparations for a larger exhibition than they have ever held. Officials of the Michigan Allied Dairy Association have announced an interesting program, adding that arrangements have been made for a very large gathering.

IN a recent issue of The Ice Cream Review we sound a warning on credits. We pointed out that careless selling and buying is bad for the ice cream industry.

We have had many expressions of approval from ice cream manufacturers all over the country. These men in the industry realize that poor business practices are mighty risky to build on.

The ice cream manufacturer who sells his product carefully, watching credits all the time, is a careful buyer too. The man who sells him equipment and supplies can do business with him in safety. On the other hand, the manufacturer who is careless with his credit is a comparatively poor risk for the man who sells him what he needs.

This important question of credits is entitled to more attention it is receiving at the various conventions. Men who have got into the habit of selling or buying carelessly should get on the right track. They will not resent any efforts made by folks who have the interests of the industry at heart, to put it on a business basis.

Ice cream manufacturers are not the only ones who are giving attention to this subject. The men who sell selling equipment and supplies realize that loose credits don't mean selling more goods. Loose credits mean losing more money. We quote from a letter by one of the leading salesmen in the ice cream industry as follows:

"Final profit at the end of the season is what counts and not volume of business written. That's true in making of our own final individual sales records, and true for our houses, too. We should keep a stiff upper lip on credit risks. We should sell on the basis of merit of goods and not price competition."

Surely this salesman has the right idea. He is selling for the best interests of his house and for the best interests of the industry. He realizes that an order doesn't count for very much until the goods are paid for. Some folks have yet to learn this lesson.

Not many days ago we met a very prominent Illinois ice cream manufacturer who enjoyed and appreciated our editorial on credits. He went on to tell us of a visit made him by a certain salesman who wanted to place a trial order. The manufacturer explained that he was well stocked up. After several vain attempts to get "the name on the dotted line" the salesman offered to put in the goods and wait six months before invoicing for them. He not only failed to get an order but he lost the respect of that manufacturer.

When we buy supplies we expect to pay for them promptly. When we sell our goods we expect our pay at the agreed time. In following this principle and sending it to the men and firms in the ice cream business we feel that we are serving their best interests. It is not too far along in the New Year to make a resolution, if necessary, to make 1924 a better business year—more ice cream sold, more supplies sold and all on a business basis.



Ice cream manufacturers still refer to an "ice cream season," having in mind the hot weather. We were indeed surprised not long ago to find a Southern ice cream manufacturer refer to the "ice cream season." If there is any place on the map where ice cream should be sold the year round it is in the Northern states.

There may be a butter season for the creameryman, a season for the milk dealer, but we are sure it is twelve months in the year.

We have in mind a Northern city where several ice cream manufacturers push the sale of their ice cream intensively during the winter months as during the summer months. It gets pretty cold in that city and the streets are sometimes pretty badly blocked with snow but you will always find the big ice cream trucks pushing through making their deliveries. Even in the winter when most automobiles remain in their garages, the big ice cream trucks, along with the milk and delivery trucks, are the first to fight through the snow to make their regular deliveries.

They do not claim that these ice cream manufacturers sell much ice cream in sub-zero weather as in the hot summer months. Consumers, however, have learned to look upon ice cream as an all-year-round dessert, and never think of an "ice cream season." They have been educated to look upon ice cream as a food—a delicacy—suitable for the table on all occasions and at all seasons of the year.

An ice cream manufacturer in that city spends just as much money for advertising ice cream at one time of the year as at another. On the billboards, in the newspapers, in the newspapers, everywhere that food is advertised, you will find ice cream advertised at all seasons of the year. Housewives have to look in the Sunday morning papers for "ice cream" advertised by the different ice cream manufacturers. Then a telephone call brings the Sunday dessert to their home. Sunday's "specials" are year-round dessert in the homes of that city.

How do these manufacturers do it? This is the big question that comes to the minds of the dealers. How can ice cream manufacturers keep a profitable business during the cold winter months? In the first place, they make good ice cream—very good ice cream. Visitors to that city agree that no ice cream is made anywhere. In fact, it is probable that it is possible to make better ice cream. A bountiful supply of dairy products is close at hand. The state

food law, which is rigidly enforced, requires a comparatively high percentage of butterfat. Keen competition for high quality does the rest.

They not only make good ice cream but they make it easy for the people to buy it. They give good service to the dealer. We have heard ice cream manufacturers say that they cannot afford to give good service to dealers and consumers except during the hot weather, because their gallonage is so low. Better turn the key in the factory door for about nine months of the year. How can they expect to build up gallonage by keeping their products away from the consumer?

Quality and service, supplemented by co-operation between manufacturer and dealer will develop ice cream consumption to the highest possible point and encourage eating lots of it twelve months of the year. Co-operation with the dealer means the right kind of an all-year-round advertising campaign. Some manufacturers, when they think of an advertising campaign, think only of the dealer. If they can load him up with a lot of advertising matter they think they are putting on an effective campaign. Then they wonder why advertising doesn't pay. They forget that the dealer is loaded up with just such advertising from the manufacturers of the many articles he has for sale. Their advertising literature gets about as much attention from him as does the enormous amount of patent medicine advertising that comes to him through the mails.

We do not believe that it is possible for the ice cream manufacturer to "advertise" the dealer into selling more ice cream. He must be shown how to sell more ice cream, and he can't do it unless his customers will buy it. The way to get his co-operation is to help him sell more ice cream and that means getting your story right into the homes of the customers. Don't forget the folks who are going to eat the ice cream. When they have been taught to look upon good ice cream as an all-year-round dessert, it is easy for the dealer to sell them. Then, and then only, is it possible to get his interest in a co-operative plan for increasing sales.

Building up your dealer's business by helping him sell more ice cream is the best way to build up gallonage. An advertising campaign which merely seeks to gain new accounts is a failure before it starts. Taking business away from a competitor doesn't increase consumption. Helping your dealer sell more ice cream does.

Our knowledge of conditions in that Northern city, to which we have reference, leads us to make the suggestions offered above. The manufacturers in that city are making a success by emphasizing these three factors—quality, service and co-operation. This is the triumvirate upon which they are building up gallonage. They increase sales by increasing consumption. They don't spend money trying to get dealers away from each other.



ALTHOUGH there are many indications that the price situation for raw materials will not materially advance this year, ice cream manufacturers will do well to be prepared for some increase in different lines

sometime during 1924. The Ice Cream Review has attempted to "feel out" the different supply firms as to future courses for prices.

Fruits and vegetables will cost virtually the same as for the past year. Two gelatine houses say that prices for 1924 will be the same and two believe there will be an advance, one of the latter predicting a ten per cent advance. Sugar should not advance.

The cost of your mix will depend upon the supply of milk in your neighborhood. On the whole it does not seem that ice cream will cost much more to manufacture this year than it did for 1923. But be ready for a little additional cost, anyhow. Nobody can be absolutely sure of anything, except taxes and death.



PANAMA TRIP PLANNED FOR NATIONAL CONVENTION DELEGATES AT NEW ORLEANS CONFERENCE LAST MONTH.

TENTATIVE preparations for one of the most colorful conventions in the history of the National Association of Ice Cream Manufacturers were formed at a conference at New Orleans last month of officials of the national association, the Southern association and The Association of Ice Cream Supply Men.

The officials conferred with New Orleans ice cream manufacturers. In addition to selecting hotel headquarters for the national, Southern and supply associations, steps were taken looking to a possible trip of convention delegates through Havana, Cuba, to the Panama canal, as a feature of the trip to New Orleans when the national convention will be held there November 17, 18, 19 and 20, 1924. The Southern convention will be held November 14 and 15, after which Southern delegates will join with the national delegates in the first national convention of ice cream manufacturers ever to be held in the south.

While official confirmation of the developments of the conference was not given as this issue of The Ice Cream Review was going to press, Secretary N. Loewenstein advised The Ice Cream Review that he was proceeding with the issuing of a bulletin in which he would advise members of the national association regarding hotel arrangements. Reservations, it seems, can only be made through cards to be issued by Secretary Loewenstein.

All meetings, both of the Southern and the national associations, will be held on the twelfth floor of the Hotel Roosevelt.

Exhibits will be placed at the Fair Grounds, and several other places. The committees inspected one of the big ships of the United Fruit Company with the idea of arranging for a tour through Havana to the Panama Canal. No definite action was taken.

Officials at the conference were W. W. Campbell, vice-president of the National Association of Ice Cream Manufacturers; N. Loewenstein, secretary; Roberts Everett, secretary-manager of The Association of Ice Cream Supply Men, and J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers.

The officials were in touch with Harry A. Benners, president of the Dixie Flyers; E. B. Geisel, Ben C.

Brown and E. R. Harris, New Orleans manufacturer and Mr. Pearson, chairman of the convention bureau, New Orleans.

With tentative arrangements so well shaping up it is easy to believe that the Southern visit of the national association will be one of the most eventful in the history of organization in the industry.



A discussion of iceless cabinets, beginning on the ten of this issue will be found of much interest, we are sure. A careful selection was made of speeches delivered on this subject at recent conventions, and it is believed that our selection for this issue will give manufacturers a better understanding of the newcomer to the industry. It is generally agreed that the iceless cabinet will revolutionize the industry. Whether it can serve your business in proportion to its cost depends upon your business and how you are handling it.

But you are sure to find the discussion very interesting.



WE HAVE no quarrel with the manufacturers who like to hire "go-getter" salesmen. Every effort to build sales is to be commended, if it is in the right direction. There's not much glory in it for anybody when sales are won by taking business away from somebody else. A salesman who can gain a new customer and then show him how to sell ice cream instead of to fill orders, how to talk intelligibly and convincingly about why people should eat more ice cream—such a man as that would be of inestimable value to any manufacturer. He would be one of the industry's precious jewels.

You may not be able to afford a salesman of this kind, but if you are producing quality ice cream, you are sending out the best "go-getters" for new business that can be found in the industry at this time.

BULLETIN OF EVENTS

- Michigan Allied Dairy Association**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. Secretary, R. F. Frary, Lapeer.
- Michigan Dairy Boosters**—Annual Convention and Exhibition, Kalamazoo, February 4, 5, 6, 7 and 8, 1924. President, C. Yunker, Zipp Manufacturing Co., Cleveland, O.
- Western Canada Ice Cream Manufacturers' Association**—Annual Convention, Moose Jaw, Sask., February 6, 7 and 8, 1924.
- Ice Cream Manufacturers' Association of South Dakota**—Annual Convention, Watertown, February 19, 20 and 21, 1924. Secretary, T. H. Wright, Brookings.
- Virginia Ice Cream Manufacturers' and Creamerymen's Association**—Annual Convention, Harrisonburg, March 5 and 6. Secretary E. M. Blair, Lynchburg. (First day of the convention for creamerymen and second day for ice cream manufacturers.)
- Virginia Creamerymen and Ice Cream Manufacturers' Association**—Annual Convention, March 5-6, Harrisonburg. Secretary E. M. Blair, Lynchburg.
- North Dakota Ice Cream Manufacturers' Association**—Annual Convention, Fargo, March 9, 1924. Secretary, Harry G. Grand Forks.
- Dairy Products Association of Kentucky**—General meeting, Louisville, March 12. Secretary, Carlton Ball, Louisville.
- National Association of Ice Cream Manufacturers**—Twelfth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Secretary, N. Loewenstein, 155 N. C. St., Chicago.
- Southern Association of Ice Cream Manufacturers**—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery, Decatur, Ala.
- Georgia Ice Cream Manufacturers' Association**—Annual Convention, Augusta, Ga., some time in December, 1924. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.
- Arkansas Ice Cream Manufacturers' Association**—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Berry, Pine Bluff.

No Solder

*Electric
Weld*

No Leaks

1924 we hope will bring
greater profits to you.

Does your can service cost you
too much? *If so —*

Write us for our booklet.

“Can Service at Lowest Cost”



John Wood Manufacturing Co.
C O N S H O C K E N , P A .

Jobber and warehouse stocks in all parts of the country.

Four States Await Michigan Show

Officials Announce Everything in Readiness for Convention of Michigan Allied Dairy Association and Boosters' Exhibition, Week of February 4

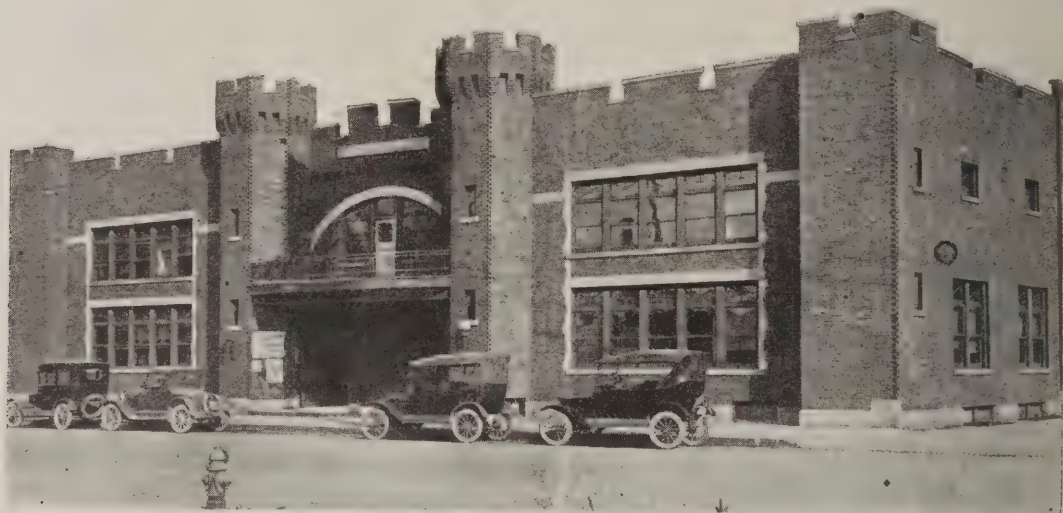
Kalamazoo is Scene

MICHIGAN dairy leaders were putting on the finishing touches in preparation for their annual trade festival as this issue of The Ice Cream Review was going to press. Michigan's dairy event is something more than a convention. It embraces all convention and exhibition features common to the industry and at the same time teems with the inspirational qualities of a celebration. The average visitor gets the impression that the Michigan dairy gathering is a celebration of progress in dairy manufacturing. It is educational.

city had much to do with their success then Armory is an excellent place for an exhibition, theasonic Temple offers a splendid place for socials, and Kalamazoo hotels provide satisfactory accommodations. Michigan officials say. The annual "smoker" held in the Armory this year.

The Michigan Allied Dairy Association is composed of the following bodies, all of which will be represented at Kalamazoo:

The Co-operative Association of Creameries, the Dairy Producer's Federation of the Michigan Dairymen's



Kalamazoo Auditorium—Armory.

The Michigan Allied Dairy Association and the Michigan Dairy Boosters join hands in staging the Michigan convention and exhibition. The Boosters are composed of suppliers selling the trade in that state. Their exhibitions have become one of the outstanding shows of the industry, being regarded by many as ranking next to the National Dairy Exposition and the National Ice Cream Exposition.

The Dates are February 4, 5, 6, 7 and 8. Kalamazoo is the Meeting Place.

Ice cream manufacturers, milk dealers, creamerymen and cheesemakers will attend the convention this year in greater force than ever, according to R. F. Frary of Lapeer, secretary of the Michigan Allied Dairy Association.

C. J. Yuncker, president of the Michigan Dairy Boosters, advises The Ice Cream Review that the Michigan show this year will be "larger than ever." He says there will be approximately 100 booths in which will be displayed products covering every phase of dairy manufacturing.

The Boosters' entertainment program will again be a feature, but the secretary promises that it will be "different" this year. However, there will be the usual "smoker," dance, banquet, with the spice of variety thrown in in various forms.

The Armory will be the scene of the convention this year. The Michigan people were highly pleased with results of their meeting at Kalamazoo last year. They believe that the excellent convention features of that

association, the Michigan Association of Ice Cream Manufacturers, the Michigan Association of Creamery Owners and Managers, the Michigan Buttermakers' Association, Michigan Guernsey Cattle Club, Michigan Holstein Friesian Association, Michigan Jersey Cattle Association, Michigan Milk Dealers' Association, Michigan Milk Dairy Inspectors' Association, Michigan Milk Producers' Association and the Michigan Poultry, Egg and Egg Association.

Ready for Record Attendance.

Secretary Frary says preparations have been made for a record attendance. Kalamazoo hotels have made their promise that everything will be done to accommodate a large number of delegates. Not only will Michigan manufacturers and suppliers attend, but the secretary is expecting a number of visitors from Illinois, Indiana and Ohio.

W. A. Wentworth, general secretary of the Dairy Products Association, is on the program for speeches. He will address one of the general meetings on the subject of "What Does Organization Do?" On the last day he will address the ice cream manufacturers on the subject of "Why the Business Man Should Support His Trade Association."

One of the feature speeches will be that of C. Redicott of Freeport, Ill., on "Why Are Not All Successful in Business?" K. J. Monrad's speech "Service" also is expected to be of much interest in addition to the usual excellent speeches by Michigan dairy leaders.

(Continued on page 142)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



In Service of
TELLING-BELLE VERNON CO.
Cleveland, Ohio

Any RUST on Your Truck Chassis?

At your next opportunity, step into your garage and inspect the chassis of your motor trucks.

Will you find the springs, brake mechanism, axles and frame packed with RUST? If you do, your motor truck chassis are depreciating at an alarming rate. Rust is the one great enemy to long chassis life; it must be prevented to the greatest possible degree.

The predominating cause of rust on a motor truck chassis is a body which will allow brine to drip or seep on the chassis. A body of this class is prohibitively expensive, regardless of its first cost.

Guard against rust.

Equip your chassis with ABC Refrigerator Bodies. They *cannot* allow brine to drip, ever!

B. C. REFRIGERATOR MOTOR TRUCK BODIES AND WAGONS
ANHEUSER-BUSCH, BUILDERS
ST. LOUIS, U. S. A.

PAUL W. & GUY F. MINNICK
280 Madison Ave., New York
Eastern Sales Representatives

CANAVAN MOTORS CORPORATION
Westinghouse Bldg., Los Angeles
401 Wells Fargo Bldg., San Francisco
216 U. S. Nat'l Bank Bldg., Portland
617 Pioneer Bldg., Seattle
Western Sales Representatives



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Mechanically Refrigerated Cabine

Cabinets and Fountains Mechanically Refrigerated May Save Money for Manufacturer, Dealer and Consumer, Speakers Believe

By F. B. RILEY*

ON the subject of "Mechanically Refrigerated Ice Cream Cabinets and Refrigerated Soda Fountains,"

I shall answer some of the unvoiced queries of the great body of ice cream manufacturers who are today looking with interest and perhaps with appreciation on this new method of servicing ice cream. The comments to be made in this discussion are my personal observations and not necessarily endorsed by my present employers.

It is never easy to change established trade customs, no matter how desirable the change may be, however, there have been so many changes in the technique of our industry within the past ten years that the proposed change from ice and salt to mechanically refrigerated cabinets and fountains will, if carried out in an orderly way, without undue compulsion from competition, cause no great ripple on the surface of our business.

A refrigerating machine should be a servant of the industry and not its master. It should be used and regarded as a splendid and modern way to service a worthy product rather than as a weapon to stifle competition. I regret to note that in many localities it has been used not as it should be used but merely to strike terror into the hearts of competition. I am glad to say that this condition cannot long exist because a number of machines and refrigerated cabinets of unquestionable merit will soon be offered for your consideration. If your trade demands mechanical refrigeration, you will be able to offer a service that will be the equal of anything offered by your competitors.

Many factors must be taken into consideration before plunging into mechanical refrigeration; we must not only finance the new equipment but must wipe off our investment in the old style cabinets; our trucks must be modernized, if not already done. We shall use lighter and faster trucks with completely refrigerated bodies. What are we going to do with our splendid ice making equipment? Can we dispose of our ice profitably? If the new plan of servicing will save money over present methods, we cannot resist the new invasion long. If it becomes a burden on our industry it will not survive more than a few brief seasons. I believe that a modern refrigerated cabinet and a modern refrigerated fountain will save money for the manufacturer, for the dealer and ultimately for the consumer because the savings which can be made by this new method of servicing will, in part at least, be passed along in a lower price to the consumer and result in increased gallonage which will be handled on a profitable basis.

Some of the Questions.

Is it possible to refrigerate, mechanically, one hundred per cent of our customers? Can we go from top to bottom and place a machine in every retail store? If so, what about churches, ball parks, fairs, and the summer amusement places, etc? Must a dual service be maintained in order to take care of our present

business? How about our rural customers who have no electricity?

Rural customers without current or water are and far between. A dual service will unquestionably be maintained, but probably be handled as a special department, more perhaps as a fancy ice cream department, is maintained by many of us at the present time.

1. Your customers, many of them at least, will willingly go to any expense to put in this new service. They will want it and make a great outcry to get it, but it must not cost them anything, because, they will glibly tell you of the great amount of money that they are going to save by not delivering ice and salt, if you don't want to put it in without expense to them, they know of some manufacturer who will put a machine for them tomorrow and make whatever alterations or changes that are necessary to accommodate the cabinet or machine without expense to themselves.

2. A great many soda fountains now in service are comparatively new and the dealer will not discard the present work board and buy a new one at a cost of four to six hundred dollars. You may put in a hol cabinet in a back room, or near the fountain, but in this case, you must either ice up the old fountain maintaining dual service, or run a chance of losing a customer.

3. Power and lighting lines are in many instances particularly in old buildings, heavily overloaded so you cannot install even a quarter or third horse power motor without putting in new power lines and service boards. That may cost from fifty to two hundred fifty dollars. Who is going to stand this expense? The customer? Not if he knows it he won't.

4. Many dealers have short time leases and do not particularly good business to place a four or five hundred dollar investment in a store where the cost of installation and removal may run to fifty or seventy-five dollars and the expectation of life of the business is precarious at best.

5. It is almost certain that any contract you have with your customer, attempting to tie him over a long period of years will have nothing more than a sentimental value; you probably cannot enforce the contract and if it should be enforceable, the publicity caused by lawsuits with your customers would probably scare other dealers from entering into a similar contract. If you cannot hold your trade with the quality of product and the service you render, your customer will be a liability instead of an asset. You should, however, retain title to the cabinet, or equipment, in the business of the dealer passes into other hands.

6. You will unquestionably be required to install at least two sizes of machines—the small or cabinet machine and a larger one capable of handling the complete fountain with all of its products. This will require the building up of servicing and erecting organizations, either by individual manufacturers, or by erecting and servicing organizations may be brought into existence to take care of the erecting and servicing.

(Continued on page 122)

* With Detroit Creamery Co. An address before Illinois state convention on the subject, "To Refrigerate or not To Refrigerate."

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.



Newark Milk & Cream Co., Newark, N. J.

ATTRACTIVE AND EFFICIENT

GOOD DESIGNING both inside and outside, lends a two-fold advantage to your business. Sales increase and operating costs decrease. Can you afford to disregard a service which brings you this advantage?

For many years this organization has devoted its entire time to the planning of low operating cost Dairy Plants which have been accepted as models of efficiency by the industry.

Let us show you how your plant can be improved.

William H. Timm

Engineer and Architect
for the

Dairy Industry

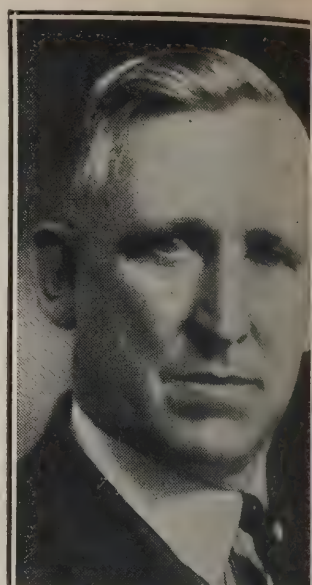
Perry Building PHILADELPHIA



MARTIN SEIDEL,
President, Michigan Allied Dairy
Association.



R. F. FRARY,
Secretary, Michigan Allied Dairy
Association.



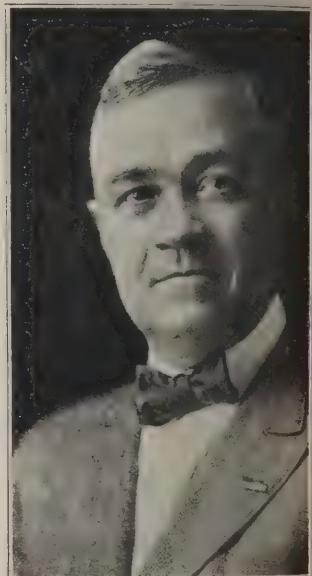
M. L. NOON,
Vice-President, Michigan All
Dairy Association.



J. J. McDONALD,
Director, The Connor Ice Cream Co.,
Owosso, Mich.

*Officers and Some
of Directors of
Michigan
Dairy Boosters
and Allied Dairy
Association*

*Annual Convention
Kalamazoo,
Feb. 4-8, 1924*



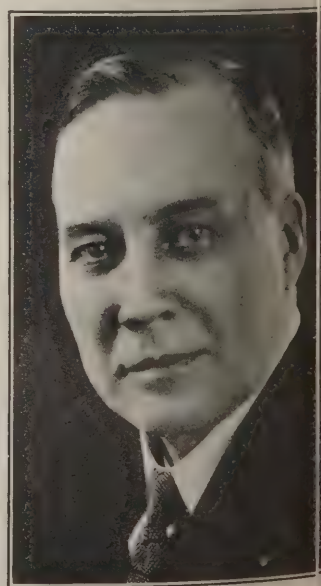
N. J. DESSERT,
Detroit Creamery Co.,
Detroit, Mich.



C. J. YUNCKER,
Zipp Manufacturing Co.
President, Michigan Dairy Boosters.



C. J. W. SMITH,
Secretary-Treasurer, Michigan Dairy
Boosters.



D. W. SHEIL,
Solar-Sturges Mfg. Co.
Vice-President, Michigan Dal
Boosters.



Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying
the Berger Specialized Service to
which free reference can be made

Crescent Creamery Co.	- St. Paul, Minn.
Minnesota Milk Co.	- St. Paul, Minn.
Comps Ice Cream Co.	- Minneapolis, Minn.
Ives Ice Cream Co.	- Minneapolis, Minn.
Mayes Ice Cream Co.	- Minneapolis, Minn.
Metropolitan Milk Co.	- Minneapolis, Minn.
May Dairy Co.	- Des Moines, Iowa
Waterloo Creamery Co.	- Omaha, Neb.
Kong Candy Co.	- Sioux Falls, S. D.

For Ice Cream Making plants
covering Buildings, Machinery
and Equipment.

Twenty-five years experience
in designing and supervising
equipment of manufacturing
plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

101 PHOENIX BUILDING

MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.
Registered Engineer and Architect in the State of Minnesota.

POST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.

PROGRAM

Michigan Dairy Convention

KALAMAZOO, MICHIGAN

TUESDAY, FEBRUARY 5—2:00 P. M.
General Session.

Vocal Music
President's Annual Address.....M. Seidel
Secretary's Annual Report.....R. F. Frary
Treasurer's Report.....A. N. Francke
Round Table Discussion....."Good of the Order"
Appointment of Committees.

TUESDAY EVENING, FEBRUARY 5—7:30 P. M.
Ice Cream Manufacturers' Session.

President's Annual Address.....L. S. Wilson
Secretary-Treasurer's Annual Report.....W. H. Bechtel
Round Table Conference
Appointment of Committees.

WEDNESDAY—10:00 A. M.
General Session.
(Assembly Room at Armory)

Music.....Orchestra
Address, Sentiment and Salesmanship.....Jacob Kindleberger, Kalamazoo
Address, What Does Organization Do?.....W. A. Wentworth, Columbus, Ohio
Address, Service.....W. W. Marple, Chicago
Address.....Dr. Geo. L. McKay, Secretary American Association of Creamery Butter Manufacturers

WEDNESDAY—2:00 P. M.
General Session.
(Assembly Room at Armory)

Chorus Singing.....led by Mr. McDonald
Address, Why are not all Men Successful in Business.....H. J. Credicott, Freeport, Ill.
Male Quartette.....The Monarch Four
Address, Transportation and the Dairy Manufacturer.....Jas. R. Howard, Chicago
Now—and—Then.....E. A. Stowe, Founder of the Michigan Dairyman's Ass'n., Grand Rapids

WEDNESDAY—6:30 P. M.
BANQUET

Special Guests of Honor—Mr. and Mrs. E. A. Stowe, Founder of the Michigan Dairyman's Association
Announcement of Butter scores and awarding of Prizes
Committee Reports
Election of Officers at Large

THURSDAY—10:30 A. M.
Exhibitors' Session

Educational Butter Scoring Contest on stage—Open to all—Bring your trier
Rules and prizes announced at contest.

Ice Cream Manufacturers—10:30

Factors that Produce Quality.....P. S. Lucas, Professor of Dairy Manufacturing, Michigan Agricultural College
Does Billboard Advertising of Ice Cream Pay?.....W. A. McDonald, Owosso
Address, Dairy Progress the World Around.....O. E. Reed, Professor of Dairying, Michigan Agricultural College

THURSDAY—1:30 P. M.
Ice Cream Manufacturers' Session.
(Balcony Assembly Room, Armory)

The Cabinet Service Charge Question.....N. J. Dessert, Detroit
Why the Business Man Should Support his Trade Association.....W. A. Wentworth, Columbus, Ohio
Economy in Improving Ice Cream.....K. J. Monrad

THURSDAY—1:30 P. M.
Creamerymen's Session

Auspices of Michigan Association of Creamery Owners and Managers
(Basement Auditorium, Armory—Stage end of Building)
The President's Address.....K. McKinnon, Detroit
The Secretary's Report.....R. F. Frary
The Treasurer's Report.....E. G. Cooper
Address, The Why and How of the Uniformity of Butter....Prof. O. F. Hunziker, Chicago
Address, Dairy Law Enforcement....T. H. Broughton, Director Bureau of Dairying, Lansing
Election of Officers



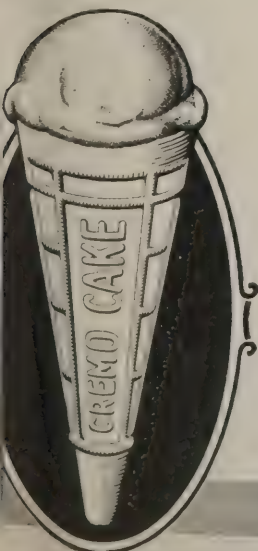
Cremo Cones— A Million a Day!

most ingenious Cone ma-
e in the world, shown
e, produces Cremo Cones.
is invented and perfected
own machine shop and
o counterpart in a yother
factory. The whole op-
n from batter-pou.ing to
le-baking is performed by
achine. Not cn e do the
s of the workers touch
ones.

THAT'S a tremendous production figure. It makes us by far the largest cone manufacturers in the world. It is this great volume that keeps down production costs and enables us to use the finest ingredients always—to maintain the matchless quality of CremoCones.

What's the reason for this success?

We make the most, simply because we make the best. We do not just say we use the finest flour and milk, pure cane sugar and vanilla; we actually use them. We are prepared to make prompt shipment to you. Are you prepared to make prompt shipment to your dealers?



CONSOLIDATED WAFER COMPANY

Address correspondence to our nearest factory

Chicago, Ill., 2628 Shields Ave.
Brooklyn, N.Y., 515 Kent Ave.

Toronto, Canada, 105 Front St., East
Dallas, Texas, 2426 South Howard St.

The Largest Cone Manufacturers in the World

Western Canada Dairy Week Near

Four Provinces to be Represented in Joint Conventions of Six Associations of Dairy Manufacturers Week of February 5

Ice Cream Scoring

THE week of February 5 will be "dairy week" in western Canada. Six organizations and committees of dairy organizations in the western part of the old Dominion will meet in joint convention at Moose Jaw February 5, 6, 7 and 8.

These meetings will consist of the fifteenth annual meeting of the Saskatchewan Dairy Association, the annual meeting of the National Dairy Council of Canada, annual meeting of the Western Ice Cream Manufacturers' Association, annual meeting of the Saskatchewan Holstein Breeders' Club, the annual meeting of the Saskatchewan Ayreshire Breeders' Club, and the annual

J. A. Ruddick, Ottawa, dominion dairy commissioner.
C. P. Marker, Edmonton, dairy commissioner, Alberta.

L. A. Gibson, Winnipeg, dairy commissioner, Manitoba.

Henry Rive, Victoria, dairy commissioner for British Columbia.

Miss Helen Campbell, Ottawa, director milk and cream service, federal dairy division.

Prof. A. Leitch, Guelph, Ont., director agricultural research dept., Ontario Agricultural College.

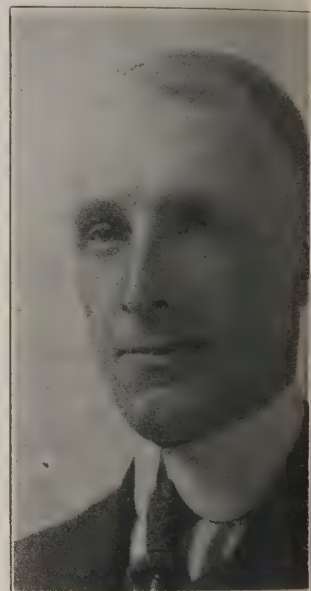
Morden Neilson, Toronto, Ont., president and general



J. A. CAULDER,
President Western Canada Ice Cream
Manufacturers' Association.



MORDEN NEILSON,
Judge of Ice Cream Competition.



F. L. MARTIN,
Director Western Canada Ice
Manufacturers' Association.

meeting of the Interprovincial Committee of Dairy Manufacturers.

Four provinces will be represented—British Columbia, Alberta, Saskatchewan and Manitoba.

"A conventional week with conventionalities omitted," is the way the convention announcement reads. Ladies have been invited and arrangements have been made for social features.

Officials advise *The Ice Cream Review* that the papers and discussions will bring out the facts of the existing situation in the Canadian dairy industry and also facts for improving it, but when the hard day's work is over—"The night will be filled with music, and the cares that infest the day

Shall fold their tents like the Arabs, and as silently steal away."

The Milk Maid's ball and special entertainment is to be one of the lively features of the convention, this to be held on the evening of February 8. Prizes will be awarded for the best milk maid's costume.

Manufacturers have been invited to bring along their troubles in business for discussion. An interesting educational program has been announced with the following speakers:

Hon. C. M. Hamilton, Regina, minister of agriculture for Saskatchewan.

manager Wm. Neilson, Ltd., ice cream and chocolate manufacturers.

E. H. Stonehouse, Toronto, president National Council of Canada.

D'Arcy Scott, secretary and general counsel National Dairy Council of Canada.

Jos. Burgess, Montreal, chief dairy producer for Canada.

E. T. Love, Edmonton, general manager Wood Dairies and an oleomargarine enthusiast.

P. E. Reed, secretary of the Saskatchewan Dairy Association, has made the following announcement regarding the ice cream competition of which Morden Neilson will be judge:

"In 1923 the Saskatchewan Dairy Association, with the co-operation of H. J. Walker, Western manager of the Canadian Milk Products, Limited, put on an ice cream makers' competition in connection with the Saskatchewan dairy convention. This competition was a great success and found widespread interest.

"The officers of the association have pleasure in announcing that a similar competition will be conducted in connection with the western Canada convention at Moose Jaw in February, Mr. Walker again having generously donated prizes to be awarded for the three bricks of plain vanilla ice cream. The first award

(Continued on page 139)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MARKET FOR ICE CREAM MACHINERY IN ENGLAND.

Robert E. Macatee, American Consul at London.

There should be a growing market in Great Britain for American ice cream manufacturing machinery. The market is capable of considerable expansion. At present there is practically no competition offered by either foreign makes and the American article is regarded as supreme in the field. It is understood that many in London recently manufactured and put on the market a machine copied from a well-known American make, but abandoned the project, owing to inability to compete with the American machine. American makes of both power and hand freezers are considered as dominating the market. A type of machine which has met with much success in the British market is a vertical brine freezer, which is sold in London for £133 10s.

Ice cream as a popular refreshment has been growing in Great Britain for the past 20 years. The methods of manufacture were at first very unsanitary, and the trade was largely in the hands of Italians, who worked on a small scale. It has been only recently that modern and sanitary methods of manufacturing ice cream in large quantities have been introduced. It is estimated, by a successful agent selling ice cream manufacturing machinery, that the consumption of ice cream in Great Britain has, in the last two years, advanced to a remarkable degree of 1,000 per cent. One firm of manufacturers has increased its equipment of power freezers from 1 to 17 machines during a period of three and a half years, manufacturing at present from 2,500 gallons a week. As an indication of the growth of business which has already been done in this line, it may be stated that there are already in operation in Great Britain about 165 power freezers of American make.

The market could be worked to the best advantage by an exclusive agent in London, who would sell on a commission basis, and who would cover the whole of the country. As might be naturally supposed, the principal buyers of the large power machines are the confectioners and caterers, and the large hotels and restaurants. Several large department stores have also purchased power machines in connection with their refrigerated soda water fountains.

Such as the limitations of the successful methods of ice cream production are now well understood, the time is ripe for an increase in the activity of the educational work whose duty it is to carry the information to the public of the machines. The chief handicap in getting acceptance of really satisfactory methods of ice cream making machines has been the fact that many men could and still can usually dispose of their ice cream through an improperly cleaned machine and at a price as low as milk drawn through a clean machine. The thing that is most needed is the development of a fairer and more effective milk inspection. This inspection can only be accomplished by basing it on results obtained from proper laboratory analysis of milk.



DEFINED.

Walter was reading the evening paper. "Say, is that a diplomat?" he questioned. "Diplomat, my boy," replied his father promptly, "who remembers a woman's birthday, but forgets his own."

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Bigger Ice Cream Sales



Send for
your copy
of this
Free Book

Just as its name implies, it tells how you can get bigger and steadier ice cream sales. It's just the story you and your dealers have wanted for many years. It tells the complete Sealright story.

The story of Sealright containers, how to fill them, how to deliver them, how to sell them, how to promote sales for your dealers, how to work up a volume business of these popular Sealright packages of your ice cream. This book also tells the story of Sealright national advertising in The Saturday Evening Post, teaching the public to eat more ice cream and to "carry it home in a Sealright Container."

Sealright Liquid-Tight Paper Containers are 100% leak-proof, drip-proof, crush-proof. Made in all convenient sizes from 1/4 pint to gallon, and the One-Time-Use Paper Packing Tray. Can be filled direct from freezer or by Sealright Ice Cream Filling Machines. No special mix required. Write for samples.

Send for your copy of this valuable book today. It costs you exactly nothing.

SEALRIGHT CO., INC.,
Dept. 25-AK
FULTON, N. Y.

Also makers of Sealright Pouring-Pull and Ordinary or Common Milk Bottle Caps and Sealright Paper Milk Bottles

Sealright

Liquid-Tight
Paper
Containers

This Sealright window transparency identifies the manufacturers or dealers with Sealright Service. Sealright national advertising teaches the public to buy their ice cream where they see this sign. Send for free samples of the transparency and attractive window pasters.



Indiana Dairy Manufacturers Meet

Milk Dealers, Creamerymen and Ice Cream Manufacturers Hold Lively Convention at Indianapolis December 13 and 14. Stirring Sessions Held

THE butter, milk and ice cream industries of Indiana were well represented at the annual convention of the Indiana Manufacturers of Dairy Products in the Lincoln Hotel, Indianapolis, on December 13 and 14. A great deal of interest was evidenced in the subjects under discussion and it was noted that a great many interested in one branch of the dairy industry stayed over for the session of the other. The afternoon of the first day was devoted to the ice cream division, the morning of the next day to the milk division and the afternoon of the second day to the butter division.

In the absence of J. L. Stucky of Muncie, who is chairman of the ice cream division, Mr. Ogle of the Evansville Pure Milk Company, Evansville, was appointed temporary chairman. Mr. Ogle addressed the convention briefly and then called upon the secretary to read his minutes of the last annual convention.

Truck Transportation.

At the close of this report, F. W. Fenn of the Service Motors, Inc., Rochester, N. Y., delivered an address on "Truck Transportation." Mr. Fenn brought out the advantages of the motor truck over horse and wagon or rail delivery under certain conditions. The motor truck, he says, is preferred for delivery within a distance of one hundred miles. It affords the manufacturer a greater area over which to distribute his products; it assures him quicker delivery; and a delivery system that is under his own control, one which a railroad strike or wreck cannot put out of commission. The manufacturer, furthermore, has direct connection with his consuming trade and the market and is not depended upon employees of other corporations to deal with and deliver his goods to his customers. This is a distinct advantage, especially when discourtesy and the irresponsibility of railway and express employees has anything to do with your getting and holding business. The truck, furthermore, eliminates unnecessary handling, only one loading being necessary and one unloading from the time the product leaves the factory until ready for delivery to the consumer or the retailer.

Mr. Fenn also gave some interesting figures pertaining to the cost of delivery when the horse and wagon or motor truck is in use. He stated, as a further advantage, the advertising value of a motor truck over the old horse and wagon system, a large truck affords a splendid opportunity for the manufacturer to advertise his wares. It is a moving advertisement, a portable bill-board, which reaches in its travels over the country roads, or streets a great many more people than could be reached by a bill-board in a stationary position on the streets or highways. He urged the ice cream manufacturers to use only the best materials when they build their motor trucks, to use the best quality of paint and to employ skilled painters or decorators so the advertisement placed on the side of the motor truck will be a credit to their products.

Mr. Fenn also mentioned the fact that the rate of insurance on a truck that has been overhauled is the same as that on a new truck. Many manufacturers do not know this and are paying the higher rate charged for old equipment even though the truck has been taken into the shop and overhauled and made practically as good as new. He says that the new rate is effective on all thoroughly overhauled equipment according to Mr. Fenn's belief the operator of a motor truck should give it the same attention the railroad company gives their engines. If the motor truck is in at night it should be thoroughly gone over, and

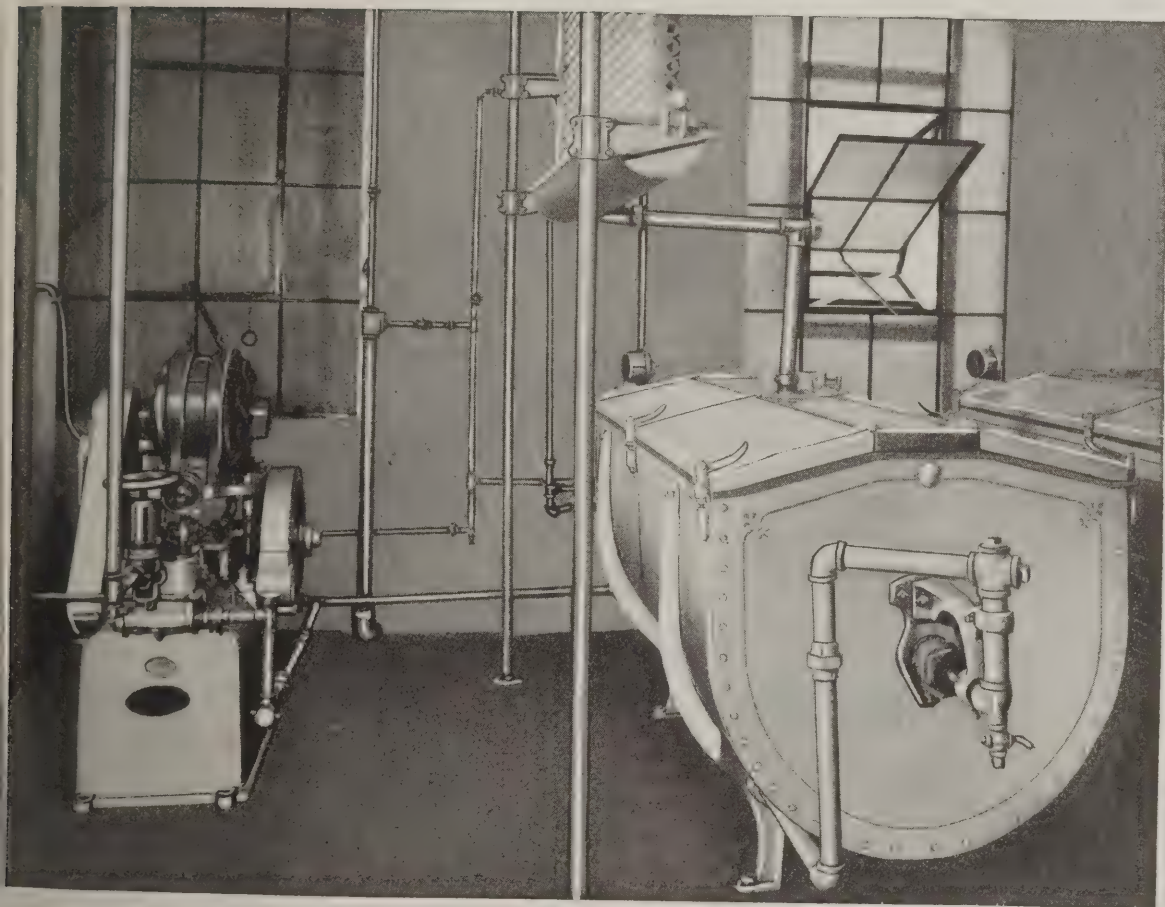


Annual Meeting Indiana Dairy Products Manufacturers.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Typical Installation of *The* *Viscolizer*

"The Machine of Many Uses"



NOTE THE SIMPLE COMBINATION ARRANGEMENT

A Necessary Factor of Dairy
Products Industries

~ ~ ~ ~

In Leading *The Viscolizer* Plants Everywhere

BUILT BY UNION STEAM PUMP CO.

Distributed by

John W. Ladd Co.

Columbus

Cleveland

Cincinnati

Cherry - Bassett-Winner Co.

Philadelphia

Baltimore

Pittsburgh

New York City

ST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.

greased and given a general inspection to see that everything is absolutely all right. Where a number of motor trucks are used, a skilled employee should be on hand to do this work.

Iceless Ice Cream Cabinets.

There was some discussion of the iceless ice cream cabinet led by James W. Smith of Indianapolis. Mr. Smith mentioned briefly the progress that has been made in the last few years in development of the automatic iceless cabinets and why he believes the iceless cabinet is destined to replace the old salt-and-ice system. Considerable experimenting is yet to be done and the refrigerating system must be made practically automatic and fool-proof. The druggist does not want to bother with it. In many cases a druggist and his employees are incapable of handling or operating a refrigerating machine and the machine must be automatic in its operations. The cost of operation must be brought down to the lowest point possible. Mr. Smith also discussed the different kinds of refrigerants. He believes that ammonia is the best refrigerant that has been found so far. Another refrigerant and one that was accidentally discovered during the war is called "propane." These two differ somewhat in action and propane is absolutely odorless. It has a boiling point of 49 degrees below zero. There is one disadvantage in using propane, at the present time, however, and that is its flammability. Being odorless and flammable a method must be found to discover leaks in the system.

Thomas J. Stewart of St. Louis, also gave a talk on the refrigerated cabinet. He represents the Nelson Manufacturing Company of St. Louis, who have been experimenting the last two or three years with an iceless cabinet. They are using menthol chloride in their ma-

chine and he says it seems to do the work a lot better than any other they have tried. Mr. Stewart advised the manufacturers to try out one or two of each of the different machines and give each one of them a thorough test. Mr. Stewart said the iceless cabinet will enable the ice cream manufacturer to conduct his business like a white man, close up on Sunday and take time and go to church, and know that his customers are getting their cream. He also discussed the cost of operation, amount of electricity required, number of hours the machine runs under certain conditions and the advantages of certain types of installations. Mr. Stewart's company uses redwood throughout in manufacturing their cabinets, believing that it is an insulator, nearly as good as cork.

Mr. Loewenstein, secretary of the National Association of Ice Cream Manufacturers, and the Illinois Association of Ice Cream Manufacturers, stated that at the Illinois association meeting, held the first part of that week, the matter was very thoroughly discussed and a great many more of the ice cream manufacturers took part in the discussion of it. A committee was appointed to make a thorough investigation, visit ice cream manufacturers and retailers who use the different types of machines and report their findings to the association.

There was also some discussion regarding the standardization of equipment for the ice cream factory. Mr. Antrim stated that the milk dealers had been about the standardization of sanitary fittings and pipes and that there is still a great deal of work to be done from the milk dealers point of view to standardize cans and bottles, cases, carriers and other kinds of equipment. The ice cream industry would also benefit from such standardization and he recommended it. He mentioned the fact that the government has gotten out a bulletin on standardizing fittings which was supposed to have been sent to all the manufacturers of ice cream products in the country, and anyone who did not receive their copy could get it by writing to the Division of the Department of Agriculture, at Washington.

The inside diameter has been adopted as standard and customers should specify inside or outside diameter when ordering so that there will be no mistake. It will be some time, of course, before a standard fitting is universally used for a great deal of the other fittings now in use and it would not be profitable to tear out and install, the standard fittings instead.

The election of officers for the ice cream division completed the session for Thursday. W. R. Corbin of Lafayette, was elected chairman and A. W. Antrim of Indianapolis was elected secretary.

Friday, December 14.

Friday's first session was devoted to milk delivery. G. W. Hornby of Evansville, chairman, and E. C. Hornby of Anderson, secretary, in charge.

C. E. Clement of the U. S. Department of Agriculture was the first speaker. Mr. Clement read an interesting and instructive paper on milk plant operation, and certain economies that the department of agriculture has found are being used in certain plants to cut down the cost of operation. Mr. Clement's address will be furnished complete and published in a later issue.

Bacteriological Tests As A Basis For Payment

In the discussion that followed Mr. Clement's address, the matter of making bacteriological tests a basis for payment of milk was brought up. Professor Gregory of Purdue asked if Mr. Clement found that many of the milk plants were buying milk on the basis of quality and determining that quality by means of bacteriological tests.

Miller Refrigerator Bodies

"We SELL you one—you BUY more"



"After the initial charge of ice and salt of approximately five hundred pounds, it took no more than three ordinary pails of ice and salt to repack each wagon daily, and the temperature in the ice cream compartment was maintained at from six to eight degrees above zero."

This company is using six Miller bodies.

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets

Using Miller Patented Tanks for Refrigerating
919 Third Avenue North MINNEAPOLIS, MINN.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Use a Super-Clarified Gelatine

Clear, pure gelatine is your main consideration in picking this ingredient for your production. It means safety—good quality—fine texture.

We call our gelatine “super-clarified” because it is produced with the most exacting attention to the selection of raw materials and to the processing.

Super-clarified means safety! It means uniform high quality for your goods. It means high viscosity. You can depend upon it—always.

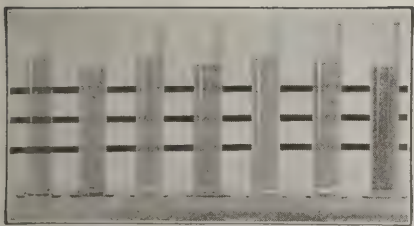
Atlantic super-clarified gelatines pass the pure food requirements in every state in the Union. And, although the manufacturing cost is slightly higher, due to the exceptional care in manufacturing, you can buy it for less than ordinary gelatines of corresponding grades.

Insure success by using Atlantic super-clarified gelatines.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches:

Chicago: Suite 510, 118 N. LaSalle Street
New York City: Room 1081 Woolworth Building



The test tube at the left contains Atlantic Super-Clarified Gelatine. Note its clarity—its high viscosity.

**“Purest and Best—
It Stands the Test”**

Read Our Offer

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

ATLANTIC *Super-Clarified* **GELATINE**



Left to right: E. C. Bishop, Harry Stevens, F. R. Gallagher, B. B. Baker, George W. Spinner, Ed. J. Small.



Left to right: D. F. Wallace, W. M. Hanes, C. W. Abel.



New officers of Hoosier Wild Cats. Left to right:—
Vice-President, E. C. Bishop.
President, George W. Spinner.
Secretary, Ed. Small.



A view of Illinois and Washington Streets intersection from tenth floor of Lincoln Hotel, Indianapolis.



Left to right: A. A. Senor, Francis R. Gallagher, D. F. Wallace, I. Mikkelsen.

A few snap shots
taken during the
Indiana Convention.



Morton Salt Group. Top: Clyde Gildersleeve, James B. Gavan, Jack Enright, Harry A. Stevens, Bozo Sample, C. A. Segerson, A. V. Briney.
Bottom: C. Wellington, Brooks Curry, G. R. Ashley, J. L. Allen.

Caramel
TRADE MARK

The Ideal Flavor
for Vanilla Ice Cream

— — — — —
**Once Tried—
Always Used**
— — — — —

WRITE FOR FREE SAMPLES

Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

cal examination. Mr. Clement answered that there were a few doing this but the time required to make the test was too long and a sediment test seemed to be in favor.

The sediment test will in about nine cases out of ten indicate the bacterial content of milk; in other words, if the sediment test produces a very dirty disc, it indicates that there is a higher bacteriological count and if the disc is comparatively clean, free from sediment, the milk usually has a low bacterial count. There are cases, however, where this is not true, where the can may be clean so far as the dirt is concerned but not thoroughly sterilized so that the bacterial count may be high in spite of the fact that the sediment test is good.

Mr. Frederick C. Mathews of Detroit, spoke on "Putting your House in Order." The theme of his address was getting the co-operation of employees. In his own business the bonus system has been worked out in a scientific way and this has resulted in much greater efficiency, better quality of work and fewer mistakes.

He also mentioned the systems that have been installed in some of the milk plants. One in particular, a plant at Calgary, Alberta, Canada, has fewer men employed for the amount of milk that is handled in any other plant in the country. This particular company has only a three cent spread and is getting 87 per cent of the business in the city. Every employee is on the alert to avoid wastage as much as possible, eliminate errors and to secure new business. They are interested in the business, getting new customers. They feel that the business is theirs. There is no danger of business being disrupted because of strike for a union propagandist can have no influence on them when they are paid a bonus and feel that the business in which they are working is theirs.

R. E. Little, secretary of the International Association of Milk Dealers, also attended the meeting and was called upon for an address. Mr. Little spoke of the work that the International Association of Milk Dealers has done in the past and some of their plans for the next year. The international association is the largest association of its kind and has done a great deal toward increasing the consumption of milk and improving conditions within the industry. They brought about the standardization of sanitary fittings and piping and are now working on standardization of milk cans, etc. They have committees working on economic problems, advertising, research laboratory, and work in conjunction with the agricultural colleges to obtain more uniform courses of study for milk operators and to encourage teaching of more practical subjects. The international association has also granted scholarships and has students doing post graduate work now in a number of colleges, giving special attention to milk plant subjects.

The election of officers of the milk division resulted in George Roberts of Indianapolis being made chairman and Joseph Fort of Franklin, secretary.

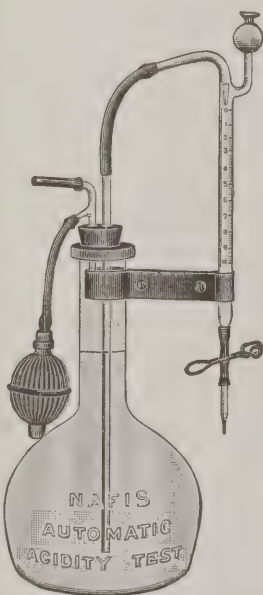
In the afternoon, at the session devoted to the dairy manufacturers, Carlton Ball, the new secretary of the Dairy Products Association of Kentucky, addressed the convention on the "Pulse of the Far West." Mr. Ball outlined briefly the organization of the Kentucky manufacturers of butter, ice cream and condensed milk and milk dealers, the work they have done and expect to do, and especially the work they are planning to do among the farmers, their increased production of milk and the profit the farmer may obtain from it. The stenographic report of Mr. Ball's address was published in connection with the official report in a special issue.

Insurance.

G. L. Carr of Indianapolis spoke on the "Spots in Modern Business." Mr. Carr is an insurance man of wide experience and urged the dairy product manufacturers to give more attention to the amount of insurance that they carry on their machinery and buildings. He said that it has been found that most manufacturing plants are under-insured. The plants have been built a number of years ago, at the time the materials were comparatively cheap and insurance placed on the property at that time that fairly represented its value. Since that time repairs and improvements have been made, new equipment installed and the cost of the material that was used originally in the construction of the plant has increased, so now it may cost two or three times as much to rebuild the building as it did when it was built several years ago. The value of a manufacturing plant today is what it cost a number of years ago less depreciation, but it is what would cost today to replace it. He mentioned a number of instances where manufacturers insured their plants at value a number of years ago and failed to increase it as the cost of replacement increased or as improvements and additions were made, with the result that when a fire destroyed the establishment it was a great loss and in some cases the firm was obliged to go out of business.

Another point Mr. Carr brought out was that many business men will have their property insured with a half dozen or more different companies just as many companies as there are agencies in the city. A business man feels that he wants to patronize all the different agencies so as to obtain the good will of them, but the business of each one is so small that there isn't a cent of profit in it for the agent. He mentioned one instance where a company had insurance

Why Not Stock Up Your Testing Room or Laboratory



with
**Nafis Scientific
Glassware**

**NOW—Before the
Rush Begins**

Such forethought will give you a decided advantage over those who delay and have to wait for their test bottles, pipettes and other glassware, because every one wants them at once.

Insist on having NAFIS GLASSWARE.

If your jobber does not handle it, write for our catalog and names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

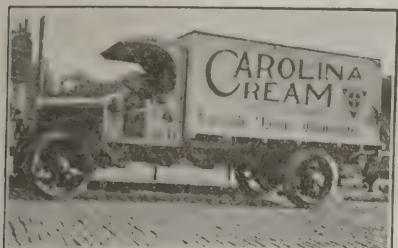
Mfgs. of Scientific Glassware, for
Testing Milk and Its Products

17-23 North Desplaines St.

Chicago, Ill.

ASK THE MEN WHO USE IT!

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



FORSYTH DAIRY COMPANY
ASHEVILLE WINSTON-SALEM



WINSTON-SALEM, N. C.
August 28th, 1923

John J. Grothe Co., Inc.,
Woburn, Mass.,

Gentlemen:-

This will acknowledge your recent letter asking us for an expression of opinion covering the operation of Zero Body which we purchased from you last spring for use on a Mack 2-1/2 ton job. We placed this outfit in commission on June 1st and it makes a daily trip of from fifty to seventy-five miles. The cream remains in perfect condition even in the hottest days and on several occasions we have sent the truck to the other end of the route to spend the night and delivered the cream to our customers the next morning in satisfactory condition.

We are enclosing a couple photographs which we believe will answer your purpose and convince the prospective buyers that from the standpoint of appearance our job would compare with any one.

We expect to be in the market for one or two more of these bodies next spring and will talk it over with you at that time.

Very truly yours,
FORSYTH DAIRY CO.

[Signature]
Mgr.

CEL:PA

Boost for
National
Advertising
of Ice
Cream



WITH a new factory and modern equipment Zero Refrigerator Bodies are being built better than ever and delivery can be made when promised.

A telegram or letter will bring "Grothe Service."

OUR NEW CATALOG WILL BE SENT UPON REQUEST

JOHN J. GROTHE COMPANY, INC.
Zero Building - Woburn, Mass.

BRANCHES: Guelph, Ont. Cleveland, St. Louis, Sacramento, New Orleans



AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

16 different agencies, each with a premium of \$80.00. The overhead expense connected with each one of these policies was greater than the profit of commission that the agent obtained for securing the business. He recommended placing insurance with one of the good companies in their own town, and only one.

The election of officers of the butter division resulted in E. W. Johnson of Bloomington being made chairman and John Schlosser, Indianapolis, secretary.

The election of officers for the general association resulted in P. P. Triller of the Wadley Company of Indianapolis being made president and Samuel Schlosser of Plymouth, treasurer, and R. L. Hammond, general secretary.

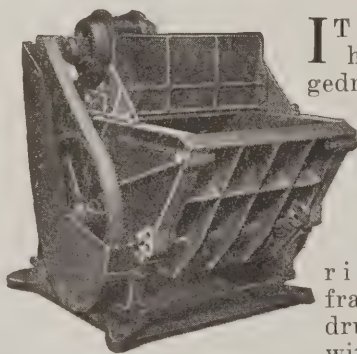
The last and most enjoyable part of the Indiana convention was the annual banquet and dance held on Friday evening. This was in charge of the Hoosier Wild Cats, the supplymens auxiliary of the Indiana Dairy Products Association. The dining hall was filled to capacity and everyone had a good time. Music was furnished by a local minstrel orchestra and Wm. Herschel, the poet of the Indianapolis News, furnished the entertainment. Harry Stevens, former secretary of the Hoosier Wild Cats, was toast master.

A more detailed report of the different addresses of interest to the readers of this publication will be published in a later issue.



Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad for you and insert it in the next issue of "The Ice Cream Review." You just stay at home and wait for results. You'll soon have your hands full.

New Heavy Duty CREASEY ICE BREAKER



IT COMBINES the huskiness and ruggedness of the largest Creasey Ice Breakers, including semi-steel drum and comb plate, socket held picks, heavily ribbed substantial frame and heavy drum and fly wheel, with a compact design and an attractive price. It is just the machine for the ice cream plant, especially where a number of ice breakers are installed for supplying ice simultaneously to several wagons. It is built in a standard model for belt drive, also with individual motor drive as shown, and with a one-piece cast-iron hopper bottom, having a circular delivery spout. The slow speed motor drives through a generous size silent chain enclosed in a steel protecting casing and running in oil.

sign and an attractive price. It is just the machine for the ice cream plant, especially where a number of ice breakers are installed for supplying ice simultaneously to several wagons. It is built in a standard model for belt drive, also with individual motor drive as shown, and with a one-piece cast-iron hopper bottom, having a circular delivery spout. The slow speed motor drives through a generous size silent chain enclosed in a steel protecting casing and running in oil.

Ask for our Catalog R-1125.

H.S.B.W.—COCHRANE CORP.

J. S. Lovering Wharton, Ice Breaker Dept.
3178 North 17th St. 167 Philadelphia, Pa.

ARCTIC COMPANY BUYS OUT CONNOR ICE CREAM CO.

The Arctic Ice Cream Company, with headquarters in Detroit, has added another extensive territory to its holdings, through the recent purchase of the Connor Ice Cream Company of Owosso.

The development of the Arctic Ice Cream Company started in Detroit in 1908. The original capitalization was \$25,000.00.

Its policy of making a pure ice cream of high quality not only brought rapid growth in Detroit, but led into the purchase, in quick succession, of ice cream plants and condenseries in other cities, officials among these were the Grand Lodge Milk Company of Grand Lodge, Hastings Condensed Milk Company of Hastings, The Piper Ice Cream Company of Grand Rapids, Waganaar & Hamm of Holland, The Michigan Cream Company of Lansing, and Freeman Dairy Company (Jackson Branch.)

The Connor Ice Cream Company, organized in Owosso 40 years ago, built up itself until it covered also Ann Arbor, Bay City, Alma, Flint, Pontiac, and Richmond. This chain included the Ovid Cream Co. and the Connor Fountain Supply Company of Owosso, makers and distributors of soda fountain supplies and fixtures.

According to officials, the trade names, "Arctic" and "Connor" will be continued in use in the same territories in which they have been used in the past, each has earned the good will of its public to such a degree as to make it unwise to discard either.

The inclusion of the Connor Ice Cream Company has brought about several changes in the personnel of the Arctic organization: H. A. Tremaine remains as president; Glen P. Cowan becomes chairman of the executive board; John J. McDonald (of Connor) becomes general manager; H. A. McDonald remains as general sales manager; W. A. McDonald (of Connor) becomes superintendent of ice cream plants outside of Detroit; Peter Van Allsburg becomes superintendent of all condenseries. The directorate is made up as follows: Tremaine, J. Robt. Crouse, Glen P. Cowan, A. F. Stevens, Jas. V. Oxtoby, W. C. Lerchen, all of Arctic, J. McDonald, James Oliver Curwood, and C. P. Beardsley, formerly directors of the Connor Ice Cream Company.

The Arctic Ice Cream Company now will be in a position to serve over 80 per cent of the urban population of the state of Michigan, according to officials. The total assets of the company are well over \$4,000,000, they say.

The purpose of the expansion of the Arctic Ice Cream Company is to bring about the obvious advantages of larger volume production and to put into effect advantages of distributing from strategic points to wide areas.

One of the first steps in the handling of urban cities, will be the equipment of all retailers with Automatic Electric Cabinets.

The Nizer machine, which has been developed during the past four years, is produced by the Nizer Corporation of Detroit, a company affiliated with the Arctic Ice Cream Company. It is counted upon greatly to stimulate the volume of business of the company, as well as materially to reduce wholesale handling and transportation costs.



You can find the person who will be glad to buy your product, or you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Just off the Press!

**Our New Catalog
is the Most Com-
plete Treatise on
Insulated Doors
Ever Published**

YOU'LL want one of the new catalogs just off the press for it serves as a "ready reference" on cold storage matters as well as being practically a Cold Storage Door "encyclopedia." Between its covers are 74 pages of interesting information on

**Standard Cooler Doors
Vestibule Doors
Fireproof Cooler and
Freezer Doors
Refrigerator Fronts**

**Revolving Doors
Can Passing Vestibules
Vertical Sliding Doors
Cold Storage Windows
& Automatic Ice Chutes**

There are 40 half-tone illustrations of the various products together with 34 blue prints (made to scale) of construction details bearing the exact information that technical men require. It contains tables listing our Standard Sizes (stock of which is carried for immediate shipment), architect's specifications, and tells how to determine size wall openings required. The size is the regular 8½x11 inches—made to fit into your files for convenient reference at any time.

*Write for YOUR copy TODAY. It will be sent
gladly for the asking. Address Desk 6 please.*

Jamison Cold Storage Door Co.
HAGERSTOWN, MD., U. S. A.

Jamison Doors
*for better
refrigeration*

WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

Kentucky Manufacturers Hold Important Meeting

Minutes of General Meeting, Brown Hotel, Louisville, Ky., December 18, 1923
Olsen Publications Honored

Meeting called to order by the President, Chas. G. Vahlkamp, at 11:00 a. m.

Secretary called the roll and the following members were represented:

City Consumers Co., Paducah, Ky.
Gray Von Allmen Sanitary Milk Co., Louisville, Ky.
Sugar Creek Creamery Co., Louisville, Ky.
D. H. Ewing's Sons, Louisville, Ky.
Standard Milk Machinery Co., Louisville, Ky.
Lee Lewis Ice Cream Co., Louisville, Ky.
Hughes & Company, Lexington, Ky.
Farmers' Union Creamery Ass'n., Mayesville, Ky.
Beatrice Creamery Co., Cincinnati, Ohio.
Merchants Creamery Co., Cincinnati, Ohio.
Armour Creameries, Louisville, Ky.
National Ice Cream Co., Louisville, Ky.
Cuscaden's Ice Cream Works, Louisville, Ky.
Swift & Company, Lexington, Ky.
Blue Grass Butter Co., Harrodsburg, Ky.
Evansville Pure Milk Co., Evansville, Ind.

Below is a list of individuals present:

Chas. G. Vahlkamp, City Consumers Co.
G. B. Nave, City Consumers Co.
Geo. Schneider, Gray Von-Allmen Sanitary Milk Co.
Amiel Von Allmen, Gray Von-Allmen Sanitary Milk Co.
Jack Stark, Gray Von-Allmen Sanitary Milk Co.

J. F. Whitlach, Gray Von-Allmen Sanitary Milk Co.
W. A. Horneman, Sugar Creek Creamery Co.
H. E. Ward, Sugar Creek Creamery Co.
H. F. Ward, Sugar Creek Creamery Co.
C. O. Ewing, D. H. Ewing's Sons.
Chas. Ewing, D. H. Ewing's Sons.
C. H. Neel, D. H. Ewing's Sons.
W. H. Neel, D. H. Ewing's Sons.
H. J. Sullivan, D. H. Ewing's Sons.
C. Mortensen, Standard Milk Machinery Co.
T. J. Hines, Standard Milk Machinery Co.
C. H. Schimpeler, Standard Milk Machinery Co.
W. B. Hurley, Lee Lewis Ice Cream Co.
Hargis Hughes, Hughes & Co.
W. W. Keys, Hughes & Co.
H. C. Pierce, Farmers' Union Creamery Association.
C. K. Winslow, Beatrice Creamery Co.
D. L. Van Osdol, Merchants Creamery Co.
J. V. Bockhold, Armour Creameries.
J. T. Satchwell, Armour Creameries.
W. A. Heuser, National Ice Cream Co.
Harry A. Cuscaden, Cuscaden's Ice Cream Works.
E. Yoder, Swift & Company.
Ceil Brown, Blue Grass Butter Co.
A. C. Rose, Evansville Pure Milk Co.
F. M. Perkins, Jr., F. M. Perkins & Sons.
R. L. Hardy, Cumberland Valley Creamery Co.
J. O. Barkman, College of Agriculture.
R. W. Scarce, Kentucky Live Stock Improvement.
J. W. Chase, Menasha Printing and Carton Co.
Wm. S. Moore, Armstrong Cork and Insulating.
L. F. Brown, St. Louis Gelatin Co.
J. Crow Taylor, Ice Cream Field.
E. K. Slater, The Olsen Publishing Co.
S. A. Smith, The J. B. Ford Company.

Minutes of last general meeting, November 18, 1923, read and approved.

As the treasurer's report, in the absence of the treasurer, the General Secretary read the condensed financial statement of the association issued in November:

On hand November 1st, 1913.....	\$1,078.73
Receipts	191.74

\$1,270.47

Disbursements	644.21
---------------------	--------

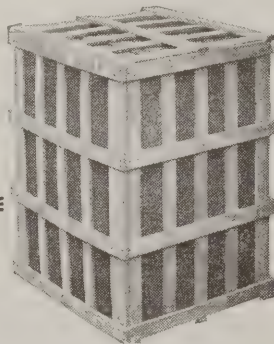
Balance on hand Dec. 1, 1923....	\$ 626.26
----------------------------------	-----------

Attention was called to the amount of the receipts and an explanation given showing that 25 per cent of the membership have been receiving for their monthly dues against a portion of their dues paid earlier in the year. It was moved and seconded that the treasurer's report, as given by the general secretary, be accepted and filed. Motion carried.

The general secretary read his written report covering the period of November 15th to December 18th, the body of which is here given:

"In addition to the routine office duties, a representative of the Ohio creamerymen was attended in Cincinnati. The purpose of this meeting was to decide whether a four-day grading plan would be rigidly adhered to if the time lengthened to seven days, as has been the case in the past."

No Competition for Contractors



BUILDING contractors can feel absolutely safe in bidding on cold storage jobs complete, including insulation, if they figure on using Non-Plus-Ultra Pure Compressed Corkboard, for it is our unvarying policy to work with contractors instead of competing with them.

NON-PLUS-ULTRA Corkboard

is manufactured in the largest cork factory in Spain, equipped with the most modern machinery. Nothing but specially selected, clean, dry stock is put into these sheets. This is thoroughly and uniformly baked through and through, producing sheets of exceptional strength and durability.

The edges and corners are square and sharp, which insures tight joints. Sheets are carefully crated at factory so they arrive on the job unbroken and without corners or edges knocked off.

Booklet and full particulars on request.

CORK IMPORT CORPORATION

345-349 West 40th St.

NEW YORK CITY

Branches in large cities.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



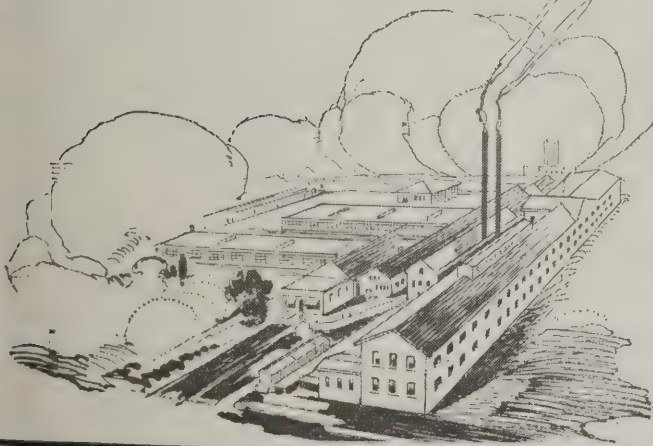
Packaged Goods SELL

EVERYONE agrees on that, but only a few realize just how important a part the design of a container plays in increasing or retarding sales.

Analyze your present carton. Look it over carefully. Then, if you are dissatisfied with any feature from design to price, give us the opportunity to show you the worth of Character Cartons.

We know you can save money and get more "carton value" for your money by using Character Cartons—and we are ready to prove it even on small quantity orders. Sutherland Paper Co., Kalamazoo, Mich.

N. B.—There are a number of good-looking stock designs in Character Cartons that might fill your present needs. Ask for samples. These designs can be skilfully imprinted with your name so that the whole carton appears as one made entirely for you.



Where Character Cartons are made

The Sutherland plant covers 4 acres of floor space and has the most modern equipment scientifically arranged to speed production. This is one of the reasons why higher-grade Character Cartons can be furnished in small quantities at a low price.

12

Sutherland Paper Co.

Kalamazoo, Mich.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Indiana, Illinois and Kentucky, for the winter months. It was unanimously voted to continue on the four-day grading plan.

"While in Cincinnati, we were present at a conference between F. J. Bahl, Tri-State Butter Co., and Harry Hartke, of the Pure Milk Co-operative Association of Covington, in regard to dairy condition in general.

"In Newport the Hiland Dairy Co., The Feldman Milk & Cream Co., The Newport Dairy, The Cloverleaf Dairy and the Louis Trauth Dairy was visited.

"In Covington the Summe & Ratermanr Co., and the Steffen Dairy Co. were visited.

"In Latonia Bergman Bros., H. B. Bosse & Sons and the Crescent Dairy Co. were visited.

"While visiting the milk distributors of Covington, Latonia, and Newport, aside from discussing local and state wide conditions, they were especially urged to attend the general meeting of this association today.

"In Louisville, in company with Mr. Schimpeler, of the Standard Milk Machinery Co., the Gray-Von Allmen Sanitary Milk Co., Kentucky and Indiana Dairies Co., The E. K. Mack Creamery Co., Finley Bros., Louis Kaelin, A. L. Carrithers & Sons, H. C. Theilmeier, Wm. F. Theilmeier, The Shawnee Sanitary Milk Co., and Henry Neimeier; all milk distributors and dairy products manufacturers of Louisville were visited.

"At Owenton and Carrollton, in connection with called meetings of the creamery field men, conditions surrounding the execution of the time limit delivery plan for cream have been studied.

"Under the direction of the executive committee, and in company with several ice cream manufacturers, the Southern convention of ice cream manufacturers was attended at Little Rock, Arkansas. This trip was es-

pecially beneficial in creating a better acquaintance some of our own membership, as well as familiar ourselves with the problems of the ice cream industry of the South. While at this convention there was an opportunity to enlighten the ice cream manufacturers of the South and the representatives of the various supply houses interested in the development of the South, with the work that is contemplated by our Products Association.

"At Indianapolis, we were present at the annual meeting of the Indiana Manufacturers of Dairy Products December 14, and represented our association on the program of the butter division, with an address on 'Pulse of the Farmer.'

"Acting on the complaint of one of the creameries as to the form of milk and cream way-billing used by one of the railroad companies serving Kentucky, it was thought advisable to call a meeting of all the general baggage agents of the various railroads interested in Kentucky, and to this end January 22 has been suggested as a tentative date for a joint meeting of railroad men and our association. It is hoped that membership will find it convenient to concur with suggestion for January 22 as the date of our next general meeting."

Motion made and seconded that the General Secretary's report be accepted and filed. Motion carried.

The president called for a report of committee especially those appointed to gather data as to any legislative action that might be needed for any one of the three auxiliary groups of the association. After a brief discussion it was thought advisable to delay further consideration of legislation, pending the address of Miss Sarah H. Vance which she would undoubtedly give in her address, from the luncheon table, to the association.

The associate membership dues and the voluntary classification that is left to the decision of prospective associate members, were discussed from a standpoint of fairness and propriety. Views were gotten from several men on this subject and they concurred with the views of the active members.

It was moved and seconded that original committee on constitution and by-laws be instructed to prepare an amendment to Article XI of the Constitution annulling the present classification of associate membership and substituting one class for all associate members at twenty-five dollars per annum, payable in advance. Motion carried.

It was moved and seconded that January 1st, of next year, be made the fiscal date for the annual association membership dues, and that the dues of new associate members, those coming into the association later in the year, shall be pro-rated according to the number of months remaining in the year. Motion carried.

It was moved and seconded that the president appoint a committee of supply men to solicit associate members. Motion carried.

The president appointed C. Mortensen, L. F. Brown, S. A. Smith as a committee to solicit associate members.

The matter of designating one or more trade papers as the official organ was brought to the attention of the association. After some discussion it was thought advisable to have an official organ for each division of the association. It was moved and seconded that "The Ice Dealer," the "Butter, Cheese & Egg Journal" and "The Ice Cream Review" be made the official organs of the respective auxiliary divisions of the association. Motion carried.

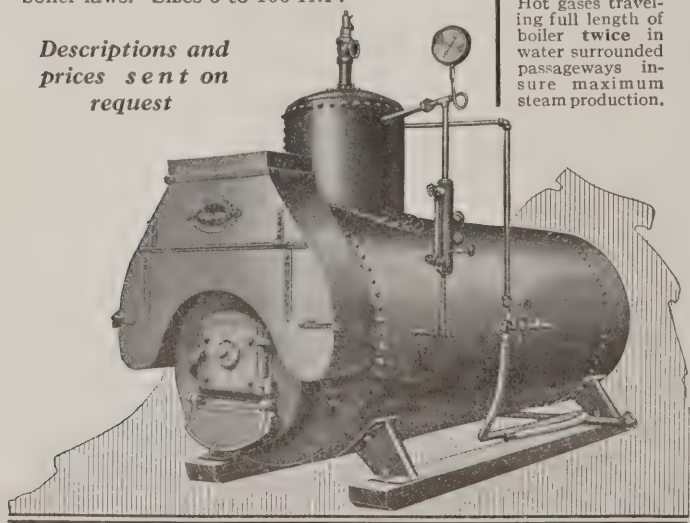
J. O. Barkman, representing Dean Cooper of the College of Agriculture, invited the association to hold

Leffel Scotch Marine Boilers

BECAUSE they require less room and are more powerful than other boilers of the same size Leffel Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers are highly desirable for use in Creameries, Dairies, Ice Cream Factories—Milk Handling Plants of all kinds.

They are perfectly safe and require little attention and meet requirements of all State boiler laws. Sizes 6 to 100 H.P.

Descriptions and prices sent on request



The James Leffel & Co.

Box 333, Springfield, Ohio, U.S.A.

Self-Contained
Come complete with wooden skids and necessary fittings.

Internally Fired
Fire box and ash pit, entirely surrounded by water, provide generous heating surface.

Quick, Steady Steamer
Hot gases traveling full length of boiler twice in water surrounded passageways insure maximum steam production.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



VAINILLA MEXICANA

WITH the ring of a big, prosperous year in everybody's ears, the coming ice cream season will undoubtedly be the greatest in the history of the industry. There is surely going to be a bumper sales volume for those manufacturers who take the initiative in appealing to the public taste.

You'll have a decided advantage if you use HUDSON'S No. 52 SPECIAL because its flavor is outstandingly popular. Its purity and strength is also an important factor of economy. It has the reputation of keeping sales volume up and manufacturing costs down.

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52 —Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

next meeting in Lexington during the Farmers' Week exercises.

It was moved and seconded that the next general meeting of the association be held Thursday, January 31st, at the Phoenix Hotel, Lexington; having lunch at 12 M., and the meeting starting promptly at 1 P. M. Motion carried.

Meeting adjourned for lunch.

From the luncheon table, Miss Sarah H. Vance, director, Bureau of Food, Drugs and Hotels, State Board of Health, discussed her work throughout the state as it pertains to the manufacture of dairy products, pointing out various technicalities and clearly showing where the manufacturers of dairy products and the state board of health could accomplish many desired results through educational channels rather than relying entirely on the rigid enforcement of the law.

Following Miss Vance, E. K. Slater, Olsen Publishing Co., Milwaukee, Wis., gave some of his experiences with the different branches of the dairy industry. R. W. Seearce, manager, Kentucky Live Stock Improvement Association, also spoke on the plans and purposes of his organization and its relation to the dairy products manufacturer.

After round table discussions of the auxiliary groups the general meeting was again called to order by the president at 4:45 p. m.

The proposed articles of incorporation for the Dairy Products Association of Kentucky were read, discussed and adopted the article, and then adopted as a whole, with a few minor changes as made in the adoption by article.

It was moved and seconded that the articles of incorporation be filed as adopted at this meeting. Motion carried.

On account of the lateness of the hour further business was dispensed with, and it was moved and seconded that the meeting be adjourned. Motion carried.

CARLTON BAL
General Sec



DEPARTMENT OF COMMERCE BOOK TELLS SUPPLY MEN'S ASSOCIATION.

"Trade Association Activities," a book compiled by order of Secretary of Commerce Hoover, comprising definite government sponsorship of legitimate trade associations, as well as being the most complete authoritative account of the functions and activities of associations yet published, refers to The Association of Ice Cream Supply Men, together with other leading associations of the country.

In a chapter on "Trade Disputes and Ethics," The Association of Ice Cream Supply Men, and the National Association of Ice Cream Manufacturers are mentioned. This chapter says:

"Some trade associations have provided a guide for proper trade relations and thus have offset the hood of disputes by the adoption of codes of ethics. The nature of such codes is definitely to set forth: unfair practices of sellers against buyers; and unfair practices of competitor against competitor. codes of ethics or fair practice are essentially statements of business principles in reference to the transactions of the particular trade or industry as the association of these principles. The Association of Ice Cream Supply Men, the National Association of Ice Cream Manufacturers, and the American Bakers' Association have developed this particular phase of trade relations through codes of ethics rather completely."

The book has recently been issued by the Department of Commerce.



ICE CREAM SCORING TO BE FEATURE OF DAIRY SHOW.

Ice cream will be included in the students' products scoring contest at the National Dairy Show next year. This was assured before the last show hardly over, college officials in charge of the dairy products judging contest being almost in unison in wanting ice cream to be included.

Ice cream never has been a feature of the judging contest at the national show exhibition. The one reason given is lack of a suitable score card and system of grades and standards for ice cream. Prof. F. Fischer, assistant professor of Dairy Husbandry, Connecticut Agricultural College, Storrs, Conn., has proposed a score card and system of grades and standards that has been used in the Eastern States Exposition contest for the last two years, as well as in the national ice cream scorings at the Massachusetts and Connecticut Agricultural colleges. He says they have proved very satisfactory.



The cost is little, the results are quick and satisfactory, "The Review" Want Ad way.

IT PAYS TO ADVERTISE YOUR ICE CREAM BUSINESS

LET US SHOW YOU HOW

For further information, write
KUNSMAN, 528 Washington St., READING, Pa.

THE ORIGINAL DOUBLE-RING CONE



Try This Interesting Experiment

Take two McLaren "Real Cake" (Double Ring) Cones in one hand. Press down squarely on top cone with other hand to the point of breaking the cones. See how much pressure the ring withstands without breakage. This simple test will demonstrate convincingly the value of the PATENTED Nesting Ring as a breakage preventive. Free samples and detailed information promptly sent upon request.

THE McLAREN PRODUCTS CO.
Peoria, Ill. DAYTON, OHIO Kansas City, Mo.

A CONE WITHOUT A
NESTING RING IS OLD-FASHIONED

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

LE ROCK HOSTS PRAISE SOUTHERN CONVENTION DELEGATES.

egates to the convention of the Southern
iation of Ice Cream Manufacturers won the
of the people of Little Rock. Everybody
ice things to say about the ice cream men.
Rock newspapers "covered" the convention
every angle every day, almost without ex-
n striving to be very fair to the manufac-

emained for the convention hosts to say the
thing about the Southern association's visit
tle Rock. Tom Moore, assistant manager of
fewcomb Hotel Co., which operates the
n Hotel at Little Rock among others, has
n Secretary J. W. Clopton of the Southern
ation that officials and attaches of the
n were highly pleased with the visit of the
sam men.

letter follows, in part:

W. Clopton, Secretary,
rn Association of Ice Cream Mnfrs.,
r, Ala.

Sir: * * We wish to go on record with
association as stating, with due respect to all
conventions that have been held here in our
e ice cream manufacturers' convention was one
best bunch of gentlemen we have ever handled,
ems that every member attending always had
e and a good word for every employee of the
nd this kind of an attitude from a guest toward
loyee causes them to want to stretch every
ward giving the very best service possible. * *

Yours very truly,

NEWCOMB HOTEL COMPANY,

(Signed) Tom Moore,

Assistant Manager."

PSALM OF LIVES.

f you think of a good one, send it in.)

ives of elephants remind us,

It would put us in a funk,

f from birth to death we had to

Lug around a silly trunk.

—Springfield Union.

ives of mermaids oft remind us,

That we'd never have the blues,

we could just save the dollars,

That we now invest in shoes.

—Yonkers Statesman.

ives of fire flies oft remind us,

When we see their brilliant light,

ve would want to sleep all day long,

If we had to shine all night.

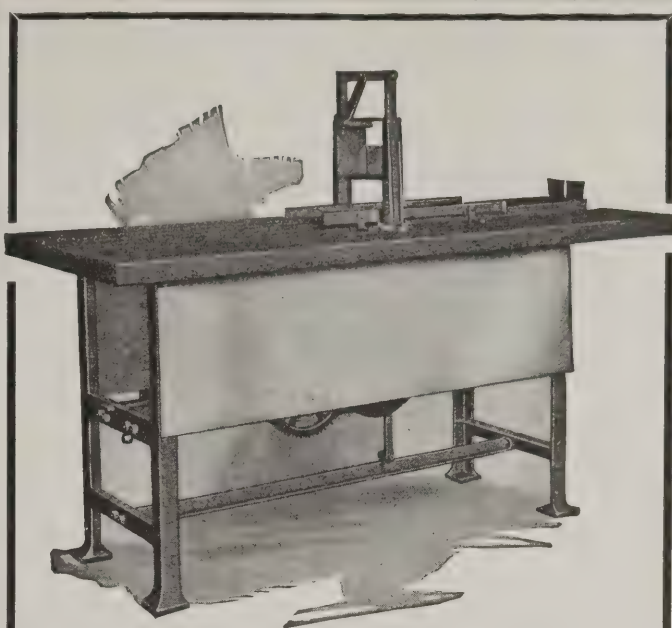
—Gym.

ives of bed bugs oft remind us,

If we had to sleep with one,

ve would wear cast iron pajamas,

And defy the son-of-a-gun.



The New Era

Ice Cream Brick Cutter

is now equipped with two scale boards that
have adjustable scale racks. Each board,
with a simple adjustment, will make ten
different cuts to the quart.

The feed plate is now equipped with a screw
adjustment, making it possible to adjust
machine, so same will space with unfailing
accuracy.

Placed on ten day's trial, guaranteed to be
practical, durable, and efficient.

Our representatives are the leading Ice
Cream Supply Houses.

Detroit, Mich.	
Columbus, Ohio	
Cleveland, OhioJohn W. Ladd Co.
Cincinnati, Ohio	
Philadelphia, Pa.	
Baltimore, Md.	
Pittsburgh, Pa.	
New York City	
Syracuse, N. Y.	
Cedar Rapids, Ia.	
St. Paul, Minn.	
Chicago, Ill.	
St. Paul, Minn.	
San Francisco, Cal.Geo. W. Prising Co.
Salt Lake City, UtahCannon Supply Co.
Louisville, Ky.Standard Milk Machinery Co.
Boston, Mass.Wright-Ziegler Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

NORTH DAKOTA MANUFACTURERS MEET AT FARGO MARCH 9.

Arkansas Association Takes High Rank in Progressive Work

(Continued from January issue)

TREASURER'S REPORT.

By G. A. Meyer.

Receipts.

Balance Jan. 1, 1923.....\$113.73
Balance Express Fund 138.55

Receipts L. R. Meeting Jan. 10..... 240.00
Dues collected up to Dec. 1..... 100.00

\$252.28

\$592.28

Disbursements.

Expense Little Rock Meeting, Jan. 10, 11..... \$168.35
Jan. 24 Printing Songs 4.00
Jan. 25 Telegram75
Feb. 1, Printing 1.50
Feb. 1, Printing 50.50
Feb. 2, Telegram70
March 1, Telephone 4.00
March 17, Envelopes 1.00
March 17, Stamps50
April 1, Phone and Telegrams..... 6.70
April 18, Attorney Service, Earl D. Kidder..... 50.00
May 1, Printing 8.00
Aug. 1, Bond for Treasury..... 10.00
Nov. 1, Telegrams 5.60
Nov. 15, Attorney Service, Earl D. Kidder..... 50.00
Dec. 1, Miscellaneous 15.00

\$376.60

Balance on hand Dec. 1, 1923.....\$215.68

Members paid dues for 1923:

Active 22
Associate 46

Total 68

Members paid dues for 1922:

Active 20
Associate 40

Total 60

Increase 8

Total receipts from dues for 1923.....\$340.00

Thurstan Runyan was named chairman of the auditing committee. The secretary-treasurer's reports were followed by a roll-call of active members, after which the secretary called the roll of associate members.

Mr. Meyer then read the proposed code of ethics, as follows:

Arkansas Ice Cream Manufacturers' Association Code of Ethics.

Believing my vocation to be worthy and honorable, and with sincere desire to raise the standard of my business, thereby raising the standard of the industry I represent, I hereby subscribe to the following CODE OF ETHICS.

1st. I shall at all times conduct my business in such manner as to reflect credit unto myself and the ice cream industry.

2nd. Knowing that my products are recognized by the state and national governments as food products, it shall be my pleasure and duty to maintain a clean and sanitary plant at all times.

3rd. I pledge myself to use nothing but the purest of standard ingredients in the manufacture of my products.

4th. I shall endeavor to be fair and honest with my patrons, employees and fellow manufacturers at all times, rendering to them maximum service and loyal co-operation.

5th. I believe it to be a duty and honest obligation to return to the rightful owners cans and tubs coming into my possession, seeing that while they are in my possession they are given the same care as my own.

6th. To the supplymen calling on me with their wares, I shall be courteous and friendly. And it shall be my endeavor to favor those supplymen and firms that sell me their wares at the same price as they do the brokerage and wholesale firms.

7th. Knowing that my business cannot be successfully conducted unless a fair return is made on my investment, it shall be my purpose to charge a fair and reasonable price for my products. My desire shall be not to undersell my fellow manufacturers but to contend with them for first place in the quality of my product and the service I render my patrons.

8th. I will not give away goods or supplies or samples other than is customary in such quantities as to hamper and embarrass competitors, or in such volume as to have the effect of giving a rebate.

9th. I will not discriminate in prices between different purchasers or different localities, based upon other than legitimate cost, sales and delivery consideration.

10th. I not only pledge my own membership to my state organization, but will strive to induce others to join, I consider it a moral obligation to attend the conventions and work in harmony with the members and officers.

I. O. Hughes suggested that a committee be appointed to consider the code and then to report its views for the consideration of the members in open meeting. Upon mention by "Will" Terry the president appointed a committee with himself as president and including the following: George F. Cress, I. O. Hughes, J. D. Purdy and Craddock Goins.

A committee to audit the treasurer's report was then appointed as follows: Charles Hooberry, Thurston Runyan and George D. Rumrill. The committee on resolutions included R. L. Hargrove, Charles Hooberry and W. L. Hewgley.

The president deferred the election of officers and selection of next meeting place for the afternoon session. Secretary Meyer, before the close of the morning session, dis-

The **HOUSE**
of
Personal
Gelatine
Service

Hughes Gelatine Co.

143 Griswold Street

DETROIT

MICHIGAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BAIRD

STANDARDIZE on BAIRD REFRIGERATOR BODIES *because:*

They maintain 3° below zero for 48 hours on one icing;

Their perfect insulation saves ice;

They can be loaded in the afternoon for the next day's deliveries;

No brine is dripped on the chassis, on the street, or in the garage;

They are easily cleaned by flushing with a hose;

and also because, by their

WELDED SEAMS

regalvanized after welding, the metal is fused into one piece. Leaking is impossible.

For low temperature, perfect insulation, light weight, and welded seams which cannot leak — buy BAIRD REFRIGERATOR BODIES — NOW.

William F. Baird Company

OFFICE: 401 Chamber of Commerce, BOSTON, MASS. FACTORY: WINCHESTER, MASS.



cussed the status of the proposed ice cream bills. He pointed out that the legislators were in earnest about getting revenue with which to carry on Arkansas' program of education.

He urged upon the members the necessity of manufacturers standing together in the campaign to instruct the legislators about the status of ice cream as a food. He said the manufacturers should enlist the co-operation of their dealers in this work. The dealers could get in very effective work by calling up their representatives and explaining to them that ice cream is really one of the important things about the schools, since parent-teachers' associations are having it served in class-rooms. It should be impressed upon the legislators, said Mr. Meyer, that there is little use to try to raise money for schools by injuring an industry which produces a product so valuable to the school children.

To G. A. Meyer.

Whereas, our esteemed secretary, G. A. Meyer, is forced to relinquish the post he has held with such loyalty and ability for four years; and,

Whereas, Mr. Meyer will not be able to give us his active services in the coming year; be it therefore,

Resolved, That this association accept with sincerest regret our esteemed secretary's resignation and extend to him our warmest thanks for the splendid services he has performed for this association and the ice cream industry of Arkansas.

Adopted by Arkansas Ice Cream Manufacturers' Association, at sixth annual meeting, Little Rock, December 3.

Mr. Olmsted of Hot Springs said the school bill is important, and that it is a good plan to be ready for a hard fight, as the legislators know that the Arkansas schools must have relief but do not know that it is unfair to make the ice cream people bear the burden.



Schroeder — Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



■ ■

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

...

MILWAUKEE, WIS.

Cannot Tie Up With Bottlers.

Mr. Rumrill said cold drinks are more or less of a luxury but the rights of ice cream to be immune from taxation should be fought out on the product's merits as a food. Secretary Meyer stated that this was the basis of the fight during the year, but he said the cold drinks people could not bear up their arguments for food value.

"Will" Terry expressed the belief that tying up with the soft drink people would not do the ice cream industry any good, since soft drinks are more or less a luxury. He urged the members to write to the men to whom they ship, and get them to write their representative or phone them their opposition to any bill to tax ice cream. He suggested that "a good committee" be appointed to wage this fight. Mr. Terry made motion that the incoming board and officers act as a committee to handle the fight.

After the association had lunch in a body in the Marion dining room, committee meetings were held before the open-



Jacob Noodleman and one of the Mexican monkeys he donated at Southern convention to be auctioned for the benefit of the Ladies' Auxiliary.

ing of the afternoon session. Craddock Goins of The Ice Cream Review reported to the association that the committee on the Code of Ethics heartily endorsed Mr. Meyer's document and did not recommend any material changes, though it was possible that some addition could be suggested. Acting for President Watson, who was chairman of the committee, The Review man read the Code of Ethics by sections. After some discussion the code was adopted.

Election of officers followed. R. L. Hargrove, for many years active in association work in Texas, Oklahoma and Arkansas, was elected president. G. A. Meyer was unanimous choice for vice-president, and Charles Hooberry could not think of enough excuses to dodge the job of secretary.

The remainder of the meeting consisted of compliments to outgoing and incoming officials.

It was the sentiment of the delegates that the sixth annual convention had witnessed some very constructive work in the interest of the industry. Considering the fact that they had to think of taking care of their visitors from other states while deliberating over their own problems, the Arkansans feel well satisfied with the 1923 session.

Little Rock was selected for the next convention. A board meeting followed the session.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"GMC trucks are seven steps ahead"



Greater Daily Mileage at Less Expense

The success with which GMC trucks serve as distributors of ice cream is typical of GMC capacity for uninterrupted daily heavy duty service. With a surplus of pulling power beyond its rating and extra strength in every chassis part GMC is able to carry full cargoes day after day over every kind of road and grade. Moreover GMC has a speed on good roads that assures the greatest possible mileage per day. Combined with this power and speed is the economy of operation and maintenance that only GMC can offer.

Full information on GMC trucks with detailed explanation of exclusive GMC features and what they mean to owners is given in an illustrated booklet "Seven Steps Ahead." Send for one of these books and see how GMC can make and save more money for you. Just fill and send in this coupon and your copy will be mailed immediately.

GENERAL MOTORS TRUCK COMPANY

Division of General Motors Corporation
PONTIAC, -- MICHIGAN

General Motors Trucks



MAIL THIS TODAY

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Please send me literature on GMC trucks including your booklets "Seven Steps Ahead."

Name
Business
Address
City..... State.....

Southern Convention Proceedings

(Continued from January issue)

“WHAT I hope to see accomplished through the adoption of the quality standard is this: “If we can deliver this message to the ice cream consuming people and live up to it, as I hope and believe we will, it will inspire the whole people with the products of the Southern ice cream manufacturers, thereby increasing the sale of ice cream.

“Furthermore, it is the duty of all producers of food articles to make the very best and purest article that can be bought, regardless of whether it is ice cream or what not. I have always followed this idea myself and I believe it has paid.

“If we can bring this message to the ice cream consumers in the way that I meant it, it will benefit both the people and the ice cream manufacturers.”

—Statement to The Ice Cream Review by Southern Convention President M. J. Costa of Athens, Ga.

At this time the president stated that at a meeting of the old board of directors that morning they agreed to recommend to the new board of directors, that the association hold its meeting at New Orleans just preceding the national association meeting.

Applause.

President: The next speaker on the program is S. N. Sutton, whose subject will be “Advantages of Membership in Trade Association.” Mr. Sutton.

Mr. Sutton: Mr. President, Members of the Southern Ice Cream Manufacturers’ Association, Ladies and Gentlemen: When I was first notified that I had been

placed on the program to prepare a paper on this subject, and realizing the many benefits that had come to the ice cream industry from the activities of the association through past years, I felt that it would not be a difficult matter to prepare a paper that would pretty well cover the subject, but when I sat down and attempted to write it, I realized it is a very, very broad subject. In fact, almost every talk we have had is along the lines of my thought, when I attempted to prepare a paper on this subject. The talk that we heard from the governor, the secretary’s talk, and the president’s address, were all along the lines of the benefits which we have received.

* * * * *

Advantages of Membership in Trade Associations

By S. N. SUTTON

THE idea of joining hands with our fellow manufacturers or co-operating with him through trade associations has brought about many beneficial results, and has been one of the chief reasons for the rapid growth of the ice cream industry in the United States during the last few years. Throughout our industrial history there is not a case on record where harm came to anyone on account of a spirit of co-operation existing between him and his competitors.

Some say, “I do not see any advantage of belonging to an association, I am a small fry and would not get anything out of it.” Those men have never belonged to any associations and hence they are honestly mistaken. Because the small fellows are getting just as much benefit from the associations as are the larger ones.

We sometimes hear it said that it is useless to send certain boys to school because they are not getting anything out of it. Is that the fault of the school, or is it the fault of the pupil in failing to grasp the things that are offered him in school?

Prosperity usually comes to the fellow who has the ability to avail himself of the things which the other fellow has learned through his experience. No one of us is smart enough to be able to know the correct solution of every problem and how to avoid making any mistakes without getting a little information from those with whom we come in contact. And we can greatly benefit ourselves by taking advantage of the opportunity to check up on the new developments which are continually unfolding to those who are striving to perfect the methods, arrangements, equipment, and product of the industry to which we so proudly claim membership.

Our associations are like great clearing houses through which our experiences, ideas, griefs, and diffi-

culties of all kinds can be adjusted. And by laying our cards on the table along with the other fellows, exchanging ideas and reasoning things out from the other man’s point of view we can often save ourselves many dollars.

“More bone in the back and less in the head” was the motto suggested by one speaker at a recent convention. And I think that if we would guard against this hard-headed, obstinate, selfish thought which is so often getting us into difficulties we would be better off in many ways.

Our secretary’s office has done splendid work during the past year in several cases where unharmonious conditions existed but to correct which called for a disinterested and impartial man to show them their mistakes and their solution. And in each instance matters were adjusted to the satisfaction of all. These benefits were received by non-members as well as by the members, but it is up to us to give credit where it is due, and we believe that these things could have hardly been accomplished without the assistance of our secretary’s office. The letters and bulletins gotten out at different times throughout the year always contain valuable and timely information. In several state legislatures bills abnoxious to our industry were defeated through the prompt assistance rendered by the officers of our association. Not long ago the petition of the express Company to raise the billing weights on ice cream approximately 15 per cent came up for hearing before our railroad commission and it is needless to say that if we had not been in a position to get certain facts and evidence from our Southern and National secretaries we would not have been able to win our case, at least as easily as we did.

The secretary of commerce in a recent statement regarding trade associations generally said, “Legitimately formed associations have contributed greatly to the

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

* * * * but VANILLA
goes on forever!

To twist an old saying: "Flavors may come and flavors may go, but VANILLA goes on forever." Rightly so. There is no other flavor, year in and year out, that tickles the taste of ice-cream lovers like good, old VANILLA.

But it must be REAL Vanilla. Not "second-cousin" vanilla. To be sure of mellowness, smoothness and rich deliciousness, to obtain the demonstrated, business-building flavor use

MICHAEL'S Mexican Vanilla Powder

PHILADELPHIA TYPE

makes no attempt to conceal the evidence of the bean. The standard for French and "Philadelphia" ice-cream.

NEW YORK TYPE

The same Vanilla put through a process which prevents the bean from showing in the finished ice-cream.

Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest Vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. Do this, by all means.



improvement of business morals and practices, have cheapened our production and distributions, have improved working conditions, have by statistics they publish of production and distribution enabled the whole commercial public form safer judgments as to their future policies. They have contributed to the advancement of our foreign commerce and generally they have interested themselves in our economic welfare. These services should be preserved and even better organized."

The position which ice cream occupies today among the national industries is largely the result of the progressive ideas, and the great amount of work done by the officials of our national association in their untiring

effort to secure proper legislation and enforcement of the laws that safeguard the public health, and thereby bring our product to an uniform high standard.

The ruling of the War Industrial Board which declared our industry an essential business and thereby saved our sugar and supplies from being cut off was brought about through the activities of our associations, as well as was the repeal of the war tax on ice cream cones.

Such matters as a national campaign to advertise ice cream, uniform cost accounting systems or industrial laboratories must necessarily be handled through some such medium as our associations if they are going to result in any permanent good to the industry.

The opportunity to meet with the supply men and make an impartial comparison of their wares is better afforded through our associations than any other way I know of. To be able to sit in our conventions and listen to the discussions on the various topics and problems that confront the different members of the industry and in this way get the latest and most up to the minute ideas is in itself worth all it costs to be a member.

It is said that "competition is the life of trade" and "co-operation is the breath of that life." But in order to be able to stem the tide and keep ourselves from floating down the stream with the dead ones, we must be in a position to keep posted on the very latest and best ideas that are being developed by our wide awake fellow manufacturers.

The man who does not become a member of our association is losing much that will help him to gain a better knowledge of his own business, by enabling him to compare the different ideas presented, and get pretty definite information how he can save on the cost of production by the installation of various kinds of machinery and equipment that have stood a satisfactory test by others.

Those that stick too close to their business are apt to lose sight of the big idea, or perspective which enables them to analyze their problems properly and thereby gain the inside track on what to expect for the coming season. And also be able to avoid the trade abuses that so often plunge the manufacturers into warfare of various kinds.

Throughout the North and East nearly every manufacturer is a member of his association. And that is one reason why they have been able to keep ahead of this part of the country on the per capita sale of ice cream. Every manufacturer is timber for our association and if each one of us will make sure that he brings

Real Value and Correctness of Principle

is the only basis on which we could have built up a wood working plant covering 15 acres and employing 2,000 skilled workmen. This plant is a tribute to the everlasting qualities of Virginia White Cedar.

USERS OF

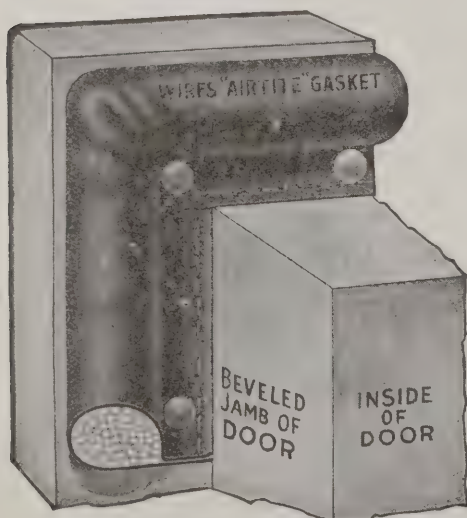
Richmond White Cedar Tubs

show their recognition of superior qualities by the persistency with which they re-order for increased requirements.

Send for prices

**RICHMOND
Cedar Works**

RICHMOND, VA.



\$STOP COLD-AIR LEAK\$ WITH

WIRFS WATERPROOF "AIRTITE" CUSHION GASKET

FOR REFRIGERATORS AND COLD STORAGE DOORS, AIRTIGHT SECTIONAL COOLING ROOM AND REFRIGERATOR-JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES REQUIRING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-CONTACT

MADE IN 4 SIZES:
(ANY LENGTH)



NO. 1 LARGE



NO. 2 MEDIUM



NO. 3 SMALL



NO. 4 SPECIAL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]

REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED CASING

GET SAMPLES AND PRICES, STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 So. 17th St., ST. LOUIS, MO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



One of Our Many Drying Wheels

When filtered, the liquid Gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patented process requires less than one-half of one per cent of the time usually necessary to dry Gelatine.

Dried Gelatine

in at least one new member between now and our next meeting, that alone will mean a great boost to our membership. Nobody can afford to miss the meeting at New Orleans next year if its importance is properly explained to him.

There we will not only meet the manufacturers from all over the South, but from all over the United States as well as many foreign countries. At the same time we will be able to visit and inspect the greatest exhibition of modern dairy and ice cream machinery and equipment that has ever been staged in the Southland.

To meet our fellow manufacturers at these conventions and rub shoulders with them in a social way means a lot toward eliminating the old idea that our competi-

tors have horns and are just a bunch of unprincipled scoundrels that stand in the way of our advancement. Often ties of good fellowship are formed from which we get a great deal of pleasure.

However we must not lose sight of the fact that we have work to do here. And if we do not put something into these meetings, we can't expect to take much away. Any more than the school boy can expect to stand at the head of his class unless he applies himself to his school work. So in conclusion, not the least advantage to be gained from membership is by getting on the job and attending all the sessions of the convention, and you will go home with a lot of new ideas gained that will mean money to you during the coming year.

Why the Business Man Should Attend all Meetings of His Trade Organization

By W. W. CAMPBELL

WE may have different ideas "Why the Business Man should attend all the meetings of his Trade Association." I shall attempt to give you a few of the reasons as I see them and hope in the discussions we will bring out many more reasons why our members should attend the meetings of this association.

All trade associations are formed primarily with the same objects in view, more especially this one of ours. First, to promote and safeguard the common interests of its members. Second, to establish and maintain friendly relations among those engaged in the manufacture and sale of ice cream. Third, to take united action upon all matters affecting the welfare of the trade at large.

Every live, progressive ice cream manufacturer should identify himself with his trade association, because it unifies and represents the constantly expanding ice cream industry, it keeps in constant touch with all important legislation and furnishes to all its members authentic information on all matters of importance to them. At our trade meetings these matters are discussed and plans outlined to meet these conditions as they arise.

What has the association done? Just a few questions might bring to your minds what the association has really done for you. Are you not in every way better satisfied to be in business today than you were several years ago? Have you not a better standing in your community? Are you not making as much or more money than you did several years past? Is not your business on a much firmer foundation and on a much higher plane than it has ever been? I am sure if these questions were asked each of you by any business man your answer would be in the affirmative. The next question is: Have you done your part? Have you attended your trade meetings and taken part in its deliberations?

To conduct an association it requires a membership that will help carry out the principles as set forth in its constitution and each member to do his part and help supply such funds as will enable the organization to function as it should. It is your association so give the officers your hearty co-operation and support.

There is no person in any line of industry that fulfills his obligations to the public at large who does not attend the meetings of his trade association. Meeting men in your own line of business puts you directly in touch with your competitor. The friction in your mind against that of a competitor sharpens your conception of what you are doing as against his way of doing it. The friction between two minds, having the same inspirations, but possibly working from different angles, naturally sharpens both minds, so that while your competitor may gain something from you, you are bound to get something from him. This does not mean following his line of constructive thought or copying his method but is a mental cock-tail. There is a natural stimulus when many minds having the same basic thought are brought together. The psychology of this is apparent whether one is a believer in the transference of thought or not. The will to do this or that, being in numerous minds is brought to affect all minds present and add force to the thought, for that reason, the progressive manufacturers of ice cream come together annually



Indicating
Recording
Controlling

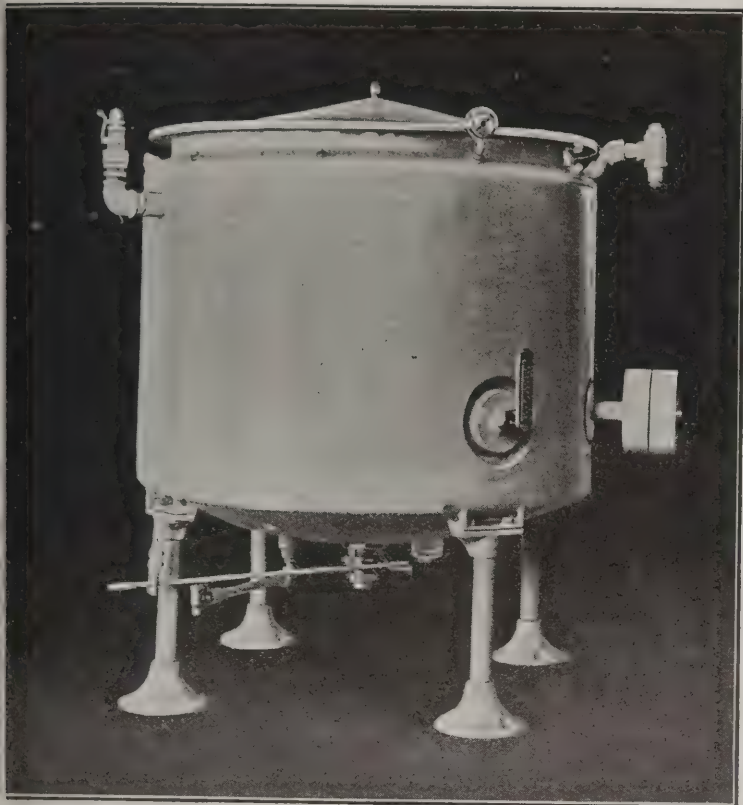
—

Send for
Ice Cream
Plant Catalog
No. 500-A


There is a
Tycos or
Taylor
Temperature
Instrument
for every
purpose

Taylor Instrument Companies
ROCHESTER, N. Y., U. S. A.
Canadian Plant, 110-112 Church St., Tycos Bldg., Toronto

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The PFAUDLERETTE STILL DOMINATES THE FIELD

 as the high
quality, low-priced
starter can, cream
ripenner, buttermilk
tank, etc.

Selling at a base price of \$675.00

F. O. B. Rochester, N. Y.

A season and a half of active competition still leaves the Pfaudlerette in the enviable position of leader of the "Junior" units. Scattered throughout the dairy and creamery industry is a variety of installations, covering all operations—pasteurizing, ripening, etc. Send for a list of these installations representative of the operations in which you are interested.

Specifications on the Pfaudlerette selling for \$675.00 f.o.b. Rochester, N. Y., include:

Tank complete (shell of 5/16 in. steel)—glass lined. Equipped with Standard Spray Coil and Brine Strainer, Sarco Steam Trap, Standard Flush Valve, Angle Stem Thermometer (recorder may be had at extra cost), Vacuum and Pressure Gauge, Pressure Reducing Valve, Pop Valve, Impeller Agitator with tight and loose pulleys (direct motor drive may be had at extra cost), Conical Copper-tinned Cover (three-piece laminated wood cover with clamps may be had at extra cost), Standard lugs and pipe legs.

The PFAUDLER CO.

217 Cutler Bldg. Rochester, N. Y.

Makers of Glass Lined Steel Creamery Equipment

BRANCHES IN MAIN CENTERS

E. D. BENNETT, Mid-western Sales Manager, 1442 Conway Building, Chicago.

H. W. PETTENGILL, Milwaukee Representative, 896 77th Avenue, West Allis, Wis.



THE PFAUDLER CO., 1924
217 Cutler Bldg., Rochester, N. Y.

Gentlemen;

Send details on the Pfaudlerette used for:

(state nature of operation)

Name

Address

I.C.R.—2-24

discuss new methods, economic conditions, and the best possible means of improving our industry.

For purely business reasons it is well to mingle with men of one's own business. The time for concealment of methods in business is past. A free interchange of ways of bettering things or improving products, is a motive that move men's minds in trade meetings. The progressive manufacturer of today who has worked out some problems for the betterment of the industry if different from what it was some years ago, he is glad and willing today to give to those in the industry the benefit of his knowledge which will help to promote and elevate the ice cream business. It is through the co-operation of the ice cream manufacturers, one with the other, and the supplymen, that we have been able to make the advancement in the ice cream industry that we have in the past several years. It is through the trade association that we have put ice cream no longer as a luxury, but as one of the most essential of foods. Science and necessity have taught us many things about food, some things we once thought as indispensable as food we have since found wholly unnecessary, others we thought of only as luxuries we have found are food necessities. Ice cream has been found to be an essential food. Science and actual experience both in the home and hospitals have proven it to be a necessary and nourishing food. These things have all been made possible by our trade associations.

Don't Judge Hastily.

When a competitor shows a greater advance in business than you, don't say that he used underhand methods or that he hasn't played the game fair, possibly he has done deeper and better thinking than you. Meeting him at trade conferences may reveal his

methods whether intentionally or not, at the same time it supplies a tonic to your mind.

Concealment of your business methods or ways of bettering the trade reveals the fear that you are not as strong as others in your trade.

Loyalty to your organization should spur you to attend your trade meetings, take part in their deliberations, and I am sure that you will derive a great benefit. No manufacturer can say that he can not spare the time or can not stand the expense of attending these meetings and be content to let the more progressive men carry on the work of the organization. It has been my experience that a man generally gets out of an organization what he puts into it. If he puts nothing in, he certainly cannot expect to get anything out. Your organization is a basic institution, and all who belong to it must derive a benefit from whatever concerted action results. There is no other way of which a full concert of action can be had.

The annual meeting of the ice cream manufacturers together with the supplymen is looked forward to by the majority of those engaged in the industry as one of the greatest and most educational events in the year's work.

Trade organizations are necessary in any line of industry. It is through these associations that the public is protected from unscrupulous methods in the manufacture of food products and advertising that is misleading to the consumer.

We are building every day
In a good or evil way,
And the structure as it grows
Will our inmost soul disclose
Until in every arch and line
All our faults and failures shine.
It may grow a castle grand
Or a wreck upon the sand.
Build it well what 'er you do;
Build it strong and straight and true.
Build it high and good and broad,
Build it for the eye of God.

Having attended these trade meetings for the past several years I know of no reason why the progressive business man should not attend the meetings of his trade association.

* * *

At the close: Prolonged applause.

Mr. President: Clarence Holland, manager of the Board of Commerce of Little Rock, has kindly consented to make us a few moments' talk, and we will hear from him at this time.

Mr. Holland: Mr. Chairman and Gentlemen: I am only here for the purpose of registering. I didn't want you to feel that you had come to town, and we didn't even know you were here. Well, I noticed it has been somewhat cooler in town for the last two days than it was before.

(The audience didn't get that one.)

Now, I don't want to take your time in making speech, or trying to make a speech. I do want to say that we were very much gratified when Will Terr came back and let us know he had secured this meeting for Little Rock this year. I want to say, too, that personally would have shown you a little more attention, except for one reason. I saw an advertisement one time of an ice cream company, and in this advertisement they went on to say that their company was the most charitable company in that city, because they sold their ice cream at a lower price than anybody else, making it within the reach of rich and poor alike. In the

Make and sell packaged sundaes—

Ice cream manufacturers, everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile winter business with handsome

WINTER PROFITS

if you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical—it actually builds the business. Send for convincing samples and full particulars. Ask for the Packaged Sundae

KLEEN KUP



**MONO SERVICE
COMPANY**
NEWARK NEW JERSEY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*Where Millions of Gallons
of the Finest Ice Cream Are
Made Every Year, They Use*

U. S. Heavy Duty Freezers

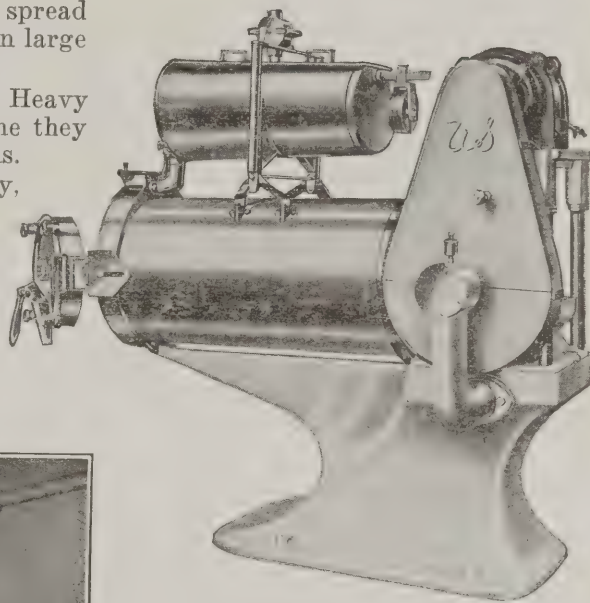
Giant 160 Qt. Capacity

The reputation of the Colonial Ice Cream Company has spread throughout the land on account of their phenomenal success in large scale ice cream manufacturing.

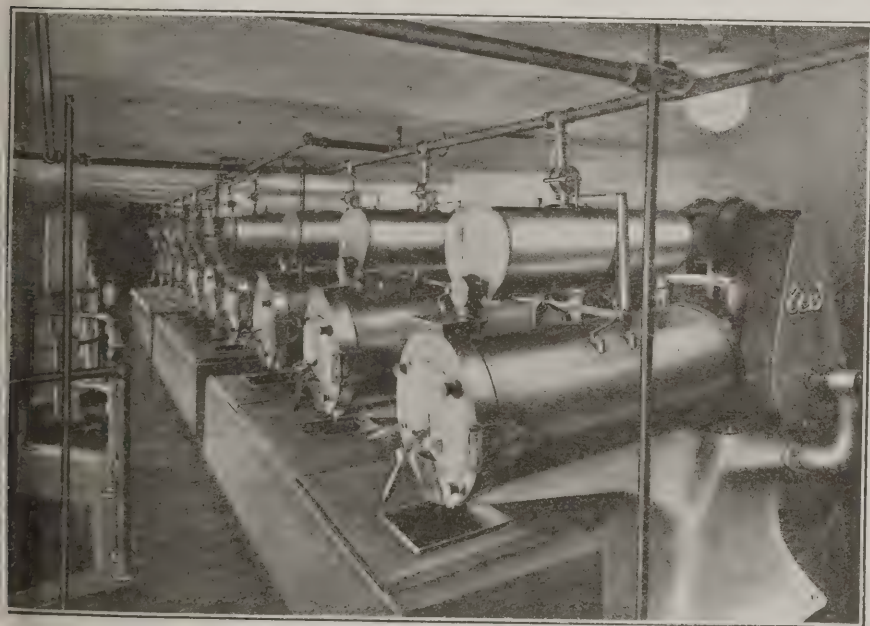
They decided in favor of 160 Qt. Capacity Giant U. S. Heavy Duty Freezers, only after thorough tests they made with one they had on trial in their plant under regular working conditions.

The results of these tests were surprisingly satisfactory, so they installed six at first, and after these had been in operation for some time, they added three more, the entire installation of nine as now operating being shown in the picture herewith.

Why this flying start? Why the repeat orders? The answer is to be found in the exceptional ease, convenience, economy and reliability to be had only in



This Shows the Very Latest Design of U. S. Heavy Duty Freezer Equipped with Motor Drive and the U. S. Automatic Batch Weigher.



The Nine U. S. Heavy Duty Freezers Used by the Colonial Ice Cream Co., Philadelphia, Pa.

All arranged in a row on a mezzanine floor. Note U. S. Automatic Batch Weighers, supplied with cream from floor above, and the hoppers into which the cream is dropped from the freezers to be drawn into cans on the floor below.

U. S. Heavy Duty Freezers. A few of the reasons why are to be found in the U. S. Rapid Vertical Discharge, Quick Filling Facilities, Efficient Cooling and Control, Whipping Device, and the U. S. Automatic Batch Weigher.

A more complete account of the Colonial Ice Cream Company's experience, as well as of dozens of other successful ice cream manufacturers everywhere, with U. S. Heavy Duty Freezers, are printed in full in the new 1924 catalog just off the press.

Jobbers and Representatives In All Parts of the United States and Canada.

Write for complete information:

J. S. FREEZER & MACHINE CORPORATION

North 11th Street and Driggs Ave.

No 47 b

BROOKLYN, N. Y.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

next number of their series of advertisements, they said that they were the most philanthropic company in the city, as philanthropy consisted in conferring a benefit upon mankind, and they said their philanthropy consisted in putting more fat into their ice cream than their competitors. Now we are spending this week in behalf of Will Terry and his ice cream factory.

As I came into the room, a gentleman was reading a paper on the advantages of membership in trade associations, and that brought to my mind, really an old thought, but one which I thought I might emphasize to you for just a moment, and that is "a competent force, or what is a competent force."

It has been variously defined that it is a combination of many individual forces, and other definitions, but they all resolve themselves into this one thing, and that is the power of association. The power of association. Such as we have here. They come together at frequent intervals to exchange ideas, form new acquaintances, and these acquaintances ripening into friendships, when they begin to realize the true worth of the individuals, whether the individuals represent men, women or organizations, it uncovers the true worth of the individual.

Let me say to you that I have never known of an association of any kind organized on true business principles, but what out of it came some good to the majority of the persons and some advantage, much less to the man who does not assert himself, and become an in-

dividual unit of the competent force, and the man who has just spoken to you has well defined the reasons why every business man in this business should belong to your association.

Let me say that we are very glad to have you with us. If there is anything at all that we can do for you, during your stay here, all you have to do is to call upon us, and we will be very glad to perform the services. If you will just tell some Little Rock man what you would like to have us do, we will bend our every energy to do it, and may your stay with us be very pleasant.

(Applause.)

President: The next speaker on our program is Will Terry of Little Rock. His subject is "The Responsibility of the Manufacturer in the Production of More and Cheaper Dairy Products." Will Terry.

Mr. Terry: Mr. Chairman, Ladies and Gentlemen: I have my speech prepared here. I got a letter from Mr. Clopton a few weeks ago telling me to prepare a speech for this occasion, giving the subject, and about five days later I got a letter wanting me to send him a copy of it. I got a man to write me a paper on that subject, sent him a copy, and a few days later got a wire telling me it was all right, if I would stick to it. It is kind of hard for me to read it. I memorized it last week, but I have forgotten it this week. The subject is "The Responsibility of the Manufacturer in the Production of More and Cheaper Dairy Products."

The Responsibility of the Manufacturer in Producing More and Cheaper Dairy Products

By WILL TERRY

THE manufacturer has a double responsibility in this matter, or rather a two way responsibility. It is his duty to so arrange and manage his factory and output that a greater quantity of high grade products can be put out in the most economical and efficient manner, to the end that the consumer may receive the very best product at the lowest possible cost, leaving still a reasonable margin of profit for the manufacturer.

To accomplish this result, the manufacturer must be thoroughly familiar with the very best and most modern methods of manufacture, and the most efficient and economical methods of distribution.

It is a duty incumbent on the manufacturer, if he expects to conduct a successful business, to furnish the consumer a product that will please the consumer, and at a price that is reasonable.

Naturally, the volume of business transacted will directly affect the unit cost, so it is necessary to find a market for the largest possible output. The public generally are more interested in quality than in price, and the manufacturer should be also. That is, his first care should be that his product should be of the very best quality. He should know this without question or doubt in his own mind. Having assured himself on this point he should let the public know it, and believe it as thoroughly as he himself believes it.

Having established this basis from which to work it is important to look to the supply of raw material.

On the quality of the raw material depends directly the quality of the finished product, and this matter will receive the earnest attention of the successful manufacturer.

Having assured himself of the quality, he must look to the matter of securing it at a cost that will enable him to handle it profitably. He must also assure himself of an adequate supply at all times.

I can best illustrate my ideas concerning the supply of raw material by telling you of my own method of handling this matter for the Terry Dairy Company.

In 1917 it became evident that the supply of milk and cream in the territory surrounding Little Rock was not adequate for the growing business of the Terry Dairy Company, and that the farmers were not producing this milk in an economical manner. In order that these dairy farmers might be able to continue producing milk so that they could sell it at a profit, changes in their equipment and methods were necessary.

Dairy Literature was Distributed.

Literature describing the most modern methods of dairy farming was distributed liberally among the

Write for the new

Ice Cream Powder Preparations

Improve
Ice Creams
and Ices at
reduced costs

Supplied only in
100 lb. containers.

HELP! **Richness**
Smoothness
Viscosity
Ageing
Overrun

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,
LONG WHARF Importers BOSTON, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

farmers, and the various angles of the business was discussed freely with them at every opportunity.

I realized that these men could not continue producing milk profitably under existing conditions. I went to Wisconsin and spent considerable time studying the methods of the dairy farmers in that state. I then purchased several car loads of the best dairy cattle at it was possible to get, and brought them to Arkansas and sold them to the farmers of this community at first, and where necessary arranged with banks to finance these farmers in purchasing these cows.

The improvement in the quantity and quality of the milk supply, and the conditions of the dairy farmers, has been phenomenal since that time.

Most of the original stock of cows are still in the communities where they were placed, and with the offering of these cows the grade of dairy cattle in this section has been entirely changed.

Before these cattle were brought here, we were receiving about 300 gallons of milk daily, but this amount has increased rapidly, and now from the same communities we are receiving approximately 3,000 gallons daily.

Without this improvement in the grade of cattle and methods of milk production, the supply of milk for Little Rock during the world war and the years that followed, would have been inadequate.

The conditions that confronted the Terry Dairy Company have, or will at some time, confront every manufacturer of dairy products, and I have given you our method of meeting them.

Summing up, the responsibility of the manufacturer begins with the conditions surrounding the source of supply of raw material, extends through all the various conditions that affect efficient manufacturing operations and distribution, and ends with a satisfied consumer. No one of these things can be neglected without directly injuring the others, and each deserves and should receive his most careful consideration.

Responsibility with Manufacturer.

The responsibility for supplying the public with the very best at the lowest price commensurate with quality rests directly on the manufacturer and the life and success of the industry he represents depends on the manner in which he meets this responsibility.

The manufacturer who does not give proper attention to all the conditions mentioned above is not only inviting failure for his own personal business, but is doing an injury to the industry in which he is engaged.

The matter of immediate profits must be subordinated to the ultimate good of the industry, and the manufacturer must be able to visualize the effects of his present efforts on the general results of many future years.

The public is entitled to the very best efforts of the manufacturer to supply that public with its needs in a dependable manner, and to feel sure that its confidence in the product is justified at all times.

My idea of the intent of the word "cheap" in the sense to this address refers to the price at which goods of a dependable quality can be produced, and is not a reflection on the quality of the product. Dairy products are foods, and no one should lend his efforts to any movement that would affect the quality of any food—rather should he exert every influence at his command to better the quality and safeguard the purity of foods, for upon this depends to a great extent, the vitality and happiness of our children and our children's children. To reduce the cost of manufacture and thereby reduce the cost to the consumer without reducing the quality

The Harris Gelatine Mixer

Double jacketed. Made of Copper.
Easy to keep melted mass at
correct temperature. Agitator
keeps mass uniformly in motion.

*Sturdy
Construction
Easily Cleaned*

*Write for prices on these
standard mixers.*

*Submit your
special requirements
for our quotations*

**Arthur Harris
& Company**

212-218 Curtis Street
CHICAGO, ILL.



"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - - WISCONSIN

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

of the food value should be the aim of every manufacturer.

An industry cannot reach a higher plane without every member of that industry honestly striving to better the industry by his own personal efforts and ideals. Any thing that benefits the industry as a whole will benefit each member, and any thing that tends to injure the industry will have an ill effect on each members' business.

Let us all strive, by bettering our own methods, to better the conditions of the industry generally, and the general success achieved will be felt directly by each of us.

* * *

(Applause.)

President: Gentlemen, this paper of Mr. Terry's was to be followed by Mr. Learned of Memphis, and Mr. Sancken of Augusta. Neither one of these gentlemen is here. Will someone else lead the discussion on this paper. Mr. Stuart!

Mr. Stuart: I couldn't do that subject justice. I haven't studied on it, so I couldn't do it justice.

President: Anyone else?

Mr. Clopton: Mr. President, in order to get that subject under discussion I will say that I had a letter from Mr. Learned in which he said that he didn't agree with the subject under consideration. Now possibly some of you do not altogether agree with the subject, and these are the things which we hoped to bring out in this discussion. In other words, the tone of Mr. Learned's words were that he didn't think it was up to the ice cream manufacturer to produce or busy himself with producing cheaper cream products. I just mention that as a matter of thought, and it might be well to discuss the subject a little along the line of Mr. Terry's paper. This is a very important subject.

President: Is Henry Bennett in the hall? Won't you give us a few words on this subject, Mr. Bennett?

Mr. Bennett: In regard to producing a cheaper dairy product, I wouldn't know what I would have to say about that, unless in some way to increase your volume. I think the work Mr. Terry has done in bringing cattle down from the north is something along that line that every manufacturer should do. We have done it in the past, and I think it is up to plants to better the dairies around them, and to work to increase the consumption in any way they can. Whether you can increase the consumption, or make a cheaper article or not, I would not be able to say. Certainly we want to make it better all the time.

C. A. Kent: I think it is up to the manufacturer to get his raw products as cheaply as he can, and to use all means at his command to do so. And Terry's idea and what he did is exactly along the right line. We are away behind in the dairy business in the south. We are going ahead by great strides in the ice cream industry. There is no reason in the world why the South should look to Wisconsin for its raw product. Why should we in the South look to Wisconsin for our raw products, when we have all the advantages in the world over Wisconsin. They why buy our raw products in Wisconsin and pay the freight south on it. Mr. Terry's idea is exactly right. It behooves any manufacturer to look out for his raw material, and to get it as cheaply as possible, and have it produced as close at hand as possible. (Cheers.)

President: Anyone else? This is a subject that ought to be very close to our business. Mr. Drake, won't you say a few words on the subject?

Mr. Drake: No, sir, I am not prepared on that subject. Let's hear from Prof. Baer on that subject.

Professor Baer: Mr. Chairman, I already have my speech written for tomorrow, and considerable of that address I am to deliver tomorrow is along this line greater production in the South, and with your permission I would sooner leave that discussion for tomorrow.

President: Very well, you are right about it. Any one else?

Mr. Moore (of Atlanta, Georgia): Mr. President and members of the association: It may be of interest to Mr. Terry to know, and it may be of interest to Mr. Costa to know that the subject under discussion was proposed by the speaker. I think Mr. Clopton will beat me out in this, that this subject was presented to him by Mr. Brooks of Meridian, Miss. It so happened I was in Mr. Brooks' place of business when he received letter from Mr. Clopton asking for a suggestion for topic of discussion, and I suggested this topic.

I am going to talk about this at the North Carolina convention, or rather I was intending to. I will tell you how it came about.

I happened to have lived most of my life in the state of Wisconsin, which has been spoken about here today, but I am now a Southerner, if I do live in Atlanta (Laughter.) I was talking to Mr. Landreth, the president of the North Carolina association, and he informed me that most of his product was made from material from the North, and I jumped on him with both feet about improving the markets around him, and the result of it was that I was requested by Mr. Landreth to talk at the North Carolina convention.

I was very much interested in listening to Mr. Terry's talk and his idea, and it wasn't along the line of my talk at all. I know that comparisons are odious, but I would like to tell you something about Wisconsin. It is not more than a generation ago—

President: Come up here, Mr. Brown, where we can hear you.

Mr. Moore: (Complies.) It has not been more than a generation ago when Wisconsin was in the same difficulty some of your Southern states are now, due to the fact that it was a one crop country. Our major crop was wheat, and along came a pest which is as bad or worse than your boll weevil, and that was the chinch bug. I know the last year I was on the farm we had to plow the wheat under in order to save the corn, and then we had some expert men come and preach to us the gospel of the dairy cow. And what have they done? As you know Wisconsin is the leading dairy state in the Union. The farmers in 1920, the year of depression, received over \$122,000.00 for their dairy products, and we have cheese factories making over fifty-five per cent of the cheese in the United States. We don't make as much butter as Iowa, but in general dairy products we produce more.

That didn't just happen, and didn't just grow, like Topsy, but over fifty years ago the governor called on men to form a dairymen's association. Who attended? Only seven men answered that call. But what did they accomplish? They secured an appropriation from the legislature which built the first dairy school on the American continent. It has been the means of putting this industry on a stable basis. This dairymen's association first took upon itself to push the cheese business, and they put out cheese instructors. They later they became interested in the butter business, and they put out butter instructors, of which I was one.

What is the consequence? When I was here some time ago, it was during the State Fair, I saw a piece

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.

Gentlemen: Without obligation send me full particulars of your 1923-24 selling plan for bigger ice cream profits.

Name

Address

City



Experience or Experiment

Experience has proven the public wants Eskimo Pie. 1923 Wrapper Sales broke all records. 1924 is going still stronger. Many imitators have tried to market experiments. Most of these died "aborning." These imitations have proved an expensive experiment to Ice Cream Manufacturers. Eskimo Pie has proved a profitable experience to those manufacturers who have concentrated on Eskimo Pie. Eskimo Pie Merchandising Plans for 1924 are based on Successful

Experience. As sure as 2 plus 2 equals 4 you will profitably increase your winter gallonage with the one and only Eskimo Pie backed by the proven plan. Choose experience instead of experiment.

ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.

Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

New England Distributor
EASTERN PAPER & BOX CO.
46 Portland St., Boston, Mass.

Final Judgment

The verdict of the public is final when it comes to the judging of food products and from their decision there is no appeal.

Quality and flavor are the dominant factors in their judgment of ice cream products and these factors are due to careful selection of good ingredients, scientific manufacture and the maintenance of strict, sanitary cleanliness throughout the making processes.

These factors of quality and delicious taste are greatly assisted in hundreds of ice cream plants where the use of



definitely protects the fine quality of ice cream products by the sweet, wholesome, sanitary cleanliness it provides throughout the plant.

Nor is this all for experience is proving every day that the quality work of this cleaner is the most efficient and economical the ice cream manufacturer can use.

Indian in Circle



Ask Your Dealer

In Every Package

The J. B. Ford Co.

Sole Mfrs.

Wyandotte, Michigan

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

the paper about the champion cow that produced a little over seven hundred pounds of butter annually, but they had to acknowledge that the average production was only one hundred and twenty pounds per cow.

Speaking of the scrub cows, when I was going through Florida last year, and saw the poor scrubby cows, I thought I ought to have a repeating rifle and shoot every critter I saw.

Now my idea in suggesting a topic like this was that through an organization like this, that the state could be made to see the necessity of furnishing the means to present to the people of the state the knowledge or information that science has given us for the production of more cream products per cow, and so enable you men to get cheaper products, not to grind the farmer down on the cheaper prices, but so he could make two quarts of milk grow where but one grew before.

By the way, did you see that cartoon in the paper about me? Where they called me reverend, and showed me with a Bible in my hand? Now, I am not a preacher, but in the Bible in speaking of the gospel it says, "How shall they know of this so great salvation, unless someone is sent to tell them?" Now, how are the farmers going to know about the profits in increased dairy productions, if some one doesn't tell them? You have got to take him down and chuck it into him. But this association, or any state association, have got to get together and work until the public is awakened to the fact that the success of the farmer means the success of every other line of business.

Now, in Wisconsin they have a force that carries the university to the farmer, as well as carrying the farmers' sons and daughters to the university. It is not their main idea to teach the buttermaker and cheesemaker to make a better product, but to teach the farmer how to

grow a better product. It seems to me that that is where your interest lies. And that is the thought I had in mind in getting this subject before this association, and I thank you for the opportunity.

W. W. Campbell: I would like to say a few words in regard to increasing the dairy products of the South. When I left California, I made a trip East and I visited some of the dairy section in Virginia. Virginia has always been known as a one crop state,—cotton. They have now taken to the dairy business.

Down in one section of the country a few years ago they were doing the same thing, going up North and buying dairy cattle, buying Holstein cattle, and we never made a success of Holstein cows. I visited some of the dairies of Holstein cattle, and I believe that our trouble has been that we were not feeding right. Not feeding properly. So I have taken it up with the Holstein Dairy Herd Association, and they are sending one of their field representatives to Louisiana.

He will be down some time, possibly in January. I have given him a list of the Holstein herds around Shreveport, and we hope with his assistance to get our dairymen interested in the Holstein cow, and that that will cause a bigger production.

Now, I have always had the idea, and no doubt some of the rest of you have, that the Holstein milk wasn't as rich in butterfat as the Jersey. That may be true but I see records of some thoroughbred Holsteins that their butterfat had averaged for the year over four and four and three-quarters per cent. Their production was over four gallons of milk per day at two milkings. Now I don't think we have any Jerseys in our section that will give that per cent of cream.

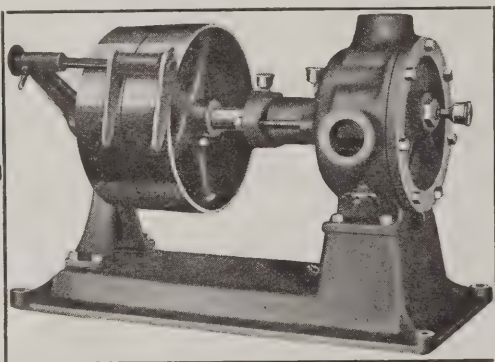
Banker Must Be Interested.

Another thing we haven't down South, down in our section anyhow, we have never been able to interest the moneyed man or bankers in the dairy industry. I had occasion to talk to one of our bankers, and I just made the remark, what amount of butter that one concern was sending into our city every week, and the amount of milk, condensed and dry, that was used and consumed there, and he was surprised. He had no idea of such a thing. They have always had the idea that the cotton planter could go into the bank and make a loan for a cotton crop, but when you talk to him about lending you money to finance a dairy industry it is another story. He thinks a dairy cow will lie down and die, and he overlooks the fact that the boll weevil will eat up the crop in two weeks.

So I think it is up to the ice cream manufacturers or those interested in promoting the dairy industry, to get in close touch with the financial heads and show them where it is to the advantage of the country at large to increase the dairy business in our section.

Ben C. Brown: I don't want to speak on this subject, but I think some of you are on the wrong track. The ice cream business is an individual business, a specialized business. Not a dairy business, but it is an individual business in itself. With that in mind, the thing that we can do is to co-operate with the dairy farmer. We can't go out and buy him cows, we haven't the time to do it, we haven't the money. What we can do is what they have done in Canada, to promote the dairy business, and the thing that has made it one of the great dairy countries of the world, and especially the province of Ontario. The government many years ago started dairy schools in Ontario, later than in Wisconsin.

They went further, they had dairy instructors to go out among the farmers and teach them how to take care of the cow, when she should be milked, and how to take



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

The H. H. Miller
Industries Co.

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

care of the milk, and they didn't do that in a haphazard way.

So, after all, isn't it a question of education? Why is it that the people of the North and East, and we must admit it, consume more ice cream per capita than we do in the South? Here is the reason, because most of them, of the native born American or Canadian was born with a pan of milk in their hand. I will use "pan" because I was brought up with a pan. They are brought up, they are raised on milk. Show me any child that has been raised on milk, and I will show you the best ice cream consumer you can get.

Then there is another reason. We must admit that the earning power per capita of the individual in the large cities in the East and North, amongst the whites, is greater than it is in the South.

That comes right back to the dairy interests. It is the education of the individual that counts, and until you can start back with the farmer, and show the farmer of Louisiana how to do this thing, you can buy all the cows you want to and they will let the darned thing stay out and starve. You know most of our farmers are shiftless. If you don't, I do. It is too much trouble to keep a cow. She has got to be milked at a certain time of day, and she has to be brought in in the evening and put in a stable and taken care of, and our farmers don't want to do that. It is too much trouble, and they are not going to do that until they are educated.

Of course they are going to increase, but we are not going to get the increase we should get, until our legislatures take hold of this and educate the farmers as to how to take care of the dairy cow, and how to milk, and how to care for the milk, and how to market the product. When we have that we can get more milk and cream, and get it cheaper, but not until then.

We can co-operate, we can help and we can say this, we will take their product. We will use it, we will be glad to have it, and we will give them a square deal, and give them a fair price, but outside of that I don't know of anything on God's earth we can do. (Cheers.)

C. A. Kent: I take a little exception to Mr. Brown's remarks. I believe I know a good deal more than Mr. Brown does about the dairy industry, and I want to say I don't agree with Mr. Brown in a good deal of that. He is right, the farmer needs education, and I am satisfied that all our Southern states are leaning that way, and doing what they can. I know Louisiana and Mississippi are. One of our candidates for governor, our present governor, is accused of stating on inspecting the dairy barn of the state that, "It is finer than any of your farmers have houses." It should be, because it is to be as a model, and a model should be as near perfect as possible.

I agree with Mr. Brown that our farmers are shiftless, onery cusses, but there is one thing, and that is, I notice that with the little education they had how they have improved.

"Terry Deserves Credit."

When I first went into the creamery business there wasn't a single creamery in Mississippi, but now Mississippi is shipping creamery to Chicago and Philadelphia and New York, and that is difference in the last ten or twelve years, and it is done through education. Progress in these things naturally has to come slow but I think Mr. Terry deserves a great deal of credit for his effort in trying to help the farmers in his vicinity, and it is certainly up to us manufacturers if we can't aid them financially, to get the other fellow to help them. You can't educate them much with a one man cow, that is, a cow that gives enough milk for one man's coffee, so we have to get dairy stock, and we have got to help them in procuring the stock if we can't do it ourselves. Mr. Terry was fortunate enough if he didn't have the money himself he had some friends to help him, and I think that is on the right line, if he can afford it. (Cheers.)

Mr. Brown: Mr. Kent has paid me a great compliment, gentlemen, he agreed with me before he got through.

Mr. Kent: I also said I agreed with you in part, not all.

Will Terry: I only want to make one more remark. I sold the cattle and endorsed the notes, and yesterday I collected \$64.00, the last man paid the last dollar on that ten cars.

I don't think the farmers are so shiftless!

We didn't lose a dime of it.

President: You are a good judge of human nature. (Laughter.)

I live at Athens, Georgia, the site of the State College of Agriculture, which is reputed to be the third best in the country. During the years 1921 and 1922 when the boll weevil was eating up all the cotton, everybody wanted to raise milk. They would come to me and want to know: "If I will put in fifty cows, will you buy the cream?" "Yes, I will buy all I can." "Well, can I sell it?" "Yes, you can." "What can I get for it?" "The market price." "What is the market price?" "Well, I think cream is bringing so much now and milk so much, and you can get that, when you ship it fresh, and when you ship it sour you have to sell for sour cream." They wanted to know in advance what they were going to get paid for it. They insisted on my putting in a creamery and making butter. I took that under consideration. I stand pretty close with the officials of the college, and I went to them and asked

"X"

Edible Gelatine


CARRIES A UNIT VALUE
THAT IS

Constant, Dependable Economical

ESSEX GELATINE COMPANY

MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street	CHICAGO 94 1/2 Board of Trade	ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue	SAN FRANCISCO Second and Brannan Streets	
ATLANTA Haynes Street	LOS ANGELES 747 Warehouse Street	PORTLAND, ORE. 405 Hoyt Street



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"Confessed the Best, When Put to Test"



Ice Cream Cabinets



Mr. Chas. Nelson.

C. Nelson Mfg. Co.
 2306 Division St.
ST. LOUIS

30 Years Experience

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

them what they thought of the proposition of putting in a butter creamery, and he says:

"Why, we have a co-operative creamery in connection with the college, and we don't get over three or four hundred pounds of butter a week." He says: "You couldn't possibly run on that." I said: "Why don't they bring more?" "And he said: 'They haven't got the cows.' 'We were trying to teach them to put in these cows. We were showing them how.'"

Then along came 1921, 1922 and 1923, and they raised a pretty fair crop of cotton, the prices of cotton were up, and the fellows that had bought cows in 1921 gave them away, because they wanted to raise cotton.

I asked this expert why it was that Wisconsin could have such a large industry, and here in Georgia where we have the grass all the year around we have no cows. He said the reason was it takes a hundred days to raise cotton, and to raise a dairy stock and run a dairy you have to work 365 days, twice a day, and that is why they are not putting in cows. He said that if the boll-weevil had persisted a while longer we would have in Georgia a real dairy industry. But I think the main reason is, a cow has to be attended to twice a day, and

a lot of people would rather raise cotton in a hundred days, and go fishing the rest of the time.

(Applause)

Mr. Clopton: You will notice one more subject of the program to be handled by Mr. Hodges. Mr. Hodges is out of the city, but has asked that that subject be held over until tomorrow.

The secretary then made the announcements for the rest of the day.

The president then called the attention of the convention to the importance of being in the hall at the time the meetings were scheduled to begin.

The convention adjourned at 3:45 P. M.

December 5, 10:00 A. M.

Meeting called to order by President Costa. D. W. C. Yarbrough of Birmingham was recognized, and offered a motion to the effect that the members of the Dixie Flyers be given complimentary tickets to the annual banquet on the evening of the fifth. The motion was seconded by Mr. Hughes of Kentucky and was defeated on the floor. The first subject on the program was the address of S. W. Brooks of Little Rock. Mr. Brooks delivered a very able paper as follows:

Advertising

By S. W. BROOKS

I HAVE been introduced to you as an ice cream man. I presume my only right to this title is my ownership of a very small interest in eight ice cream plants. My work is professional advertising and scientific merchandising—and it is through this work with these ice cream plants that I became interested enough

to invest some of my money in an industry that is destined to become 50 times larger than its present size because you have a meritorious product the public needs and knows so little about.

You are doubtless more interested now to have my viewpoint on advertising since I speak to you in the two-fold capacity of advertising and ice cream man.

Advertising sheds a white light on that which it promotes, a light so searching as to show up sooner or later, the least rottenness that exists, whether it be product or propaganda.

The value of a machine is in the work it does—not in its nickel plating or shiny brass work.

It is wise to consider function first—then trimming. Advertising is a real production machine. Its business first, last and always, is to produce results. And the real interest of the result-seeking advertiser lies in the working part.

Advertising can never be cut-and-dried. So long as human nature remains infinitely variable, there can be no rule-of-thumb methods of advertising, for human nature is the raw material with which to work.

To define advertising in a broad and practical way, it seems to me, is to define it as printed salesmanship—and do not forget for one moment that salesmanship is the business of disposing of goods at a profit.

My friends, advertising costs real money and let us not overlook the all important fact that the only justification for advertising is that it makes money. For most advertisers it is profitable, highly profitable, but like that indefinable force called electricity, it is susceptible of misuse and unless employed in the correct way may result ruinously.

Always—the test is the profit—(resulting sales that yield an increased net margin in favor of the advertiser)—whether that profit be judged by immediate results or by the gradual results that come with the building of good will.

Profit, either direct or indirect, is the alpha and omega of correct advertising.

Although advertising is designed solely to bring

* National Ice Cream Co., Little Rock.

EQUIP YOUR DEALER WITH A DRY CABINET

Refrigerated by the

**Glacifer { No Ice } System
{ No Salt }**

No new cabinets to buy. Merely some minor changes in your present cabinets that can be done in **your own** shop.

The Glacifer System for a 3-hole cabinet costs twenty-four dollars.

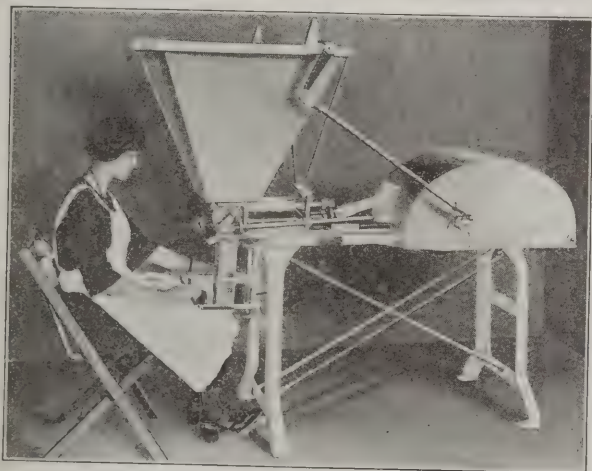
THE GLACIFER CO.
MILLER STREET SOMERVILLE, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Packages Improved



Mojonnier Ice Cream Packaging Machine in use in the well-known plant of H. P. Hood & Sons, Inc., Cambridge, Mass., packaging quart cartons. Note chute arrangement for quickly conveying "Arctic Sweethearts" to machine.



Model D Mojonnier Ice Cream Packaging Machine. Patented Dec. 17, 1918, Aug. 19, 1919, June 22, 1920, June 21, 1921, and Dec. 11, 1923. Other patents pending.

This machine is the ideal machine for plant with limited brick business. Any style of carton may be filled on it either standard tuck-end carton, quarts or pints, Sealright quarts or pints, Arctic Sweethearts, Mono Service, Menasha, Sundae, etc. Fills 500 quart cartons or 1000 Arctic Sweethearts per hour.

Many users of the Mojonnier Packaging Machine have informed us that their quart and pint bricks and individual packages are more evenly filled and of a more uniform weight, than when packaged by hand; that the "rattly" old brick is eliminated entirely; and in its place, a full fat brick is produced.

The "Mojonnier" is now manufactured in seven models,—a size to fill every need. No business is too big,—no business too small for a "Mojonnier."

Mojonnier Automatic I C E C R E A M Packaging Machine

has many advantages. We enumerate four:—

- 1st. *Fills exact measured quantity of ice cream into any size or type of package.*
- 2nd. *Untouched by human hands.*
- 3rd. *Good flavors sealed in—bad flavors sealed out.*
- 4th. *Insures "fine bulk texture" in brick ice cream.*

Two hundred now in use. Write for further information and user nearest you.

Mojonnier Bros. Co.

MILK ENGINEERS

4601 W. Ohio Street CHICAGO

SALES BRANCHES: NEW YORK (Elmhurst) COLUMBUS, O. ST. LOUIS, MO.

Manufacturers of the well-known Mojonnier Milk and Overrun Testers and Vacuum Pans

profit to the advertiser, it also results in increased advantages to the consumer, and indeed this result justifies advertising from the standpoint of economic desirability.

Advertising is, after all, an educational force, when properly used (And only when properly used.) This educational force not only enlightens the public but creates a demand for your product.

Statistics show ice cream consumption very much larger in certain localities than in other. I have had the privilege of investigating this phenomenon and have found two outstanding facts that should and will eventually interest every successful ice cream manufacturer.

First—wherever the public has been educated to the real nutriment to be had in ice cream, this locality was always high in per capita consumption of ice cream.

Second, invariably where per capita consumption is high I found the highest quality ice cream sold. For example I found Pennsylvania and Massachusetts high in quality and high in per capita consumption. These two factors invariably go hand in hand—not occasionally, but invariably.

I notice from the program that I am to be followed later on by a discussion on the "Advisability of carrying more than one grade of ice cream." I sincerely hope this discussion will prove it at least advisable in that the public in this section of the country has not been educated to know but one grade of ice cream, and just between ourselves, this grade is not in my humble opinion high enough. There is ice cream and ice cream!

If we will educate the public on good ice cream advertising—I mean good advertising emphasizing good ice cream, you will find a hearty response in increased volume.

Many Economic Factors.

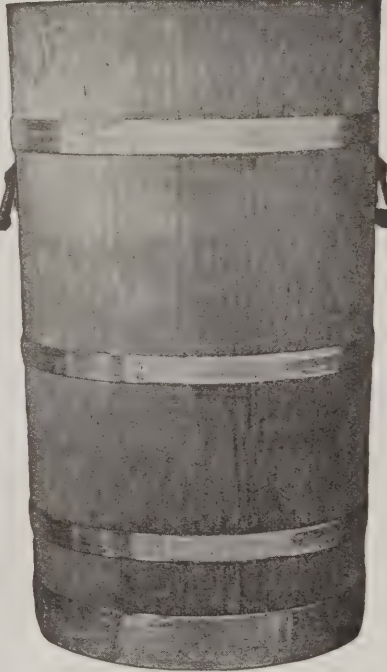
There are many economic factors at work under the name of advertising. The telephone, electric light, the automobile, the radio and a hundred other modern commodities once considered "The works of the devil," by force of the educating influence of advertising (and again I say advertising is nothing more or less than an educating influence) these commodities have come to be known as actual necessities of modern-day life. They are necessary because they have become a part of the warp and woof of modern business.

What does any article cost? The cost of an article involves the calculation of raw materials, labor, overhead expense selling costs, distributor's discounts and retailers' profits.

Let us take a concrete example: A plant doing a business of approximately \$100,000 annually has probably a fixed expense account of approximately \$30,000. Most of you realize that the average cost of doing business would place the fixed expenses of a \$100,000 business at even more than 30 per cent or \$30,000. Counted in the fixed expenses of this typical business, we can very easily recognize the fact that the items of rent, power, labor, etc., would be no higher if the annual volume of the business was \$175,000.

If this same business would employ \$10,000 advertising annually in a judicious manner, it could easily expect to increase its volume from \$100,000 to not less than \$150,000.

When fixed expenses of 30 per cent or \$30,000 on a business of \$100,000, an advertising appropriation of \$10,000 would easily increase the volume to \$175,000, and a calculation would reveal a selling expense of 22½ per cent instead of the former selling expense of 30 per cent. Let us be more specific. A certain plant I



The Texas Barrel Company

is still manufacturing the best Ice Cream Tub on the market. Our increased sales assure us of that fact.

We were the pioneer makers of the TALL TUB and all other makes are imitations. While we are improving this TUB all the time, our imitators are content to stand still and hang on.

Before ordering Ice Cream Cabinets see the new style Cabinet we are manufacturing. Will keep cream in frozen state for 48 hours with one icing. It has many advantages over the old box Cabinets.

Equipped with casters and handles and easily moved from one position to another. Does away with leakage and water wastage.

*We handle a full line of ice cream cans in all sizes.
Can make immediate delivery.
Write for prices Prices are right*

Texas Barrel Company

HOUSTON
Box 665
TEXAS



For Lasting Satisfaction

York Refrigerating Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

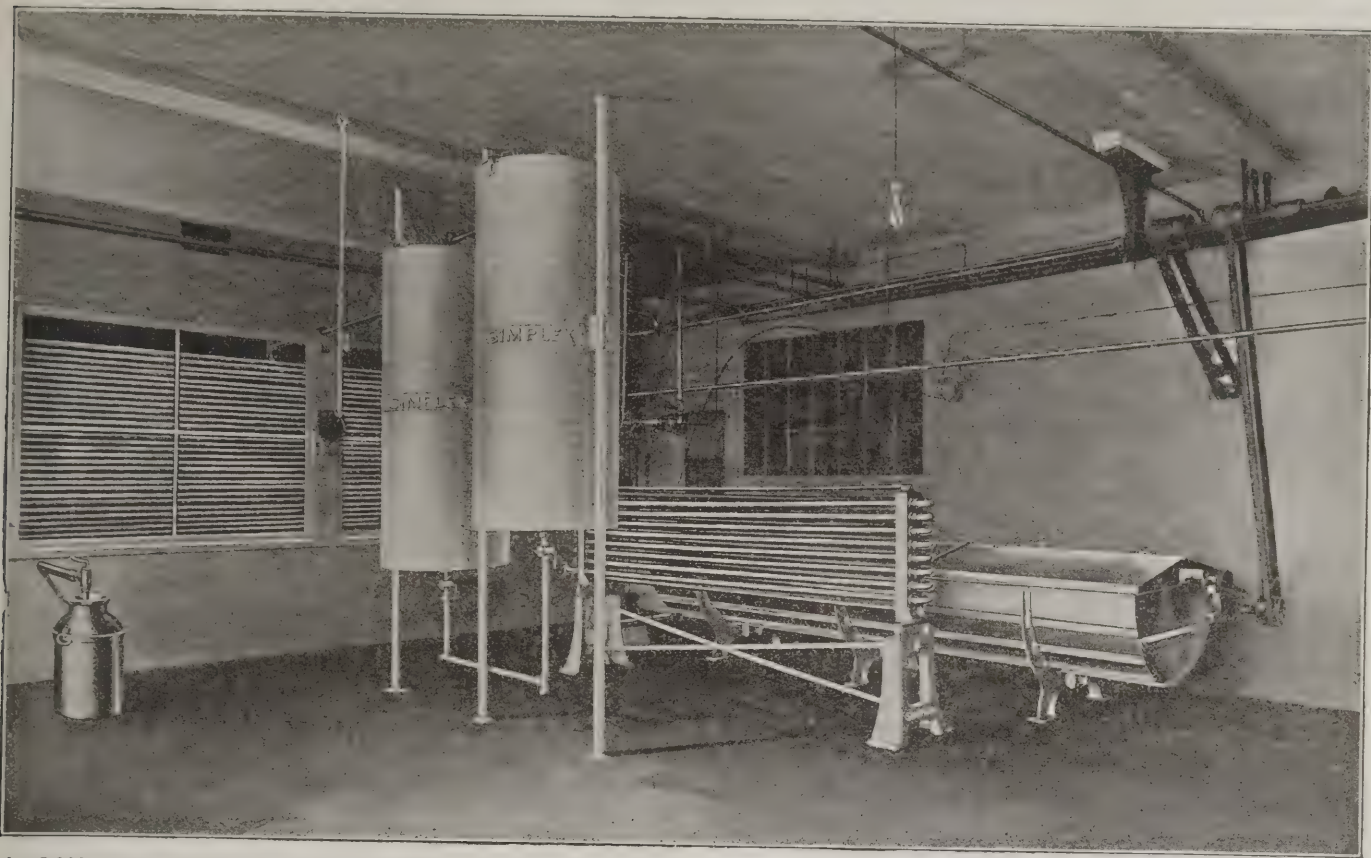
Let us show you just why
York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.

CHICAGO, ILLINOIS

J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Bldg. Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



An 8,000 pound "Simplex" Double Holding Tanks Regenerative Pasteurizer in N. Y. State shipping station. Pasteurizes 40,000 to 60,000 pounds of milk daily. The newer outfits have three holding tanks.

The installation shown above has operated over six years and handles 600 to 700 40-quart cans daily. It has lately been increased to 12,000 lbs. per hour capacity.

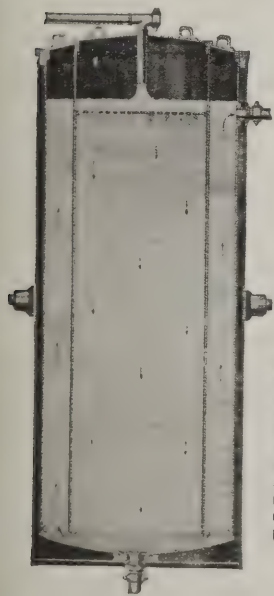
Positive Holding

THE milk is first heated to a pasteurizing temperature by the Simplex double tube heater. It is then subjected ten minutes each, or thirty minutes in all, to a heat treatment in the three holding tanks; then passing over a Simplex continuous surface milk cooler and directly into milk can or bottle filler.

Each holding tank is double; and milk must pass **twice the length** before leaving the tank.

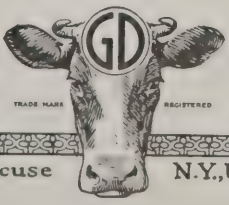
The Simplex patent regenerative heating and cooling water system saves from 50% to 60% of the steam that would be required without it. This means economical operation.

The Simplex Positive Holding Tank Pasteurizer is equally adapted to large and small plants; requires very little floor space; is dependable and fool-proof; and gives the small milk dealer **exactly the same efficiency** as enjoyed by the largest milk plants. We fully recommend them. Write for details and prices.



Sectional view of holding tank. Equivalent to one single tank of twice the depth, or two plain tanks.

"The HOUSE with the GOODS and the SERVICE"

GOWING COMPANY  **DIETRICH** INCORPORATED

Everything For the Handling Syracuse N.Y., U.S.A. Of Milk and its Products"

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

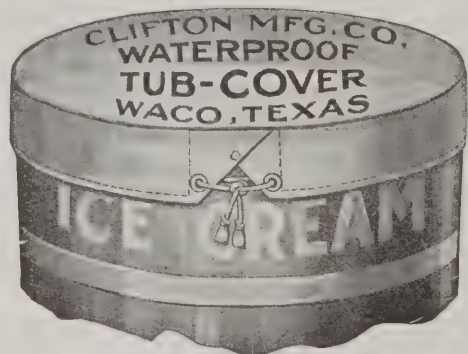
have in mind was doing a business of \$125,000 annually. This was three years ago. The total amount this plant expended in advertising amounted to less than \$500 for the entire year. An advertising campaign was started and the first year's expenditure amounted to less than \$5,000 with an increase of \$40,000 in the total volume. The second year approximately \$11,000 was spent in advertising and the same plant's volume for the year ending December 31, 1922, amounted to \$238,000. This plant's selling expense on the \$125,000 annual volume was a little better than 31 per cent. The total selling expenses for the year 1922 was a little less than 21 per cent, and mind you, this total selling expense of less than 21 per cent included an advertising expenditure of about \$11,000, whereas, the 31 per cent selling expense on the \$125,000 included an annual advertising expenditure of less than \$500.

So much for advertising in a general way.

Specifically—an advertisement may be beautiful, but as empty as a drum. Well written—but as barren as the Sahara; handsomely arranged typographically, but dreary as a dirge. It may conform fully to accepted standards, yet fail utterly because it lacks that vital electric selling spark that fuses interest into selling.

The very surface superiority of an advertisement may defeat its purpose—just as some personal salesmanship is so palpably smooth that it glances off.

Haven't you seen nice, light, placid advertisements that have been petted and polished and gingerbreaded outwardly until they fairly breathed perfection plus? And haven't you longed to jab a blue pencil into their vitals to inject some living snap and salesmanship? Haven't you longed to muss them up a little and make them real?



Made of Olive Drab Waterproof and Mildewproof Duck, which will outlast five ordinary Tub Covers, without this special treatment.

One Customer says, "We have found from past experience that your cover fits better than any other we have purchased in the past."

Prices quoted on application.

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

Branch Offices and Warehouses are:

Los Angeles, Calif.	747 Warehouse
San Francisco, Calif.	339 Larkin Street
Kansas City, Mo.	202 Bryant Bldg.
Denver, Colo.	1526 16th Street

Must Be Real.

Advertising, to win its way, must be real. Selling plans must also be real. They must be simple, imbued with human sympathy and salesmanship. They must be more than theory. More than the application of "high flown ologies." However, I deem of still higher importance the discovery and development of a dominate idea that lifts that particular product apart from all others; gives it a place by itself in the public mind. A great big inspirational selling idea that carries instant influence, overcomes resistance and implants desire. An idea so charged with human appeal that it fairly writes itself into vivid advertising—translates itself into hundred-point salesmanship.

Such a plan, necessarily, involves quite a bit of analysis of the subject or product you wish to advertise. It means careful investigation (in co-operation with the advertiser) of every factor entering into the proposition to be advertised.

Following this comes the application of the idea to every branch of the business which either manufactures, produces or sells the article to be advertised. The development of this plan is the acid test that proves the practicability of the idea and its harmonious co-ordination with all the details and needs of the business—its distribution connections and its market demands. Yes, there is a great deal more to advertising than the ordinary person imagines. May I ask you to contrast what I have partially told you with the "hit-or-miss" efforts that are bound to accompany experimental copywriting, experimental conduction of an advertising campaign, as against cold facts which must necessarily be dealt with.

Like all high-powered agencies, advertising may be dangerous in the hands of the bad. Just as dynamite may be used to turn worthless swamps into harvest fields, or may be used to blow up innocent children, so it is with advertising.

But remember that the evil which advertising accomplishes is always subjective—never objective, for advertising cannot be misused to propagate evil, since advertising is its own safety-valve.

This is because, just as no worthless product can stand advertising for any length of time, so no falsehood can be permanently spread by advertising.

Advertising must be judged by its fruits. Many embark on an advertising campaign with only a goodly supply of faith, but in advertising, as in true religion, "Faith without works is dead." And so advertising without results is dead.

* * *

After Mr. Brooks' address, he suggested that he would be glad to answer any questions from the floor.

Mr. Brown: Would you have any objections to stating the best method of advertising ice cream?

Reply: The best method would be, not one, but three methods. Newspapers, posters and signs. You should not use just one method you might as well not advertise at all, as to hold your advertising to one particular line. My advice is to advertise co-operatively, equitably and profitably.

Mr. Brown: What do you think is the proper amount to spend for gallon.

Reply: Three and one-half cents per gallon, where the business is large enough.

Mr. Brown: What proposition do you think best in outlining your plan for advertising, for instance, how much should be used in newspaper, poster and signs?

Reply: If you have five newspapers widely read, use the three best ones so as to reach the greatest number of people. The percentage should be based largely on the best method of reaching the public. I would say

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

TIME *The GREATEST* OF ALL TESTS-- *Has Proved Its Value to You!*

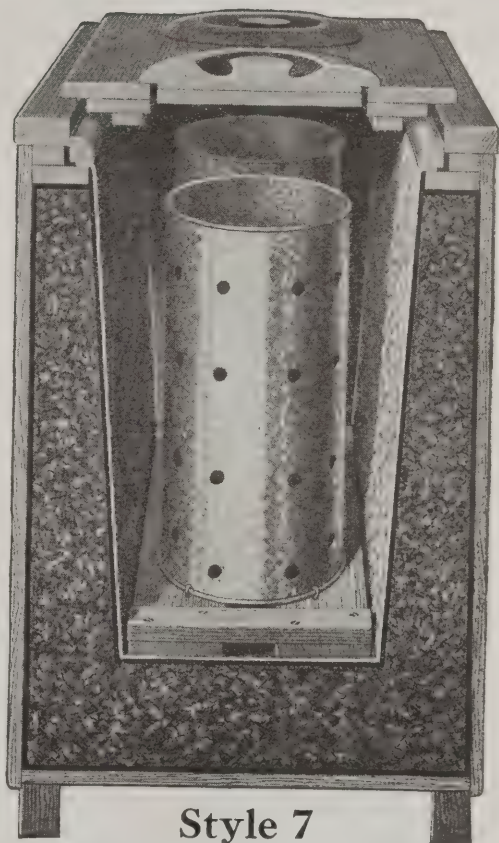
The Grand Rapids
ICE CREAM CABINET OF QUALITY

WHEN you buy ice cream cabinets you want the absolute assurance that they will render many years of money-saving, trouble-free service. You want to be sure that your investment will be returned to you with good interest.

How can you be positive of those things, in advance? Only by choosing a product on which TIME has placed its seal of approval.

Year after year Grand Rapids Ice Cream Cabinets go on making staunch friends through the exceptional service they render. Year after year they lead in scientific design and integrity of construction. That is why they defy TIME.

Now that the season is fast approaching when you will need new cabinets, be sure to investigate this leader. Write for our catalog illustrating full line of models of all types, including the far-famed ZERO Brick Cabinets.



Style 7

The Most Highly Developed
Ice Cream Cabinet Ever Built

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,
CENTRAL SALES OFFICE AND WAREHOUSE,
NEW YORK STATE SALES OFFICE AND WAREHOUSE,
NORTH WESTERN SALES OFFICE AND WAREHOUSE,

MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
CHERRY-BASSETT-WINNER CO., 1400 Canal Street, SYRACUSE, N. Y.
A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

three-fifths in newspapers, one-fifth in tie-up, and one-fifth for emergency advertising.

Mr. Brown: What does the quality of advertising have to do with the sale of the product?

Reply: It has a great deal to do with it, but it must be backed up by quality. A few people will get together and advertise ice cream then back this up by individual advertising and quality. You can accomplish a great deal. All the advertising in the world will not do you much good, if you do not back it up with the quality of your product. Ice cream must be palatable, it must create a desire for more ice cream. Make your ice cream so good that your customer will come back for more.

Mr. Brown: What percentage of butter food do you think should be used?

Reply: It should be about eight per cent, but it is not so much a matter of butter food, but a matter of palatability.

Henry W. Sterne of The Sani Dairy Products Company of Chicago was next introduced, and spoke on the subject "Co-operative Advertising." Mr. Sterne said in part: "I advocate national advertising of ice cream, and the way to do this is to get busy yourself and not wait for the other fellow to do the advertising. You should endeavor, in your advertising, to show good reasons why the public should consume more ice cream. You should co-operate with the national association closely in this advertising, so that the effect will be nation wide. My idea is to work out a plan based on gallonage, and to deposit this money as a trust fund with several of the larger banks throughout the country, who would hold it subject to disbursement on order of a committee to be appointed for that purpose." Mr. Sterne's address was received with applause, and he was

thanked by President Costa for the time he had given for this subject.

Mr. Campbell suggested that Mr. Sterne and Mr. Brooks be invited to sit with us during further discussion throughout the day. This was put in the form of a motion, and seconded by Mr. Kent, and motion carried.

(Continued in next month's issue)



REVISED ASSOCIATION CATALOGUE.

The Association of Ice Cream Supply Men has issued a new edition of its catalogue of its members' ice cream supplies, equipment, machinery and services, revised to December 30, 1923.

This catalogue, which since 1920 has assumed the position of a characteristic publication of the industry, lists members of the association alphabetically with their address or addresses and their products and in another section cross indexes the various products and services produced, originated or sold by association members. There are 100 pages in the new catalogue, the physical makeup of which has been improved.

Ice cream manufacturers throughout the country have received a copy of the catalogue for a place in their reference files or on their desks.



NATIONAL ASSOCIATION RECORDS APPRECIATION OF SUPPLY ORGANIZATION.

The National Association of Ice Cream Manufacturers has officially transmitted to The Association of Ice Cream Supply Men a resolution asserting that its recent annual convention in Cleveland was "the most splendidly attended meeting" in the history of the organization, and that "much of the credit for so large an assembly is due to the efforts of The Association of Ice Cream Supply Men" and resolving:

"That the National Association of Ice Cream Manufacturers record its appreciation of the work done by The Association of Ice Cream Supply Men, and instruct the president and secretary to convey this thought to the officers and members of The Association of Ice Cream Supply Men, and that this resolution be made a part of the minutes of this meeting, that a permanent record of our appreciation may be kept."

The resolution is signed by V. F. Hovey, president of the National Association of Ice Cream Manufacturers and N. Loewenstein, its secretary.



STERNE URGES NATIONAL ADVERTISING OF ICE CREAM.

Henry W. Sterne, vice-president of the Sani-Dairy Products Corp., largely known in the ice cream industry, is devoting much effort toward stimulating interest in national advertising of ice cream. Mr. Sterne has spoken on this subject at different conventions this winter.

To facilitate the work of gathering funds for national advertising, which is expected to be begun as soon as the committee as appointed by the National Association of Ice Cream Manufacturers reports on their plan, he has sent out a number of letters to supply houses advertising in the industry and requested them to use the following slogan in all of their trade paper advertising:

BOOST FOR NATIONAL ADVERTISING OF ICE CREAM.

Mr. Sterne has asked all interested in the matter to communicate to him any questions they may wish to ask.



Vilter

■ Ice Making and ■
Refrigerating Machinery

A self-contained unit built in capacities up to
Four Tons Refrigeration.

*Bulletin No. 29-R describing this and larger size
equipments will be promptly for-
warded on request.*

**The
Vilter Manufacturing Company**
Established 1867
889 Clinton Street Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

National Homogenizer

—the Machine with the Revolving Head

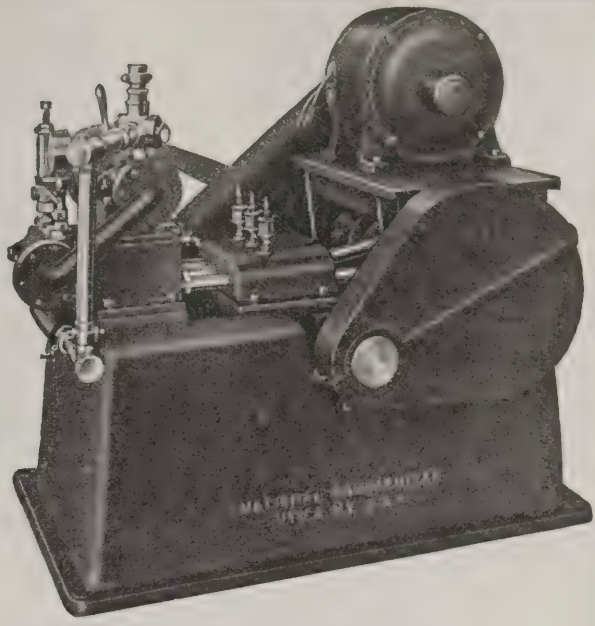
The National Homogenizer is manufactured and backed by a million dollar corporation, builders of precision machinery for fifty years. It is the only machine that bears a perpetual guarantee.

Better Results!

In the history of the Dairy Industry there is occasionally brought on the market a new or improved machine which outdistances competition. The National Homogenizer, as exhibited at the National Dairy Show and the Ice Cream Convention at Cleveland, is such a machine and was pronounced by those who saw it as a triumph of engineering.

Better results, with less danger of tie-up because of worn out parts, can be obtained—a more satisfactory emulsion, creamier ice cream, etc.—by using the National Homogenizer and there are many good reasons why.

Chief among these is the revolving head which adds rolling and grinding to pressure. This makes clogging impossible; prevents the formation of radial grooves; and, with the three



graduated steps, insures a more perfect reduction of globules.

We guarantee this machine to produce a more perfect emulsion under less pressure and with less power consumption, than any other machine now on the market! Get all the facts. We shall be glad to send you a catalog and full information.

Bessire & Company, Inc. INDIANAPOLIS LOUISVILLE
MEMPHIS ATLANTA
DISTRIBUTORS

G-W Crushed Ice Elevators and Ice Breakers



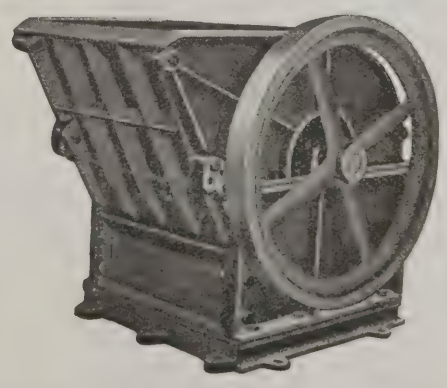
Users of crushed ice will find a type of incline elevator or conveyor exactly suited to their requirements in the complete G-W line. The illustrations merely show several typical installations.

We carry a complete line of Creasey Ice Breakers—both motor and hand driven. Their correct design and rugged construction insure maximum service with minimum upkeep.

Write our nearest office for detailed information.

MAIN OFFICE AND WORKS: 5 Hill Street, HUDSON, N. Y.
New York: 50 Church Street
Chicago: 565 W. Washington Street
Pittsburgh: Peoples Bank Building
Boston: 24 Milk Street

Gifford-Wood Co.
BUILT STRONGER LASTS LONGER
ICE HANDLING MACHINERY AND TOOLS



OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



C. W. KESTER,
Wm. A. Hazard Co.



L. B. WOODS,
Zipp Mfg. Co.



A. T. PRATT,
Paterson Parchment Paper Co.



ELMER MACK,
Menasha Printing & Carton Co.

*Michigan
Dairy
Boosters'
Directors
who are
great
Workers*



A. G. TRAEDER,
Burge Machine Works.



C. A. GROVE,
John W. Ladd Co.



LLOYD L. HUGHES,
Hughes Gelatine Co.



HOWARD W. BLACK,
The Widlar Co.

Truck Operating Costs

By Prof. B. H. Petty.

(Continued from January issue)

The first method is correct for a truck making one trip per day with one load, but is entirely wrong in the case of a truck making many trips daily with varying loads. In the latter case, if ton-mile costs are desired, it will be necessary to keep accurate records of mileage and loads between each stop where the load is changed. However, in this type of trucking the cost per mile or cost per day is usually more satisfactory.

When a truck is running on a regular route making trip out to a certain point with a given load and back to the starting point with the same or a different load, the ton miles can be computed by multiplying the total mileage by the total load carried and dividing by twice the number of round trips. Suppose a truck travels from A to B, a distance of 10 miles, and returns with the following loads:

Table No. 6—Round Trip Loading Table.

Round Trip	Load Out	Load In
No. 1	5 tons	1 ton
No. 2	2 tons	3 tons
No. 3	4 tons	0 tons
No. 4	1 ton	5 tons
Totals—4 round trips..	12 tons	9 tons
The total mileage is 80 and the total load is 21 tons.		

Then by the formula as given the ton miles $\frac{80 \times 21}{2 \times 4} = 210$.

figured on the basis of the individual trips, the result is the same.

From the foregoing it can readily be seen that the basis of ton mile costs must be correct before dependable comparisons can be made.

Systems Used In Recording Operating Cost Data.

Many different systems of recording truck cost data are in use by different operators. Some are satisfactory but many of them are inadequate, leaving out different essential items of cost.

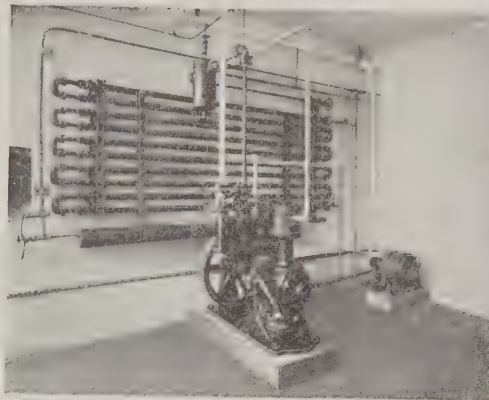
One of the best and most complete systems is the National Standard Truck Cost System put out by the Truck Owners' Conference of Chicago. This system is the result of careful study of a great many existing cost systems by a number of men interested in truck transportation. This standard system has been thoroughly tested and many thousands have been sold to truck manufacturers and operators since its origin in 1919. The use of a standard system of this type enables owners more readily to compare their truck costs and to derive the benefit of a wider knowledge of trucking costs.

Method of Figuring Cost For Operation of Trucks in Use By One Large Business Corporation Using A Large Fleet of Trucks.

Keep two accounts on your books for each machine: First, the truck account, to which debit the original cost of the truck and any equipment in the form of permanent improvement that may be purchased and any tires that are purchased at any time, also the annual cost of insurance, licenses, taxes, etc., and cost of any extensive repairs or repainting which amounts to more than \$75.00. Credit to this account each month charges for depreciation on chassis, tires, insurance, haul, etc. The balance of this account at any time shows the value of the machine.

Second, the maintenance account, to which charge monthly items for depreciation and all expenses such as renewals of parts, gasoline, oil, electric current and other operating expenses, with the exception of general overhaul as specified above. Each month charge the debit balance of this account to the department

When Considering Refrigerating Equipment Investigate



BECAUSE—

The machine has been carefully designed down to the last detail—

Materials and workmanship are guaranteed—

The strength and solidity of machine are apparent at a glance—

Has most efficient compression—

All details are given expert attention, assuring perfection—

Produces economical refrigeration.

Write **TODAY** for Catalog

Frick Company
WAYNESBORO, PA. U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

BRANCHES:

NEW YORK, N. Y.
PHILADELPHIA, PA.
BALTIMORE, MD.
DALLAS, TEXAS

ATLANTA, GA.
PITTSBURGH, PA.
CHARLOTTE, N. C.
MEMPHIS, TENN.

DISTRIBUTORS IN ALL PRINCIPAL CITIES

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

in whose service the delivery is made. This amount balances the maintenance account each month and shows the cost of operation for the month which should be figured out on the basis of miles run and percent of weight hauled. If the truck is in the service of more than one department, figure the proportion, in which the total operating cost will be divided, on the basis of the mileage run in the service of each department. For this purpose a record must be kept of the drivers' cards, (individual for each load), which show the weight hauled, the mileage run and the department chargeable for each load.

All items of expense must be charged to each individual truck as incurred by that truck.

A low cost per 100 pounds shows that the truck is being kept busy and used to capacity and vice versa.

A low cost per mile shows that the truck is economical to operate.

Figure depreciation as follows:

Gasoline:

Truck—Divide the value of chassis and body less value of tires by $4\frac{1}{2}$. Divide the resultant figure by 12 to give the monthly charge.

Solid Tires—Divide the value of original tires by 18, the result being the monthly charge. Treat any new tires in the same manner when bought.

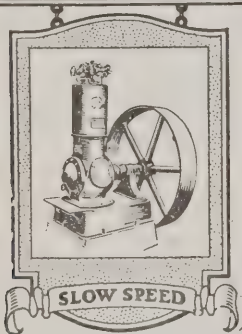
Pneumatic Tires—Divide the value of the original tires by 6, the result being the monthly charge. Treat any new tires in the same manner when bought.

Overhaul, Repairing, etc.—Divide the total amount by 12, which gives the monthly charge.

Electrics:

Chassis—Divide the value of chassis and body less value of tires by 10. Divide the resultant figure by 12 for the monthly charge.

BAKER



System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chock full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

Battery, Edison—The Edison Co. in replacing the first battery bought make an allowance of 50 per cent on the cost of the original battery when it is replaced with another Edison inside of five years. There is no such guarantee on the second or replacement battery. The total cost of the two sets, therefore, would be the original cost plus about 50 per cent and this whole amount will be written off over a period of eight years. Divide the cost plus 50 per cent by 8 for the annual amount and this by 12 for the monthly charge.

Battery, Lead—Divide 65 per cent of original cost of battery by 12, giving monthly charge.

(Charge replacements of plates to truck account and divide by 12 for monthly charge.)

Solid Tires—Divide the value of original tires by 24, the resultant figure being the monthly charge. Treat any new tires in the same manner when bought.

Insurance, etc.—Divide the total annual amount paid for insurance, taxes, or licenses, etc., by 12, which gives the monthly charge.

Overhaul, Repainting, etc.—Divide the total amount by 6, which gives the monthly charge.

Credit all the above monthly charges to the truck account and debit to the maintenance account monthly until the amount of the original purchase is written off, except the cost of the machine, which should not be written down below \$5.00.

Cost of current for electric trucks:

Where the actual amount and cost of current consumed in charging electric trucks is unknown, the trucks should be debited on the following basis:

700 lbs.....	\$120.00 per annum
1,000 lbs.....	140.00 per annum
2,000 lbs.....	170.00 per annum
3,000 lbs.....	240.00 per annum
4,000 lbs.....	300.00 per annum
7,000 lbs.....	360.00 per annum
10,000 lbs.....	400.00 per annum

Divide the above amount by 12 and show the item monthly on your uniform expense statement.

Interest Charges—Charge against each truck, so long as it is in the company's possession, interest at the rate of 5 per cent per annum, beginning with the original cost and every month thereafter on the value at which the machine stood in the books at the first of the month.

In conclusion I would like to emphasize again the point that in order to get accurate cost data every item of expense must be properly considered. Comparison should be on the same basis and for an absolute comparison of two trucks they should be operated side by side under the same service conditions. We must get away from the policy of unfair comparison simply for the advantage of one particular type of truck. Surely we all realize that there are particular fields in which the electric truck excels just as there are fields in which the gasoline truck is supreme. There are also particular types of service in which the horse cannot yet be economically replaced by either gas or electric trucks. A spirit of co-operation in the publication of accurate cost data covering the entire field of truck transportation, with a full description of conditions involved, would be of inestimable value not only to the truck user, but to the maker and seller as well. The difference between success and failure in certain types of business frequently hinges on delivery costs. Permit me to suggest that it would be greatly to your advantage if this association would appoint a permanent committee for the purpose of collecting, analyzing and distributing to your membership dependable records of truck operating costs for all types of trucks engaged in the ice cream business.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The cabinet contains the complete apparatus. Installed or removed in less than one hour.



Requires far less electricity than any other cabinet known. 4, 6 and 8-hole sizes.

Retailers Praise The Nizer

To the Ice Cream Manufacturer, Nizer Records Prove
That the Ice and Salt Cabinets Must Go

ONE of the vital elements in successful distribution of Ice Cream is the enthusiastic co-operation of the retailer.

Whatever the manufacturer can do to help the retailer sell more and profit more should be done. Especially when, as in the case of the Nizer, the manufacturer can help himself at the same time by furnishing the equipment.

Nizer advantages to the retailer are, in brief —

Elimination of sloppy floors.

Saving an average of two quarts per five-gallon can, formerly lost by shrinkage.

No more salty ice cream.

Ability to serve the last half-pint as readily as the first.

More satisfied customers, because of perfect texture and flavor.

Absolutely automatic operation.

Lowest known current consumption.

That the Nizer Automatic Electric Ice Cream Cabinet does accomplish these things, is amply proven by reports from over 150 cities, covering periods up to three years. These reports cannot be equalled or even approached by any other mechanical cabinet.

That the Nizer stands alone in its field, a successful pioneer, is emphasized by the basic United States patents which have been issued to this company.

Over 400 cabinets in actual service in Detroit and the invaluable data of our engineers are open to your inspection. It will pay you to visit here.

Here's What They Say

I am so satisfied with my iceless refrigeration plant for ice cream that I want another installed in my other store as soon as possible. The maintenance is very little. Soda fountain is a lot cleaner and easier kept clean and ice cream is always right and uniform.

H. S. Carpenter, Pharmacist

We have been using the Iceless Refrigeration for several months and find it perfectly satisfactory. It is especially valuable in keeping ice cream at the same temperature, which means a great saving to us. It does away with all the trouble of ice and salt and makes the work at the fountain much easier. We would never care to go back to the old system.

Tennant & Gannett, Druggists

We wish to express our entire satisfaction with the Refrigerator Cabinet installed by your firm several months ago. It saves the shrinkage of ice cream and eliminates the dirt and water which prevailed under the old system. We cannot say too much in praise of this Cabinet as it keeps ice cream in perfect condition all the time.

Forman-Evans Drug Co.

I am more than pleased with my Nizer Iceless Refrigerator. It has eliminated all the necessary mess that all of us had to put up with once a day under the old system, besides keeping cream in perfect condition at all times which eliminates all shrinkage, a matter one should not overlook.

McGraw Pharmacy

Several months ago you installed in our kitchen a Nizer Iceless Machine to contain our ice cream and ices. After its having been in operation for this period of time, I wish to compliment you upon the success. It has effected a saving in ice cream, due to the even temperature maintained, and has worked an economy in that our ice cream can now be kept close at hand, even in a hot room.

Hotel Wolverine

Nizer Corporation

7424 Mackie Avenue, Detroit, Michigan

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

FOOD TECHNOLOGY

Scientific Information on Food Subjects With Practical Application

Adviser, Dr. W. W. Skinner, Bureau of Chemistry, U. S. Dept. of Agriculture.

The Carbon Dioxide Treatment of Foods

By SAMUEL C. PRESCOTT

Massachusetts Institute of Technology.

THE development of modern methods of treating certain types of food substances with carbon dioxide as a means of preserving their natural flavors, or of preventing decomposition processes, is well worth careful consideration. This is especially true in view of some of our newly acquired knowledge regarding the vitamins and their instability or destruction when exposed continuously or even for short periods to the action of air or oxygen. In fact, it seems to the writer that a thorough investigation of the occurrence of uncombined carbon dioxide in natural foods such as fruits, roots, tubers and cereals, might throw much light on the part actually played by this gas in the economy of nature.

It has been rather the custom among those concerned with foods to regard carbon dioxide merely as a decomposition product, and as such, indicative of undesirable changes in food substances. This opinion can hardly be warranted if we study carefully the role of carbon dioxide in nature, and assemble the facts that have been established one by one during the many years that the gas has been observed. The biochemist has shown conclusively that this compound, instead of being merely a waste product of living things, is in reality also a building material of the utmost importance, and absolutely essential for the construction of all food substances. It is significant that the green plants, which are the real food-builders, not only give off carbon dioxide as a respiration product or product of metabolism, but also because of their ability to absorb light energy, utilize vast quantities of this substance through the process of photosynthesis, in building up the world's food

supply. One of the most recent texts in general biology, by Professors Burlingame, Heath, Martin and Pierce of Stanford University, states that "sugar is the fundamental product of photosynthesis, and because of this fact photosynthesis is "the most important chemical reaction in nature, for all food is built up from sugar." As the essential carbon-containing raw material of sugar manufacture, therefore, and fuel manufacture as well, carbon dioxide must be looked upon as our most fundamental food substance, although not usable for constructive purposes until further combined.

As a Protective Agent

The role of carbon dioxide as a protective agent is probably less generally given attention, but it is on this action that the modern processes rest. It was pointed out by Dr. Kolbe of Leipzig nearly forty years ago that meat which was stored in airtight compartments filled with carbonic acid gas "retained its healthy appearance and agreeable taste for a period of six weeks." This observation was made before the bacteria as agencies of spoilage and putrefaction were generally known, and certainly before the different types of bacteria capable of producing destructive kinds of chemical change had been discovered and described. Our own famous Dr. R. O. Doremus of Bellevue Hospital Medical School stated in a letter to the American Carbonate Co., under date of April 27, 1887, "it (carbon dioxide) will aid in preserving not only potable liquids, but also berries, fruits and meats."

The action of carbon dioxide as it is produced in the fermentation has long been known to be beneficial from the standpoint of the stability

of the product and also as an agency for maintaining the agreeable taste and flavor of the beverage.

In the manufacture of soft drinks, such as gingerales, near-beers, bottled "sodas," etc., the carbon dioxide assists materially in preventing fermentations due to molds or bacteria, as well as in imparting the characteristic quality by which flavors are accentuated and a refreshing effect produced. Fermented milks containing carbon dioxide maintain a more uniform acidity, due apparently to a regulation of the activity of the lactic acid bacteria whose function it is to produce the characteristic buttermilk flavor.

Studies on natural and carbonated waters explain in part at least why these results are obtained. Many spring waters in the fresh condition contain numerous bacteria of several different types all more or less characteristic of the natural surroundings and in no way indicative of pollution. The same waters bottled in the "still" condition often continue to show bacteria in numbers somewhat increased due to the processes of growth and reproduction, the organisms dying out only after a long period. The same waters bottled and charged with carbon dioxide show only occasional or very few bacteria, and are often free from living germs. In other words, the carbon dioxide has introduced a condition unfavorable to the continued life and action of these particular kinds of bacteria, but not all bacteria are equally affected. Those types requiring a high oxygen or air content tend to be inhibited or choked out, while those capable of adjusting themselves to a variety of conditions are not only not seriously impeded by lack of oxygen, but on the other hand, rather favored by this condi-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

tion, are likely to remain alive and may even grow in the presence of carbon dioxide, providing the acidity is not too high.

Since the types of bacteria naturally occurring on leaves, fruits and vegetables, and on the surfaces of meats exposed to the air and to contact with ordinary surfaces are largely of the air-loving types, it is easy to understand how carbon dioxide in sufficient concentration may check bacterial development and hinder the type of spoilage (natural decay) due to these germs. With protein foods infected with the semi-anaerobic or anaerobic putrefactive bacteria, another explanation must be sought, and here the increased acidity due to carbonic acid may be responsible for the prevention of spoilage, as the organisms involved generally work best in media low in acidity, neutral, or even slightly alkaline in reaction. It would seem to the writer, however, that too much should not be expected along this line, and that carbon dioxide should not be regarded as a perfect disinfectant for foods until much more extended study of its capabilities has been made.

A Food Preservative

Whether the above hypotheses are or are not adequate to explain the action of carbon dioxide, and despite the suggestion of limited potentiality, there is a not inconsiderable mass of evidence pointing to the efficiency of the gas as a food preservative and improver. This has been especially demonstrated in dairy products, such as butter, ice cream and milk powders, but is also noted in bread, foods containing unsaturated fats or oils, and with fresh fruits. Most important of all, from the nutritional standpoint is the irrefutable evidence produced by Zilva, McClendon, Hopkins and others that carbon dioxide preserves the indispensable vitamins, the fat-soluble vitamin A and the antiscorbutic vitamin C which are destroyed by oxidation, and especially by the application of heat in contact with air. Any process which tends to retain and protect these elusive but essential components of food so that they may be utilized for growth and health-promotion by the ultimate consumer of the food is well worthy of serious and continuous study. Incidentally many interesting side questions are brought up. Van Slyke has shown that freshly drawn milk contains about 10% of CO₂ by volume, but that this amount lessens on exposure to air. It might be of importance to

determine if the "germicidal property" of fresh milk is related to its CO₂ content rather than to specific substances producing either destruction or agglutination as has been suggested.

There is every reason to believe and certain investigations support the conception that some at least of the CO₂ produced during the respiratory changes in sweet fruits which are extraordinarily active during the ripening process, remains dissolved in their juices, and it would be difficult to conceive of such a combination of CO₂ with such juices as would fail to participate in the prevention of the decay of such fruits. This is especially true in view of the utilization of CO₂ in numerous practical processes designed for the preservation of bottled or prepared fruit juices. Of course, it is well known that the skin also acts as a mechanical barrier against the entrance of invading fungi or bacteria.

The Heath Method

According to a popular article in the Literary Digest in November, 1922, a considerable portion of the grape crop of California in that year was saved from decay by the use of carbon dioxide to replace air as an atmosphere in which the fruit was maintained. The application of this process to many other kinds of fruits, as well as to a variety of foods aside from fruits, has been made in the so-called "Heathization" of food-stuffs and in the packing of coffee, nuts, chocolate and many other substances in inert gases, to prevent the oxidation of fats and consequent rancidity.

Perhaps the most spectacular as well as the most valuable and widespread use of this method of food preservation is in the so-called Heathization of butter and ice cream—a process which as it is now being applied, is doing much to raise the standards of commercial quality of these foods. No food substance responds in its fine shadings of flavor more quickly than does butter to changes in environment, to odors, or contacts, or dust or to the action of air itself. In fact, the air which is worked into butter has for several years been recognized by experts in dairy products as one of the chief deteriorating influences from the standpoint of fine flavor, for it was found by direct investigation that the "off flavors" of butter were due in large part to the oxidations caused by this imprisoned air or to minor fermentative changes caused by the bacteria on dust particles introduced

during churning in an air atmosphere. The use of vacuum churns was impractical, and the next step, worked out logically and with scientific precision by Mr. Heath was the process to which his name is given. With the new knowledge of the relative effect of air and of carbon dioxide on vitamins occurring in butter fats, the soundness of the principles which he has established cannot be gainsaid, and it surely seems as if this process should become universal.

Applies Also to Ice Cream.

In the manufacture of ice cream the same principal holds good, although here of course the low temperature maintained in hardening rooms and in storage prevents the oxidative or bacterial changes from becoming so apparent or so intense. The principles involved—the use of a pure inert gas in place of a possibly dirty air, the reduction of oxidations of fats and the preservation of vitamins—are, however, the same. Comparative studies in my own laboratory, using a large group of students and others as test individuals for the purpose of detecting differences in flavor and appetizing quality have been made with interesting results. Ice creams of identical composition as to the "mix," but frozen in air and in carbon dioxide, respectively, were used in these studies, and it was repeatedly found that the cream frozen in the atmosphere of carbon dioxide was regarded as superior in texture and flavor. The fact that carbon dioxide tends to accentuate flavors was demonstrated. No manufacturer who desires to sell a poor product or to mask an "off-flavored" butter or ice cream can derive satisfaction by use of carbon dioxide. A good product is made better, but a poor one is made less satisfactory in flavor by its use. The tendency will therefore be, as this process extends in use, to raise the standard of quality of these foods. Those who cannot compete will have to withdraw or be satisfied with producing a distinctly inferior product at a lower price.

No further descriptions of the manifold applications of this method need be made here, as the purpose of this article is to call attention to the desirability of extending the researches already begun in this field from the standpoint of food preservation, and also to stimulate the investigation as to the physiological action of carbon dioxide in the special senses of smell and taste.

—Advertisement.

Reprinted from the October, 1923, edition of the American Food Journal.

BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.



A. P. DRISCOLL,
U. S. Gelatine Co.



O. E. HARWOOD,
A. H. Barber-Goodhue Co.



O. W. JOHNSON,
Cone Co. of America.



GEO. ROHRBECK,
John W. Ladd Co.

*Michigan Dairy
Boosters
who will be
in the
Thickest
of
Activities
at Kalamazoo*



R. J. ELLWANGER,
John W. Ladd Co.



DR. WILBUR WRIGHT,
President Sealright Co.



O. C. MILLER,
Sanitary Tinning Co.



WALTER MURRAY,
Garrett & Co.

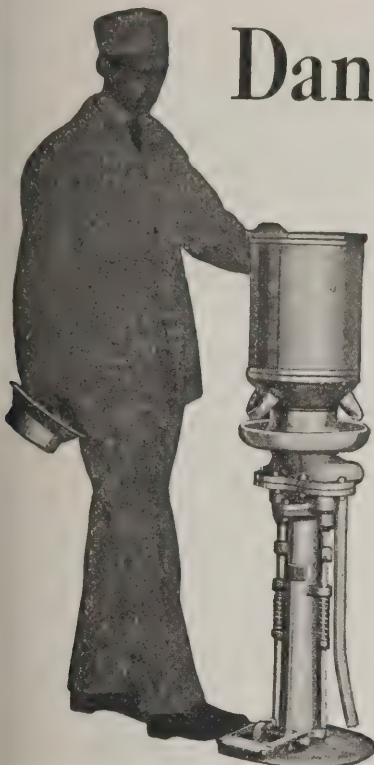


BARBER

Everything for the Dairy Industry



Danforth Jet Sterilizer and Rinser



Showing the simplicity of operation by means of foot tread.

THE Danforth is a product of our own manufacture, built to meet the needs of the small country receiving stations or creameries not equipped with large pressure washers. It is used in the larger milk plants as an auxiliary, and also in ice cream factories for the rinsing and sterilizing of ice cream cans.

It is sturdily built and very compact, requiring only about one square foot of floor space. The valves are operated by a single flexible tread. By slightly shifting the ball of the foot, either or both valves may be opened, driving into every corner of the can a forcible spray of cold water, hot water or steam. The foot operation leaves both the operator's hands free to handle the can.

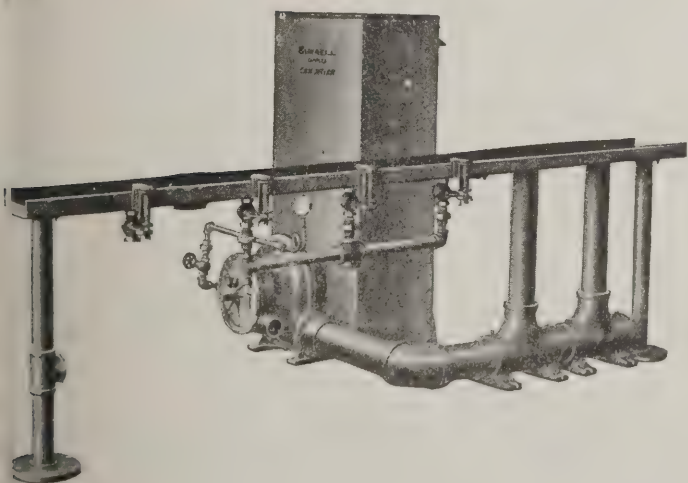
The valves can be re-ground. They are so designed that the flow of water or steam tends to keep the seat free from grit, eliminating scoring.

Write for complete description and prices.



Phantom view showing how the spray of water or steam reaches every corner of the can.

Burrell-Simplex Can Drier



A SIMPLE and comparatively inexpensive can drier that can be used in connection with can washers already installed; or in combination with the Burrell-Simplex Rinser and Steamer, as illustrated. A compact unit of neat design and sturdy construction.

It draws the air through the coil and forces the hot air at high velocity directly into the can, an improved principle that causes higher efficiency and prevents leakage of hot air. Will dry the cans and the covers as rapidly as one man can handle them.

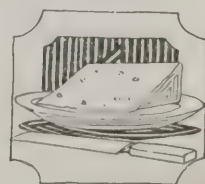
The drier can be furnished for belt, motor or turbine drive (turbine drive illustrated). Prices and full information on request.

A.H. Barber-Goodhue Company

(Formerly A.H. Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Oklahoma Association of Ice Cream Manufacturers

Proceedings of Seventh Annual Convention

(Continued from January issue)

Milk Inspection

By EARLY CASS*

I HAVE often wondered what the milk dealers and ice cream manufacturers think of the milk inspection departments. Very often it is a question in my mind as to whether or not you really understand the work we are doing and why we are doing it. I am reminded of the story of the negroe mammy who had attended one of these revival meetings. The crack evangelist had been in town two or three weeks, and had obtained about 50 or 60 converts. One Sunday they were to baptize all of them. The evangelist picked out a little pond near the edge of town for this purpose, and in order to take care of the crowd more expeditiously, he stood some distance out in the water, and had the "baptizees" come out to him in a line, one behind another and return to shore after he had given each one a ducking in the water. His method was to hold his hand over the nose of the person being baptized, push his or her head down into the water, leave it there a few seconds, and when he or she came up again, ask the question, "Do you believe?" to which he was to receive the answer, "Yes." When Eliza's turn came, he did

the same with her, but Eliza didn't close her mouth, and got a mouth full of water. The parson asked her his question while she was coughing up the water, and she didn't answer him, so he ducked her again. Eliza failed to close her mouth again, and got another mouth full of water, with the result that the parson did not get the answer he wanted. The third time he yelled at her, and the crowd on shore yelled at her to answer. Finally Eliza could speak and she said, "Yessah, ah believes in the Lawd, and ah also believes this dawn fool preacher is trying to drown me."

So I am a good deal like Eliza. I think the average milk dealer or ice cream manufacturer just accepts the milk inspectors' visits to his plant because the law requires it, but wonders what we inspectors are doing it for.

Why do we inspect milk and ice cream plants? True, dairies were not inspected years ago, but that was before the world was so far advanced as it is now, and before congestion made it prohibitive for people in the cities to keep their own cows, produce their own milk, and a little for their neighbors, and use it right away. As cities became more congested, city cows had to be disposed of, and the farmer had to bring the milk to town.

As the business for supplying milk for city consumption grew, farmers began to depend upon the demand for milk as their chief source of income, and some of them being not just as ethical as they might be, they began to deliver adulterated milk. Something had to be done to put a stop to this practice, and in Massachusetts in 1856 the first law was passed making it prohibitive to water the milk. Between 1856 and 1877 the cities of Washington, Philadelphia and Syracuse passed similar ordinances. Progress along this line, you see was slow at first, only four cities having taken any action against this practice in over twenty years.

In 1881 Dr. Hart of London discovered that epidemics of typhoid, scarlet fever and diphtheria were directly traceable to the milk supply, and about the same time other scientists made important discoveries with reference to germs causing disease, and they learned how to more accurately trace the source of disease germs. Other epidemics were traced to the milk supplies, and it became necessary in many of the congested centers to establish milk inspection systems in the health departments to prevent further spread of disease through this source.

The city of Washington in 1881 passed a law giving representatives of the health department authority to take samples of milk at the milk plants for testing purposes. In 1902 New York City passed a similar ordinance, and since then other cities have done the same until at the present time every city of importance has provided by law for the proper inspection of the milk supply. Before these ordinances giving the health inspectors right to enter the milk plants and take samples the samples of milk were purchased at the different

* City Milk Inspector, Tulsa.

PARAMOUNT CABINETS and TUBS



PARAMOUNT Tub and Metal Lined CABINETS

are made of California Redwood. Tubs in Cabinets are also made of "Everlasting" Redwood, unsurpassed as an insulating wood. Cabinets are made with special removable bottoms and removable brass outlets.

Write for prices and catalog describing in detail superior merits of our Cabinets and Packing Tubs.

THE ECONOMY SILO & MFG. CO.

Frederick, Maryland

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Economy Cabinets

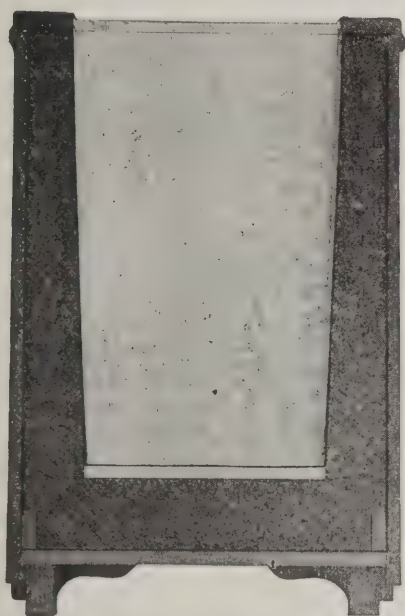
Dry Package Cabinets

Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



New Corkboard Cabinet

The manufacturers have come to realize that superior insulation means money saved on ice consumption. This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with 7/8" buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.



Tub Cabinets

This separate compartment cabinet is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage.

ALL Cabinets finished in highly polished mahogany.



Homer Manufacturing Co.
HOMER CITY, PENNA.

Rice Durfee Company
331 Dwight St., Springfield, Mass.
New England Distributors

stores or restaurants, and it was difficult to say whether or not the milk dealer was to blame.

In 1891 Dr. Hart concluded that milk should not be fed to infants unless it is boiled, which resulted in the adoption of pasteurization as a means of safeguarding the milk supply.

The Department of Health of Tulsa is placed in a rather peculiar position. We have supplying Tulsa about 160 dealers in raw milk and nine dealers in pasteurized milk. We would like to enforce a pasteurization law in Tulsa, but there are a number of factors, including political ones, that prohibit our taking any such step at the present time. We will come to it eventually, and I hope very soon. I believe the best way for us to bring about pasteurization of 100 per cent of the milk sold in Tulsa, without further disturbing the political situation, is to continue our educational work and wait, meanwhile continuing a most thorough inspection of all of the milk supply.

With regard to the inspection of ice cream factories, I would like to have you feel that our inspectors are not trying to put anything over on you. You will derive the most good from our inspections, and we will profit more by the experience, if you will speak up, explain the circumstances and give us an opportunity to match our differences. We want to co-operate with you in every possible way. We want to see you make some money, although we do not meddle with prices. We want to help you to make a better product, one that is both wholesome and healthful, and having attained both of these qualities, the matter of price can easily be adjusted to your own satisfaction. I thank you.

President Parker: Any questions? If there is no other business, we will now adjourn, and meet again in this room at 2:00 P. M. Meeting adjourned.

Thursday, Nov. 22, 2:00 P. M.

Mr. Porter: I firmly believe the ice cream industry is becoming one of the most important food industries of this country. As such, it is our duty not only to sell the dealer on our idea, but to go out and sell the public. We have data to prove that ice cream is a good healthful food, and that it should be eaten by people of all ages, and we would be doing the public a great service if we would induce our people to eat more ice cream. I think the best way to this is to appeal to the imagination.

We might say in our advertising that our ice cream is pasteurized, that it is made in a modern plant, and under the most scientific methods of manufacture, we might add that our ingredients are as good and as pure as money will buy, but if we don't appeal to the imagination, and create a desire for our goods through advertising, we are not going to reach the maximum gallonage. We've got to appeal to the senses. We must tell the people how delicious our ice cream is. We must describe the goodness of our product in such language that the person reading will want a dish of ice cream right away, and in our poster advertising we must illustrate the most natural and tempting dishes that will carry the most effective appeal through the eye.

Then, if we give the public a high quality ice cream and make our ice cream as delicious as our advertising says it is, we may expect further big increases in consumption.

* * *

I want to call your attention to our three regular short courses. January 3 to February 16, we will have the regular six-weeks dairy course. February 18 to 23, the one-week ice cream makers' course will be given and February 25 to March 1, the one-week creamery-men's course. You will note the last mentioned course follows the ice cream making course immediately giving those attending the ice cream course an opportunity to attend the creamery course also if they desire to do so.

I want to say further that we are very much disappointed with the support given the ice cream course by the ice cream factories of the state.

Most of our registrants are from other states, and we do not propose to continue the course unless more support is given it by our Oklahoma ice cream manufacturers. By this I do not mean to say that we do not want out of the state people to take it. We are glad to have them come, but we should have more students from Oklahoma. I believe the trouble lies in the manufacturer. The average young fellow will not spend his own time and money to attend the course. It is up to you manufacturers to pick out a few good boys who you want to employ, or your present employees, and send them, paying their expenses while attending. The information they get would be well worth the price you would have to pay.

You should also lend your support in the ice cream scoring contest. Last time we had three samples. In Kansas they had seventy. Don't be afraid to send in a sample, or neglect to be there to score it yourself. There is always an opportunity to learn something comparing the ice cream of thirty or forty factories.

In closing I want to thank you gentlemen for the support you have given us the past year at the college, and would be glad to answer if I can any questions or correspondence.

* * *

Wolf Hounds In Charge.

President Parker: The meeting is now to be left in charge of the Wolf Hounds, and I will ask Mr. Hawk, the president of that organization to take the chair.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



YOU can now produce a Maple-Nut ice cream that has no strong, unpleasant after-taste!

Our Maple Concrete is the first product to faithfully reproduce the true, mild flavor as found in the choicest grade of first-run Maple sirup. Ice cream makers say that it is the only Maple they ever tried which is satisfactory in every respect.

Maple Concrete is made from pure, edible vegetable materials. It complies with all pure food laws.

Sign the coupon for a free sample of Maple Concrete sufficient to flavor a 5 gallon mix, —also quotations. There's a big surprise for you in the low cost of this better product.

The Cleveland Fruit Juice Company
Cleveland, Ohio

Manufacturers also of the celebrated Honeymoon Special, Harvest Moon Special, Black Walnut, Egg-Nog and many other flavors. Write us for complete list.

Mail Coupon To THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.

- ☐ Ship us FREE working sample of Maple Concrete. Quote us in quantities of _____ gallons.
- ☐ We are interested in details of your jobbing proposition relating to Goldenmoon Fruits and Sirups for soda fountain use. (Thirty years reputation for high quality.)

Company _____ Buyer _____

City _____ State _____

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Mr. Hawk: First I want to thank the ice cream manufacturers for the courtesies they have shown us, and assure them that the Wolf Hounds appreciate it.

There will be a dinner and entertainment given to-night in the dining room below by the Wolf Hounds, and I want to invite all of you to attend. Hon. Campbell Russell is going to talk to us. I might say that there is no man in Oklahoma more fitted to give us a story about the history of Oklahoma, and to tell of her recent troubles than Campbell Russell. Mr. Russell

has been a citizen of Oklahoma more than 40 years, and a great deal of his time has been devoted to the development of the state. Incidentally, he has done a great deal for the dairy and live stock industry, having brought more than 14,000 cattle into Oklahoma from other sections of the country. The address of Hon. Campbell Russell will be a treat for you, and I hope all of you will be there.

C. O. Lund of Chicago will now talk to us about Eskimo Pies. Mr. Lund.

Eskimo Pies

By C. O. LUND

IN TALKING to you today, I assume that all of the Wolf Hounds are boosters of Eskimo Pie, and I will ask the Wolf Hounds and the ice cream manufacturers to forget that I am a representative of the Eskimo Pie Corporation and instead of talking about Eskimo Pies, we will talk about chocolate coated ice cream bars.

For the past eighteen months I have visited every large ice cream manufacturer east of the Mississippi River. I had the opportunity and pleasure of meeting the largest representative ice cream manufacturers of the country, and I have seen the methods they employ in the manufacture of ice cream and chocolate coated ice cream bars.

When I came to Oklahoma and found that the price of ice cream is from \$.90 to \$1.00 a gallon, I was dumb-

* With the Eskimo Pie Corporation, Chicago.

founded, for this price is entirely out of proportion with prices and conditions as I have found them in other parts of the country. So far as I have been able to determine whether it is the inability of the Oklahoma ice cream manufacturers to get a better price, or if they are so much more efficient ice cream makers that they can afford to sell it for that price. I do not know of any place in the east where ice cream is sold for the price it is sold for in this state. In the state of Michigan we find some of the finest ice cream plants in the country, and ice cream is not sold there for a dollar a gallon. They are not getting less than a dollar a gallon, and their butterfat standard is ten per cent. I firmly believe that ice cream manufacturers who have been selling their cream for a dollar a gallon would sell more ice cream, and they would make more money, if they would add about twenty cents to their price. Put ten cents of this into better quality, five cents of it into more advertising, and five cents extra profit, and your sales will be very satisfactory, and you will have a bigger net profit at the end of the year. In Pennsylvania, in the cities of Wilkes-Barre, Scranton, Allentown, and Reading, the per capita consumption is twice as great as it is here, and they are getting \$1.75 for brick and \$1.40 for bulk cream, and still they are complaining of the poor price they are getting.

In connection with the making of the chocolate coated ice cream bar, there are two questions in which the average ice cream manufacturer is chiefly interested:

1. How can I make and sell it profitably?
2. How can I build gallonage?

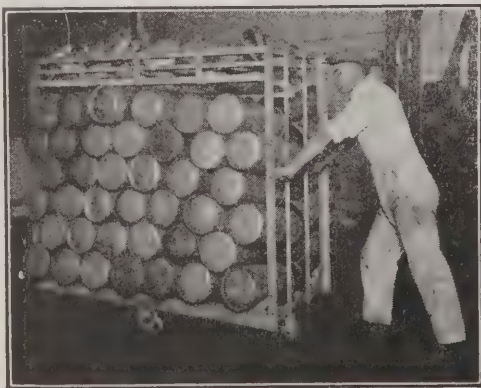
The first thing to do is to figure what the product is going to cost. Many figure on the dozen basis. They figure costs and profits, and they sell on the dozen basis. A middle eastern manufacturer inaugurated a system that is being taken up by others. He wanted to build up his winter gallonage, and he found that it would be necessary for him to install extra equipment for cutting, coating, wrapping, etc. It would cost him 85 cents a gallon to convert his ice cream into chocolate coated ice cream bars. He is getting \$3.00 a gallon for ice cream sold in the form of chocolate coated ice cream bars, and making money after allowing the 85 cents for conversion to bars.

One of the most important factors in the making of chocolate coated ice cream bars is the coating. The leading chocolate manufacturers have become interested, and have perfected a coating that is ideal for this purpose, selling at 27 to 28 cents a pound. This product has a cocoa butter content of about 42 per cent, and will coat from 36 to 48 bars to the pound of chocolate. It provides a very thin coat, which is more desirable, and less expensive.

(Continued on page 94)

Nutting

Ice Cream Can Truck



You can handle large numbers of cans with this truck—with less labor and in less time! It is speeding up the work of handling empties in hundreds of plants. Investigate this method and our better, stronger trucks, made by truck manufacturers. Ask your jobber or write us.

NUTTING TRUCK CO.

1143 Division Street

Faribault, Minn.

Floor Truck Specialists for the Dairy Industry

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The PURITY Mixer and Pasteurizer is furnished with either belt or motor drive as specified.

Two Sets of Agitators

Of a specially designed propellor type, produce a *perfect mix* in the PURITY Ice Cream Mixer.

It will improve your ice cream and increase your profits.

A special current deflector throws the mixture constantly toward the center, where the propellor sucks it down in little whirlpools. This makes the PURITY Mixer particularly successful in reconstituting milk from powder or butterfat.

The PURITY may also be used very satisfactorily as a *pasteurizer* in small plants, or for special jobs.

Your plant is not complete without one of these practical, all-purpose machines.

Write *today* for our circular describing them.

Oakes & Burger Co., Inc.

Dept. "D"

Cattaraugus, New York, U. S. A.

The outside jacket of the PURITY Mixer and Pasteurizer is of galvanized iron, lined with sheet copper. Inner can of heavy cold rolled copper, tinned to prevent rust, and reinforced. Agitator of heavily tinned copper and the steel shaft is encased in copper.

Gears entirely enclosed. Thermometer also supplied. The machine is easily cleaned. Furnished in battle-ship gray enamel.



Established 1873

Fifty Years of Honest Equipment



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

More Bars to the Carton.

A further economy is effected by putting more bars in a carton. The old method was a dozen to the carton. Under the new method, they sell them by the carton instead of by the dozen, a dollar for a carton of 27 bars. The dealer's profit is small, and when he thinks of buying a dozen, he sees only a very small profit for the sale of that dozen bars. Now he buys a carton for a dollar, sells it for \$1.35, and there is a greater inducement for him to buy. Through the use of the 27 bar carton, the sales are increased, and the cost of cartons to the manufacturer is cut a little more than half.

I have actual records from 14 manufacturers showing that it costs them from 90 cents to a dollar to convert their cream into bars, and they are getting \$3.00 a gallon for cream so converted. In Oklahoma at present prices you could sell this cream for \$2.00 a gallon and make money.

To sell any product we must let the public know where to buy it. In a large eastern city last season the largest ice cream manufacturer averaged 3,500 dozen chocolate coated ice cream bars a day for 110 consecutive days. Another manufacturer was selling about a thousand dozen a day, average for the same period of time. This year the largest manufacturer has been selling only 900 to 1,000 dozen a day, and the smaller manufacturer actually 1,226 dozen a day. They had the same proportionate gallonage as last year; they were selling at the same price; they were selling the bars under the same name; they were using the same advertising. All conditions appeared to be identical, yet the larger manufacturer was not getting the increase he should have gotten, in comparison with the smaller manufacturer. Something seemed to be wrong, and an investigation was conducted.

We found the small manufacturer was using a high grade coating. The large manufacturer was using another coating that didn't sell any ice cream. One would take a bite of the bar and feel like spitting it out and throwing the rest of the bar away.

There was a similar instance in another eastern city. I was called in to investigate. The manufacturers placed the bar on the market at the same time. The quality was the same. The largest manufacturer bought the coating by the car load, and supplied all the other manufacturers so the coating was the same. They advertised co-operatively, so the advertising was the same. Two cents a dozen had been set aside for advertising. I went to the dealers to find out what was wrong, why the small manufacturer should be selling 40 per cent more chocolate coated ice cream bars than the large manufacturer with two and one-half times greater gallonage. I found the large manufacturer's dealers had no advertising. The drivers had chucked the advertising material under the seats of the trucks and no one knew where to buy the large manufacturer's ice cream bars. This is just an illustration to show that we cannot expect to sell a product unless the people know where to get it.

I have here some charts which give a few figures regarding the chocolate coated ice cream bar industry. These figures apply to the bars sold under our own trade name. Last year there were sold approximately 70,000,000 chocolate coated ice cream bars. This year there will be approximately 160,000,000 million sold, basing our estimate on the number sold during the first eight months of the year. For next year we have set a quota of 360,000,000 million bars, which would be equal to four and one-half million gallons of ice cream. I am glad to say that the New England states are surpassing their quota, on the present rate per month.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

These figures I have given no doubt seem new to you, but the chocolate coated ice cream bar business has progressed the most in the eastern states. Eighty-two per cent of the chocolate coated bars are sold east of the city of Cleveland.

The quota that has been set for the chocolate coated ice cream bar industry for next year is not large when we consider that there were more than one billion, four hundred million pieces of chewing gum sold last year,

VOLUME Past, Present and Future Possibilities of Chocolate Coated Bar				
		Dozen	Cost	Equivalent in Ice Cream
Eskimo Pie Season 22-23	Eskimo Pie Sales, Season 22-23	70,000,000	4/10	815,000 Gal.
Eskimo Pie Present Rate of Sale	Present Rate of Eskimo Pie Sales	160,000,000	1	2,000,000 Gal.
Eskimo Pie Quota For 23-24	Quota Set for 1923-24	360,000,000	2 1/2	4,000,000 Gal.
Gum	Gum Sales 1922	1,040,000,000	6 1/2	13,000,000 Gal.
Bottled Pop & Ginger Ale	Bottled Pop & Ginger Ale, Not including Soda Water, Pop & Ginger Ale, etc.	4,000,000,000	25	50,000,000 Gal.

and people do not need teeth to eat ice cream either. It is eaten before we get our teeth and after we lose them. We have every reason to believe that the chocolate coated ice cream bar industry should equal that of the gum and soft drink manufacturers. America consumes four billion bottles of pop in three months of the year. The pop and gum manufacturers have built up this big demand by advertising their products. They don't knock each other, and they don't knock ice cream. We don't need to try to cut the sales of soft drinks or gum, but simply talk and advertise to induce people to eat more ice cream and chocolate coated ice cream bars.

Co-operative Advertising Going Over In East.

Several eastern cities have adopted the co-operative

Costs in Selling Ice Cream VIA The Chocolate Coated Bar			
ITEMS		Per Dozen	Per Gallon
COATING	COSTING 25¢ PER POUND DIPPING 40 BARS PER LB.	.075	.50
LABOR	Made by Machine	.02	.133
WRAPPERS & ROYALTY		.042	.277
CARTONS	Packing 27 to Carton Selling at 4¢ per Carton	.004	.027
Additional Cost to make Cream Into Bars		.141	.937
Selling Price of Bars		45	3.00
Net Price Secured for Cream		2.06	

advertising plan, and are putting it over on a big scale. In one particular city six manufacturers have joined, and the cost is pro-rated among them according to gallonage. They put on a big advertising campaign for the chocolate coated ice cream bar, raised the price to ten cents and sold 15,049 dozen ten cent bars in ten days.

I can give you another illustration of what can be done when ice cream manufacturers begin fighting among themselves. In an eastern city an ice cream war was on. Each one began eating a hole in the business

ANNOUNCEMENT

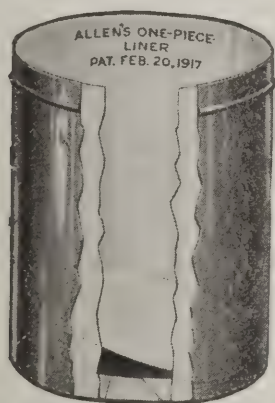
OUR PATENTS HAVE BEEN GRANTED!

The Weibatch Liquid Scale Co., 45 Division So., Grand Rapids, Michigan, have basic patents in United States and foreign countries for the cylinder action weighing machines.

Beware of infringements of similar types as users are as liable for damages as manufacturers.

PLAY SAFE—USE THE WEIBATCH
"THE GUARANTEED LIQUID SCALE"

WEIBATCH LIQUID SCALE CO., Inc.
GRAND RAPIDS, - MICHIGAN, - U. S. A.
 COMPANY UNDER SUBSTANTIAL PRODUCTION



Practice the Sanitation You Preach---

TELLING THE WORLD "with what sanitary methods your ice cream is made" and then delivering your product to the consumer in rust spotted cans—certainly lends no weight to your argument. Neither is there any invitation for "repeat" business in the impression given from such a can. ❀ ❀ ❀

*You CAN make the
 contents inviting with
 Allen's One Piece Sanitary Can Liners*

YOUR JOBBER CAN SUPPLY YOU

SEND FOR SAMPLES AND PRICES

THE ALLEN CANDY CO., - Pontiac, Illinois
 MANUFACTURERS

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

of the other. One of them spent \$15,000 and the other spent \$10,000, and at the end of two weeks, one man had three stops more than he had when the fight started, and the other had the same number of stops he had at first. Both lost heavily. If they had gone together and spent less money, both would have sold more ice cream. Both lost heavily. If they had gone together and spent less money, both would have sold more ice cream.

In another big city manufacturers cut the price during their ice cream war to 92 cents a gallon and lost between \$2,250,000 and \$2,500,000.

The best endorsement of the chocolate coated ice cream bar that I can give is to say that of thirty directors of the National Association of Ice Cream Manufacturers, twenty-nine of them are making them, and I am glad to state further that 82 per cent of those making the bars are making Eskimo Pies.

If there are any questions I shall be glad to answer them. I thank you.

W. M. Hawk: How many manufacturers are making a ten cent bar?

Mr. Lund: Only one. We started November 3rd, and continued. This was just a campaign to see what could be done with selling a ten cent bar with a heavy advertising campaign. It illustrates the dynamic power of advertising. In this campaign they spent about 40 cents a dozen for advertising. They made a good sized bar, and the people were pleased. After the ten day campaign the price was reduced to five cents, and the public was pleased again.

Mr. Hawk: How many bars did you cut to the quart of cream?

Mr. Lund: For the ten cent bar we cut 14 to the quart, and for the five cent bar, 20. I wouldn't advise

anyone planning to begin making chocolate coated ice cream bars to try to sell them for a dime.

Member: How many did they sell before the demand began to wane?

Mr. Lund: The demand had already begun to drop at the end of ten days, but picked up again when the price was reduced to five cents.

Mr. Porter: I want to explain to Mr. Lund that our price of a dollar a gallon in Oklahoma is equal to about \$1.25 in other states, for we do not give any reicing service. This accounts for the difference in price in this state and other states, but at that, we probably ought to have more for our ice cream.

Mr. Lund: You are indeed fortunate in having disposed of the icing problem that way. It shows that you are working together. In some places they are not only icing free of charge, but they put linoleum on the floors, paint store fronts, and even loan money. One large city manufacturer I know of has \$80,000 loaned out to dealers. Gentlemen, I thank you.

* * *

NATIONAL EXPOSITION REPORT.

At the close of Mr. Lund's address, Thomas J. Stewart, former president of The Association of Ice Cream Supply Men's Salesmen's Club, was called on to give his report of the exhibition in Cleveland in October. Mr. Stewart stated the 1923 exhibition was the most successful ever held. There was an attendance of 4,100 this year compared to 2,600 last year. In 1922 the exhibits occupied 34,000 square feet of floor space. This year the exhibits occupied 62,000 square feet, 165 exhibitors being represented.

Mr. Stewart stated it had not been decided as to whether or not The Association of Ice Cream Supply Men would hold their 1924 exhibition in New Orleans in connection with the ice cream manufacturer's convention or not. New Orleans has no hall large enough to house all the exhibits of the supply men's association. A promise had been made by one of the southern manufacturers, Mr. Geisel, to have a building ready for them.

In order to swell the attendance of Oklahoma ice cream manufacturers at the national, Mr. Stewart suggested that they have an Oklahoma Day, to encourage the Oklahoma manufacturers to turn out in greater numbers. He said that Texas and Georgia were especially strong in attendance at the national convention.


Mr. Hawk then read a number of telegrams from prominent Wolf Hounds who were unable to attend, and made other announcements.

Mr. Stern stated that the national association had appointed a committee to work on the co-operative advertising matter, and they expected to have something definite started within a year or fourteen months. The money will be raised on the pro-rata basis, and some will want to get in on it, and others stay out and look in. He urged the traveling men to help the cause along as much as possible, and asked the ice cream manufacturers to remember that when a traveling man begins to talk national or co-operative advertising to him, he is not doing it merely to have something to say or to try to sell his goods, but he has the ice cream manufacturer's interest in mind, and that it will mean more sales of ice cream.

An invitation was extended to everyone by Charles Smith, vice-president of the Texas Long Horns, to attend the convention of the Texas Ice Cream Manufacturers Association in Galveston on November 26 to 28.

Upon motion, the meeting was adjourned.

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

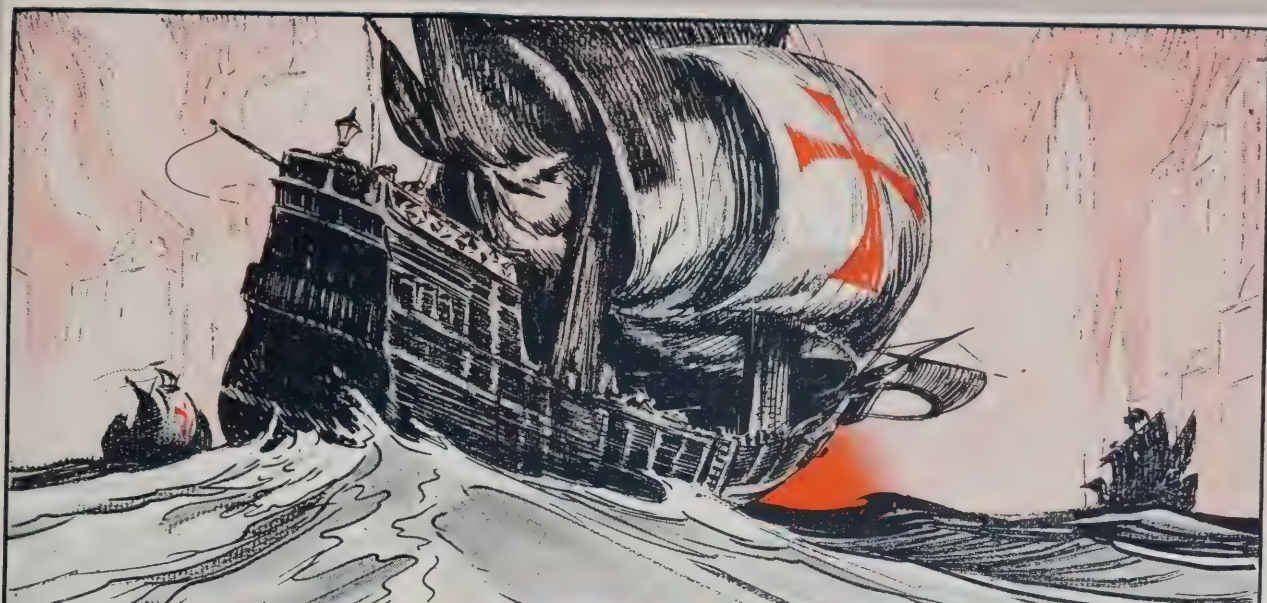
These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut

NEW YORK CHICAGO LOS ANGELES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



COURAGE

SCOFFED at, derided, meeting obstacles at every turn, Christopher Columbus never wavered in his conviction that he could conquer every difficulty and discover for Spain a new empire far across vast, uncharted western seas.

What courage, what indomitable will, were required to set sail with that tiny convoy, manned by a superstitious crew, on what the skeptic Spaniards called a journey to the end of the world! But Columbus had the courage of his convictions and he triumphed. An empire of undreamed-of riches was his reward.

Courage wins in business, too. When S. Gumpert Co., Inc. first announced to the ice cream industry the development of a flavoring superior to vanilla, when we first placed Vannyl on the market and told of its many advantages, many were the scoffers, the pessimists, who ever haunt the path of progress. But we knew we had a far superior flavoring, and we proved it.

Today, America, discovered by Columbus, is the richest and most prosperous country in the world. And today, the hundreds of ice cream manufacturers who use Vannyl, are the leaders in their industry. They are making richer, better-tasting ice cream—ice cream of a finer, more refined flavor—and making it much more economically. Thus the courage to test Vannyl has rewarded them as it will reward you, too, in generous measure.

Gumpert's Vannyl

Pronounced Van-neal

Made by S. GUMPERT CO., Inc., Bush Terminal, Brooklyn, N.Y.

Co-operation Stressed at Mississippi Convention

Convention at Laurel Featured by Adoption of Constitution—Vicksburg Gets 1925

Convention—National Convention Discussed—To Hold District

Meetings—Seale Named President

CO-OPERATION was the keynote of the annual convention of the Mississippi Ice Cream Manufacturers' Association. The convention was held at Laurel, January 8 and 9. Hotel Pinehurst was convention headquarters.

Convention speakers stressed heavily upon co-operation in all its forms. J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, told the delegates some very important things about co-operation between the state and southern associations.

"In order to secure desired results it is absolutely essential that the Southern association co-operate to the fullest extent with the state associations affiliated with it. This co-operation cannot be successfully affected by one party. It is just as essential that each state association give the same degree of co-operation to the Southern," he said.

J. W. Mulligan, veteran supplyman, prepared a paper telling of co-operation between manufacturers and members of the supply industry. It was read by the secretary.

A. A. McLaren told the manufacturers about co-operation with the dealers of ice cream.

In the annual message of the president, S. N. Sutton, who was completing his second successive term as the leader of the Mississippi association, told his members how deeply gratified he was over the thorough co-operation developed in that state in recent years. The same thought was expressed by Secretary N. D. Brookshire, who also is beginning his seventh term as secretary of the association.

It was one of the best conventions ever held in Mississippi. The Laurel hosts, Messrs. N. C. Peterson and G. W. Barrett made good every promise for their city. Elaborate entertainment features were provided. Delegates all felt they had had a splendid convention and a very enjoyable stay in that city.

The convention was called to order by S. N. Sutton, president. Invocation by Rev. L. G. Gates, First Baptist Church, Laurel, Miss., followed. The Address of Welcome was by M. W. McLaurin, mayor of Laurel. The response was by C. R. Kent.

President Sutton announces following committees:

Resolution committee:—Harry A. Benners, chairman, A. K. Weaver and H. F. McWilliams.

Auditing committee:—J. F. Ford, chairman, V. L. King and W. G. Gray.

N. D. Brookshire then made his report as secretary-treasurer of the association for the past year. The report was referred to the auditing committee and afterwards submitted to the convention with the endorsement of this committee and adopted.

S. N. Sutton then made a report of the proceedings of the national convention in Cleveland. Mr. Sutton touched upon virtually all the principal work of the national convention.

In concluding his report Mr. Sutton urged that the Mississippi association to put forth every effort within its power to make the next annual convention of the national association a complete success. He called to the attention of the convention the fact that it was to be held in the South, at New Orleans, and that a Southerner was vice president.

Tuesday Afternoon Session.

First on the program was the annual address of the president.

"Outlook for Raw Materials" was discussed by Will H. Becker of Brookhaven, Miss.

A. A. McLaren, who had been assigned the subject of "Co-operation Between Manufacturer and Dealer in Serving the Public," was unable to be present but submitted a paper.

N. C. Pearson also spoke on this subject and

brought out some very important matter for consideration. "First the manufacturer must have a fair profit," said Mr. Pearson. "Without that business cannot continue. Our service to the public through our dealers is to furnish them a high quality produce," he said.

As a connecting link between the plant and the public Mr. Pearson recommended that the public be invited to visit the factory and witness the process of making ice cream. He also emphasized the value of furnishing the dealer neat packages for the delivery of the ice cream. He went into considerable detail as to the best methods of advertising.

McWilliams Speaks.

H. F. McWilliams of Hattiesburg also spoke on this subject. One of the principal features of his sugges-

(Continued on page 132)

Officers for 1924

PRESIDENT

W. D. Seale, Seale-Lily Ice Cream Company, Jackson.

VICE-PRESIDENT

D. S. Cox, Columbus Ice Cream and Creamery Company, Columbus.

SECRETARY-TREASURER

N. D. Brookshire, (re-elected), Brookshire Ice Cream Company, Meridian.

DIRECTORS

Two Year Term—A. A. McLaren, Tupelo.
One Year Term—W. G. Gray, Columbia.

REPRESENTATIVE TO NATIONAL CONVENTION

S. N. Sutton, Vicksburg.

NEXT CONVENTION CITY

Vicksburg—Time to be fixed by Board of Directors.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.


(Continued from page 96)

6:00 P. M. Dinner and Entertainment.

The dinner, entertainment and dance on Thursday evening was one of the big events of the Oklahoma convention. Hon. Campbell Russell, an Oklahoma pioneer, gave a very interesting address on the political strife at Oklahoma has just passed through.

Friday November 23.—Business Session.


At the business meeting of members on Friday morning the following officers were elected: President, J. B. Porter, Tulsa; Vice-President, C. A. Burns, Ponca City; Secretary, W. M. Hawk, Tulsa.



Wolfhounds

President, OTIS B. WITTE
N. A. Kennedy Supply Company
Oklahoma City, Okla.

Secretary,
CLARENCE R. HAUKE
Oklahoma City, Okla.

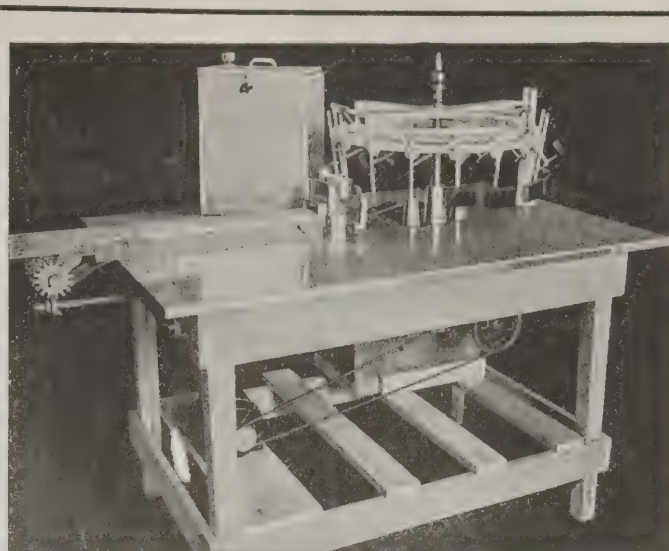


D. Fears, N. A. Kennedy Sup. Co., Kansas City, Mo.
J. Linden, Ice Cream Review, Milwaukee, Wis.
W. Elliot, Sethness Company, Chicago, Ill.
H. Wright, B. Heller & Co., Chicago, Ill.
E. Cutner, Haines-Carpenter Co., St. Louis, Mo.
A. Haines, Haines-Carpenter Co., St. Louis, Mo.
Will Carpenter, Haines-Carpenter Co., St. Louis, Mo.
J. Gute, Menasha Printing & Carton Co., Menasha, Wis.
L. Castle, Blanke-Bear Company, St. Louis, Mo.
W. Stern, Sani-Dairy Products Co., Chicago, Ill.
N. Miller, Crown Fruit & Extract Co., New York City.
Edley W. Moore, The Ice Cream Trade Journal, Tulsa, Okla.
H. Eckel, Warner Jenkinson & Co., St. Louis, Mo.
Vogt, Parker-Browner Co., Washington, D. C.
S. Gardiner, Cook Paint & Varnish Co., Oklahoma City.
W. Cowan, J. B. Ford Company, Wyandotte, Mich.
G. Conley, Sealright Company, Fulton, N. Y.
B. Jack, Sethness Company, Chicago, Ill.
E. Stewart, Grand Rapids, Mich.
Greenup, Packer Man, Wichita, Kan.
P. Allen, Merrill Soule Sales Co., Syracuse, N. Y.
Marcus, Consolidated Wafer Co., Dallas, Tex.
K. Jensen, Blanke Mfg. Co., St. Louis, Mo.
S. Damuth, J. G. Cherry Co., Cedar Rapids, Ia.
E. Hollweg, Thos. W. Dunn Co., New York City.
Belford, American Salt & Coal Co., Kansas City, Mo.
E. Whitcomb, Acorn Refining Co., Cleveland, O.
F. Crum, Bennett Creamery Co., Ottawa, Kan.
P. Unwin, N. A. Kennedy Supply Co., Kansas City, Mo.
G. Moore, Pfaudler Company, Rochester, N. Y.
D. B. Witte, N. A. Kennedy Supply Co., Oklahoma City, Okla.
R. Hauk, N. A. Kennedy Supply Co., Oklahoma City, Okla.
J. Stewart, C. Nelson Mfg. Co., St. Louis, Mo.
A. Kline, Massey-Massey Co., Chicago, Ill.
E. Robinson, United Chemical & Organic Products Co., Chicago, Ill.
W. Smith, Hudson Mfg. Co., Chicago, Ill.
B. Savell, The Ice Cream Field, Atlanta, Ga.
R. Smith, Hudson Mfg. Co., Chicago, Ill.
J. Massey, Massey-Massey Co., New York City.
H. Anderson, Massey-Massey Co., New York City.
O. Lund, Eskimo Pie Corp., Chicago, Ill.
R. Fernald, Frederick C. Mathews Co., Detroit, Mich.
M. Cory, Creamery Package Mfg. Co., St. Louis, Mo.
R. Bennet, Bennett Creamery, Ottawa, Kan.
F. Lessenhop, G. F. Lessenhop & Son, Lincoln, Neb.
F. Lessenhop, G. F. Lessenhop & Son, Lincoln, Neb.
T. Carne, Western Rock Salt Co., Kansas City, Mo.
Ray Franklin, Beacon Chocolate Co., Kansas City, Mo.
M. Derby, Merchants Publishing Co., Tulsa, Okla.
S. Brady, Blanke Mfg. Co., St. Louis, Mo.
F. McGrath, U. S. Freezer Corp., New York City.



Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad for you and put it in the next issue of "The Ice Cream Review." Just stay at home and wait for results. You'll soon have your hands full.

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.



Low Cost Production Makes the 5c Eskimo Pie a Winner

So say the 250 and
more users of this
Automatic Cutting
and Dipping
Machine.

*We'll be glad to send you
some interesting figures
on costs and production
possibilities.*

Northwestern Ice Cream Cutting and Dipping Machine

Price **\$375.00** Complete

ADJUSTABLE FOR 5c or 10c BARS

Now being used by over 250 prominent manufacturers in the
United States, Mexico, Australia, France,
Panama and Canada.

Production up to 120 dozen per hour.

*Complete—including motor and electrically heated tanks.
Write for full particulars and list of users.*

Northwestern Corporation

MORRIS

BOX 18

ILLINOIS



C. H. ACHELPOHL,
Citrus Products Co.,
Chicago, Ill.



HOWARD C. SILCOX,
Philadelphia, Pa.,
David Michael & Co.,



U. SLATKIN,
The Daigger Corp.,
Chicago, Ill.



GEORGE M. SCOTT,
The Pfaudler Co.,
Rochester, N. Y.

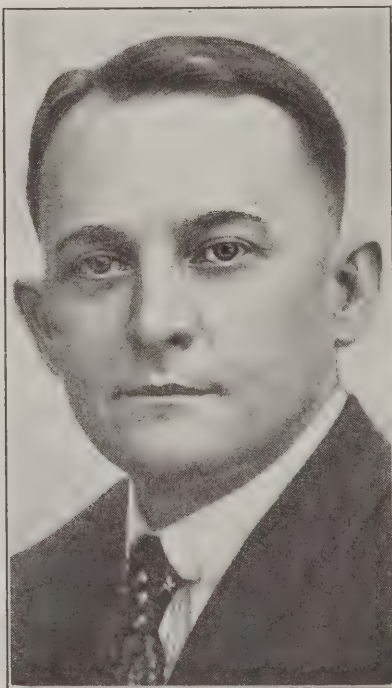
*A few of the
BOOSTERS
you will meet
at the
Michigan
Convention
Kalamazoo
February 4th-8th
1924*



FRANK W. LOHR,
Grand Rapids Cabinet Co.,
Grand Rapids, Mich.



A. J. WISE,
Westerlin & Campbell,
Detroit, Mich.



G. C. ORT,
S. Gumpert & Co.,
Midland, Md.



H. G. KIBBY,
Creamery Package Mfg. Co.,
Grand Rapids, Mich.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.

H. A. JOHNSON CO.
221 State St., Boston, Mass.

C. E. RIDDLE
Emerson Tower, Baltimore, Md.

CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.

CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.

BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.

O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.

LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.

CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.

W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

Freedom from Bacteria

A Report from the well known Columbus Laboratories at Chicago

The following report shows the results of our analysis of

1 sample gelatine marked "Lot Keg #1251" - bacteriological

40530

ANALYTICAL REPORT

Bacteria	per gram	No growth
Fermentation of glucose		Absent
Fermentation of Lactose		Absent
B. Coli		Absent
Bacteria of decomposition		Absent
Bacteria liquefying coagulated blood serum		Absent
A 1 to 50 solution of gelatine after standing 96 hours at temperature of 22°C shows no decomposition.		

Respectfully submitted,
THE COLUMBUS LABORATORIES

Harold A. Sinclair



Gethness Company,

Western Branch
DENVER, COLORADO
2910 Huron Street

Pittsburgh Office
511 First Avenue
PITTSBURGH, PA.

659 HOBBIE ST., CHICAGO

Operating 75,000 Square Feet for Quality and Service

COSCO BRAND FRUITS

ICE CREAM CRUSHED FRUITS
(BULK)

SOLID PACK FRUITS IN NO. 10
TINS
COLD PACK STRAWBERRIES

C. P. CRUSHED FRUITS IN BULK
PKGS.

EXTRACTS

FLAVORING EXTRACTS, ARTIFICIAL
TRUE EXTRACTS
ORANGEADE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)

CONCORD GRAPE EXTRACT (FOR
ICES, SHERBETS AND PUNCHES)
VANILLA COMPOUNDS
VANILLA EXTRACTS, PURE
MARVEL PURE VANILLA BEAN
EXTRACT

VANILONG
WALNUT FLAVOR
MAPLE COSCO CONCENTRATED
PINEAPPLE JUICE
QUINTOLS
EMULSIONS

COLORS

LIQUID CERTIFIED COLORS
CERTIFIED DRY COLORS

CARAMEL SUGAR COLORING
BUTTER COLOR ANILINE

NEW YORK ICE CREAM COLOR

TRUE FRUIT PASTES
CERTIFIED PASTE COLORS
MARSHMALLOW TOPPING
COCOA
BUTTERSCOTCH SUNDAE
CARAMEL SUNDAE

GELATINE
CITRIC ACID
GUM, PURE INDIA, POWDERED
ICE CREAM POWDER
SOLUBLE SKIM MILK POWDER
SPRAY

KREMOLIN R. ICE CREAM
RIPENER AND BINDER
VANILLA BEANS
VANILLIN
COUMARIN
GLYCERINE
TARTARIC ACID

SODA FOUNTAIN FRUITS AND PRIVATE LABEL MARSHMALLOW TOPPING FOR JOBBING PURPOSES

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Prospects for the Dairy Industry in 1924

By E. W. CHANDLER, President of the Creamery Package Mfg. Co.

The stage is set for a year of splendid prosperity for American industries. The year just passed was one of general satisfaction for all who were content to hustle for business and to sell at a moderate profit. The new



E. W. CHANDLER.

year should show continued improvement, although it will undoubtedly remain a buyer's market and the most luscious prizes will go to those who make the greatest effort.

The farmer's condition is much better than it was a year ago. It is true that last fall the wheat farmer suffered because of low prices, but wheat comprises only a small percentage of the national crop. Conditions with the cotton and fruit grower and the dairy,

corn and livestock farmer are much better than they were a year ago.

Inasmuch as the farm population comprises over a third of our entire population, the farmer's financial condition has a strong influence on the financial condition of the rest of us.

The building program of this country will go on with unabated vigor for some time to come. In spite of great activity during 1923, we have made very little headway against our housing shortage. A year ago it was estimated that the country needed one million new homes to properly care for our population and the same estimate is given for our present housing shortage. It seems vain, therefore, to expect any material reduction in labor or building costs in the immediate future.

The labor situation in the country is quite gratifying. No particular labor shortage exists in any line except the building industries and for unskilled labor. And yet probably every man who wants to work can do so, and at the highest wages in the history of the country, with the possible exception of war times. At the same time production costs are comparatively low. The workman is giving the best he has to the job. His

prosperity also is passed along to all other branches of trade.

The political situation is satisfactory despite the fact that 1924 is a presidential year. The Federal Reserve Act no longer permits politics to adversely affect business. The new congress is almost evenly divided between the two parties and while nothing very constructive can be expected from this source during the present year, neither can anything detrimental be anticipated either.

Conditions in the dairy industry never appeared brighter. As a result of the excellent publicity and educational work of the national and state dairy councils, and U. S. Government, the individual manufacturer and distributor of dairy products and various other agencies, the American public has a much higher appreciation of the value of dairy products as a part of its diet than ever before, and is slowly but surely increasing its consumption of these foods.

In order that the industry may remain in a healthy condition, the production of milk must keep pace with the consumption, or high prices will drive the buying public to the use of substitutes. Happily the production side is not being neglected. Through the tremendous stimulus of The National Dairy Show, the good work of the U. S. Dairy Division, and the work of bankers, Chamber of Commerce and other business associations in many different parts of the country, the milk producer is rapidly being educated to the value of pure bred bulls as well as to the increased benefits resulting from more sanitary conditions on the farm and the wider adoption of labor-saving machinery.

The meeting last October of the World's Dairy Congress at Washington, Philadelphia and Syracuse focused the attention of the world on the American dairy industry. Each foreign delegate returned to his country with great enthusiasm for American dairy methods; each of them will be apostles and will spread their enthusiasm and the knowledge they picked up of American ways to all with whom they come in contact. In the years to come this influence will be of lasting value to American dairying.

True enough, the dairy business, like other branches of human activities, has its difficulties; our couch is not always a bed of roses. But when we consider everything, we must agree that we are engaged in the best business on earth. We not only get our living from our vocation but we can be proud to remember that simultaneously with getting our living, we are producing a product that is of the utmost benefit to the human race. And we will continue to prosper and enjoy life in proportion to our efforts to increase our efficiency and improve our product.



PLEA.

In the parlor, O my darlin',
When the lights are dim and low,
That your face is thickly powdered,
How am I, Sweetheart, to know?

Every week I have to carry
Every coat that I possess
To the cleaner's—Won't you, darlin',
Love me more, and powder less?

—Exchange

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring
ANY HOLIDAY

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulps and Marrons

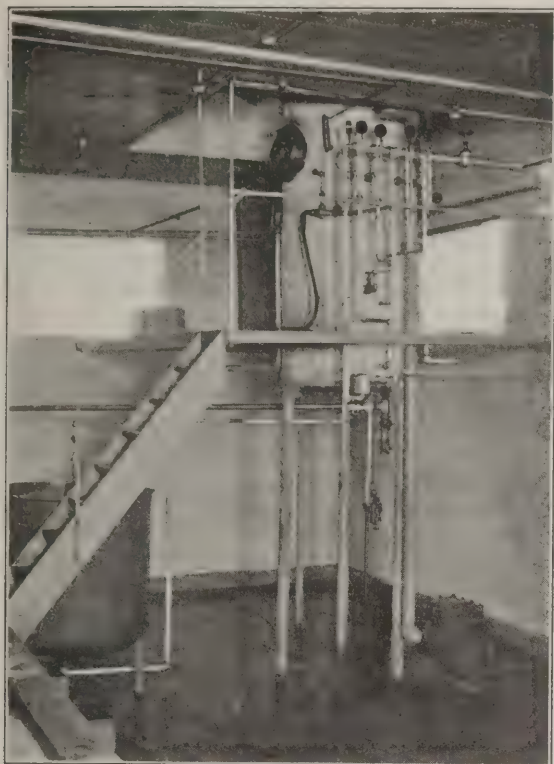
SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Three Foot Condensing Unit in the plant of
Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA

MANUFACTURERS OF
"SANIGOLD"
CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec.
13th
1923

C.E. Rogers,
Detroit, Mich.
Gentlemen:

The thirty-six inch pan which we purchased
from you, has been in operation about nine months.

The pan is working perfectly, and has never
given us a bit of trouble. We are using it for
making ice cream mix, and are enabled to make
our mix cheaper and better by this method. We will
probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered
on this installation, we remain,

Yours very truly,

Franklin Dairy Co.

D. D. Fertig

WE HAVE A SIZE TO FIT
YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street

Detroit, Mich.



"Save the surface and
you save all" *Paint & Varnish*

Tubs and Cans as Salesmen

In the Ice Cream and Dairy Industries, paint has two important functions--protective and selling.

The slap of the brine, the hot kiss of the sun, the icy breath of "Jack Frost", washing powders and the continual scrubbing soon wear away ordinary paint--and the tub or can it is supposed to protect, is exposed to the ravages of the elements.



successfully withstands the abuse of handling and the inroads of the weather. Its protective value is very high. It retains its brilliant finish for months, guarding the soundness of your containers and giving them positive and optimistic sales appeal.

THE NATIONAL PAINT & VARNISH CO.

8707-8709 Kinsman Road

CLEVELAND, OHIO, U. S. A.



EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

Texas Convention Proceedings

(Continued from January Issue)

Salesmanship—Its Relation to Success

By J. W. RIDGWAY*

THE attainment of success in life is the desire of every individual, but different individuals have different ideas as to what constitutes success. Success is the achievement of something worth while and not merely the accumulation of worldly goods. We come in daily contact with men who have made such a success of failure that we might hastily conclude that they had put forth effort to fail. Such is not the case, for every one desires to succeed and failure can be attributed to the violation of some form of law. There are laws made by man, there are laws of custom, and there are God-made or natural laws. It is a violation of the latter that is largely responsible for man's downfall, because the violation of natural laws leads to the neglect of the law of custom and later to the violation of man-made or statutory laws.

Salesmanship in some form enters into every activity or achievement of life. In fact, the success of life is based on good salesmanship. We start life with a selling talk in the form of an infant's cry for some nourishment, and in old age when we pass over the great beyond, we write upon our tombstones, "Here lies so and so, born such and such date, and died." This latter is advertising. So from the cradle to the grave man is engaged in selling something to somebody. The man

* Director, Dairy Development Department, Mistletoe Creameries, Houston, Tex. An address before the annual meeting of the Texas Ice Cream Manufacturers.

who at the age of thirty, for instance, has not sold himself to some good woman is a very poor salesman and the old bachelor of thirty-five or forty posing as a salesman is my idea of one engaged in fraudulent practices.

This outer circle (sketching on the board) will therefore represent Success as indicated by the letter S, not the success that many of us think, the amassing of a fortune, but really in the accomplishment of something worth while. It might be in the making of a high grade quality of food products such as you men are engaged in, and thus giving the consumer of this great food a dollar's worth of nutriment, palatability and purity for his dollar expended. Or it might be in the building of a great bridge or in the invention of some machine that would contribute to the pleasure and profit of humanity.

As stated in the beginning, some form of salesmanship is essential to success, and the next circle is to represent salesmanship which contributes towards success. Henry Ford's success as an automobile manufacturer can be attributed to his superior salesmanship of efficiency inspiring his workmen to greater efficiency by their belief in his ability. His method of manufacturing automobiles has been sold to other organizations and his product is used because the public believe that they will get a dollar's worth of automobile value in every dollar expended.

I care not what your politics might be, I think you will agree with me that Woodrow Wilson was the greatest salesman of statesmanship of his time. As a politician he was a dismal failure, but as a statesman he was a profound success. We have but to review the constructive legislation enacted during his administration, including the Federal Farm Loan Act and the Federal Reserve System, the former placing agricultural financing on a sound basis, the latter in spite of criticism directed against it averting a panic during times of financial distress. Wilson could never have accomplished this legislative enactment if he had not sold his honesty of purpose, his personality and his superior executive ability to the public and through them to Congress.

But we must sell something if we are to attain success, and that something is the much used and greatly abused term "service," as represented by this inner or heart circle. We (referring to board) thus complete our chain of circles which might be expressed thus, Service, properly sold, makes for success.

There are various interpretations of service but in its final analysis Webster's old definition of it as being synonymous to work is not very far wrong. Did you ever analyze your work or that of your fellow workers? We see many people who turn out great quantities of work but who are careless and make mistakes, thus necessitating more work to correct the mistakes. And again we come in contact with a man who is very careful in his work, painstaking, but he hasn't the ability to turn much quantity; in other words, the quality is right but the quantity is low. We represent this quantity and quality by the two sides of a triangle (sketching on the blackboard). And then again we see the person, it might for illustration be an auditor, who turns out large quantities of work with but few mistakes. His addition and his figures are correct and his accounts are always in the best of order, but yet this triangle of

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

and use our rust-proof tag hooks.

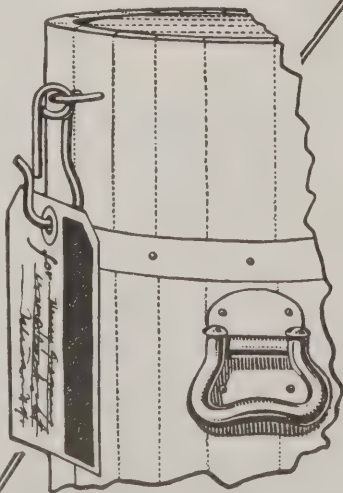
SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.

SCHENECTADY N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*-take a tip,
buy from
Zipp!*

HIGHEST
QUALITY
for
18 YEARS

ZIPP'S

VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—
Special Flavors—Colors
and Fruits in bulk. Delicious Cold Process Strawberries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.

Milk and Cream that *stay* fresh

February's irregular ice cream demand makes the ordering of milk a costly speculation unless you use

MERRELL-SOULE

Powdered Skimmed Milk

Powdered Whole Milk

Powdered Cream (up to 72% butterfat)

Using Merrell-Soule Powdered Milk products, you avoid waste and spoilage—and you can take full advantage of every sudden demand as this powdered milk may be ordered in monthly al-

lotments and stored. *It keeps without ice.*

If you want more information regarding the specific saving this can mean to you, write

MERRELL-SOULE COMPANY

SYRACUSE, N. Y.

work is not complete. There is a possibility of his being disagreeable and cross with his fellow employees. He doesn't fit in with the organization and he has a way about him so aptly expressed as "rubbing the fur the wrong way." The base of his triangle, "his mode of conduct" is all wrong and his work is out of balance.

Show me a man who turns out the right quantity of work, makes few mistakes, who is always willing to lend a helping hand and who is pleasant and agreeable to his fellow workers, and I'll show you a man, who if he employs the right salesmanship for his work, is headed towards success.

Did you ever apply the yardstick to your personality? Not your personality as it is often misunderstood as relating to personal appearance and gift of gab, but the personality which determines your success. For descriptive purposes we will say that personality is like a square, and it is a law of mathematics that a square has four sides. The first side (drawing a line on board) we designate with an E which stands for Endurance. Endurance is largely physical and can be had only through a sound healthy body. Health is largely a matter of eating properly, breathing correctly and exercising right. Many failures can be attributed to lack of endurance when the real test came. Health is attainable to any one who observes properly the laws of nature.

We draw another line of equal length over here which we designate with an A to represent Ability. This is largely mentally and has to do with the development of the mind through such methods as providing the right mental food together with employing proper mental exercise. The possibilities of mental exercise are astonishing, and one has the satisfaction of knowing that mental ability can be developed to any point desired.

But endurance and ability will not complete one's personal square. The penitentiary is full of men abounding in these two attributes. So we draw on the top and connect these two lines with what we shall call Reliability as designated with an R. I am sure you have come in contact with people whose endurance is remarkable, whose mental ability is faultless, but when they tell you something, "O Well, we just don't know whether it is true or not." They are lacking in that quality, the greatest of all abilities, Reliability.

Bankers tell us that they make loans, not so much upon one's endurance or yet again upon one's mental ability, but quite largely upon what they term as Moral Responsibility, but what is really Reliability. Our square like the triangle does not yet have a base. It is not complete. We see men endowed with great physical endurance, their mentality is way above the normal, their reliability is not to be questioned, and yet they fail. Why? He lacks the base line of his personality, we might term Action as indicated by another A. Action is to the complete personality what the spark is to the motor. It is a co-ordination of endurance, mental ability and reliability to the end that the personality functions properly.

Thus we have the complete square and it is of interest to note that it spells A R E A, Area. So my friends, in conclusion let us analyze ourselves in terms of the area of our personalities. This area is in proportion of the square of its shortest side. We might be strong in endurance, a wizard in mental ability, and regular human dynamos of action, but if our line of reliability has been shortened by some misdeed which has shaken the confidence of our associates, our area and thus our service is shortened in proportion.

As a chain is no stronger than its weakest link so our square of personality is no larger than its shortest side. But the comforting thought is that all of us possess the possibilities of enlarging this square by strengthening our weakest side.

* * *

Vice-President Mathewson: Although the subject of "Salesmanship" is somewhat out of Mr. Ridgeway's line, he has done very well and I am sure that you all have received a great deal of inspiration from his talk.

I am going to ask Mr. White to introduce you to Dr. A. H. Ruehe of the University of Illinois.

Mr. White: We are indeed fortunate to have with us Dr. A. H. Ruehe, University of Illinois, Urbana, Ill. The University of Illinois, Dairy Department, has done a great deal of research work along lines of ice cream manufacture and we are going to ask Dr. Ruehe, head of the dairy department, to tell us about it. Dr. Ruehe.

(Continued on page 108)

ESKIMO PIES

If you are making 5 cent Pies you need a Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" produces a thin shell-like covering, has a delicious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

"THINFLO" was used on the Anderson Eskimo Pie machine at the Cleveland Convention.

Manufactured By

Fortune Products Company

416-422 S. Desplaines Street
CHICAGO

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Winter Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.
Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"Atlas" Century Color

*will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.*

BBLs. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

NEW YORK
83-93 Park Place

Established 1851

CHICAGO
11-13 E. Illinois St.

Another Trade-Scooping Specialty by Reyam

Butter Scotch Ice Cream

Ice cream lovers, surfeited with the "same old" flavors, are awakening to this tasty new Reyam delight—Butter Scotch. Equally good and economical as a dressing for individual cups or flavoring for bulk cream, and always ready for instant use. In No. 10 cans and priced astonishingly low.

Nesselrode Fruit Mixture

With the delicious rum-punch flavor.

Reyam Fruit Custard

Containing all the flavor, color and fruit needed to make Fruit Custard Ice Cream.

Tutti Frutti Mixture

Combination of various fruits in all colors for fruit ices and ice creams.

Crushed Pineapple (Sweetened - Unsweetened)

Orange Pineapple — Cranberry Pineapple. Every product in the pineapple line.

Chopped Walnuts in Maple

For making wonderful Maple Nut Ice Cream.

Cincinnati Extract Works

422-424 W. Fourth St.
Cincinnati, O.



March and St. Patrick Day Specials

Whole & Broken Green Cherries
Green Pineapple Wedges
Pistachio Crushed Pineapple
Pistachio Extract—Green Color
Glacé Angélique



ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Factors Influencing the Quality of Ice Cream

By DR. H. A. RUEHE*

THE ice cream business like all other businesses can be divided up into its various divisions, such as procurement of raw materials, manufacturing, financing and distribution. Each phase has its many problems which all manufacturers, both large and small have to contend with and strive to solve if their business is to prosper and return a profit.

It is not my intention to attempt to point out all the symptoms of these and try to administer a "cure all," panacea, nor even an antidote. However, I should like to discuss at least one phase of your business,—the manufacturing side.

No matter how successful your business is financed, and no matter how good a service you are able to give your customers, your business will not prosper for long if you do not furnish your trade with a good wholesome, palatable product. Your customers are your judges and they will continue to exercise their rights so long as you are striving to sell them your product.

I think I am safe in saying that there is no food product, that is as variable as is ice cream. If the industry is going to prosper, the ice cream manufacturers must strive their utmost to make the name ice cream mean something. Your product must be made more uniform in composition, both physical and chemical, if the industry is to meet the demands of the consumer. It might be well to also mention that only good, wholesome and clean flavored products should be used in preparing an ice cream mix. Off flavored milk, cream, butter, condensed or powder will not produce a clean flavored ice cream, no matter how much flavoring extract is used.

It is not the intent of this paper to discuss ice cream standards from the legal point of view, but merely from the standpoint of making a product that the consumer will appreciate. To be sure, there must be legal standards, but unless I am badly mistaken, it is the purpose of a standard to establish minimum and maximum requirements, and they do not attempt to give a recipe for the making of good ice cream. It is the duty of the ice cream manufacturer to formulate his own recipe, one that will make a satisfactory, pleasing, and uniform product.

There is no doubt but that frequently too much attention is paid to the fat content of the mix and not enough attention paid to the milk solids not fat. To be sure, a certain amount of fat is necessary if the ice

cream is to have the desired richness which gives it the creamy flavor, but unless the fat is properly balanced with milk solids not fat, success will not be attained. This was clearly demonstrated by experimental work carried on at the Illinois Experiment Station. Criticisms of 150 samples of ice cream containing a uniform amount of sugar, but representing twenty different compositions as regards milk solids, indicate the following:

"1. The kind of milk solids has more influence upon the texture, resistance and body than the amount of total milk solids.

2. "The milk solids not fat are more essential than butterfat in this respect.

"3. Ice creams containing 12 to 18 per cent milk solids not fat often develop sandiness in two to three weeks time. Those containing less than 12 per cent rarely become sandy.

"4. The flavor of ice cream is improved by increasing the percentage of butterfat."

This work also showed conclusively that unless the proper amount of milk solids not fat were present, the ice cream did not have a smooth close texture with proper resistance even though the fat content was as high as fourteen per cent. Furthermore, it showed that a certain amount of milk solids not fat is required to protect the fat from churning and producing a buttery product. Upon the other hand, sandy ice cream usually resulted when too high a percentage of milk solids not fat were used.

A summary of the detailed criticisms regarding the texture, resistance and body, is given in the following table:

Table No. 1.

Per cent Fat	Per cent M.S.N.F.	Texture	Resistance	Body
8	6	Very coarse	Lacking	Light
8	10	Coarse	Lacking	Light
8	12	Coarse	Lacking plus	Light plus
8	14	Smooth	Good	Good
8	18	Very smooth	Good plus	Heavy
10	6	Very coarse	Lacking	Light
10	10	Coarse	Lacking	Light plus
10	12	Coarse plus	Good	Good
10	14	Smooth	Good	Good plus
10	18	Very smooth	Too much	Heavy
12	6	Very coarse	Lacking	Light
12	10	Coarse	Lacking	Light
12	12	Smooth	Good	Good
12	14	Smooth plus	Good plus	Heavy
12	18	Very smooth	Too much	Soggy
14	6	Very coarse	Lacking	Light
14	10	Coarse	Good	Good
14	12	Very smooth	Good plus	Heavy
14	14	Very smooth	Too much	Heavy
14	18	Very smooth	Too much	Soggy

According to the results of this research work, ice cream containing but 8 per cent of fat must contain approximately 14 per cent of milk solids not fat in order to be smooth and of good resistance; with 10 per cent of fat, 12-14 per cent of milk solids not fat; with 12 per cent of fat 12 per cent milk solids not fat; and with 14

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



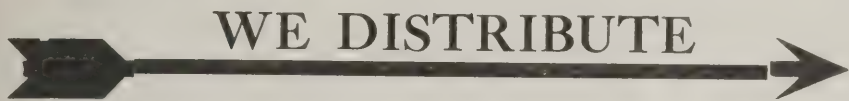
Put New Life Into Your Cans



If your cans look down and out and the price of new ones hurts, you will find real consolation in our

RETINNING and REBUILDING SERVICE

Your cans come back like new and there is economy in the operation. Try it.



*You can't find a better can for the money
—and we re-tin them at a price
below that of a soldered can*

JOHN WOOD

Electric Weld

ICE CREAM CANS

THOMPSON-BREMER & CO., 1750 Carroll Avenue
CHICAGO, ILL.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS



WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the ONLY firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

per cent of fat there should be 10-12 per cent of milk solids not fat. These mixes were not homogenized. Further study has shown that when the mixes are homogenized, the milk solids not fat can be reduced from one to two per cent. This is important, especially with the mixes containing the higher percentages of milk solids not fat, because of the tendency of ice cream containing more than 12 per cent of milk solids not fat becoming sandy when stored.

Perhaps you would be interested in seeing what effect the overrun has upon the quality of ice cream. The study which we are making along this line has not been completed, but so far the results obtained are quite consistent and no doubt are indicative of what we can expect.

Table No. 2.

% Fat	% Milk Solids Not Fat	% Overrun	Texture Perfect Score 25	Resistance Perfect Score 15
8	8	75	18	12 ½
8	8	100	17	12
8	8	120	15	11 ½
8	8	150	14	11
10	12	75	22 ½	15
10	12	100	22	15
10	12	125	19	13
10	12	150	18	11
10	12	175	16	10
14	10	55	23 ½ heavy	14 too resistant
14	10	75	24 ½	14 ½
14	10	100	25	15
14	10	125	22	15

Table 2 shows that although an ice cream mix may be of the proper composition, as regards fat and solids not fat, the quality of the finished product can be impaired by not incorporating the proper amount of air.

The chemical composition of the ice cream mix is

within the control of the ice cream maker and by careful standardizing he can keep this uniform from day to day. However, even though the composition is uniform, there are many factors which do effect an ice cream mix. Some of these are, sources of the milk solids (superheated or unsuperheated condensed milk, milk powder, etc.), viscosity of the mix, acidity of the mix, the temperature and pressure of homogenizing, etc.

Superheated condensed milk tends to give a smoother product than does unsuperheated. When the mix is not homogenized, from one to two per cent less milk solids not fat are needed when superheated condensed milk is used as compared with the unsuperheated. When the mix is homogenized this difference is not quite so apparent; however, one per cent less milk solids can be used in the case of superheated condensed. A higher overrun can also be obtained when superheated condensed is used. This is more noticeable with the un-homogenized mix than with the homogenized.

Proper aging of the mix before freezing is very important as this tends to increase the viscosity of the mix; but acidity should not be permitted to develop in the mix during the aging process. This can be prevented by properly pasteurizing the mix before it is to be stored and then storing it at a low temperature. The development of acidity in an ice cream mix above a certain limit tends to reduce the viscosity of the mix, and furthermore, too high an acidity will injure the flavor of the product.

These are but a few of the facts that the successful ice cream maker must be cognizant of if he is to do the most for his business.

* * *

Vice-President Mathewson: That was, indeed, a very interesting address. If there are any questions I am sure Professor Ruehe will be glad to answer them.

Mr. White: Do you recommend homogenizing the super-heated condensed milk?

Prof. Ruehe: Yes, we recommend adding the superheated condensed before homogenization.

Vice-President Mathewson: What do you consider the highest amount of serum solids that can be safely incorporated in the mix without having sandy ice cream?

Prof. Ruehe: I would say about 12 per cent.

Prof. Baer: I wonder if everyone understands that Professor Ruehe used four ounces of gelatine to the ten-gallon batch and not four ounces to the hundred pound batch of mix? Am I right, Professor, in assuming that you used four ounces to the ten-gallon batch?

Prof. Ruehe: Yes, in the figures that I have given, I said that I used four ounces to the ten-gallon batch of ice cream.

Meeting Adjourned.

* * *

Tuesday, November 27th.

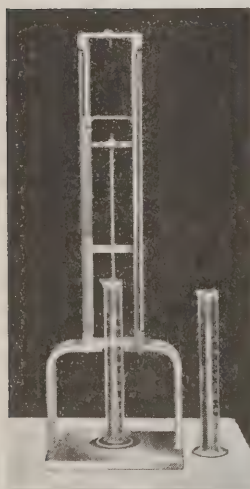
Meeting called to order at 2:00 P. M., Vice-President Mathewson in the chair.

Vice-President Mathewson: We will now have an address by L. M. Kelsey of Galveston.

Mr. Kelsey: I have not prepared any address to deliver to the Texas association, as I did not plan to make a talk. There is just one thing that I would like to talk about, and that is, how we can best satisfy the leading ice cream dealers. This is a very big subject for discussion, as they are not very easily satisfied.

There is one thing we can do to help satisfy the retailers, and that is to improve the quality of our ice cream. We want to make a better quality of ice cream. Make our cream more palatable and thereby increase its

NOW--Test Your Gelatine



Put a Burke Gelatine Standardizer into your laboratory and *know* all about every grade of gelatine sample submitted.

Perfected by Professor Burke of Oklahoma and used by him in his experiments on gelatine.

Two past-presidents of the National Ice Cream Manufacturers Association are using the Burke Standardizer and heartily endorse it as a money saving instrument.

Price complete with six test tubes—\$50.00
Sold on thirty day trial. Order today!

J. G. CHERRY COMPANY
CEDAR RAPIDS, IOWA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
We warn the trade against worthless imitations having similar sounding names claiming to be "the same as *Vanoleum.*"

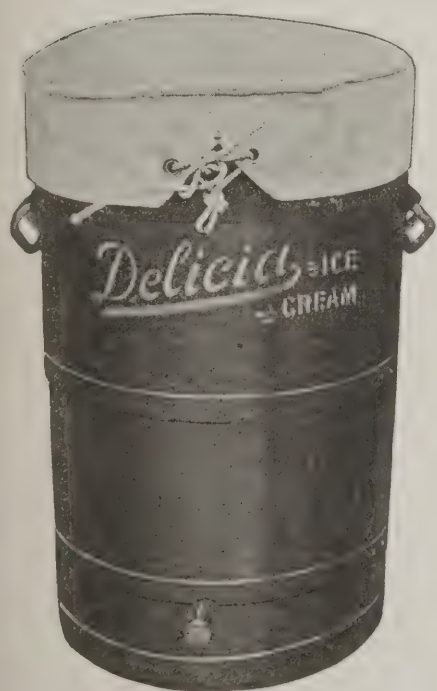


Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.

Superior Tub Covers



Made of Heavy 20-oz. Waterproof
U. S. Army Canvas

Twice as heavy as ordinary covers and will last twice as long.

Look at these prices compared to cost of ordinary covers.

Lots of 500 or more.....46c each

Lots of less than 500.....48c each

Let us send you a sample cover.

You need our covers—We need your orders.

Check up your stock and write us.

SCOTT MANUFACTURING CO.

1501 HOWARD STREET

OMAHA, NEBRASKA

sale. Government men say that as the quality of the product is improved, so the consumption increases.

I am doing my best to make a better quality of ice cream in Galveston, and I know that many ice cream manufacturers in other cities are doing the same, and if every other manufacturer will do this you will soon find that Texas will be noted for its ice cream, and for its high per capita consumption of ice cream. I do not believe that we have reached the highest point of quality in the production of ice cream, and I would like to know what the people of other states think of the product that we make in Texas.

In the thoughts that were given to us yesterday there were some very valuable suggestions brought out, and I hope that you have all received a great deal of benefit from it, and that those who are not here may find the thoughts reproduced in the trade papers.

I want to thank all of you for coming to Galveston. We want to make Galveston the convention city of Texas. Usually we have ideal weather conditions here. It is not, as a rule, so disagreeable as it is today. Such weather as this is unusual. I often wonder why people will go to Florida to spend the winter when they can come to Galveston and enjoy such ideal weather conditions as we usually have in this city in the winter time. I hope that Galveston will eventually be adopted as the permanent convention city for the state of Texas and further that it will be unanimous.

I thank you.

* * *

Vice-President Mathewson: We will now hear from W. W. Wren of Ft. Worth, who will speak to us on the value of ice cream associations.

* * *

Value of Ice Cream Associations

By W. W. WREN, Ft. Worth

AS I attempt to stand before you and give you a thought on ice cream associations, I wish I were in the same position as a minister who was preaching to his congregation. He had a splendid congregation. He was a splendid man and had a splendid reputation. He had a son who had about the same reputation as most ministers' sons have. The preaching was going along very nicely and suddenly the minister discovered his son among the members of his choir above throwing paper wads down on the congregation. He stopped in his talk suddenly hoping to inform his son

in this way that he had been discovered. The son shouted from his position in the choir, "Go ahead with your preaching, dad, I'll keep them awake."

As Mr. Ridgeway said yesterday, in this generation a man is not judged by the amount of business he can command, or the amount of money he has but by the amount of service he can render his fellowmen. Inasmuch as this applies to man, it also applies to other things and especially to the associations of men. If the Texas Association of Ice Cream Manufacturers is to be of any value it must do something. If it assists and benefits a few men who are connected with the association and does no more than this it is a failure. If it benefits all of the men who are members of the association and does nothing more it is also a failure. If it benefits all of the men in Texas and no more, it is still a failure. So if the association is to be of any value it must be of assistance to a greater number of people, or we might say, the entire population or consuming public, or that part of the consuming public that eats ice cream. If the Texas association does that it is worth while. If it did not do that, I would not want to be associated with it.

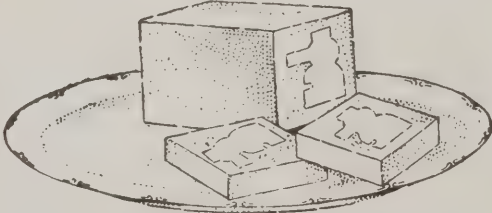
Do you know who is responsible for the regulation of traffic on the city street? It is Necessity. It became necessary for someone to regulate the traffic in the cities of this country. When it became necessary it was done. This association was formed out of necessity.

The framers of the Food and Drug Act of June 30, 1906, did not know anything about the ice cream business. The statesman who passed the measure did not know anything about it. The general public know very little about it and those engaged in the ice cream business knew less about it. In 1907 it was put in operation. Those engaged in the manufacture of ice cream knew the regulation as far as the federal government was concerned and the different states putting the measure into effect were guided largely by the rules of the federal government in that act. Some manufacturers took exception to these rules and it came about in June of that year that those engaged in the manufacture of ice cream were called to a meeting in Dallas to form a state association. The meeting was attended by the majority of those engaged in the manufacture of ice cream at that time. The first annual meeting was held in San Antonio in the following spring and a standard for ice cream in Texas was taken up with the depart-

Cassell Center Mold

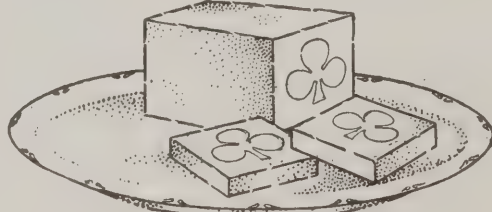
HOLIDAY SPECIALS

HATCHET



FOR WASHINGTON'S BIRTHDAY
February 22nd Price Each **1.35**

SHAMROCK



FOR ST. PATRICK'S DAY
March 17th Price Each **1.35**

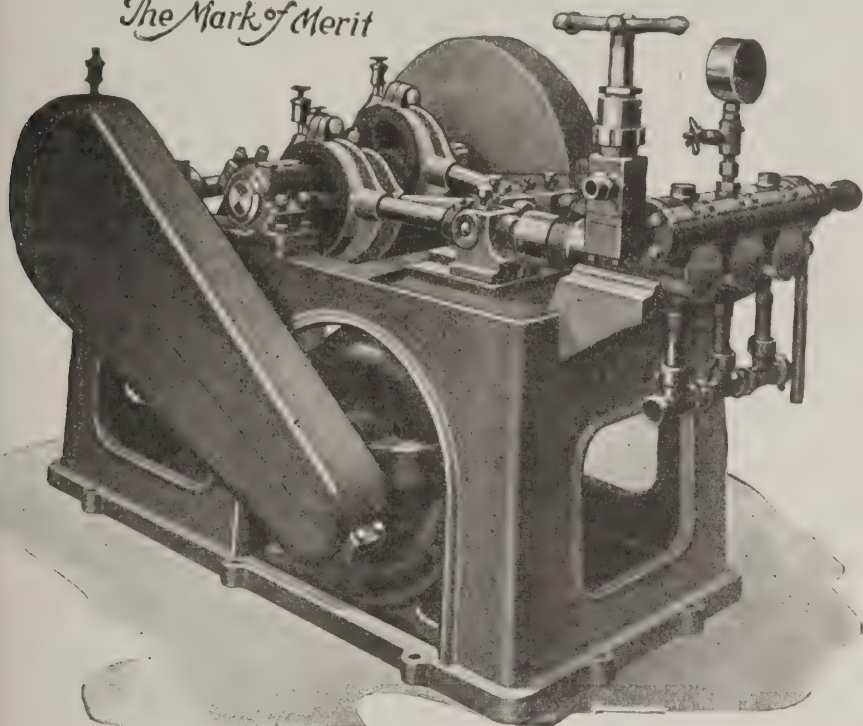
ORDER NOW through your Jobber or write

W. W. CASSELL, Vincennes
INDIANA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The Mark of Merit



The New Universal Homogenizer

A Combination of the best high pressure pump and the longest lasting valve.

The Universal embodies all the advantages of old time machines in addition to many much needed improvements.

Heavy duty construction insures long life under continuous operation.

Individual cylinders machined from rolled Tobin bronze bars (not cast).

High pressure manifold also machined from rolled Tobin bronze having tensile strength of 55,000 pounds.

Individual shimming of cross-head slides maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts.

Monel metal pistons not affected by milk lactic acids.

Homogenizing valve—internal spring type—Plug and seat are made of an alloy of semi-precious metals so hard it cannot be machined but must be ground with carborundum.

Built in belt or motor drive sizes 200, 400 and 800 gallons.

Sole Distributors

Jensen Creamery Machinery Company

Bloomfield, N. J.

Oakland, Calif.

EXTRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turbidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME"

Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

USTARDS

COLORS

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

ment at Austin. The manufacturers had a committee meet with the state dairy commissioner. You are acquainted with what the results of this meeting were. Some time later the association, through their committee, took upon themselves to ask for a hearing before the railroad commission asking that the rate on ice cream moved between points in Texas be reduced. As a result of this meeting ice cream was taken out of the specialty class and put into the commodity class resulting in the lowest express rates for ice cream in the entire United States. A reduction from 15 cents to 5 cents for empty containers was asked for and this resulted in a reduction on containers of five gallons and under to 5 cents and containers larger than five gallons at 15 cents for their return.

When the war came on and the consolidation of the express companies, the pick-up and city service carried on by express companies previously were discontinued and the Inter-State Commerce Commission wanted to increase the express rate on ice cream. The Inter-State Commerce Commission ordered a hearing held in Austin and the express rate committee of the Texas Association of Ice Cream Manufacturers met the Inter-State Commerce commission at that time. The request of the express company was for an increase which amounted to about 20 per cent. They wanted to nullify the special rate we were enjoying in Texas. Our committee sent out a questionnaire and compiled a considerable amount of data which was submitted to the commission with the result that 12½ per cent increase was allowed. Again Texas went ahead with the lowest rate of any state in the United States. Afterwards when the express companies asked for another increase brought about by demands for increase in pay by employees,

the ice cream industry got away with a smaller increase than was asked for by the express company by a considerable amount.

The next thing the express company asked for was a change in the classification of ice cream. As you know, ice cream moving between points in Texas is shipped at a billing weight of 100 pounds per five gallon package. The express company asked that the state classification be made to conform with the inter-state classification. Before any hearing was held the express company took the initiative and increased the classification on intra state shipments to 115 pounds. This classification took effect in December. A hearing was held in February. The committee met with the commissioner in Dallas and before the case was called the committee asked the railroad commissioner for a hearing. Every ice cream manufacturer in the state sent in a claim for an overcharge and the express company asked if they would withdraw their request for an increase in the ice cream classification, if the Texas ice cream manufacturers would refrain from making any overcharge between the 15th of December when the classification was changed and the date of the hearing. The committee agreed that no claims for overcharge would be filed as the overcharge made on shipments of ice cream made during the winter did not amount to very much anyhow.

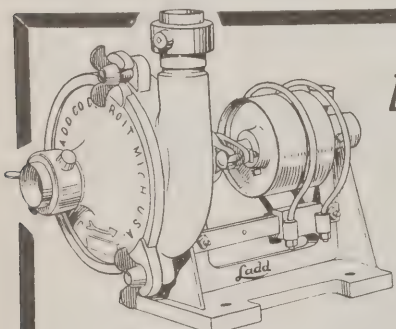
After this the legislature was in session in Austin and were asked for a luxury tax on ice cream. The association man made two or three trips to Austin and you are all aware as to the results obtained. There was no tax put on ice cream. This ice cream tax idea was killed because of the activities of the association and the committees having the matter in charge. The bill was pigeon holed and we were given to understand that nothing will be said about it at the present time.

The question is whether the public has been benefited by the activities of the association or not. If he has, the association is worth while and should be supported. In my judgement, it has been a great deal of benefit to the public and I want to leave the matter to the judgement of the other members of the association.

I thank you.

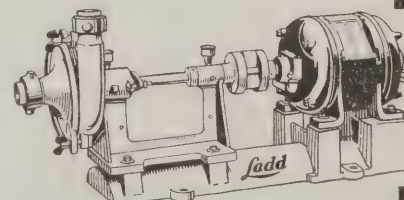
Vice-President Mathewson: Mr. Wren has outlined to you only a part of the great work that has been done by this association and I believe you are all satisfied with the work and I want to say that to my opinion the association has functioned properly and has done a great deal of good. We will now have the address of A. S. Pimental on the subject of advertising.

(Continued on page 116)



New Ladd Sanitary Milk Pump

Does Not Churn
Does Not Affect Cream Line
Does Not Whip



Direct connected motor or adjustable belt shifter type.

Does Not Vibrate
Does Not Froth
Does Not Pound

Our experience enables us to perfect the details in our pump — to give it the right kind of impeller, impeller housing, stuffing box, bearings, and other essential working parts.

Write for Booklet.

"National Approved"
Distributors Specialties"

JOHN W. LADD CO.

Detroit
Columbus
Cleveland
Cincinnati

Ice Cream and Dairy Plants

K. W. Schantz, Inc.

Architects and Engineers

BUFFALO NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Service to the Dairy Industries

WITHIN the walls of this sturdy structure there is housed an institution of "Service to the Dairy Industries."

Service by way of the knowledge and news purveyed to these industries through The Ice Cream Review, The Milk Dealer and the Butter, Cheese & Egg Journal:

Service by way of printing useful books and advertising literature to promote the betterment and future welfare of the dairy industries.

Service to the man engaged in the practical manufacture of dairy products by way of helping him with constructive information to solve his business and manufacturing problems:

Service to advertisers by pointing out new business opportunities aside from those developed from their own published advertisements.

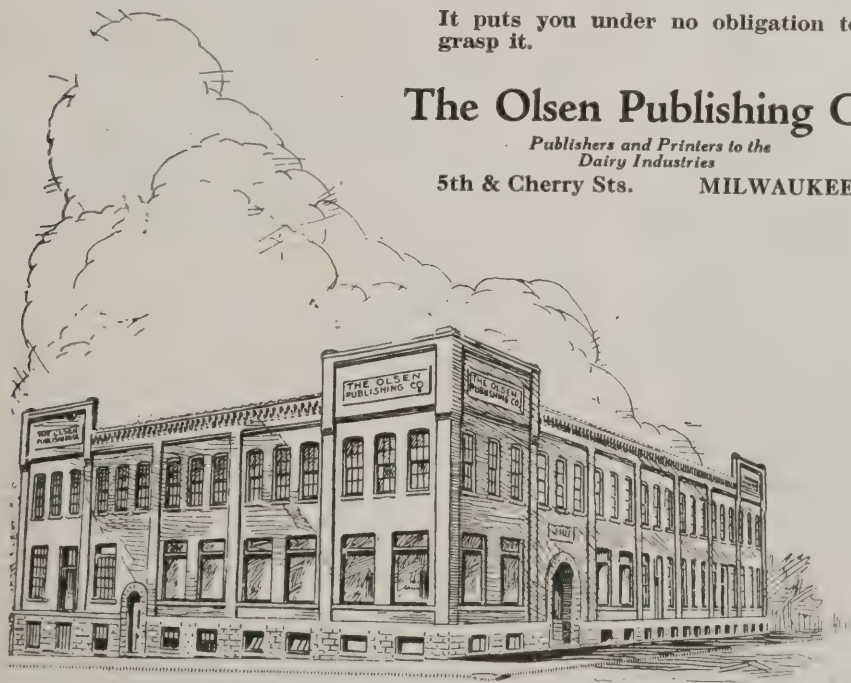
Our hand of Service is extended to YOU, whatever your business or problems relating to the dairy Industries.

It puts you under no obligation to grasp it.

The Olsen Publishing Co.

Publishers and Printers to the Dairy Industries

5th & Cherry Sts. MILWAUKEE



Advertising

By A. S. PIMENTAL, Houston, Texas

Mr. Pimental: In addressing you today regarding advertising I am prompted to say that I am something like the prohibition advocate who was talking about illicit liquor. He said that he was very much enthused over the idea of prohibition and he was full of that subject. I am very much over-enthused over the idea of advertising and I am full of that subject. I have been in the business more than thirteen years and I want to give you just a few high lights of the advertising business that has come up in the last few years. I am inclined to give you my personal opinion and ask you to either accept it or reject it, as you choose.

I am talking to you now about advertising and I am inclined to convey my idea to you that I reach only a comparatively few men. Just a mere handful. If these ideas were put down on paper so they would be read and published in the big magazines and newspapers it would reach a much greater number. It would have to be prepared in a different way. Advertising, whether it be for ice cream or any other product, is merely another form of salesmanship, intended to convince the prospective buyer that ice cream should be purchased and used as a food, but the argument in favor of it must be prepared from a different point of view when the idea is put across in advertising than when you are talking to one of your customers personally. Through advertising you have to convey to readers of a publication the idea that ice cream is a food. You have to create a desire for ice cream and then tell them where to buy it.

What the ice cream manufacturing industry needs is

more good advertising and less fighting among competitors. Competitors should use the energy and the money that they use against each other trying to take away each others' customers to sell more ice cream. In good advertising there would be a better general feeling among the trade and they would sell more ice cream. Let us quit quarreling among ourselves for a while and sell ice cream.

About eighteen months ago a full page advertisement began to appear in the Saturday Evening Post over the signature of the American Laundry Machinery Company. People seeing this advertisement appear in the Saturday Evening Post week after week may wonder why the American Laundry Machinery Company can use this expensive space to try to sell their laundrying machines. Of the many readers of the Saturday Evening Post very few of them are prospective buyers of laundry machines and it may seem foolish for them to use this space but they are using the longest way around to increase their business and to fight competition. They realize that every negro woman in the South is a competitor of the laundry. They realize that the negro woman does not use a washing machine. They are convincing people through their advertising that they should send their clothing to the laundry and they expect the laundry men to have brains enough to follow up the national campaign through local newspapers with their national campaign. They are doing this advertising to help the purchasers of their equipment to increase the number of customers of the laundries and to eliminate just as much as possible the little washwoman competition.

Dry cleaners are doing the same thing. Big dry cleaner companies who are running a modern up-to-date business are putting on a campaign urging the fellow to send their clothes to responsible cleaners. They are teaching the public that the little cleaning establishment that is equipped with nothing but a flat iron and a press board cannot give the service they can expect from the larger operators. The big cleaners are responsible. You are bound to have your suit of clothes returned. Your clothing is insured. If the establishment burns down over night you are going to be repaid for your loss. This is a part of their service to the public and one of their services that is being advertised in the national campaign.

Co-operative advertising has been successful so long that there should be no doubt in the minds of the ice cream manufacturers as to the necessity of their going into it. It seems that most of you do not realize that it is necessary to start such an advertising campaign now. You don't realize it until you get into a tight place and are forced to it. You can throw a frog into a tub of hot water and he will not be very long getting out of it. But put him into a tub of cold water and put a fire under it so that it will heat gradually and that fool frog will stay there until he is cooked to death. The change of temperature will be so gradual that he won't realize what is going on.

The chewing gum business is a good example of what advertising will do. In 1891 there were only one half million packages of chewing gum used in a year. Now there are sixty-two million. I am wondering if we are really progressive or if we are just getting back to the cow and cud stage.

Tobacco is another example. There is no food value in tobacco, no such reasons for using it as to say it is healthful food. The sale of tobacco surpassed that of

Miller Refrigerator Bodies

"We SELL you one—you BUY more"



"After the initial charge of ice and salt of approximately five hundred pounds, it took no more than three ordinary pails of ice and salt to repack each wagon daily, and the temperature in the ice cream compartment was maintained at from six to eight degrees above zero."

J. C. VANDER BIE CO.,
St. Paul, Minn.

This company is using six Miller bodies.

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets

Using Miller Patented Tanks for Refrigerating
919 Third Avenue North MINNEAPOLIS, MINN.

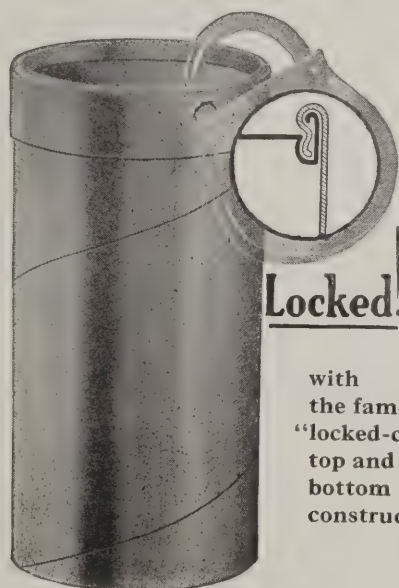
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

100% INCREASE

in machine capacity over 1923 has been provided to serve the ice cream industry with

PURITY PAPER CANS!

—the choice of the ice cream manufacturer since 1909.



with
the famous
"locked-crimp"
top and
bottom
construction.

The Reasons:

1. Famous Locked-crimp top and bottom.
2. Hard surface.
3. Glossy finish.
4. Clean manila color inside and out.
5. Uniform quality.



Use Purity Paper Cans in 1924

for the original package filled at the plant and for resale to your dealers.

Orders now being booked for early spring delivery.

Samples and prices sent on request!

The Purity Paper Vessels Company
BALTIMORE, MARYLAND

ice cream. The tobacco people have increased the use of tobacco many times over in the past year.

Take coffee. Drinking coffee is a habit. There is no food value to it. Yet people will drink it three times a day. A business man's lunch is not complete anymore without a cup of Java.

When the war came on and it was decided to win the war by eliminating whiskey, light wines and beer, the raisin growers in California woke up to the fact that they were going to be without a market for their product. They had a big organization in California manufacturing grapes and raisins into light wines. It looked like the big plants were going to have to close as they would not have a market for their product. Everyone knows what happened. They got together, put on a big advertising campaign and now everyone is eating raisins so that they get their iron today. Raisins is a food that has become a household word. The little five cent packages are sold in grocery stores, confectioners, drug stores, everywhere. What has been done for Sun-Maid raisins can be done for ice cream. The Texas ice cream manufacturers have got to get together and advertise and talk more ice cream. I have seen more advertising for ice cream in this little song book than in any advertising you are putting out.

I understand that most of the ice cream manufacturers of Texas could double their output with little or no extra investment of modern equipment. With a small investment in good advertising you could greatly increase your business and profits. It would be good business insurance. You are now standing on the threshold of a new year. This would be the proper time to begin to tell the people of your communities in an intelligent way that they should eat more ice cream.

I thank you.

(To be continued in March issue)

Have You Investigated

the distinctive features
in design and
construction of

"Sterling"

Mechanical Refrigeration

?

Some interesting Bulletins await your request. Sending for them places you under no obligation whatever. Get yours.

UNITED IRON WORKS, Inc.

KANSAS CITY, MO.

SALES OFFICES IN PRINCIPAL CITIES



TEXAS LONGHORNS

President—C. W. SMITH,
4003 Rawlins St., Dallas, Tex.
Secretary—S. L. QUINKER,
501 Central Bank Bldg.,
Dallas, Texas.

List of Longhorns for 1924.

- A. H. Anderson, Massey & Massey Co., Chicago, Ill.
Henry W. Stern, Sani Dairy Products Corp., Chicago, Ill.
Geo. E. Scott, S. Gumpert & Co., Brooklyn, N. Y.
J. L. Nelson, C. Nelson Mfg. Co., St. Louis, Mo.
J. H. Eckel, Warner-Jenkinson Co., St. Louis, Mo.
C. M. Prall, Prall-Huff Co., Fort Worth, Texas.
W. Springer, Joe Lowe Co., Chicago, Ill.
A. Marcus, Consolidated Wafer Co., Dallas, Texas.
P. F. Williams, Crouch Hardware Co., Ft. Worth, Texas.
H. A. Allen, Merrell-Soule Co., Dallas, Texas.
W. A. McFarling, Meyer Dairy Equipment Co., St. Louis, Mo.
H. E. Schottmueller, The Daigger Corporation, Chicago.
W. P. Abel, Impruv-Mix Co., New York, N. Y.
J. H. Austin, Southern Beverage Co., Galveston, Texas.
I. S. Flannery, National Paint & Varnish Co., Kansas City, Mo.
B. C. Cabell, Blanke Mfg. & Supply Co., St. Louis, Mo.
A. R. Fernald, Frederick C. Mathews Co., Detroit, Mich.
L. F. McGrath, U. S. Freezer & Machine Corporation, Brooklyn, N. Y.
J. H. Payne, Huey & Philip Hardware Co., Dallas, Texas.
Ben J. Kapner, Texas Barrel Co., Houston, Texas.
E. B. Blair, B. Heller & Co., Chicago, Ill.
F. A. Wright, B. Heller & Co., Chicago, Ill.
J. Noodleman, Texas Barrel Co., Houston, Texas.
U. P. Lincoln, Myles Salt Co., New Orleans, La.
W. B. Mathews, Huey & Philip Hardware Co., Dallas, Texas.
W. L. Castle, Blanke-Baer Extract & Preserving Co., St. Louis, Mo.
H. MacDonna, John Wood Mfg. Co., Conshohocken, Pa.
P. N. Miller, Crown Fruit & Extract Co., New York, N. Y.
J. R. Kramer, Creamery Package Mfg. Co., Kansas City, Mo.
O. A. Kline, Massey & Massey Co., Chicago, Ill.
R. J. Massey, Massey & Massey Co., Chicago, Ill.
C. J. Linden, The Ice Cream Review, Milwaukee, Wis.
J. B. Williams, Liquid Carbonic Co., Dallas, Texas.
C. T. Hollinger, Hudson Mfg. Co., Chicago, Ill.
L. D. Pape, Consolidated Wafer Co., Dallas, Texas.
I. W. Bartholemew, York Engineering & Supply Co., Dallas, Texas.
C. A. Vaughan, Van Houten, Inc., New York, N. Y.
C. M. Cory, Creamery Package Mfg. Co., Kansas City, Mo.
Geo. L. Kuntz, National Fruit Flavor Co., New Orleans, La.
E. D. Rogers, C. E. Rogers Co., Detroit, Mich.
I. A. Stein, Southern Beverage Co., Galveston, Texas.
J. D. Claitor, Southern Beverage Co., Galveston, Texas.
Morris Dennery, Chas. M. Dennery Co., New Orleans, La.
Paul Mojonner, Mojonner Bros. Co., Chicago, Ill.
Wm. North, J. B. Ford Co., Wyandotte, Mich.
E. A. Pfeiffer, Kohnstamm & Co., Chicago, Ill.
R. J. Baldwin, Crescent City Carbonated Co., New Orleans, La.
R. C. Simpson, International Co., Baltimore, Md.
J. B. Huff, Prall-Huff Co., Ft. Worth, Texas.
C. W. Smith, Hudson Mfg. Co., Chicago, Ill.
H. B. Cox, Parker-Browne Co., Ft. Worth, Texas.
Chas. Meltzer, Menasha Printing & Carton Co., Menasha, Wis.
W. J. Frochner, De Laval Separator Co., New York, N. Y.
S. L. Quinker, Hershey Chocolate Co., Dallas, Texas.
F. E. Robinson, United Chemical & Organic Products Co., Chicago, Ill.
J. J. Treacy, Essex Gelatine Co., Boston, Mass.
Fred L. Glover, 1320 Commerce, Dallas, Texas.
R. S. Damuth, J. G. Cherry Co., Cedar Rapids, Ia.
T. L. Allen, Sethness Co., Chicago, Ill.
F. B. Jack, Sethness Co., Chicago, Ill.
C. O. Smith, Eskimo Pie Corporation, Chicago, Ill.
C. R. Smith, Hudson Mfg. Co., Chicago, Ill.
W. D. Walker, Pure Food Co., Dallas, Texas.
C. C. Lucas, Armstrong Cork Insulation Co., Pittsburgh, Pa.
N. A. Wood, U. S. Gelatine Co., Milwaukee, Wis.
R. C. Lindsey, Solar Sturges Co., Chicago, Ill.
W. R. Morgan, Jefferson Island Salt Co., Louisville, Ky.
H. L. Anderson, "400" Products Co., Chicago, Ill.
G. S. Wegener, Hudson Mfg. Co., Chicago, Ill.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



DeRaef Ice Cream Weight Standardizer

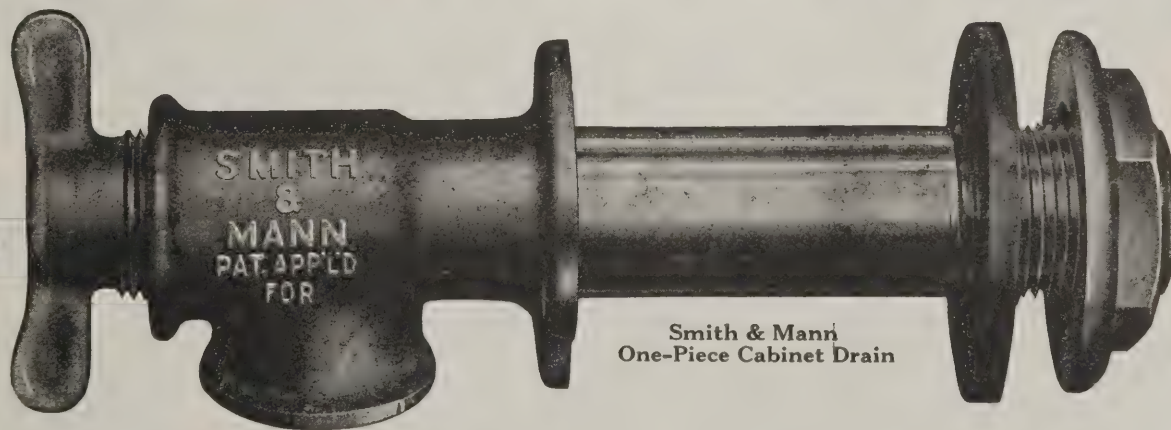
Standard ice cream to standard weight per gallon regardless of kind or flavor, without adjustments. Once adjusted always adjusted.



KANSAS CITY, MO.

No Joints to Leak

Metal
Will
Not
Corrode



Smith & Mann
One-Piece Cabinet Drain

Smith & Mann Cabinet Drains are standard equipment for many nationally known makers of ice cream cabinets. Demand them on those you buy.

The non-corrosive metal used in Smith & Mann drains gives them a life that will out-last your business. Their one-piece construction makes them leakproof—a desirable feature ice cream dealers appreciate. Their larger capacity hastens brine drainage—a time saver for the busy dealer.

Send in a trial order. You will find satisfaction in making Smith & Mann drains your standard cabinet equipment

SMITH & MANN, 914-18 West York St. Philadelphia, Pa.



V. G. HARRIS,
Berney-Bond Glass Co.



WM. G. FINCH,
Wm. G. Finch Co.



CECIL P. HOSTETTER,
J. B. Ford Co.



C. MORTENSEN,
Standard Milk Machinery Co.

*Michigan
Dairy
Boosters
Awaiting
Kalamazoo
Show
February 4-8
1924*



LEWIS C. CHAMBERLIN,
C. Nelson Manufacturing Co.



S. A. VON JASMUND,
Diamond Crystal Salt Co.



C. C. HOFFMAN,
Toledo Scales Co.



A. J. MILLER,
Sanitary Tinning & Mfg. Co.

Tub Covers

of best quality non-shrinking canvas.

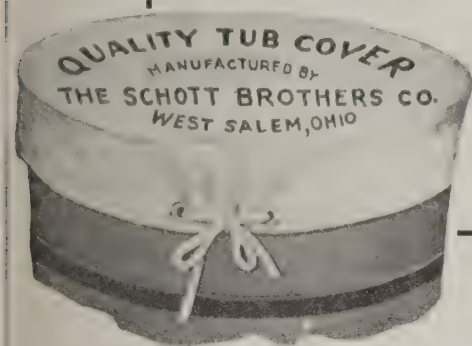
Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.

Write us for quotations on your season's requirements **NOW!**

The Schott Bros. Co.
West Salem, Ohio U. S. A.

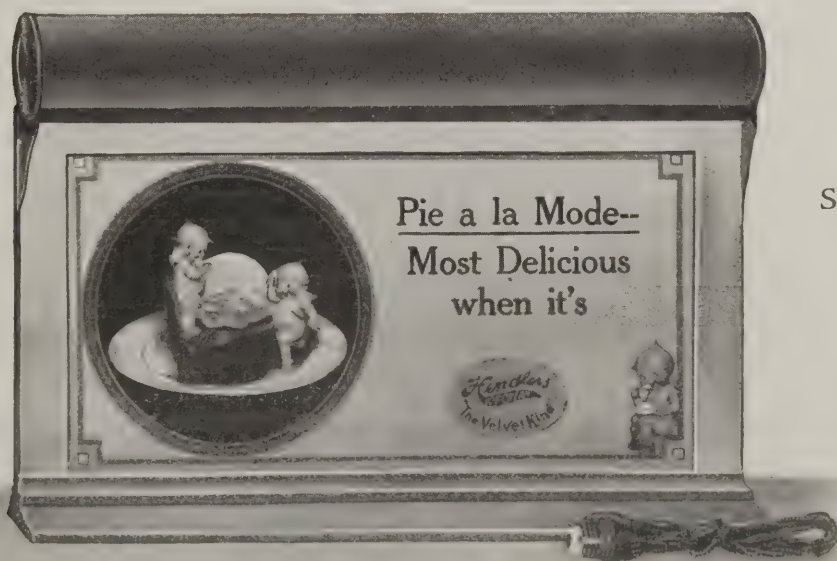


ELECTRIC WINDOW DISPLAY FRAME

FULLY EQUIPPED WITH 8-FOOT CORD—PLUG AND FLASHER

\$50.00

PER
DOZEN



HOLDS
STANDARD
CAR
CARD

11 X 21"

JOHN H. MULHOLLAND CO. — 1033 Chestnut Street — PHILADELPHIA

SOUTH DAKOTA ICE CREAM MANUFACTURERS MEET AT WATERTOWN FEBRUARY 19, 20 AND 21.

Mechanically Refrigerated Cabinets

(Continued from page 10)

of machines and cabinets for several manufacturers jointly. I would earnestly suggest that you consider this suggestion carefully. I can see no valid objection to this plan and it would mean a great saving of time and money. This work of installation should proceed in a quiet, orderly manner if ultimate cost is to be considered.

Let your plans be well thought out and not the result of a haphazard scramble to pry loose a few of your competitors before you take care of your own. Lay out your course before you start on a journey and provide sufficient capital to take you for the round trip. It will not be easy to "back-track" when you are once on your way.

Many machines and many refrigerants will be brought forward for your consideration. Some machines will have unquestioned merit behind them and all of the various refrigerants will have some points of superiority over the others—no one refrigerant is perfect whether ammonia, sulphur dioxide, methyl chloride, carbon dioxide, ethyl chloride, propane, or some of the secret refrigerants which have, or will have, more or less extravagant claims made for them.

All machines will sooner or later require servicing and therefore see to it that the machines are accessible for servicing requirements. You may disregard the question of danger when considering any one of the above refrigerants as all machines which reach a marketing stage will have provided ample margin of safety against pressure or otherwise. No machine is now, or

ever will be, "fool-proof." It does not matter to your customer whether a fuse blows out or a bearing burns out due to lack of lubrication, the result is the same—"soft ice cream" and a call for the service man.

No Mystery About Operation.

There is no mystery about the operation or mechanism of any machine regardless of the kind of refrigerant used; all operate on the same principles but unquestionably some will be designed better, more evenly balanced, less friction load, better motors perhaps, quieter in operation and I would say at this point that quietness of operation is a very desirable quality in a machine. All things being equal, all machines will within extremely close limits consume the same amount of power for a given capacity and the same amount of condensing water. I am not convinced that an air cooled machine for cabinet use is a practical proposition because of the large volume of air necessary to be moved to remove the heat from the condenser.

The real heart of any automatic system is in the automatic controls, the devices which start and stop the machine and shut off the condensing water at predetermined temperatures in the cabinet or fountain. A non-automatic machine will not long succeed and one with faulty, inefficient controls will soon fall by the wayside. The automatic expansion valve, or float valve is only secondary in importance to the electric controls. I believe that the ultimately successful machines will be equipped with high pressure cut-outs and pressure controls actuated by the temperature in the brine tank of the cabinet, or fountain.

The flooded system with float valve instead of an expansion valve is to be preferred for cabinet and fountain work. Lubrication should be automatic, or nearly so to the end that infrequent inspections may be necessary to keep the equipment in a high state of efficiency. Beware of new principles and machines that claim revolutionary ideas in refrigeration. The best that we may expect are refinements on long established and well known principles.

The small machine serving a cabinet of four to ten holes should have a minimum of 250 pounds of actual refrigerating capacity during an operating period of twenty-four hours. It is not intended, however, that the machines should operate continuously for twenty-four hours. Intermittent operation is preferable from a psychological standpoint if for no other reason. Your dealers will begin to get uneasy if the machine operates continually—they will imagine that the machine is using up a tremendous amount of current, particularly if they are paying for it and complaints will come in that they are being ruined financially. A machine of 500 to 750 pounds of refrigerating capacity is ample to handle all the requirements of a properly designed soda fountain handling sixty gallons of ice cream in addition to the other fountain products. It will probably be found more economical to install a single machine to handle a completely refrigerated fountain than to have two cabinet size machines do the work.

Available space for cabinets in your dealer's premises frequently necessitates the use of "single row" cabinets, meaning that but one row of five gallon packers is used, however, a single row cabinet, no matter how desirable it may be from the viewpoint of utility, costs nearly as much to refrigerate as a double row cabinet holding twice the amount of cream. As a matter of

A Magic Transformation

**RE-TINNING
ICE CREAM & MILK CANS**

By Our Special Sanitary
Process Makes

**OLD, WORN OUT
CANS LIKE NEW**

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Write for Catalog and Prices on Conveyor Breaker



A Revolutionary Saving in Loading Time
 Combined with The Best and Most Reliable Ice Breaker on the Market

R. J. DECY SALES CORP.

MARBRIDGE BLDG.
 NEW YORK CITY



STANDARD

VANILLA AND BLENDS



SERVICE



VALUE

G.R. RYAN MANUFACTURING CO. INC.
 VANILLAS and BLENDS
EXCLUSIVELY
 Rochester, N.Y.

MICHIGAN MANUFACTURERS ARE SET FOR ACTION AT KALAMAZOO FEBRUARY 4, 5, 6, 7 AND 8, 1924.

fact a six hole double row cabinet holding sixty gallons of cream has only about twenty per cent more superficial area than a single row six holding thirty gallons. In addition to the great advantage of the double row cabinets in operating costs, the initial cost of the cabinet itself is hardly twenty-five per cent more than for the single row outfit. A question of economy in space, in operating cost and in first cost indicates the use of the double row cabinet.

Standardization is Desirable.

It would be desirable, though hardly possible, for all small builders of machines and cabinets to standardize on the same outside dimensions of cabinets. You can readily understand the confusion resulting when a fountain manufacturer attempts to standardize on a counter and a dozen cabinet manufacturers all build cabinets of varying outside dimensions. A lack of standardization will affect you adversely because you will, in the natural course of events, secure customers from your competitors. Will your cabinet fit in the place occupied by your competitor's cabinets? Will your customer be willing to pay for any necessary alterations to make the cabinets fit?

Whatever cabinet or fountain you may buy or recommend to your customers, be sure to insist on adequate insulation. A minimum of three inches of sheet cork with edges and joints properly sealed and waterproofed. Four inches is not too much insulation for these small cabinets—your purpose should be to keep the heat out of the cabinet and not to pump it out after it flows in through improperly insulated walls.

Some fountain manufacturers have been experimenting with refrigerated fountains but except in a very few

instances they have been content to do nothing in a constructive way. It is just as impossible to make a satisfactory refrigerated fountain by placing coils in the standard iced up job as it would be to make an auto truck by fastening a gas engine to the bed of a horse drawn truck. You must begin right at the bottom and completely redesign the interior if you are to have an outfit that will be satisfactory to the purchaser and the ice cream manufacturer alike. With the exception of a few, every fountain manufacturer seems to have missed the two fundamental requirements of a successful refrigerated fountain from the viewpoint of the dealer and the ice cream manufacturer. The fountain must contain all of the ice cream used by the dealer and it must refrigerate automatically and at pre-determined temperature all of the products of the fountain such as syrup pumps, bottled goods and a greater quantity of water and carbonated water than is now customary.

The short four-foot "bob-tailed" sections of fountains which are placed behind a counter with a refrigerated cabinet are at best a "stop-gap." I do not believe that they will be the ultimate solution of the refrigerated fountain, nor do I believe that a short section with a separate machine plus a refrigerated cabinet will be final answer, because, first, the "bob-tailed" section with refrigerated cabinet does not get the dealer out of his ice troubles. He still will be obliged to buy ice to handle his coils, syrup pumps and bottle compartment and the cost of ice for this purpose will exceed the cost of power for operating, or rather refrigerating his entire fountain providing it has been designed for single machine operation, and second, the cost of the refrigerated section plus the cost of a refrigerated cabinet will exceed the cost of a properly designed fountain and a single machine for handling the work.

As ice cream manufacturers we say that we are not concerned with any of the products of the fountain except ice cream. We will take care of our own product and "let George do the rest." I believe that we are, or should be, just as much interested in seeing that the ultimate consumer gets a good cold glass of water with his ice cream as we are to keep ice cream in excellent shape for serving.

A "bob-tailed" is poor business for the fountain manufacturer because one-half of his legitimate sale is assumed by the ice cream manufacturer who furnishes the cabinet free of charge to the dealer. It is a bad thing for the dealer, as he is, or will be, obliged to ice up his products other than ice cream, and it is poor business for the ice cream manufacturer because the refrigerated cabinet will cost him more to install than a machine capable of caring for the entire fountain. With a completely refrigerated fountain the dealer would be assuming a part of the burden that is rightfully his. There is a legitimate place for the cabinet machine and for the next two or three years until the fountain manufacturers look facts in the eye and begin a constructive program, the cabinets will outnumber the single machines three or four to one. There is hardly a fountain in use today that is not obsolete in the refrigerating sense of the word and the sad part of the story is that it is practically impossible to reconstruct them. A complete new work board is the only solution.

In commenting on the various phases of the refrigerated service, I do not wish to give the impression that I am opposed to refrigerated cabinets, or fountains. I am now and always have been very much in favor of them and believe that it is just as impossible to stop their ultimate installation as it would be to go back to horse cars and gasoline lamps. We, and I speak of our

To Meet a Change In Public Taste

Right now in many communities the ice cream buying public is showing a marked preference for the flavor of pure vanilla. This has resulted in a remarkable increase in the demand for our justly famous concentrate,

VANILLA ISOLATE

** a pure vanilla of delicious flavor, made from selected vanilla beans. It is a thoroughly practical product—convenient, economical, GUARANTEED to please YOU.

If your trade prefers a more pronounced flavor your logical choice is

VANILLCUM

This is pure Vanilla Isolate fortified with a small percentage of coumarin. Or if you require an extract of standard strength you can secure excellent results with

F. R. VANILLA

—an absolutely pure vanilla of very high quality.

WRITE FOR COPY

of our complete

ICE CREAM Makers' Manual

A valuable reference for everyday use—mailed free to manufacturers.

WRITE TODAY FOR PRICES

FOOTE & JENKS

Expert Flavor Specialists

JACKSON, MICHIGAN

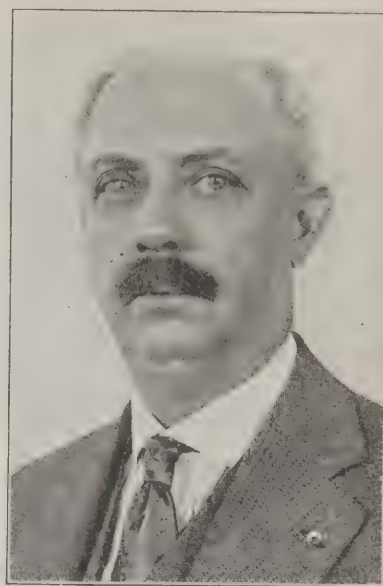
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



JOHN F. SCHLICK,
Kalamazoo Vegetable Parchment Co.



A. C. HAAS,
Thomas W. Dunn Co.



C. E. ROGERS,
Detroit.



CHRIS. HOLLINGER,
Hudson Manufacturing Co.

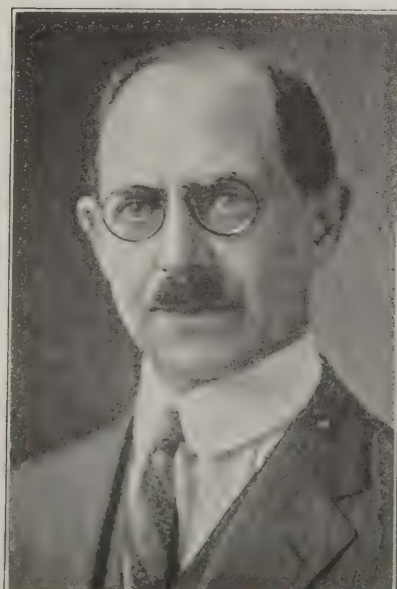
*A few of the
Boosters you will
meet at the
Michigan
Convention
Kalamazoo
Feb. 4-8, 1924*



FRED HOLLWEG,
Thos. W. Dunn Co.



R. E. McFARLAND,
Essex Gelatine Co.



BERNARD JACOB,
Daigler Corp.



GEO. D. PETRIE,
Creamery Package Co.

industry in general, should be interested in any new servicing plans that mean better service at less cost. Less cost means an ultimate lower price and greater gallonage.

Machine service means less shrinkage, less ice crystals, no muss or slop on the floor, no unsightly cabinets, economy in floor space and general cleanliness and efficiency that is impossible with the use of ice and salt. Whether we will or not, machine refrigeration is here and we cannot dam the stream. We must plan to use and not abuse this new and important adjunct to our business. Do not regard it as something to be taken care of by the janitor or the office boy; use the same discriminating care and judgement that you have used in building up the splendid business which you are undoubtedly proud of and justly so.

Who is to Pay Cost of Operating?

Who pays for the machines or cabinets and who pays for the current? Except in isolated places it will not be possible to sell machines or cabinets to your dealers because it will be impossible for competitors in the same territory to agree that they will not install a machine free of charge for the dealer. The proposition of paying for current is one of the miggest stumbling blocks you will meet on your journey if you do not meet it squarely at the outset.

There is no valid reason why the manufacturer should pay for the cost of operation, yet your dealer will argue that you have always furnished the ice and salt and now that no ice and salt is necessary, why should the dealer assume this burden? You will probably not succeed in convincing him that he will save many times the cost of operation in the saving of shrinkage to say nothing of the saving of depreciation on his soda fountain,

that he will save an hour's work a day in keeping the fountain department clean and sanitary, that his business will be built up because he has a modern and sanitary equipment. If you can convince your dealer of all this and get him to agree to pay for current gracefully, I should say that you have missed your calling in manufacturing ice cream, you should now be in the White House at Washington, or at least occupying Mr. Hughes' chair in the cabinet. You are a supreme salesman and a diplomat.

If you pay for current on a meter basis, how are you going to control current abuse? Will your dealer keep the lids on the cabinet,—will he call you up if the machine operates continuously,—how will you keep him from making ice in the cabinet? Either come on point blank and refuse absolutely to pay for current or pay for it on the gallonage basis where you know definitely and beforehand just how much per gallon it is going to cost you,—then if the dealer is neglectful about the lids, or makes ice in the cabinet or fountain or chills his bottled goods or drinking water, he pays for the juice and if the machine runs continuously due to a defective float valve or automatic control, he will phone you because he has a very definite interest in seeing the bills kept down.

We cannot always do as we should like to, or do what is fair to all concerned. We, and I speak now of the industry in general, do as competition compels us to do. Let competition cut a price and a war is on and how hard it is to regain the former price level after we all come to our senses. Begin paying for current on a meter basis and you will all pay on the same basis or lose your business.

You may be a big concern and feel that you can control the situation, but this is a case where the tail may wag the dog—you will absolutely be compelled to meet this innovation whether you like it or not. A cut in price will not move the menace and a price slash is a two-edged weapon that cuts in every direction. You will be obliged to put in machines anyway and probably have difficulty in restoring the former price level. Agree with competition about this current proposition, if it is humanly possible to do so. There must be a standard practice in this matter if the machine is to remain the servant and not the master. Agree, if possible, on a clearly defined plan for the solicitation of new stops that is to say new drug stores, confectioneries, etc., with mechanical refrigeration, agree if possible on the work that you will do in adjusting soda fountains to receive the refrigerated cabinets. There should be a very definite stand taken in this matter or the dealer will not only insist that you do all of the work of fixing up his fountain, installation of meter boards, plumbing, etc., but sooner or later may suggest that you pay his rent and furnish a limousine for whiling away the idle hour. Take care of your own customers before reaching out for the other fellow's or you may start a row that will make the Great War look like a sewing circle by comparison.

I do not believe that it is possible to keep machines out of any particular section or territory by mutual agreement. This is a new and logical method of servicing and it offers economies that are not possible with old methods, therefore it will not be legislated out of existence. View this thing wisely and prepare carefully. Lay out your sales plans and your financial plans as well as your plans for the installation of equipment—your sales plans must dovetail with the possible speed with which the machines may be installed.

You cannot refrigerate one hundred per cent of the first year. Take your customers into your confidence

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news
regarding this subject :—:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
Room 555 New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

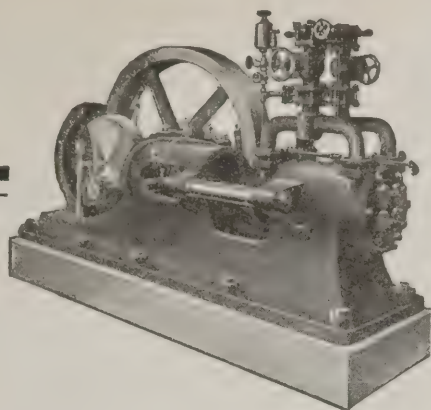
ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS
WIRFS AIRTITE GASKETS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The War of Competition

The concern that succeeds is the one that is able to lower its production costs or improve its quality. A CP Mechanical Refrigeration System enables the ice cream maker to do both.

It produces refrigeration at a lower cost than any other method can do, it saves labor and by giving the operator absolute control of the temperature, enables him to produce a better product.

Demands Mechanical Refrigeration

CP Refrigeration Systems are used by over 5,000 concerns, mostly in the creamery, ice cream and dairy industries. They are made in a wide range of sizes from $\frac{1}{4}$ ton up and can be obtained in either vertical or horizontal types, and be driven by motor or belt as desired.

Write for complete catalogue

The Creamery Package Mfg. Company

General Office: 61-67 W. Kinzie St., Chicago, Ill.

Sales Branches Everywhere

that those who must wait will do so patiently and not jump the fence. After you have made all of your plans for financing the machines and installations, don't forget that you must also plan for amortizing this new equipment as well as the old obsolete cabinets and that you must find an outlet for the ice which you have equipped to make. None of these obstacles are insurmountable, yet we should not dash wildly around in circles and expect to get somewhere.

Do not look around the horizon for some new mysterious machine that is absolutely "fool-proof." Buy a machine and cabinet that is built along right lines, and I believe that you can be relied on to know when a machine or cabinet is built right, when it is insulated properly and whether the machine is accessible for service or replacement. Go ahead, but go carefully,—there is no machine today that has sufficient history behind it to warrant you in risking the financial stability of your business on it, yet if you proceed carefully you will not be risking your business on it.

Who profits most by the use of machine service? The dealer, of course. We know that the new method of servicing may save ten or fifteen cents per gallon even after allowing for depreciation, cost of ownership, etc., but I do not believe for a minute that the manufacturer will ultimately keep this ten or fifteen cents per gallon. This saving will ultimately be passed along to the dealer in a lower price of ice cream and we hope that the consumer may sometime share in this saving. Any sound manufacturing concern is satisfied with a legitimate profit on his turn-over and knows that any unusual or excessive profit will only result in inducing additional competition to come into the field.

There are many manufacturers who can not afford

to buy and install machines. Business at best is merely the survival of the fittest and we cannot dodge the inevitable. Unless the plan comes into being of a large, well-financed corporation whose business it is to make machines and cabinets and install them for manufacturers on a rental basis, then I can see where the struggling ice cream manufacturer who is now making every dollar do the work of five, will have a more serious job on his hands, regardless of the fact that he needs the refrigerated service even more than his wealthy competitor. One good result of this new service should be the elimination of the small one, two or three hundred gallon customers.

Our total gallonage will not be decreased by eliminating them, but our stops will be cut down, our investment decreased and business will be better for the larger dealers. It is probable that you may work out a plan where the small customers will pay a service charge per hole for the cabinet, plus the cost of operation, in which event it may not be unprofitable to serve a customer with three or four hundred gallons per season.

So far I have refrained from any technical description of cabinets or machines, believing that you are more interested right now in the question as to whether it is the right time to get into this new scheme of servicing ice cream, or whether you can sit back awhile and watch the parade.

Your customers are going to demand mechanical refrigeration within the next year or two at the outside and whether you begin now or later depends on your competitor. Let one competitor jump the fence and you will either buy or die. Take your larger customers into your confidence without delay, let them

know you are not a dead one and that you are investigating the various types of machines and cabinets now being offered,—that this refrigerated service may undergo some changes or developments and that you want to assure yourself that when you do select a machine for his use, it will be an asset to both of you and not a liability to you and a nuisance to him. Let him know that there will be developments in fountains that it may pay him to wait for before investing even four or five hundred dollars in a "bob-tailed" affair that may be obsolete within a year or two at best.

Make no mistake about the advisability of selecting wisely among the machines offered and shun those offering radical departures in design or principle from the standard practice of large machines. The principles of refrigeration are, and have been, well known for many years and you may expect no very great developments

except in design changes and refinements of details or controls. A great deal of money will be invested by our industry within the next few years in small machines and you must provide not only for the initial investment but the amortization of the obsolete equipment. It is natural that improvements may be looked for in small machines. A year or two of service in the field will do more to correct design, or construction, than a dozen years in the laboratory. Look for and demand accessibility, ruggedness in construction, simplicity in controls, compactness and quietness in operation, standardize on as few sizes of cabinets as is practicable, and above all things, look after your property when it is in the hands of your dealers, keep it in splendid operating condition, do not neglect it, make regular inspections and realize that these regular inspections will add years to the life of your equipment.

* * * *

Mechanically Refrigerated Ice Cream Cabinets

By GLENN P. COWAN*

THE advantages of the refrigerated cabinet from the standpoint of the manufacturer, consist of the improvement of his product as retailed—we have all been blamed by the consumer for making a poor quality of ice cream when as a matter of fact the ice cream was of good quality when delivered by the manufacturer, but deteriorated in the dealer's hands, due to the shortcomings of the salt and ice method of preservation. Other advantages are the widening of the manufacturer's zone of operation and the simplification of the driver and service problem.

The use of mechanically refrigerated cabinets by the established ice cream manufacturer increases his capital requirements. However, the investment in these cabinets cannot be considered entirely as an additional investment, for to a certain extent they replace the removal of other items of equipment. In case of the manufacturer starting in new, however, the capital require-

ments with the iceless system are not greatly in excess of those of our present system.

The saving in investment in refrigerating equipment, ice making plant, ice storage, salt and ice handling apparatus, and the smaller amount of floor space required in the factory, as a result of not having the ice making plant and ice storage, and the fewer number of trucks, smaller garage, and elimination of ice and salt cabinets, will make a large contribution toward the capital required for equipping dealers with mechanically refrigerated cabinets. This is also true to a certain extent in the case of the manufacturer who is obliged to expand his facilities in order to handle increased business. The use of this equipment, however, is a distinct advance in the art, and in all lines of business the adoption of automatic and labor saving machinery is making increased demands on capital.

From our observations it seems apparent that the use of mechanical refrigeration for dealers will come into more or less general use quite rapidly. I think this is the opinion of most ice cream manufacturers.

* Detroit, Mich. This is an excerpt from address before national convention. Watch for his complete address in an early issue.

* * * *

The Mechanical Refrigerated Soda Fountain

By JERRY TUNNISON*

MECHANICAL refrigeration is the economical, safe and logical solution of many of the problems that are facing the industry today. Ammonia refrigeration is not new to the industry as you have used it for many years for manufacturing and keeping your ice cream. It has reduced your overhead in your plants and it will reduce the overhead of delivery and labor and eliminate the cost of cabinet ice and salt service that is so much abused in your dealers' stores. Ammonia refrigeration, which is an old and proven idea, is put to a new use in the soda fountain.

This required refrigerating engineers who were familiar with the needs of the industry, the ice cream man-

ufacturers and who had a soda fountain manufacture who was willing to adopt principles which had merit and were adaptable to the industry. This has required time and a great deal of experimental work, before every operation was fool-proof and automatic.

A practical demonstration of durability and efficient operation was then necessary to prove to the men interested in the ice cream and soda fountain industries, that the claims we had made were sound. We have proved these principles by some thirty successful installations here in Chicago. These foundations will stand your most rigid inspection. Upon investigation you will be pleased to note the ideal condition of the ice cream, soda, and city water, crushed fruits and syrups, as well as the spirit that is shown by the dealer, which means the future success of the industry.

* An address before Illinois State Convention. Watch for his complete paper in an early issue.

Another interesting discussion on this subject will follow in an early issue.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ICE CREAM MAKING SHORT COURSE AT CONNECTICUT AGRICULTURAL COLLEGE.

The annual short course in ice cream making at the Connecticut Agricultural College, will be held from February 25 to March 7, 1924. The course is planned for men with some practical experience in milk plants and ice cream plants, who desire a better understanding of the more technical problems involved in the handling of milk products and their manufacture into ice cream. Many a plant manager, foreman or worker would do better and get more joy out of his work if he understood WHY he did certain things. It would be a paying investment for every dairy plant owner to send one or more of his men to the college for the ice cream making course.

Method and Facilities of Instruction.
The course will include lectures, round table discussions and practical work in the dairy manufacturing laboratories. The following are some of the topics that will be considered:

- Lecture Topics.**
- 1. Sources of supply, selection and care of milk products used for ice cream.
 - 2. Fruits, flavoring extracts, sweeteners, stabilizers and their use in ice cream.
 - 3. Testing ice cream and milk products for butterfat, total solids and sanitary quality.
 - 4. Standardizing and figuring the ice cream mix.
 - 5. Mixing, pasteurizing and homogenizing the ice cream mix.
 - 6. Fundamentals of freezing ice cream.
 - 7. Factors influencing quality, yield and cost of the finished product.
 - 8. Causes, prevention and remedy of ice cream defects.
 - 9. Manufacture of brick ice cream, special creams and fancy molds.
 - 10. Ice cream plant construction and selection of equipment.
 - 11. Mechanical refrigeration as applied to the ice cream industry.
 - 12. Marketing and delivery problems.

- Round Table Discussion Topics.**
- 1. How to get an adequate supply of good quality milk products the year round.
 - 2. What is a suitable ice cream standard?
 - 3. Practical means of controlling bacteria in ice cream.
 - 4. Brine volume, temperature and pressure.
 - 5. Homogenizing temperatures and pressures.
 - 6. What is a fair overrun and how to get it?
 - 7. Brick or packaged ice cream versus bulk ice cream.
 - 8. Why and how to advertise ice cream.
 - 9. Delivery and service problems.
 - 10. How to increase winter sales.

- Laboratory Practice Topics.**
- 1. Testing ice cream, milk, cream and condensed milk for fat, serum solids and total solids.
 - 2. Calculating and standardizing the ice cream mix.
 - 3. Mixing, pasteurizing and homogenizing the ice cream mix.
 - 4. Study and operation of the freezing process.
 - 5. Effect of different percentages of fat, serum solids and total solids on quality and cost of ice cream.
 - 6. Comparison of homogenized, emulsified and plain cream for ice cream making.
 - 7. Additional practice in standardizing, processing and freezing and a study of effect of binders, improvers and age of mix on yield and quality of ice cream.
 - 8. Further practice in standardizing, processing and freezing, using different ingredients, such as butter to supply fat; milk powders, plain and sweetened condensed milk to supply additional serum solids and study the effect of each on quality, yield and cost of ice cream.
 - 9. Making different kinds of frozen products and fancy molded ice creams.
 - 10. Study of ammonia refrigerating plant.
 - 11. Ice cream scoring or measuring ice cream quality.
 - 12. A study trip of representative ice cream plants in nearby cities.

The Dairy Manufacturing Laboratories:

- A. The testing laboratory is equipped for testing milk for cream and other dairy products for butterfat, total solids, bacteria, keeping quality, etc.
- B. The market milk department is equipped to weigh, clarify, pasteurize, cool and bottle the milk, wash and sterilize the equipment.
- C. The ice cream department contains mixing and pasteurizing vats, homogenizing and emulsifying equipment, horizontal brine freezer, ice cream hardening room, Mojonnier Tester and other smaller equipment.
- D. There is also a 10 ton compression refrigeration system for the making of ice, the freezing of ice cream, cooling of milk, cream and mix, maintaining two cold storage rooms at 35 degrees F., and the ice cream hardening room around zero.

(Continued on page 131)



THERE are times when you want privacy in operation — buying — selling — seeking — or acting in any way; when for a short time you would prefer to act independently of those associated with you.

At such times a classified advertisement will prove to be an ideal agent, working discreetly and privately. It will not reveal your identity nor disclose more details than you are willing to have disclosed. It operates silently and efficiently, introducing you to other individuals with whom you can negotiate by mail or in person.

Classified advertisements in The Ice Cream Review are the dairy products man's *confidential agent*. Insert them under any of the following headings:

- Wanted-to-Buy
- For Sale
- Business Opportunities
- Employee Wanted
- Position Wanted

Cost is but 2c per word. Write out your advertisement and mail with check or money order to The Ice Cream Review, 5th and Cherry Streets, Milwaukee, Wisconsin.

Classified Advertisements are found in the last pages of this issue.



H. Y. WOOD,
Warner-Jenkinson Co.



PAUL C. MOJONNIER,
Mojonnier Bros. Co.



W. E. STEWART,
Swift & Co.

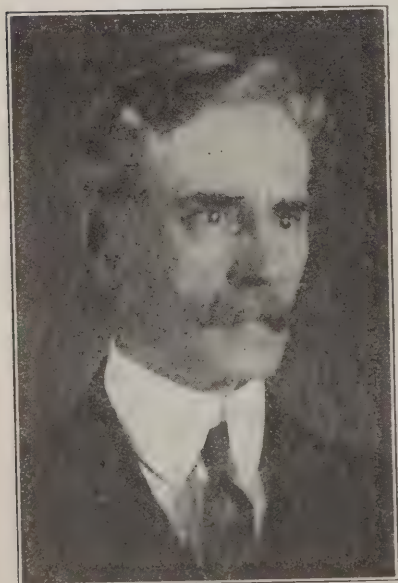


E. R. OWEN,
Blanke Mfg. & Supply Co.

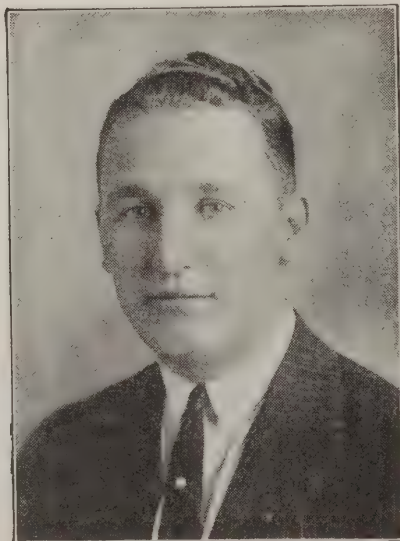
*Some Members
of the
Jack Rabbits
which
Organization
help to put over
Kansas
Convention*



"JIM" NELSON,
C. Nelson Mfg. Co.



H. E. HOWLAND,
Meyer Dairy Equipment Co.



A. H. ANDERSON,
Massey & Massey.



JOE MORRISSEY,
De Coursey Creamery Co.

Another Economical Rogers Brick Maker

with
Automatic Valve

The New Automatic Valve prevents overfilling and eliminates waste. It closes before the carton moves from beneath its port.

Motor Driven—*STANDARD*.

16 quarts or 32 pints per minute.

Hand Operated—*JUNIOR*.

8 quarts or 16 pints per minute.

Write for Particulars

John W. Ladd Co.



DETROIT CLEVELAND COLUMBUS CINCINNATI



JUNIOR
\$365.00

(Continued from page 129)

Admission: There are no entrance requirements except that the student shall be eighteen years of age and all have had one summer or more experience in an ice cream or milk plant.

Tuition Fees and Expenses: There is no tuition fee in connection with the course, except that each student is required to pay to the treasurer \$10, which covers registration, room and incidental fees. Students will be provided white suits for laboratory work and may wish to purchase one or more text books. Board may be obtained at the college dining hall at approximately \$7.00 per week.

How to reach the College: The college is located at Storrs, in the town of Mansfield, about 8 miles from Williamantic. It is best reached by coming to Williamantic by train. A bus from Storrs meets practically every train.

For further information write to Director of Short Courses, or Professor R. C. Fisher, Dairy Department, Connecticut Agricultural College, Storrs, Conn.



DUNN'S CALENDAR.

Thomas W. Dunn Co., who claim to be "discoverers of gelatine value in ice cream." 546 Greenwich St., New York City, sent us their calendar depicting a love scene in the Victorian age. Dusk, with the moon rising over the blue water tends to make this a beautiful picture.



If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Contracts

We accept orders to cover customers' requirements specifying a maximum and minimum quantity for deliveries to Oct. 1st.

PRICES GUARANTEED
AGAINST DECLINE



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
14 Ferry Street
ST. LOUIS
408 Elm Street

PHILADELPHIA
418 Arch Street

CHICAGO
3630 Iron Street

SAN FRANCISCO
Fairfax Ave. & Rankin Street

Co-operation Stressed at Mississippi Convention

(Continued from page 98)

tions was that of educating the dealer on the subject of handling the ice cream or the way he packed it for delivery to the public. He specially mentioned the filling of cones.

"Some dealers," he said, "do not understand how to dip ice cream and place it in the cone in a way that will net a profit on a gallon of the product. Tightly packed ice cream," he said, "was not as palatable as if placed in the cone as it should be. This also applied to larger packages that were sent out to the homes," he pointed out.

Mr. McWilliams strongly advocated an educational campaign to bring out the comparative food value of ice cream and other food products. He mentioned the value of having school children visit the plant and write essays on a competitive prize basis.

"Everyday Problems" was the subject of an address by D. S. Cox of Columbus, Miss.

"Winter Ice Cream Business" was discussed by W. D. Seale of Jackson, Miss. "The same general business plans for winter selling as used in the summer produce very satisfactory results," he said. He recommended specialties as one way in which to keep the public interested. "One of the principal reasons people don't eat ice cream is because they don't think about it," he said, "and I find that specialties furnish a means of producing sales when the demand for ice cream in the ordinary form does not have the hot weather appeal." The speaker emphasized the value of continuing through the winter the same intensive advertising as used in the hot weather months.

A discussion followed Mr. Seale's address, in which a number of the manufacturers and supply men participated. Harry A. Benners brought out the matter of inferior service, soda fountains and ice cream parlors. He urged that this be one of the matters given attention by the manufacturers—educating the fountain and ice cream parlor dealers how to serve ice cream so that the public will appreciate it and return again.

J. G. Moore emphasized the importance of bringing out the value of milk products to health. "The public should know more of the basic food value of milk products," he said. "The three things essential to life are health, wealth and happiness, and neither wealth or happiness can be had without health."

Dr. C. M. Ship of the Mississippi state board of Health, gave an excellent talk on the work of his department in connection with the manufacture of ice cream in the state. He highly complimented the members of the association on the condition of their plants

Dr. Ship went into considerable detail to explain the effect of bacteria on the mix. His talk was of a technical nature and as he spoke extemporaneously it is impossible to quote to any degree of fullness. However it is putting it very mildly to say that his audience appreciated the talk and gained much helpful and interesting information from it.

Paul Cromer, an official of the state agricultural department, followed Dr. Ship, and gave the convention a most interesting account of his work. Later in the convention he was voted the full co-operation and support of the association.

The afternoon session of the first day closed with an address by J. W. Clopton, secretary of the Southern association.

Tuesday Evening Banquet.

One of the features of the wonderful manner in which N. C. Pearson had arranged to entertain the visitors to Laurel on this occasion, was the co-operation accorded him by the chamber of commerce and the business men of the city. The Tuesday evening banquet was arranged and all expenses taken care of by the chamber of commerce. It was a most enjoyable affair. Music was furnished by the Villien orchestra, which is composed of some of the best musical talent of the city. A solo was rendered by Mrs. Porteous, which was a much appreciated feature of the evening entertainment.

It is also true that there was other music, led by various and sundry, unrenowned musical artists. However, whatever was lacking in harmony and volume was overshadowed by the appreciation of the real motive

Wednesday Morning Session.

Wednesday's program was opened by a highly interesting and instructive paper by Paul Cromer. Mr. Cromer went into considerable detail and into an extended discussion of the "Advantages of Standardizing Ice Cream."

Following Mr. Cromer's address a general discussion ensued, which developed a number of subjects of immediate interest to the manufacturers. Among those who entered into the discussion were: C. H. Kent, Harry Benners, J. G. Moore, D. S. Cox, W. D. Seale, President Sutton, Secretary Brookshire, N. C. Pearson, J. F. Ford, A. K. Weaver and others.

"Work of Trade Journals as Applied to the Ice Cream Industry" was discussed by Craddock Goins of The Ice Cream Review, the paper being read before

Ask the user — about

ST. LOUIS GELATINE COMPANY'S



Pure - Hy - Grade
GELATINES, GUMS
AND
ICE CREAM
POWDER

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri

"St. Louis to the Front"

They cut the long costs out of short hauls—

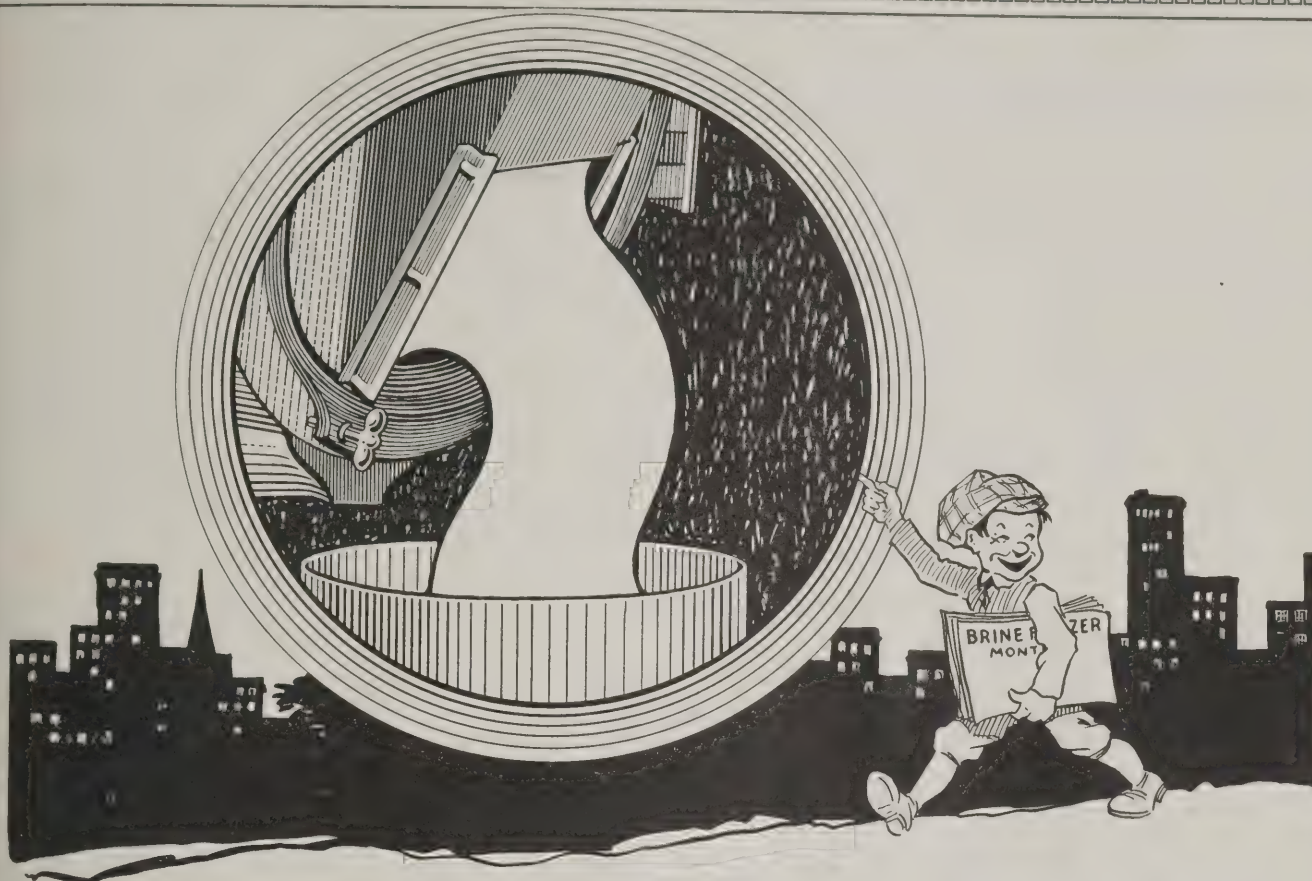
WRITE FOR BOOKLET THAT TELLS HOW

C-T Commercial Truck Co.
PHILADELPHIA

ELECTRIC TRUCKS

1/2, 3/4, 1, 2, 3 1/2 and 5-TON CAPACITIES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



A Wide River of Smooth Ice Cream Flows from the New
EMERY THOMPSON

TAKES less than a minute to empty the cylinder full of frozen cream through the new bigger slide gate. **SOME** river! —as the Newsie said with his mouth watering and his eyes eager.

The refined horizontal model—in all required sizes—is the good standard Emery Thompson **PLUS** these points—

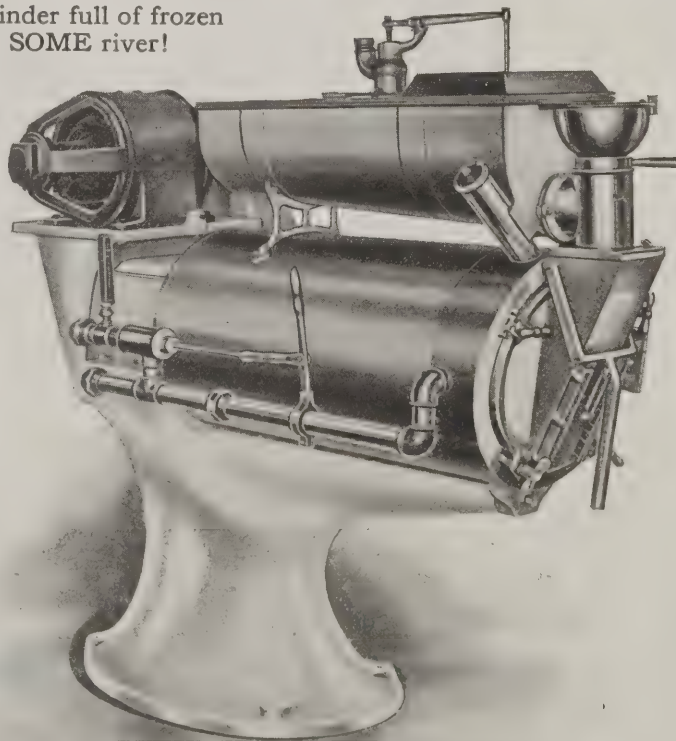
*Breather Tubes—Bigger emptying gate
 Automatic batch measuring device
 Four inch cream inlet valve
 Bigger fruit hopper*

The value of these ideas is detailed in the catalog. Our office or any Emery Thompson distributor will mail you a copy on request. Prices given right in the catalog. Both vertical and horizontal models illustrated. By improving and increasing yield, saving time, speeding the process and practical freedom from mechanical delays—**EMERY THOMPSON** freezers make a daily batch of profits for their owners. To whom shall we address your copy of the catalog?

**Emery Thompson Machine
 & Supply Company**

271-275 Rider Ave.

New York City



IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

the convention by the secretary. A representative of another publication discussed the same subject.

J. W. Mulligan, who was on the program for a talk on "Mutual Service Between Manufacturer and Supply Man," was unable to be present, but sent in a very interesting paper which was read by Secretary Brookshire.

The Wednesday forenoon program closed with short talks by "Our Boys of the Grip." Every supplyman present spoke and many highly interesting matters were discussed.

Final Convention Session.

Immediately after calling the convention to order Wednesday afternoon a paper by B. J. Anderson, Grenada, Miss., who was unable to be present, was read. Mr. Anderson's subject was "Why Ice Cream is a Recognized Food."

The resolutions committee made a report thanking N. C. Pearson, the Laurel Chamber of Commerce, the Pinehurst Hotel and the other broad-minded business men of Laurel for the excellent entertainment, the mayor of Laurel for his hearty welcome to the city.

A resolution of sympathy to the family of Ed Berdon, who recently lost his life in an accident was adopted and the secretary of the association instructed to forward a copy of the resolution to the bereaved family.

A resolution highly complimenting the retiring officials for their faithful service was adopted by a rousing, cheering vote.

To incoming officers were pledged the full support of the association and the supplymen commended for the part they have done to make the association a success and for their contributions toward the entertainment.

The committee appointed at the last convention at Jackson, to prepare and submit a constitution and by-laws reported and the report was adopted.

Upon motion of H. F. McWilliams the officers of the association were made a special legislative committee.

A motion was made and adopted that the association

go on record as squarely back of Paul Cromer in his work with the State Agricultural Department. He was given the full support of the association, in his efforts to secure an appropriation sufficient to continue the very necessary work.

The election of officers was next in order. The result is given in the beginning of this story.

The selection of the next convention city, as usual brought out considerable good-natured discussion. Vicksburg, Brookhaven, Jackson and Meridian were placed in nomination. Vicksburg won by a safe majority.

* * *

Among the supplymen to address the convention were K. M. Dingwall of Bessire & Co., Atlanta; Fred E. Robinson, United Chemical & Organic Products Co. Byron Morris, Creamery Package Manufacturing Co. J. G. Moore, The Pfaudler Co.; F. W. Hooton, Meyer Dairy Equipment Co.; P. N. Miller, Crown Fruit & Extract Co., and Harry A. Benners, Southern Selling Service.

* * *

District Meetings.

It was decided to hold district meetings throughout the state this year. The first will be held in northern Mississippi in the near future. The next state convention will be held at Vicksburg, home of Convention President Sutton.

* * *

Constitution and by-laws were drafted and adopted at the convention, calling for an executive committee composed of five men, with one director to be elected each year.

* * *

The annual banquet at the Hotel Pinehurst was very enjoyable affair. Aside from a good meal, excellent music was furnished by the Laurel concert band.

* * *

Excerpts from speeches before the Mississippi convention will be published in the March issue.

* * *

Registration at Mississippi Convention

ACTIVE MEMBERS.

H. F. McWilliams, Hattiesburg Creamery & Ice Cream Co., Hattiesburg, Miss.
Thos. G. Logan, Kentwood Ice Manufacturing and Bottling Co., Kentwood, La.
N. D. Brookshire, Brookshire Ice Cream Co., Meridian, Miss.
S. N. Sutton, Sutton Ice Cream Factory, Vicksburg, Miss.
J. W. Clopton, Secretary Southern Association of Ice Cream Manufacturers, Decatur, Ala.
N. C. Pearson, Pearson Ice Cream Co., Laurel, Miss.
C. A. Kent, Jr., Kentwood Ice Manufacturing & Bottling Works, Kentwood, La.
W. G. Gray, Pearl River Ice Cream & Creamery Co., Columbia, Miss.
D. S. Cox, Columbus Ice Cream & Creamery Co., Columbus, Miss.
W. D. Seale, Seale-Lily Ice Cream Co., Jackson, Miss.
C. A. Kent, Kentwood Ice Manufacturing & Bottling Works, Kentwood, La.
E. W. Latterhos, McComb Creamery & Ice Cream Co., McComb, Miss.
J. B. Ford, Newton County Creamery, Newton, Miss.
A. K. Weaver, Corinth Ice Cream Company, Corinth, Miss.
V. L. King, King Ice Cream & Creamery Co., West Point, Miss.
W. E. Koehardt, Purity Ice Cream Co., Brookhaven, Miss.
J. K. Milner, Jersey Ice Cream & Creamery Co., Gulfport, Miss.

Associate Members.

Billy Brown, National Fruit Flavor Co., New Orleans, La.
A. H. Anderson, Massey & Massey, Chicago, Ill.
Byron Morris, Creamery Package Mfg. Co., Chicago, Ill.
W. D. Walington, Crescent City Carbonic Co., New Orleans, La.

F. E. Robinson, United Chemical & Organic Products Co., Chicago, Ill.
L. A. Gibson, Ice Cream Field, Atlanta, Ga.
Chris Hollinger, Hudson Mfg. Co., Chicago, Ill.
Paul Cromer, State Dairy and Ice Cream Plant Inspector, Jackson, Miss.
Gordon L. Moulbl, Turnbull Cone Machinery Co., Chattanooga, Tenn.
J. G. Moore, The Pfaudler Co., Rochester, N. Y.
V. P. Philippi, Solar Sturges Co., Memphis, Tenn.
K. M. Dingwall, Bessire & Co., Memphis, Tenn.
P. N. Miller, Crown Fruit & Extract Co., Birmingham, Ala.
E. E. Garrett, Sethness Co., Chicago, Ill.
Alphonse Smith, Goldsmith Advertising Service Co., New Orleans, La.
P. H. Williams, Myles Salt Co., New Orleans, La.
Dr. C. M. Shipp, State Board of Health, Jackson, Miss.
Harry A. Benners, Southern Selling Service, New Orleans, La.
F. W. Hooton, Meyer Dairy Equipment Co., Birmingham, La.
Thos. Bernstein, Blanke Mfg. & Supply Co., St. Louis, Mo.



SOUTHERN ASSOCIATIONS IN CONVENTION.

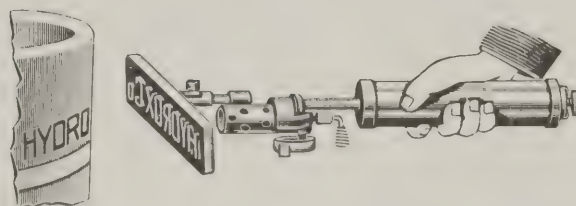
Two conventions are under way in the South as this issue of The Ice Cream Review goes to press. The North Carolina Ice Cream Manufacturers' Association met at Winston-Salem. A brief report appears elsewhere in this issue.

The Louisiana Ice Cream Manufacturers' Association is in session at Baton Rouge. Complete reports will be published in the March issue of The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The Best Insurance Against Theft!



Brand Your Tubs and Cabinets with an EVERHOT

An Everhot Branding Outfit is cheap insurance.
Low in first cost, and low in cost of operation.

DO YOU ADVERTISE YOUR BUSINESS?



These People Do, with EVERHOT Brands THE PERPETUAL ADVERTISING

Trade marks or designs can be reproduced.
Write for prices and further information.



MAYWOOD, ILLINOIS

Distributed by

Cherry-Bassett-Winner Co.
Philadelphia, Pa.
Cherry-Bassett-Winner Co.
Pittsburgh, Pa.
Cherry-Bassett-Winner Co.
New York City, N. Y.
Cherry-Bassett-Winner Co.
Baltimore, Md.
Cherry-Bassett-Winner Co.
Syracuse, N. Y.
John W. Ladd Co.
Detroit, Mich.
John W. Ladd Co.
Columbus, Ohio
John W. Ladd Co.
Cleveland, Ohio
John W. Ladd Co.
Cincinnati, Ohio
J. G. Cherry Company
Cedar Rapids, Iowa
J. G. Cherry Company
St. Paul, Minn.
J. G. Cherry Company
Tama, Iowa
J. G. Cherry Company
Peoria, Ill.
Bessire & Co.
Indianapolis, Ind.
Bessire & Co.
Louisville, Ky.
Bessire & Co. Atlanta, Ga.
Bessire & Co.
Memphis, Tenn.
Wright & Ziegler
Boston, Mass.
Wright & Ziegler
Charlestown, Mass.
Meyer Dairy Equipment Co.
St. Louis, Mo.
Meyer Dairy Equipment Co.
Birmingham, Ala.
N. A. Kennedy Supply Co.
Kansas City, Mo.
N. A. Kennedy Supply Co.
Oklahoma City, Okla.
Huey & Philps Hdw. Co.
Dallas, Texas
The Hurley Co.
Denver, Colo.
Dairy Machinery Co.
Seattle, Wash.
Monroe & Crisell
Portland, Ore.
Geo. W. Prising Co.
San Francisco, Cal.
W. A. Drummond Co.
Toronto, Canada
O. J. Weber Co.
Los Angeles, Cal.
The Dairy Supply Co.
Minneapolis, Minn.
Dairymen's Mfg. Supply Co.
St. Louis, Mo.
H. A. Benners
New Orleans, La.
Barber-Goodhue Co.
Chicago, Ill.
Miller-Lenfestey Co.
Tampa, Jacksonville,
Miami, Florida
Phoenix Seed & Feed Co.
Phoenix, Ariz.

Minnesota Manufacturers Hold Timely Convention

Synopsis of Thirteenth Annual Convention at St. Paul, January 10 and 11
Dunn is Re-elected President

THE thirteenth annual convention of the Minnesota State Association of Ice Cream Manufacturers, which was held in Saint Paul on January 10 and 11, insofar as attendance and instructive addresses are concerned, was a success.

It was the first time in the history of the association that a two-day convention was held. The forenoon of each day was set aside for manufacturers and supplymen to visit and become better acquainted with the problems that they usually have to solve in the course of a year's business. The success of this convention cannot be credited entirely to the officers because manufacturers and supplymen co-operated in every possible way to make the annual meeting a success.

The convention was called to order by the President, W. W. Dunn, Jr., of Saint Paul. After listening to the splendid address of Mayor Nelson of Saint Paul, the response was ably presented by C. E. Kester of Hutchinson, Minn. The president's address was full of timely suggestions. He pointed out the need of such an organization and impressed upon those present the need of a strong trade association.

After the president's address, the secretary's and treasurer's report were read and adopted.

The members present were all set for the address which was to be delivered by M. D. Munn, president of the National Dairy Council of Chicago, and when it was announced that he was unable to be present disappointment was noted upon faces in the audience, but when the lady was presented by the president who was to take Mr. Munn's place on the program had entered in upon her subject, it was quite evident by the audience that there was no disappointment in store for them. The National Dairy Council was represented by Miss Louise Fitzgerald. Miss Fitzgerald in her discourse as to the activities of the National Dairy Council was so interesting to the audience that when she had finished a rising vote of thanks was tendered her, and the chair made the statement that in his opinion the members present could consider themselves fortunate in being present to hear Miss Fitzgerald's address on the value of dairy products and in particular the value of ice cream as a food.

The next number on the program was to be an address by W. A. Schwindler, former president of the Illinois state association, but unfortunately it was impossible for him to be present. Thereupon, the president called upon A. D. Sibbald, assistant dairy and food commissioner, who addressed the association on subjects pertaining to the ice cream industry. The president also called upon our old friend, former state dairy and food commissioner of Minnesota, E. K. Slater of Milwaukee, editor of the Butter, Cheese & Egg Journal, The Ice Cream Review and The Milk Dealer, who addressed the convention on the needs of the industry. It is needless to say that Mr. Slater's address was well received by his old friends and associates.

The next order of business was a detailed report on legislation and standards affecting the ice cream industry by Secretary J. J. Farrell.

After the report of Mr. Farrell, the session went into general discussion of problems of interest to the manufacturers.

Mr. Crowell of Iowa gave the manufacturers an interesting talk on the cost of producing ice cream. Be-

fore the close of this session, Riley Thomson of Albert Lea, Minn., discussed the cost of production and delivery of ice cream in his section of the state.

The evening entertainment was participated in by two hundred manufacturers, supplymen and guests. The banquet and entertainment was a very enjoyable affair. Dancing took place after the entertainment. It is needless to state that the dancing program was participated in by all. The officers especially appreciated the ability of the ladies to entertain the guests who attended the banquet and dance.

Friday forenoon was occupied with a sectional meeting of the northern and southern ice cream manufacturers. At two o'clock the convention was called to order by the president. The first address was by Richard Schwart of the Ives Ice Cream Co., on "Scientific Control in the Manufacture of Ice Cream." Mr. Schwart's paper treated the subject from a technical viewpoint and proved to be of great interest to manufacturers, and they participated in an interesting discussion of the subject.

The next address was by the well-known author and humorist, Douglas Malloch of Chicago. Mr. Malloch's address was interesting from many viewpoints, as it brought home valuable lessons to men who are engaged in the manufacture of ice cream. For that matter it pointed out the value in a humorous way of the service that trade organizations render to one another, as well as to the public. All who heard Mr. Malloch expressed themselves as being well paid for attending the convention if there was nothing else of interest to them.

New Officers.

After Mr. Malloch's address the convention went into executive session. Report of committees and election of officers. Officers elected for the ensuing year are as follows:

President—W. W. Dunn, Jr., Saint Paul, Minn.
Vice-President—C. E. Kester, Hutchinson, Minn.
Treasurer—Nels Baden, Wadena, Minn.
Secretary—J. J. Farrell, Saint Paul, Minn.

Directors.

W. W. Dunn, Jr., St. Paul, Minn.; Riley Thomson, Albert Lea, Minn.; D. T. Carlson, Willmar, Minn.; Chas. Kiewel, Crookston, Minn.; Ralph Nelson, Hibbing, Minn.; C. E. Kester, Hutchinson, Minn.; Nels Baden, Wadena, Minn.

Gophers Organized.

While the convention was in executive session the supplymen organized as an association. They will be known henceforth as the "Minnesota Gophers." The president of the Minnesota Gophers is C. A. Gould of the Gould Products Company, Minneapolis, Minn.; vice-president, R. N. Palm of the Creamery Package Co., Minneapolis, Minn.; secretary, H. E. Stinchfield of the Gould Products Company, Minneapolis, Minn.; treasurer, N. M. Booth, Minneapolis, Minn.

Forty-eight supplymen signed the roll as charter members of the Minnesota Gophers. On completion of the supplymen's organization they entertained the ice cream manufacturers at a supper and smoker in the Palm Room of the Saint Paul Hotel. Those of us who have been in the dairy field all our lives were not surprised at the entertainment put on by the supplymen to

(Continued on page 138)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Mr. Ice Cream Manufacturer

Your Absolute Security

is

Pleased Customers

Do you realize the *daily irritation* of your customers when they see in their own stores the mess made that is practically inseparable from loading the ordinary cabinet?

A small irritation constantly repeated often results in a lost customer.

You can get your customers to feel and talk like these if you couple DRY-ZERO CABINETS with *your* Ice Cream:—

— STATEMENTS OF USERS —

J. WHITTINGTON,

6132 Pasadena Ave., Los Angeles, Calif.

"I should say they are good. Keep the ice cream in good condition for forty-eight hours on one packing. I would positively insist on that kind of cabinet, no matter what kind of ice cream. The other cabinets you have to pack three holes, in the Dry-Zero you pack only one. Eliminate a lot of mess, and only take a bucket of ice per day for a 2 hole 5. Sometimes less than that. Like the Dry-Zero because it is handier and easier to handle the ice cream. Wouldn't go back to any company that can't supply me with Dry-Zero ice cream cabinets."

H. I. BENNETT,

627 Chestnut Avenue,
Los Angeles, Cal.

"Certainly is a dandy cabinet all right. It's a pleasure to handle ice cream since we got this cabinet. Had just the opposite kind of a time before. Handled _____ cabinets. Cream was just like mush all the time. _____ ice cream was all right, but it was the cabinet. Couldn't get my money out of the ice cream before."

And scores of others of a similar nature.

Yet on top of achieving this, your DRY-ZERO CABINETS will cut your delivery costs by an amount equal to the cost of your cabinets, each year of service.

This is not merely "advertising talk"—it is cold fact—and we proved it at the Cleveland and other conventions, as well as daily in nearly every State in the Union. And we'll let you prove it for yourself.

Please your customers and save your delivery costs.

Let us ship you a Dry-Zero Universal cabinet, subject to your approval after test is made in your plant.

Dry-Zero Insulation Company

San Francisco--Balfour Bldg.

Chicago--Railway Exchange

New York--50 East 42nd St.

Carolina Manufacturers Discuss Industry's Development

Sixth Annual Convention Well Attended at Winston-Salem
January 15 and 16. Obenshain is President

ONE of North Carolina's best ice cream conventions ended with the election of W. H. Obenshain of the Chapin-Sacks Ice Cream Corporation, Charlotte, N. C., as president of the North Carolina Ice Cream Manufacturers' Association. The annual convention was held in Winston-Salem January 15 and 16.

Past development of the industry and means of future expansion featured the program.

Other officers elected were E. L. White, Wilmington, vice-president, and A. E. Dixon, Fayetteville, secretary.

The committee chairmen elected to serve during 1924 were: Legislative, George L. H. White, Raleigh; code of ethics, E. L. White, Wilmington; resolutions, Earl Wilson, Gastonia; entertainment, W. S. Obenshain, Charlotte; membership, A. E. Dixon, Fayetteville.

The attendance was the best in the history of the association, and the convention was featured by several interesting addresses dealing with various phases of the ice cream industry. A barbecue at Cliffside Lake, near Winston-Salem, was one of the most interesting entertainment features of the convention.

Charles E. Landreth of Winston-Salem, retiring president of the association, presided. The address of welcome was delivered by H. R. Dwire, editor of the Winston-Salem Sentinel, and the response was made by George L. H. White of Raleigh.

Mr. White also dwelt upon the value of co-operation between members of the association and the state department of agriculture. He referred with pride to the fact that members of the association are doing their best to live up to the regulations of the department, and that as a result the number of samples of ice cream found to be under standard last year was very small.

The secretary's report showed that 3,266 children, inmates of North Carolina orphanages, were supplied with 200 gallons of ice cream on Thanksgiving Day, and it was urged that the distribution of free ice cream on that day be increased.

"The Growth of the Dairy Industry in North Carolina," discussed by W. J. Shuford of Hickory, proved interesting to every member of the association. Mr. Shuford said the first creamery established in the Tar Heel State was at Mooresboro in 1910 and that year the production of butter was about 1,000 pounds. Ice cream manufacturers last year alone used 500,000 pounds of butter, Mr. Shuford showed, while the value of dairy products in the state was \$14,912,000. The average value per milk cow was \$310, and it was estimated that the receipts from the sale of the products were \$6,000,000.

Dr. James H. Heald, director of the food inspection division of the Winston-Salem department of health, urged the strict application of the North Carolina ice cream pasteurization law.

Thomas C. Reed of Greensboro, discussed "Raw Material Production," citing instances where people less favored by climatic and soil conditions have made a success of dairying, and he urged that as far as possible home products be used by the manufacturers. The secretary read the address of H. P. Olsen, president of The Ice Cream Review, on "Increasing Consumption."

Other speakers were J. G. Moore, Rochester, N. Y., who discussed "Dairying Possibilities in the South"; J. A. Arey, state dairyman, who spoke on "Progress Made in Dairying Development in North Carolina During the Past Ten Years," and I. J. Moore of Detroit,

Mich., discussed the subject of "Promoting Winter Sales."

This convention will be further discussed in the March issue of The Ice Cream Review.



MINNESOTA MANUFACTURERS HOLD TIMELY CONVENTION.

(Continued from page 136)

entertain the manufacturers. The eating was surely bountiful spread, and the smokes and entertainments were enjoyed by all present. It would be useless to elaborate upon the entertainment put on by the suppliers as all those who know the ice cream suppliers know that they are wonderful entertainers. The entertainment continued throughout the evening until 10:30, when the thirteenth annual convention of the Minnesota ice cream manufacturers came to a close. From the remarks that were expressed by manufacturers and all who attended the convention and entertainment it was evident that the next year's convention would surpass the present one and that two days would be altogether too short for sessions and entertainment such as were witnessed at this convention.

Minnesota is at last on the map insofar as progressive tactics in organization are concerned. Our 1924 convention, held at the St. Paul Hotel on Jan. 10 and 11, was successful beyond my most hopeful anticipation from both a standpoint of attendance and spirit of cordiality shown by the members toward each other. Much credit for the success of the meeting is due to the unstinted efforts of the newly organized Minnesota Groupers, suppliers, forty-eight in number, who provided a cafeteria supper and brilliant entertainment for the members of the state association during the second evening of the convention, and, while thanking the wholeheartedly for their efforts in behalf of the association, I can assure them that those efforts will react to their benefit many fold in the future.

Very truly yours,

W. W. DUNN, JR., President



FRED MASON IS PRESIDENT OF THE FRANKLIN SUGAR REFINING COMPANY.

Fred Mason, formerly of St. Paul, has been named president of the Franklin Sugar Refining Company, Philadelphia, a subsidiary of the American Sugar Refining Company, it was announced recently. As president of this subsidiary he will have charge of the entire sales force of the American Sugar Refining Company and all its branches.

Mr. Mason at one time was secretary of the St. Paul Retail Grocers' Association. From that organization he went to the Minnesota State Retail Grocers' Association as secretary and later became secretary of the National Retail Grocers' Association.

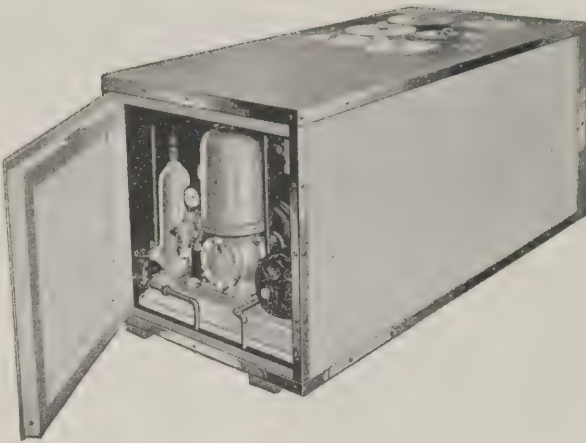
Some time later he became associated with the sales department of the Diamond Match Company, which he left to become general manager and later president of the Shredded Wheat Company. Two years ago last August he became associated with the American Sugar Refining Company as vice-president and member of the board of directors. He retains this position.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Lipman Automatic Ice Cream Cabinet

This remarkably efficient cabinet, designed especially for the ice cream trade, entirely does away with ice and salt packing—is not only far more efficient and more convenient than the old method, but is also far more economical.

It comprises a Lipman full-automatic refrigerating machine and an exceptionally fine cabinet, built as a single unit. The refrigerating machine requires no attention except occasional oiling, and automatically maintains any desired temperature. Cabinet is insulated with pure cork board—the best material for this purpose.



Every machine and cabinet is completely tested at the factory. Write for complete details.

Lipman Refrigeration Co.
Dept. H. H. BELOIT, WIS.
★ 65 Sales and Service Stations in the United States ★

Note compactness of cabinet and easy accessibility of machine. Made in two sizes—6 and 8-hole cabinets. Furnished either with plain or polished top and covers, as desired. Can lifters included.

Lipman
FULL-AUTOMATIC REFRIGERATING MACHINES

WESTERN CANADA DAIRY WEEK NEAR.

(Continued from page 16)

...a handsome silver shield, with other suitable awards as second and third prizes. This competition will be open to any ice cream maker in Manitoba, Saskatchewan, Alberta or British Columbia, and will be held in connection with the western Canada dairy convention to take place in Moose Jaw, February 5,6,7,8, 1924."

A large attendance is expected, not only from the western provinces of Canada, but also from the north-eastern and mountain states of America. American ice cream manufacturers of the Pacific coast and nearby states were guests of the Canadians when the Pacific Ice Cream Manufacturers' Association held its annual convention at Vancouver in December.

Canadian ice cream manufacturers have invited their American friends to come back and take part in the deliberations over their problems.



A young school girl of the middle West had visited New York, and on her return home was asked if she had seen the Statue of Liberty. She thought the matter over for a few minutes and then said, "Oh, you mean the woman holding the ice cream cone in her hand."

* * *

Teacher (to small boy after having severely punished him from being extremely naughty): "I would just like to be your mother for a couple of hours!"
Youngster: "I'll speak to dad about it."
—Saugatuck (Mich.) Commercial-Record.

SOUTH DAKOTA ICE CREAM MANUFACTURERS MEET AT WATERTOWN FEBRUARY 19, 20 AND 21.

HALF MILLION DOLLAR COMPANY FORMED AT CINCINNATI.

Nearly fifteen milk concerns of Cincinnati, Ohio, have syndicated and have filed articles of incorporation for organizing a \$500,000 ice cream company. Milton A. Mailender, general manager of the Cincinnati Milk Exchange is head of the syndicate. Ice cream will be manufactured in the Lackman Brewing Co.'s plant on West Sixth Street and Carlisle Avenue. The several buildings of the brewing company will be used, embracing about 125,000 square feet of floor space.

A modern refrigerating plant was erected and equipped at considerable cost by the brewing company before prohibition.

According to Mr. Mailender, the new concern will consume all the surplus supply of independent milk producers of Hamilton County, as well as surrounding counties.

"Our equipment will be modern in every detail, including a fleet of ten motor trucks of large tonnage capacity, with refrigerator bodies. We expect to have our plant ready for operation by March 1," said Mr. Mailender.



CALIFORNIA PLANTS COMPLETED.

The Vogue Ice Cream Co. has completed its creamery plant at Tracy, and its ice cream plant at San Francisco. The Tracy plant passed the United States government 97.6 per cent inspection. With the plant at Tracy producing raw material, the ice cream plant at San Francisco is assured of a supply at all times, officials say.

California Manufacturers to Take Part in Pacific Dairy Show

All Ice Cream Organizations on Coast May Follow Lead Taken by California and Southwestern States' Association at Catalina Island
January 12—Dairy Council Endorsed

INDICATIONS are that ice cream associations representing the entire Pacific Slope, and one national organization of the ice cream industry, will meet this year at the Pacific Slope Dairy Show.

The California and Southwestern States Ice Cream Manufacturers' Association definitely decided at its meeting on Catalina Island January 12 to meet with the Pacific Slope Dairy Show. This organization also addressed an invitation to the Pacific Ice Cream Manufacturers' Association, representing the northwestern states, asking it to meet with the Pacific Slope Dairy Show.

President W. V. S. Robb of the northern association, attended from his home in Seattle, and while he did not commit himself definitely, stated he felt his organization would accept the invitation. It also was decided to invite The Association of Ice Cream Supply Men to hold their annual convention at the Pacific Slope Dairy Show.

This brings into the show's activities three conventions which were not held at the 1923 show in Oakland.

It is probable that the 1924 show will fall about the middle of November, though the date has not yet been definitely determined.

Invitation to participate in the show was extended to the ice cream men at their meeting at Catalina by President C. L. Roadhouse and Secretary-Treasurer Sam I. Green.

The ice cream men also adopted resolutions endorsing the work of the California Dairy Council and urging their membership actively to support the dairy council.

Officers and directors were elected as follows:

President, F. H. Adams of San Francisco; vice-president, Harry Peacock of Bakersfield; secretary-treasurer, Jay Kugler of San Francisco; directors, C. J. Alfred of Los Angeles; John W. Alsap of Phoenix; L. J. Christopher of Los Angeles; E. W. Chism of Reno; W. A. Hosking of Sacramento; Geo. H. Hall of Fresno; C. T. Plaut of Oakland; K. L. Carver of Los Angeles; Wayne A. Hood of San Diego; and the officers already named.

Metropolitan Manufacturers Meet

Important Trade Topics Discussed by Manufacturers of Gotham and Neighboring Jersey Cities

By W. H. LIST*

THE Metropolitan Ice Cream Manufacturers' Association (comprising the ice cream manufacturers and allied industries within seventy-five miles of New York City) held its first annual convention at the Newark Athletic Club, Newark, N. J., on December 11, 1923.

The subjects under discussion were as follows: "Mechanical Refrigerated Cabinets," "Better Food Value in Ice Cream," "Increased Butterfat Standard," "Soda Fountains—Better Insulation."

The discussion of Iceless Refrigeration vs. Ice and Salt Refrigeration was opened by President Van Cleef.

Walter Castles, Castles' Ice Cream Co., William Sutton and R. V. Jones, Reid Ice Cream Co., Joseph E. Wiedenmayer and Frank J. Noll, Puritan Ice Cream Co., discussed both methods from a standpoint of relative costs and it was the consensus of opinion that the Ice and Salt method was less expensive on account of the heavy installation and financing costs.

The following items were considered.

ICELESS METHOD.

Two-thirds of Group "A" Expenses
(Saving One-Third of Trucks.)

Ice Costs:

(Icing cream on trucks).
Ice Costs.
Dept. of Mach. 10 years (Reduced 68%.)
Dept. of Bldgs., 40 years (Reduced 67%.)
Taxes on Mach.
Insurance on Mach. and Bldgs., (Reduced 67%.)

*Secretary, Metropolitan Ice Cream Manufacturers' Association.

6% interest on ice mach., (Reduced as above.)
6% interest on ice bldgs., (Reduced as above.)
Salt for trucks about 13%.
Commissions cut from 10c to 8c.

Cabinet Expense:

Current12 3/5 per day
Water03 2/5 per day

Total16 per day
\$35 per year upkeep.

6% interest on investment.

Cans.

Cabinets @ \$400.00
Installation 50.00
Water meters and installation 50.00

\$500.00

Depreciation Cans.
Insurance

(Fire, property damage and explosion.)
Taxes on 1/2 cost of cabinets @ 3 1/2 per cent.
Loss of present cabinets (7 year masis.)

ICE AND SALT METHOD.

Group "A"—Truck and Wagon Expense Includes the Following Accounts.

Truck Maintenance: Tire expense, garage expense, repair gasoline, oil and grease, electric charging, team hire and car age, horse feed, horse shoeing, stable expense, repairs (wagons, repairs on harness.

Salaries, Garage; gasoline, electric.

Insurance: Trucks, drivers.

Taxes; Trucks.

Depreciation: Trucks, 7 years; batteries, 3 years; wagon 5 years; horses, 10 years; harness, 5 years.

Six per cent Interest on Investment: Trucks, batteries, wagons, horses, harness, tires, garages.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

In figuring the cost of the iceless method of refrigeration, we have used two-thirds of the above items. This percentage is based on one-third less in truck and delivery equipment, which means that each route must serve 50 per cent more customers.

Ice Costs Include: Ice (for trucks), ice purchased and water, salaries and power cost, power, ice plant maintenance, insurance on buildings and machinery, taxes on machinery, dep. on buildings, 40 years, dep. on machinery, 10 years, 6 per cent interest on ice machinery, 6 per cent on ice buildings, salt.

Drivers Wages: Commissions, wages for specials.
Cabinet Expense: Maintenance, dep. (incl. tubs and cans), 6 per cent interest on investment.

Total Cost (including Group "A")

Plant "A".....\$0.327 per gallon
Plant "B".....\$0.44 per gallon

The subject, "Better Food Value in Ice Cream," was presented by Dr. Kimberly, Dairy Laboratories, New York City.

It was recommended that ice cream follow as nearly as possible the ideal food, which is milk, as regards its composition.

In order to demonstrate this idea, ice cream was made from concentrated straight whole milk and served during the discussion of this subject. The ice cream was made with 44 pounds of milk, 8 pounds of sugar and 14 ounces of gelatine. The milk tested 8.72 per cent butterfat and 31 per cent total solids; the finished ice cream tested 7.45 per cent butterfat, 41.17 per cent total solids and was made with 100 per cent overrun.

It was conceded during the discussion that ice cream containing a much less percentage of butterfat than now in general use would be the ideal ice cream from a food standpoint, it would also lessen the heating properties of ice cream in the summer time, due to the presence of butterfat.

V. M. Hovey, president of the National Association of Ice Cream Manufacturers, gave a talk on the possibility of an increased butterfat standard for New York State, and the consensus of opinion among manufacturers being the reverse of this, due to their desire to have ice cream taken entirely out of the competition of dessert class and put into the food class by having formulae follow the composition of milk, which is the ideal food, as nearly as possible.

The soda fountain subject was introduced by President Van Cleef, who called on representatives of soda fountain manufacturers as follows: Mr. Crosson, Liquid Carbonic Co., Newark; L. C. Gooden, Bishop Babcock Co., New York; E. H. Rockwell, Newark Soda Fountain Co.; L. A. Sangston, American Soda Fountain Co., New York; S. McLennan, Knight Vitreous Fountain, New York.

The old style "iceless" soda fountain using most of ice for other purposes than ice cream, because of the ice cream compartment not being properly insulated, was compared with the present style fountains, which are more insulated.

Following the meeting there was a banquet at which President Van Cleef presided. The speakers at the banquet were:

Morris Scheck, Scheck Advertising Agency, Newark, "Co-operation and Competition."

George Brink, Crane Ice Cream Co., Philadelphia, "The Value of Association."

O. S. Jordan, Brown & Shar, "Fellowship."

L. C. Gooden, the Bishop Babcock Co., extended the invitation of Mr. Reiss, ice cream manufacturer, to visit in London. This invitation was prompted by the courtesy shown and information given Mr. Reiss by our manufacturers when he was in this country.

ERIKSEN GOES WITH MILWAUKEE CONCERN.

Fred E. Eriksen, at one time connected with the Olsen Publishing Co., and later in the advertising business for himself in Milwaukee, is now associated with the Cramer-Kraselt Co., of this city.

"I was urged," writes Eriksen, by many of my dairy friends during the Exposition to resume my personal advertising service. I was seriously considering this. However, my previous experience had conclusively convinced me that I could produce more effective dairy advertising and serve a larger number of accounts by having a strong, sound, well-balanced advertising organization back of me."

"Just before I left Milwaukee for a temporary stay at Syracuse to assist 'Col.' Skinner on dairy show publicity, I had been approached by a member of the C-K Co. with the view of my becoming associated with this agency. Upon my return to Milwaukee the negotiations were resumed."

Fred will be in charge of the C-K dairy department. He will continue to specialize in dairy advertising, giving his personal and exclusive attention to dairy advertisers.



FRED E. ERIKSEN.

SHORT COURSE IN ICE CREAM MAKING AT UNIVERSITY OF CALIFORNIA.

The University of California offers for the second time, a Short Course for Ice Cream Makers, Feb. 4 to 14. The plan of the short courses as given by the dairy industry division, is to bring experienced men up to date, rather than to try and make ice cream makers out of the novices in a short length of time. It has been the university's experience that this type of short course is far more successful.

Most of the lectures and laboratories are given by the members of the staff. However, a number of commercial men are brought in to lead discussions upon various practical subjects.

Many new features are incorporated in the short course this year. Professor Titus of the University of California, has worked out a formula for figuring the ice cream mix, which will be taken up at this time. A certain amount of time is to be devoted to types of ice cream delivery equipment and their cost, which has heretofore not been touched upon by the university.

The ice cream short course is given concurrently with short courses in butter making, cheese making, and milk plant operating.

MICHIGAN DAIRY BOOSTERS ARE BOOSTING FOR KALAMAZOO CONVENTION-EXHIBITION, FEB. 4, 5, 6, 7 & 8, 1924.

List of Exhibitors at Michigan Dairy Show

Booth No.		Booth No.		Booth No.	
3	Butter Paper Co.	49	Morton Salt Co.	69	Dry Zero Insulation Co.
5	Kalamazoo Vegetable Parch-	50	Burge Machine Co.	70	Berney Bond Glass Co.
6	ment Company.	51	Hudson Mfg. Co.	71	Dominion Chemical Co.
7	F. Bischoff.	52	Schott Bros.	72	Foot & Jenks.
8	John H. Mulholland Co.	53	A. H. Barber-Goodhue Co.	73	Emery Thompson Machine & Supply Co.
9	Widlar Co.	54	David Michael Co.	74	
10	Sanitary Tinning Co.	55	Wm. A. Hazard Co.	75	
18	Lowenfells Sons.	56	Zipp Mfg. Co.	76	
28	Massey & Massey Co.	57	Solar-Sturgis Mfg. Co.		
29	Creamery Milk Plant Monthly.	58	Elyria Enameled Products Co.		
30	Crescent Mfg. Co.	59	Detroit Dairy Supply Co.	94	
35	Hughes Gelatine Co.	60		93	
36	W. C. Richie & Co.	61		77	S. Gumpert Co.
37	X-L Refrigerating Co.	62		78	Sutherland Paper Co.
42	Rice & Adams, Inc.	63		79	
43		64	John W. Ladd & Co.	90	De Laval Separator Co.
45	Westerlin & Campbell Co.	65		91	Olsen Publishing Co.
46	Menasha Printing & Carton Co.	66			
47	J. B. Ford Co.	67			
48	Grand Rapids Cabinet Co.	68			

FOUR STATES AWAIT MICHIGAN SHOW.

(Continued from page 8)

To Honor Founder of Association.

A special feature of the 1924 convention will be the banquet in honor of Mr. and Mrs. E. A. Stowe. Mr.

Michigan Dairy Boosters' Program

Monday, February 4th —

Dairy Boosters' Banquet and Election of Officers at 7:30 p. m., in Columbia Hotel, with good music.

Tuesday, February 5th —

Exhibition Hall opens at 12 o'clock (noon) and closes at 9 p. m. Orchestra from 7 to 9 p. m.

Wednesday, February 6th —

Exhibition Hall opens 8 a. m.; closes at 6 p. m. Orchestra 2:30 to 4:30 p. m., then to Masonic Temple for Michigan Allied Dairy Association Banquet at 6 p. m.

Thursday, February 7th —

Exhibition Hall opens 8 a. m., closes at 9 p. m. Orchestra 9 to 11 a. m.; 2:30 to 4:30 p. m.; 7 to 9 p. m. Smoker in hall 7 to 9 p. m., then to Masonic Temple for Dairy Boosters' Dance, 9 to 12 p. m. Orchestra also 9 to 12 p. m. They will dance in flood lights.

Friday, February 8th —

Exhibition Hall opens at 8 a. m., closes at 12 o'clock (noon). This is the end of the Convention.

Michigan Dairy Boosters' Headquarters —
The Park American Hotel.

Stowe was the founder of the Michigan Dairymen's Association. The banquet complimentary to him and Mrs. Stowe, will be given at 6:30 the evening of February 6.

In connection with the entertainment features, exhibition preparations, President C. J. Yunker has made the following announcement in behalf of the Michigan Dairy Boosters:

"I wish to call your attention to the Michigan Allied Dairy Association's coming convention and exposition, to be held at Kalamazoo, Mich., February 5, 6, 7 and 8, 1924, in the Armory building. There will be 94 spaces filled by exhibitors, consisting of some of the leading manufacturers of the country.

"They always put on fine exhibits in Michigan show. The association has arranged for a big affair. It will give a fine banquet on Wednesday night at 6 o'clock, at the Masonic Temple.

"The Michigan Dairy Boosters have made arrangements for good music every day and evening, and the big dance Thursday at 9 p. m. at Masonic Temple. They also will give some special features at the exhibition hall. They will also hold their 'smoker' Thursday, 7 to 9 p. m., in the exhibition hall. Everything will be held under one roof this time, so we can all have a good time together. Let us see you there!"



HIAWATHA UP TO DATE.

By the shores of Cuticura
By the sparkling Pluto Water,
Lived the Prophylactic Chiclet—
Danderine fair Buick's daughter,
She was loved by Instant Postum,
Son of Sunkrist and Victrola,
Heir apparent to the Mazda,
Of the tribe of Coca-Cola,
Through the Tanlac strolled the lovers,
Through the Mapleine Groves they wandered;
"Lovely little Wrigley Chiclet,"
Were the fairy words of Postum,
"No Pyrene can quench the fire,
Nor any Asperin still the heartache,
Oh! My Prestolite desire,
Let us marry, little Djer-Kiss."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DIXIE MAIL BAG



TEXAS FOOD DIRECTOR DENIES OPPOSING PASTEURIZATION.

Austin, Texas, Jan. 10, 1924.

Editor The Ice Cream Review:

The January number of your splendid journal is before me in all the beauty of its holiday dress, bearing the "New Years Greeting." This greeting from the official organ of the Texas Ice Cream Manufacturers' Association found immediate response, for the ice cream men, like the bottlers of sugar-sweetened carbonated beverages, have always been counted in the fore-front of those co-operating with the dairy and food commissioner in Texas.

Your beautiful cover design is but an appetizer for the feast of good things spread throughout the journal; Professor Baer's article in particular was digested with keen relish, his remarks on pasteurization savoring strongly of some delectable dessert.

But, did you ever partake of a sumptuous banquet, giving full justice to each epicurean delicacy, until you had feasted fairly to repletion, only to find someone carelessly, or maliciously, had mixed in a few rancid nuts with the last course? Such was my feeling when, having feasted upon the good things in your journal, I read among, "Side lights on Texas Convention," the absolutely, and unequivocally, false statement that I refuse to require pasteurization of ice cream mix.

The law-making power in Texas, as in other states, Oklahoma included, rests entirely with the legislature. A bill requiring pasteurization of ice cream mix was passed in the 37th legislature, sponsored most heartily by this division, but failed to pass for reasons perhaps not known to the ice cream manufacturers themselves. Again, during the last, the 38th legislature, it was proposed that the same, or a similar bill be presented, and I expressed myself in hearty accord with the idea of pasteurization of ice cream mix, but the authors of the bill did not present it for consideration.

It was a great disappointment to me not to be present at the Galveston meeting and endeavor to express in person my appreciation of the splendid co-operation of work has always had at the hands of the Texas ice cream manufacturers. It is a painful surprise to find that I was so grossly misquoted and my well known views on pasteurization absolutely misrepresented in my absence.

I am pleased to note that I am to debate with Professor Baer of Oklahoma, before the next meeting of the Texas association. I only wish it were before the meeting of your National association since with such an able colleague I could easily make our opponents feel they had met a "battle" indeed.

The idea! W. W. Battle, director of the food and drug division in Texas, "refuses to require pasteurization of ice cream," "doesn't believe in pasteurization." Editor, someone carelessly, or maliciously, mixed these rancid nuts in the last course of your otherwise wonderfully enjoyable feast.

May the milk of human kindness, for the ice cream manufacturers, be always so scientifically pasteurized so never sour.

Yours very truly,

W. W. BATTLE, Director,

Food and Drug Division, Texas State Board of Health.

MICHIGAN MANUFACTURERS ARE SET FOR ACTION AT KALAMAZOO FEBRUARY 4, 5, 6, 7 AND 8, 1924.

FLAVOR WITH B.B.B. VANILLA

Store in your Refrigerating Room. Weeks later you will find Ice Cream with the same pleasing Vanilla Flavor.

SMOOTH—MELLOW

Always the Same and yet

ONE OUNCE

BBB VANILLA EXTRACT

(ARTIFICIAL)

Flavors 10 Gallons

ICE CREAM

at a cost of

Less 4 / Per
Than 10c Gallon

Do You Want To Improve on
Your Present Flavoring?

Do You Want To Cut Down
on Flavoring Costs? Then Try

—B. B. B.—

STRICTLY ONE OUNCE GOODS

Genuine Mexican Vanilla Bean scientifically fortified so as to impart to your Ice Cream that refined subtle flavor and aroma of Genuine Aged-in-Wood Vanilla Extract and give desired strength.

JUST WHAT YOU WANT
ISN'T IT?

Give B. B. B. a trial and learn why
so many are using it exclusively

Blanke-Baer Extract & Preserving Co.

3224-34 South Kings Highway

ST. LOUIS, MO.

Blanke-Baer Extract & Preserving Co.

St. Louis, Mo.

PRICES.

Ship at once....Gals.	Per Gallon
B. B. B. Vanilla Extract.	
We have been looking	In Barrels\$5.50
for just such a Vanilla	Half Barrels 5.75
Extract as here de-	10 Gallon Kegs..... 6.00
scribed.	Single Gallons 6.50

Name

Address

Date

WASHINGTON

MAINE

News From Far and Near

CALIFORNIA

FLORIDA

Hamburg, Ark.—Alex Britten has sold the Hamburg Ice Cream Co. to W. L. Wosencraft, L. J. Pence and Ed. Twesty.

Chico, Cal.—M. Fitch, local manager of the Peerless Ice Cream Co., says that the branch here will resume business on a larger scale than before about the middle of February, and they will manufacture ice cream instead of having it sent from Sacramento as before.

Los Angeles, Cal.—Much ice cream was received at the twenty-two orphanages during the holiday season, the gift of eight ice cream companies.

Newman, Cal.—E. L. Dilley has been appointed manager of the Miller Ice Cream Co.

Wilmington, Cal.—Certified articles of incorporation of the Benham Ice Cream Co. have been filed with the register of deeds.

Chicago, Ill.—E. V. Vanstone Co., 110 South Dearborn St., ice cream business, has just been incorporated with a capital of \$20,000. Richard Welch, Beatrice Nyrant and Edgar Barnett, incorporators.

Algona, Ia.—The latest addition to the Algona Ice Cream & Candy factory is an "Eskimo Pie" machine.

Forest City, Ia.—F. R. Ballantyne, proprietor of the Forest City ice cream factory, sold his factory to the Hutchinson Ice Cream Company, of which firm he will be district manager.

Gate City, Keokuk, Ia.—The Keokuk Ice Cream Co. have installed in Warnecke's Drug Store an automatic electric ice cream cabinet. This machine keeps the ice cream at an even temperature always.

Mason City, Ia.—The E. B. Higley Company is building a branch factory at Iowa Falls. W. S. Wilcox is general manager of the plant.

Maquoketa, Ia.—Dale Eastman recently purchased the ice business of Edward Kirchoff, and will hereafter manufacture butter and ice cream. A fine new ice house has been erected at Lakehurst.

Villisca, Ia.—Tyler Bros. are building an addition to their butter and ice cream factory. The latter business has increased very rapidly even during the last winter, and with the added facilities for making this product they will take it up on a much larger scale than before.

Baltimore, Md.—The Superior Ice Cream Co. has acquired buildings on North Ave. and Gay St. which will improve their ice cream plant.

Grafton, Md.—The Imperial Ice Cream Co. is making arrangements to erect a new building for their business here, which will cost about \$40,000. The building will probably be a two-storied one of concrete block, and it is hoped to finish it by May 1, when the company's lease of its present building expires.

Detroit, Mich.—H. A. McDonald will be general sales manager of the Arctic Ice Cream Co.

Saginaw, Mich.—The ice cream business of the Parker Dairy Co. was on Jan. 1, taken over by the M. & B. Ice Cream Co., the Parker Dairy Co. to supply cream.

Laurel, Miss.—The annual convention of the ice cream manufacturers was held here on January 8 and 9.

St. Louis, Mo.—Carpenter Ice Cream Co., 4047 Cote Brillante Ave., capital \$200,000, incorporated by William A. Schwindeler, J. W. Seller and others.

St. Louis, Mo.—Arrow Ice Cream and Dairy Co., increased capital from \$10,000 to \$25,000.

Sedalia, Mo.—The Weber Ice Cream Co., began business last month in its new quarters at Sixth St. and Ohio Ave.

Norwich, N. Y.—The Norwich Ice Cream Co. plant has been sold to Robert D. Fuller and Francis Oates for \$19,500. They took possession last month.

Durham, N. C.—The Durham Ice Cream Co. have let a contract to a local firm to erect an ice cream plant at West Main and Duke Sts.

High Point, N. C.—Fire of unknown origin destroyed the plant of the Allen Ice Cream Co., at a loss of \$2,000.

Shelby, N. C.—Honey Boy Ice Cream Co. will install an ice cream plant in their building at Gastonia, N. C.

Winston-Salem, N. C.—The ice cream manufacturers of the state will hold their annual convention here on Jan. 15 and 16 for the North Carolina Ice Cream Manufacturers. During the last year the production of ice cream increased rapidly in this state.

Cincinnati, O.—Articles of incorporation of the Niser Ice Cream Co., with an authorized capital stock of \$500,000, were approved by the secretary of state yesterday.

Cushing, Okla.—White Ice Cream Co. has acquired a site on which it will erect a new plant.

Columbia, Pa.—Harry P. Schreiner has just let the contract for the addition to his ice cream plant to Ward Moore, local contractor.

Hazleton, Pa.—The Smith and Clark Ice Cream Co. has purchased Linder Bros. building in Hazleton, which will be converted into a warehouse manufacturing plant for the company.

Norristown, Pa.—The warehouse of the Shannahan, F. & C. Ice Cream Co., was recently burned, causing 100 families to be routed from their homes.

Reading, Pa.—The ice cream plant of the Burdett Bros. was damaged by fire of unknown origin on January 7. Great suffering was experienced in putting out the fire owing to the extreme cold. Fortunately it was extinguished before the ammonia tanks stored in the building could explode.

Wilkes-Barre, Pa.—The Made Good Co. of Tamaqua has taken over all the plants and equipment of the non-existent M. & G. Ice Cream Co. Scranton, Allentown and Tamaqua men are interested in this corporation, as well as local men.

Greenville, S. C.—The Greenville Ice Cream Co. has contracted for a new building at the corner of Washington and Jones St., to cost about \$10,000.

Sioux Falls, South Dakota.—A most modern, completely equipped ice cream and candy plant is about to be completed at a cost of \$60,000 on the east side. On the first floor are offices, the display room and the freezing room. Plenty of light and ventilation are provided by the many windows. In the basement are a store room, repair shop, machine room, rest room, showers and a dressing room. There is space for further machinery as needed from time to time. Business of the new plant is to be strictly wholesale, and ice cream will be the leading activity.

South Tacoma, Wash.—Large ice-making machinery and a new addition will shortly improve the plant of the Perfect Ice Cream Co.

La Crosse, Wis.—Consolidation of the Schmitt Ice Cream and Butter Co. of Winona with the Tri-State Ice Cream Corporation of La Crosse has just been effected under the name of the Tri-State Ice Cream Corporation. The firm will do business in the states of Minnesota, Wisconsin and operating plants at Winona, La Crosse, Prairie du Chien and Camp Douglas. The paid-in capital is \$200,000.

La Crosse, Wis.—On January 3 the Schmitt Ice Cream and Butter Co. of Wisconsin was consolidated with the Tri-State Ice Cream Co. at La Crosse. The paid in capital is \$140,000.

Milwaukee, Wis.—William F. Luick, head of the Luk Ice Cream Co. was elected to the board of directors, National Bank of Commerce, on January 8. All other officers were re-elected.

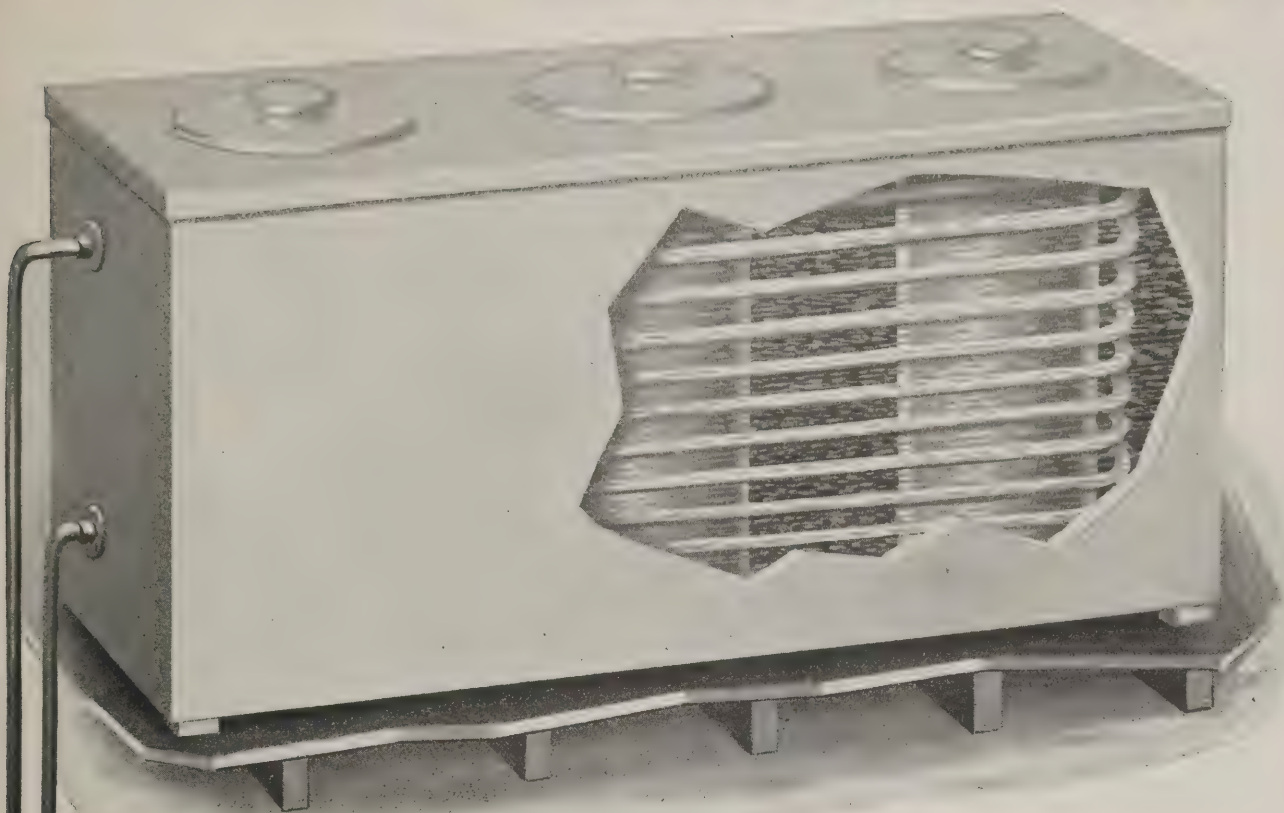
Westby, Wis.—At the annual meeting of the directors of the Westby Co-operative Creamery the officers of the company were re-elected. A committee was formed to seek a suitable site on which to build an addition to the present plant which is considerably handicapped for sufficient room in which to conduct its rapidly increasing business.



The Morton Salt Co. exhibit at the convention of Ice Cream Manufacturers of Dairy Products. This photo was taken by the Review representative with a Brownie No. 3 Kodak. Morton Company's representation of eleven men will be found on page 30 of this issue.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Automatic Refrigeration



REFRIGO for the Ice Cream Cabinet

HIGH SPOTS

Fits any cabinet
Completely automatic
Capacity, equals 200 pounds ice per day
Operated by $\frac{1}{4}$ H. P. motor
Installed beside cabinet, or in basement
Ammonia; Sanitary; Economical
Saves 9 to 16 cents per gallon
Maintains uniform temperature
Eliminates salt and ice
Soon pays for itself
Patented leak-proof seal
Cost of operation nominal
An investment, not an expense



The Last Word

REFRIGO is the last word in the refrigeration of ice cream cabinets. It refrigerates as dependably as the large commercial ammonia machines, but is without their size or expense.

REFRIGO is the machine every ice cream manufacturer and dealer needs. It saves him big money.

Write for illustrated book let

Refrigo Corporation
Milwaukee Wisconsin

SOUTHERN CONVENTION—NEW ORLEANS—NOVEMBER 14-15, 1924.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

INDIANA PLANT GROWS.

The Amboy Creamery Company, 901 West Third St., Marion, Indiana, with two branch plants, manufactures about 100,000 gallons of ice cream annually in their plant, 132x66 feet. Half of the building is two stories high. The factory is equipped with a fifteen ton York enclosed type compressor; three Tyson freezers; three 400-gallon and one 200-gallon



pasteurizers; viscolizers; Sharples separator; twenty h. P. marine boiler and Fort Atkinson can washer.

The two hardening rooms are 9x8x15. One for brick ice cream and one for bulk. The ice storage and milk room is 29x18 feet.

The company has shown a steady increase in gallonage each year; the biggest day this season was over 1,500 gallons, although the sales for several days have run up to 1,300 gallons.

The Amboy Creamery Company operates nine trucks, including three refrigerators. The large truck is used to deliver ice cream to Hartford City, 22 miles from Marion, where the company has a distributing branch. Another distributing branch is located at Amboy. The refrigerator unit is the company's own make, with a capacity of 370 gallons. It is mounted on an Indiana two-ton chassis, designed especially for this particular job, as the company demands a truck with plenty of speed. This Indiana truck will run 40 miles an hour, has 40x8 tires and 6 to 1 axles.

Officers of this company report that it has not been a favorable season for ice cream in central Indiana, for the reason that the weather has been cold and rainy during the months of August and September. Fred Yoars, manager of the firm, claims that the only reason they have shown a gain



this year is because of the considerable advertising they did. They spent one and one-half cents a gallon for advertising.

The plant is clean and well arranged and according to reports, the company has always made a quality cream, which has been the basis of their success during the past five years, showing an increase of about 20,000 gallons a year.

This firm is always represented at the dairy show and the national ice cream convention. "The inspiration and new ideas gained on a trip of that kind more than pay one's expenses to ice cream conventions and afford a fine vacation, too," says Fred Yoars.

* * *

The latest booklet of the Foxboro Company, Inc., Foxboro, Mass., contains much information about various types of indicating, recording and controlling instruments made under the Foxboro trademark.

This booklet is bulletin no. 96-1, the second general catalog the Foxboro Co. has produced.



Iowa Manufacturers and Poodle Dogs at Annual Convention

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE UNION ICE CREAM COMPANY'S NEW PLANT.

The new building of the Union Ice Cream Company is two stories and basement, finished in specially matched, smooth finished, decorative brick and makes a very attractive appearance. The street side of the first floor is divided

three 500 gallon White vitrified, porcelain enameled wizard vats and an homogenizer. It has a terrazzo floor and tiled walls. The mix is conveyed from the vats to the freezers below by gravity.

The plant is equipped with a modern ice making and



View of new Union Ice Cream Co. building at Nashville, Tenn.



View of five Ft. Atkinson Horizontal Ice Cream Freezers in the Union Ice Cream Co. plant.



View of White Vitrified Porcelain Enameled Wizard Vats in plant of Union Ice Cream Company.

to four stores, two of which will be occupied by the offices of the company and two will be leased to outside concerns.

The freezer room is on the first floor and contains two 40 quart and three 40 quart Ft. Atkinson horizontal brine freezers with a Mojonier brick filling machine and overrun meter. This floor also contains a modern testing laboratory and a 7,000 gallon hardening room.

The mixing room contains an Alaska tubular cooler,

refrigeration system having a minimum capacity of 75 tons with approximately $4\frac{1}{2}$ lineal miles of pipe under refrigeration. The ice is crushed, elevated and loaded by gravity as is the salt.

They are shipping their product within a radius of 100 miles of Nashville and employ from twenty-five to fifty people.

Tony Sudekum is president of the Union Ice Cream Co. and W. E. Drake is secretary-treasurer.

* * *

OPERATING MECHANISM OF ICELESS CABINETS.

One of the largest manufacturers of ice cream and refrigeration machinery has lately perfected a small refrigeration machine in various sizes, ranging from $\frac{1}{4}$ to $1\frac{1}{2}$ tons in capacity, which can be connected to an ice cream cabinet and automatically keeps the ice cream at constant desired low temperature day and night without any ice.

The operating mechanism of the outfit consisting of ammonia compressor, condenser, etc., is in one compact unit. No concrete foundations or other arrangements are necessary. It can be moved from one store or location to another, if this is necessary. It is equipped with an automatic thermostat control which starts and stops the machine whenever necessary to maintain the desired temperature.

The compressor is a two-cylinder, enclosed type. What is described as a dependable self-oiling splash system of lubrication is used. The entire outfit is constructed throughout of semi-steel and tool steel, we are told.

The system is said to be specially designed for the use of anhydrous ammonia as the refrigerating agent. It is claimed that this has proved most practical and satisfactory for general use. The machine is operated with a $\frac{1}{2}$ H. P., 1,200 I.P.M. electric motor, connected to the compressor by belt. Condenser and receiver are enclosed.

In addition to the $\frac{1}{4}$ -ton outfits, the CP self-contained refrigerating machines are built in capacities of $\frac{1}{2}$, $\frac{3}{4}$, 1 and $1\frac{1}{2}$ tons. They can be set up and in operation in a short time after delivery as they are completely assembled at the factory, it is stated. The smallest or $\frac{1}{4}$ -ton size may be operated from any ordinary light socket. The larger sizes may be equipped with motor for operation from any power line.

* * *

The Kay-White Products Co., Inc., 8 Broadway, New York City, which company until recently had confined its products and activities to the confectionery trade, has announced other products to its line. Chief among the products for the ice cream trade is Scotch-Bob. Scotch-Bob is a concentrated base for butterscotch ice cream. It is not an extract, being sold in barrels, half-barrels, and kegs, we are told by officials of the firm.

Scotch-Bob was introduced at the national exposition at Cleveland last fall. Officials of the company were well pleased with the reception it was accorded. They say manufacturers using this new and novel ice cream will boost their winter sales.

Scotch-Bob is claimed to be made of the purest ingredients only, such as one would use on the table at home.



Mason City, December 10, 11 and 12, 1923.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Officials of the company say that the use of Scotch-Bob gives a delicious butterscotch ice cream with a rare richness, a texture smooth as velvet, and a taste absolutely new. The flavor is said to be similar to butterscotch candy. The company claims that it is a highly nutritious and body building food. The company supplies colored window posters with space for the manufacturer's name at the bottom to be distributed among the dealers, for window trims.

The Kay-White Co. is closely affiliated with the Star Extract Works, which firm has been in extract business for over thirty-four years and is widely known among the ice cream manufacturers of the country.

* * *

"TOMMY" STEWART MAKING GOOD.

Friends in the ice cream industry are much gratified over the success of Thomas J. Stewart in his new line of activities. Mr. Stewart recently joined the C. Nelson Manufacturing Co.,



THOS. J. STEWART.

Salesmen's Club. He has held various offices in national and state organizations of ice cream supplymen.

* * *

Ampco Metallic Coating is supplied by the American Solder & Flux Co., 2910 N. 16th St., Philadelphia, Pa. It is relatively new. This product comes in the form of finely divided powder, made with a liquid vehicle, and after the metal is properly cleaned the metallic coating is applied with a brush, spray or any other convenient means. Metal to be coated is then brought to the melting point of the coating, after which a pure tin coating, equivalent to the hot dip, is produced.

Officials believe this method is of particular advantage for repairing machinery, as they say it eliminates the necessity of dismantling, shipping to the dipping plant, etc. Ordinary retinning repairs can be completed in a few hours' time, it is claimed.

Company officials further say the coating comes in lead brand, for protection against acid and brine solutions, and also in zinc.

* * *

The J. G. Cherry Company, whose main offices and factory are at Cedar Rapids, Iowa, advise that a new bulletin illustrating and describing Cherry brine ice cream freezers is now ready for distribution to the trade.

The introduction goes into considerable detail on subjects which are close to the pocket-book of every plant owner, stressing particularly power savings effected because of the use of ball bearings; telling of the economy of special brine flow features to get sufficient volume; touches on the ever present subject of depreciation; and tells of the line of popular sizes available.

The Cherry brine ice cream freezers have been entirely redesigned during the past three years, discarding the old construction purchased from the C. & B. Supply Co., who were the originators of the horizontal brine freezer. The new models are being very favorably received by the trade, according to a J. G. Cherry Co. representative, who stated that over half a hundred freezers were shipped in December.

They will be very prompt in mailing a copy of this Bulletin No. 2059 if requested, and if this magazine is mentioned, for 1924.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

T. L. VALERIUS HAS HAD ACTIVE CAREER IN ICE CREAM INDUSTRY.

With the recent appointment of T. L. Valerius as general sales manager of the Nizer Corporation of Detroit, two pioneers in the creamery industry joined hands.

The automatic electric Nizer cabinet seems destined to be a successful mechanical cabinet. The broad United States patent claims which have been granted on its construction, officials believe, show it to be in every sense a pioneer—a pioneer which seems destined to revolutionize the handling and distributing of the American public's favorite food.

For he has been known to almost every ice cream company and dairy products manufacturer in the United States



T. L. VALERIUS.

for thirty years or more, as one who has actively pioneered many of the successful improvements and inventions in the creamery machinery field.

"Val," as he is known to many thousands, entered the field in 1890 as chief engineer of Cornish, Curtis & Greene Manufacturing Co. of Fort Atkinson, Wisconsin.

During his eight years with them he helped to specify and install new types of machinery in many of the ice cream cheese and milk plants which today are known as leaders.

But his activities were not limited to field work. He was the inventor of several machines which are now generally used, and was largely responsible for the perfection and introduction of many others.

In 1898 when the Cornish, Curtis & Greene Mfg. Co. was consolidated with the Creamery Package Co. of Chicago Mr. Valerius was retained as chief engineer of the consolidation.

In 1920, Mr. Valerius became associated with Davis & Watkins Dairymen's Mfg. Co. of Chicago, and from there came to the Nizer Corporation.

In his new work as in the past, he will spend much time on the road, "replacing old systems with the worthiest of the new systems," we are advised.

* * *

The Gaulin 2-stage valve is the latest development in homogenizing devices offered by the Manton-Gaulin Manufacturing Co., Boston, Mass. Efficiency, long life and adaptability are built into it and "leave nothing to be desired, we are told by the company's circular.

The company claims that not only is the homogenizing efficiency increased over 100 per cent with the 2-stage Gaulin, but in addition it is now possible to so effectively control the mix that the degree of homogenization and the body of the mix after homogenizing bear no relation to each other.

"In other words, the product may be thoroughly homogenized and yet be as light in body as when it left the pasteurizer, or it may, at will, be made so heavy and viscous that it will not run over the cooler," it is asserted.

* * *

The Citrus Products Co., Chicago, advises that it has been lining up new salesmen to get started on a vigorous sales campaign and "make 1924 a banner year."

The sales force has been expanded by the acquisition of the following salesmen, F. A. Gilford, N. D. Polak, E. I. MacKenzie, H. R. Campbell, Jos. E. Goodrow, Carl W. Ru P. T. Murphy, and C. H. Achelpohl.

C. H. Achelpohl, vice-president and general manager, said the company has not found it necessary to increase prices.



THIS IS THE CHICAGO PLANT
of the
CONE COMPANY OF AMERICA

Havacone

REG. U.S. PAT. OFF.

The Guaranteed Pure Cake Cone

made without [GREASE
COLORING
PRESERVATIVES

WRITE NEAREST PLANT FOR SAMPLES



CONE COMPANY OF AMERICA

LONG ISLAND CITY, N. Y.
3rd Street and Van Alst Avenue

CHICAGO, ILLINOIS
6001-6033 So. Western Avenue

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

TACOMA WILL HAVE ONE OF THE LARGEST ICE CREAM PLANTS ON PACIFIC COAST.

Because of the splendid manufacturing and distributing advantages of the city of Tacoma, Wash., it has been selected as the site of the new Victory Ice Cream Company, one of the largest and most modern ice cream plants on the Pacific Coast. The cost will be more than \$250,000. The building, now in course of construction, will be of concrete, three stories, situated at East 25th Street.

President Robbins, the ice cream expert who was sent to choose a location for this plant, says that the selection of Tacoma will make that city one of the largest distributing points for ice cream on the west coast. Hundreds of dealers will be supplied. It is expected that the plant will be ready for operation in the beginning of February.

Features of the new Victory Ice Cream Company plant, as described by Mr. Robbins, include: An ice cream making establishment strictly modern in every particular, occupying three full floors, each 80x136 feet in dimensions; new silver-lined ice cream freezer; modern sharp rooms with walls of 10-inch pressed cork and tile and glass-lined storage vats; new modern packing machines, to avoid touching the products by hand; automatic electric ice cream cutters; and electric washing and sterilizing machines for the equipment, thus assuring the strictest sanitation.

"We will have a plant of snowy-white cleanliness, which will be open to public inspection at any time," continued Mr. Robbins, "and we expect the new place to be ready for operation early in February. We will introduce a variety of our own exclusive flavors, made strictly under our own name, and will have a modern economical delivery equipment which will insure the best of service to our patrons throughout the various counties covered.

"One thing that we will stress particularly in the making of our ice cream will be food value. Ice cream is becoming known as a product of exceptional merit from a food value standpoint, and we will make Victory ice cream high in the elements that nourish and energize the human system."

HUTCHINSON COMPANY BUILDS NEW PLANT.

The Hutchinson Company of Cedar Rapids, Iowa, is erecting a new ice cream factory at Monticello, Iowa. This will be a modern plant in every respect, with facilities for handling the trade of the surrounding country.

This company is also opening factories at Mason City and Clarion and has purchased the ice cream business of Mr. Ballantyne at Forest City. They also have branches in Iowa Falls, Waverly, Oelwein, Arlington, Vinton, Tama, New Hampton, Oxford Junction, West Liberty, Iowa City and Estherville.

GREENVILLE ICE CREAM COMPANY ERECTS NEW FACTORY.

The Greenville Ice Cream Company of Greenville, South Carolina, is erecting a new brick and concrete building at the approximate cost of \$26,000, dimensions 55x110 feet, two stories high. To the present equipment they are adding additional refrigeration, holding vats and other equipment at a cost of about \$12,000. The plant, which when complete will be one of the largest and best equipped factories in the state, will be ready for operation about March first. L. E. Girardeau is proprietor.

WHO INVENTED THE ICE CREAM SUNDAE?

What is the origin of the word "sundae?" The Hydrox Corporation is conducting a campaign through advertisements in the Chicago daily newspapers to locate the man who "invented the ice cream sundae."

"We will give him a hundred dollars in gold and we will give the one who discovers him all the Hydrox ice cream sundaes that he can eat for a year," the company says in one newspaper article.

The company is getting innumerable letters as to how the name originated. The dictionary is not clear in its definition of the word sundae. It merely says that a sundae is a "college ice."

It seems that the word originated in America during the time sale of sodawater was prohibited, and soda dispensers were inventing drinks and ices that could be used without the use of carbonated water.

The dish that was sold on Sundays only was called "college ice." Because of the fact that it could be obtained only on the Sabbath, the word 'sundae' came in vogue as applying for "college ice."

It seems that through a blunder of a soda dispenser the word was adopted in connection with ice cream dishes. About twenty-six years ago a soda clerk in Pittsburgh used the word sundae in error. This fountain was largely patronized by college students. It would delight the students to confuse the dispenser in giving their orders. Once when he tried to repeat an order as a sundae, the students thought it was such a joke that they afterwards called "college ice" sundae. At first the soda fountains spelled the word Sunday, but later on it was spelled sunda because of some people raising objection to the connection with the Sabbath. Subsequently the word was used in formulas and newspapers and the three endings y, a and ae were used. Eventually the ending ae was generally adopted.

ROSZELL AND SCHWINDELER HONORED BY ILLINOIS ASSOCIATION.

At its annual convention in Chicago in December, the Illinois Association of Ice Cream Manufacturers expressed appreciation for the loyal services rendered the association by its retiring president, L. W. Roszell, and one of its past-presidents, W. A. Schwindeler. These gentlemen each were presented with a gold watch, chain and knife.

Much of the credit for the success of the Illinois association, which is the oldest and one of the most effective in the industry, is given to Messrs. Roszell and Schwindeler. Mr. Roszell is one of the most active leaders the association has ever had. Mr. Schwindeler has been identified with the association for a number of years. He recently gave up his business in Illinois to join the Carpenter Ice Cream Co., St. Louis.

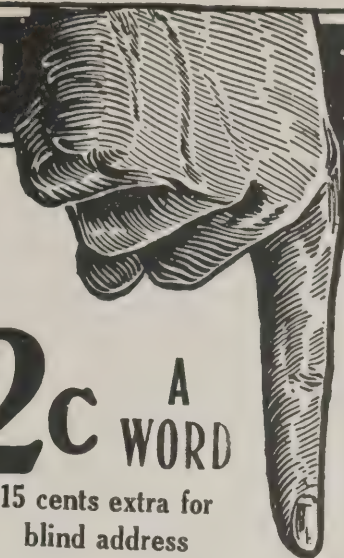
LARGE CONSUMPTION OF ICE CREAM IN IOWA DURING 1923.

A great increase in the production of ice cream has taken place in the dairy section of the inland states, such as Iowa, where 4,027,000 gallons of ice cream, as against a total of 263,000,000 for the whole of the United States, was eaten during 1922. The 1923 production places Iowa second among the 48 states in per capita consumption. The aim of this state during the present year is to raise Iowa to first place on a per capita basis, and a committee of the directors of the association has been elected to carry out this aim by appointing meetings throughout the state.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WANT

DEPARTMENT



2c A WORD

15 cents extra for
blind address

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

MISCELLANEOUS.

"ATTENTION BOTTLERS OF CHOCOLATE MILK!"—Try our new flavor that will greatly increase your milk beverage sales and profits. Trial gallon \$9.00 cash; flavors 120 gallons milk. Small sample free on request. The Upper Ten Co., Augusta, Ga. 2-24

FOR SALE BARGAINS BUSINESS

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND
Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 2-24tf

FOR SALE—Two enamel lined horizontal tanks consisting of two rings each, measurement of each ring 7'6" diameter 48 inch length, at \$400. each.
Ten tanks, 203 BBIs or 6293 gallons each, capacity vertical, size 9'6", composed of 3 rings, two 42 inch and one 48 inch, at \$400 each. Charles S. Jacobowitz, 1382 Niagara St., Buffalo, N. Y. 2-24tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 9 South Clinton Street, Chicago, Ill. 2-24tf

FOR SALE—Small ice cream factory in fastest growing city and finest fruit and trucking center in Florida. 5-ton compressor driven by new oil engine at cost of \$5.00 per week. Emulsifier. Brine freezer, salt and ice freezer—Everything just overhauled. Owner not well. \$5,000 cash, balance to suit—long lease on building, reasonable rent. O. B. Sias, Bradenton, Fla. 2-24

HELP WANTED

WANTED—All superintendents, assistants and engineers to know that there is an opportunity for you to engage in a good paying business in your community. There is no competition and the investment is small. Excellent profits are derived and you do not necessarily have to quit your present employment. Your knowledge is necessary and under your supervision this business can be successfully carried on. Let us send free sample and literature outlining our proposition. Just a few hours of investigation will prove there is a rare opportunity awaiting. Get in touch with us at once. Address R-811, Ice Cream Review. 2-24tf

WANTED—Experienced butter or ice cream maker or salesman to invest in and take active part in creamery and ice cream plant, Oklahoma. Must have fifteen hundred dollars or more. References exchanged. For details address R-850 Ice Cream Review. 2-24

VANILLA EXTRACT SALESMAN—Manufacturer has an exceptional and profitable opportunity to offer a real high class salesman, having a following among ice cream manufacturers. Your communications will be treated confidentially. Mr. H. Kent, 7126 Merrill Ave., Chicago, Ill. 2-24

WANTED—Good reliable ice cream maker in an up-to-date plant. Give reference, experience and salary wanted. Address: R-16, Ice Cream Review. 2-24

WANTED—Young man, single, with some experience either in creamery or ice cream manufacture, who will take position as helper with experienced creamery man who has had twenty-seven years experience in new established business in largest summer resort district in Ontario or Canada. We want a man who wants to earn and grow up with the business to a good steady position and who has from three to five thousand dollars to invest as working capital, interest paid on same. Steady position and reasonable wages to start April 1st. Address: R-41, The Ice Cream Review. 4-24

POSITION WANTED

POSITION WANTED—By a first class butter and ice cream maker with eighteen years' experience. Twelve years in centralized plants. Understand mechanical refrigeration. Can furnish references. Address R-852 Ice Cream Review. 2-24

POSITION WANTED—Ice cream maker, one year's experience in small plant, desires position with larger plant with opportunity to learn all phases of the business; college education with 6 months' ice cream course; age 26, married, and willing to work hard. Address: R-22, Ice Cream Review. 2-24

POSITION WANTED—As ice cream or butter maker, have had technical and practical training. Address: R-21, Ice Cream Review. 2-24

POSITION WANTED—12 years experience as foreman and manager of ice cream and milk plants. I am Pennsylvania state short course graduate, understand figuring and balancing ice cream mix, thoroughly experienced in all branches of the dairy industry, am capable of managing small or large plant, not afraid of work, can get results from help. Best of reference. Address: R-35, Ice Cream Review. 4-24

POSITION WANTED—By ice cream maker, middle aged, and married. Understands pasteurizing, standardizing and iscolizing. Have thirteen years experience in ice cream making and one year in creamery. Can furnish best of references. At present employed. Gulf or Pacific Coast states preferred. Write: Carl B. Johnson, 412 West 5th St., Marshfield, Wis. 2-24

POSITION WANTED—Expert ice cream maker will be open for position Feb. 1st. 4 years experience. Handle any size plant. Handle men and get results. Want position in Southern states. Also experienced buttermaker. Address: R-46, The Ice Cream Review. 4-24

BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITY—An old established reliable flavoring extract manufacturer desires to communicate with men engaged in the ice cream trade who are in position to secure orders for flavoring extracts on a commission basis. A fine opportunity will be offered for establishing a permanent source of income. Address R-828, The Ice Cream Review. 2-24tf

"You'll make better ice cream if you get the Ice Cream Review."

FOR SALE—One 10-gallon Champion combination ice cream freezer and ice crusher, electric drive with motor. Address: Bartholomay Company, Inc., Box 990, Rochester, N. Y. 2-24

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

WANT TO SELL—Ice cream outfit, consisting of Cherry freezer, C. P. mixer, 100 5 gal. cans and tubs and 150 smaller cans and tubs and \$500 supplies. All in good shape. Write for prices. Sanitary Creamery, Boscobel, Wis. 2-24

FOR SALE—Rebuilt machinery and equipment, good as new, such as pasteurizers, coolers, fillers, ice breakers, mixers, separators, homogenizers, viscolizers, washers, motors, etc. Let us know your needs. Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 4-24

FOR SALE—One 15 ton compressor, horizontal, double acting and belt driven, in first class condition. Also, one 6 ton compressor, vertical enclosed with complete high side. Complete hardening room coils, brine tanks and pumps all in good condition, in an ice cream factory just shut down. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 3-24

FOR SALE—One 200 gal. Wizard vat, 2 1/2 in. coil, copper cover, new gears and shaft, tin in fine condition. This vat is as good as new and is priced very low.

One 300 gal. Wizard vat, same style as above vat, in excellent condition.

One 40 qt. Fort Atkinson enamel base motor drive freezer, just like new.

All this equipment, used only a short time and the price is right. Bradner Dairy Co., Bradner, O. 2-24tf

FOR SALE—Mojonnier ice cream brick packaging machine, Model "B," very slightly used and guaranteed first class shape, with all attachments. 75 brick shipping and packing cans with covers. 100 ice cans, 200 pound size, 8x18x32 in., new, never used, with filling valve for same. Peterson Bros. Milk Products Co., Lexington, Ky., Box 341. 3-24

FOR SALE—Two 20-ton York enclosed type ice machines with endless leather belts, ammonia receiving tank, oil trap and brine shell. Guaranteed good as new. No reasonable offer refused for part or all. Van Aernam Mfg. Co., 732 Ellicott Square, Buffalo, N. Y. 2-24



"HOME COMFORT" Insulated WEATHERSTRIP

Stops icy blasts and saves 20 to 40% fuel—plus the "comfort"

You can install it yourself.

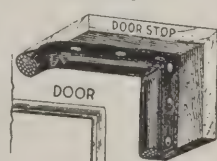
"Simply tack on—turn the corners." It is

waterproof, Airtite, Flexible,

Noise - absorptive, Dustproofing,

Non-conductive; Woodless; Metal-less and Rust-

less. Enjoy winter in Home Comfort.



Ask your Dealer, or Mail Coupon for Free Sample and Prices—Today!

Name _____

Street _____

Town _____ State _____

Dealer's Name _____ IC

E. J. WIRFS MANUFACTURER ST. LOUIS, MO.
106 S. 17TH ST.

NATIONAL CONVENTION—NEW O RLEANS—NOVEMBER 17-20, 1924.

FOR SALE.

The Made Good Ice Cream Company of Tamaqua, Pa., offers the following items at greatly reduced prices:

- 75,000 Quart Carry Home Pails—Tape Handles.
- 50,000 Pint Carry Home Pails—Tape Handles.
- 10,000 One-half pint Carry Home Pails—Tape Handles.
- 17,000 Quart Sealrights.
- 1,000 One gallon Sealrights and Pack Trays.
- 1,000 One-half gallon Sealrights and Pack Trays.
- 150,000 Quart Brick Boxes (Standard.)
- 100,000 Pint Brick Boxes (Standard.)
- 200,000 Individual Brick Boxes (Plain.)
- 12,000 Individual Brick Boxes (Plain.)
- 200 Assorted Grand Rapids Cabinets as good as new—for 5-gallon size cans.
- 20 New Grand Rapids Brick Cabinets.
- 3 Ice Cream Wagons with Keystone bodies—practically new.
- 1 Mojonner Overrun Tester—in good condition.
- 1 De Laval Milk Clarifier—in good condition.
- 1 Ice Clarifying Outfit—in good condition.
- 2,000 Five gallon cans—Eastern styles.
- 2 Water Filters for ice manufacturers.
- 1 Milk Pump—Creamery Package.
- 1,500 Five and three gallon cans—Eastern style, in need of repairs.
- 100 Outdoor Signs—Large.
- 100 Pavement Signs.
- 15 Horses.
- 23,000 Five-ounce Dixie Cups.
- 6 Sets of Heavy Harness.
- 6 Gallons of Ward's Lime Crush.
- 6 Gallons of Ward's Lemon Crush.
- 6 Gallons of Ward's Orange Crush.
- 12 American Cheese color (1-gallon bottles.)
- 10 Gallons Pineapple Extract—Kohnstann.
- 5 Cherry Extract—Blanke Baer.
- 10 Strawberry Extract—Blanke Baer.
- 5 Pineapple Extract—Blanke Baer.
- 5 Yum Yum Flavor—Favorite Mfg. Co.
- 6 Dozen cans of Raspberries—Favorite Mfg. Company.
- 58 Dozen cans of Grapes—Favorite Mfg. Company.
- 6 Dozen cans of Fruit Pudding—Crown Fruit & Extract Co.
- 25 dozen cans of Oranges—Crown Fruit & Extract Co. Address: Made Good Ice Cream Co., Tamaqua, Pa. 3-24

FOR SALE—Creamery, milk and ice cream plant. Good location in No. Missouri and excellent opportunity. Will sacrifice if buyer will act quickly. Address: R-25, Ice Cream Review. 2-24

FOR SALE—10 gallon vertical Emery Thompson freezer which has only been used one season and is in very good shape. This freezer is a belt drive. Kilbourn Ice Cream Co., Kilbourn, Wis. 2-24

MR. ICE CREAM MAKER—LIQUIDATION SALE.

100 gallons vanilla compound at \$3.00 per gal. (3 oz. flavors 10 gallons ice cream).
10 gallons concentrated vanilla at \$2.50 per lb. (¼ oz. flavors 10 gallons).
Egg color at \$2.00 per gallon.
3 bbls. gelatine that sold at 58 cents at almost half price.

Samples furnished upon request. Address: R-47, The Ice Cream Review. 2-24

FOR SALE—Having bought another plant I offer 40 qt. Progress brine freezer, brine box and pump cheap. Charleston Dairy Co., Charleston, Ill. 3-24

FOR SALE—One 6x9 Wolf-Linde 5-ton ice machine, equal to 10-ton refrigeration with complete high side for \$1,000. In A No. 1 condition. Reason for selling, putting in a larger machine. Cheap. Address: R-40, Ice Cream Review. 2-24

FOR SALE—Refrigerator doors, hardening room coils, brine tank with pump, Miller Tipon freezer, ice crusher, 10 H. P. G. E. Motor, tubs and cans. Tub freezer. All in good condition and in use last season. Consumers Artificial Ice Co., Princeton, Ill. 2-24

FOR SALE—One car load of 10-gal. ice cream shipping tubs, in average condition—\$1.50 each, f. o. b. New York City. Address: Shevers Ice Cream Co., 623 Eleventh Ave., New York, N. Y. 2-24

FOR SALE—One New Anderson Eskimo Pie Machine, 220 volt, 60 cycle, single phase motor to cut 20 to 22 per cut with slab cutter, new, never been used, \$1,000. Address: I. N. Hagan Ice Cream Co., Uniontown, Pa. 2-24

FOR SALE—York refrigerating plant, six tons, 6x6; compressor vertical, twin cylinders, enclosed, belt drive with high side complete. Excellent condition. Barryman Bros., 305 Drexel Bldg., Philadelphia, Pa. 2-24

FOR SALE—Steel Brine Tank, good as new, size 10½ feet long, 3 feet wide, 6 feet high. Also 42—200 pound ice cans, can filler, and can hoist. For further particulars write to Hoekstra Ice Cream Co., Cor. Jefferson Ave. and Eugene St. S. E., Grand Rapids, Mich. 2-24tf

We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2 cents a word to let the World know through the "Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.

FOR SALE—Two homogenizers, 2,000 gallon capacity. Also two viscolizers, same capacity. Rich Ice Cream Co., Buffalo, N. Y. 3-24

FOR SALE—200-gallon DeLaval Emulsifier; 1,000 pound Chilly King double waterway cooler with stand. Dairy Supply Company, Minneapolis, Minn. 3-24

FOR SALE—Ice cream freezer—C & B 40-quart \$45.00—Davis milk bottler \$65.00. Both guaranteed to be in good shape. Address: Park Falls Creamery Co., Park Falls, Wis. 2-24

FOR SALE—One 100-ton Vilter refrigerating machine complete with all auxiliary equipment, used one year; also one Wolf 75-ton refrigerating machine. Both in excellent condition. Acme Oil Corporation, 189 No. Clark St., Chicago, Ill. 2-24

FOR SALE—One 3-ft. Rogers vacuum pan complete with pump and hot well. Never been used, will evaporate 700 to 750 pounds of water per hour, price \$175,000. Address: Crane Co., St. Paul, Minn. 2-24tf

WANTED TO BUY

WANTED—Used ice cream cabinets, used small viscolizer, cooler and one 300 gal. cream ripener. Address: The Knapp Cry. Co., Knapp, Wisconsin. 2-24

WANTED—Practical working formula for an ice cream improver powder of the best quality; one that has been fully proven and found satisfactory to the ice cream trade, and that can be produced at a cost that will meet competition. Price of formula must be reasonable and guaranteed to produce desired result. All replies treated in strict confidence. Address: R-827, Ice Cream Review. 3-24

WANTED—6-ton compressor with complete high side, Hardening, Poomdoor, to hold 8-5 gallon cans at once. Consumers Artificial Ice Co., Princeton, Ill. 2-24

WANTED—Used 6-ton compressor with complete high side. 5-gallon cans and tubs, ice cream cabinets, ice cream, receiving door "for hardening room 2x3 feet. Consumers Artificial Ice Co., Princeton, Ill. 3-24

WANTED—Five to seven hundred pound chocolate melting kettle. Bradas & Gheens, Louisville, Ky. 2-24

WANTED—Ice cream factory in California. Give full particulars in first letter. Address: A-34, Ice Cream Review. 2-24

WANTED TO BUY—One four foot Rodger's condensing pan, with vacuum pump, in good condition. Address: R-845, Ice Cream Review. 2-24

Send news items and personal notices to the "Review" and see how well they look in print.

VIRGINIA MANUFACTURERS MEET IN MARCH.

VIRGINIA dairy manufacturers will meet in convention at Harrisonburg, March 5 and 6. Ice cream manufacturers of that state will join with creamery men in discussing the promotion of dairying in Virginia.

A. F. Howard, head of the Monticello Dairy, Inc., Charlottesville, Va., is president of the association. He also is head of the ice cream division of the association, which was formed last year under the co-operation of The Ice Cream Review. E. M. Blair of Lynchburg is secretary.

Mr. Howard advises The Ice Cream Review that preparations are being made for a very interesting program. The first day of the convention will be given to the discussion of butter making and the second to the problems of the ice cream men.

Dairying is advancing rapidly in Virginia, officials of the association say. The state is rapidly forging to the front in dairy development in the South. Ice cream manufacturers in Virginia are taking much interest in promoting dairy industry.

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

COTTON STALKS USED TO MAKE ICE CREAM CABINETS.

The ice cream industry affords the Southern farmer a way to make profitable use of cotton stalks. At least, success is indicated for a company organized for the purpose of making ice cream cabinets out of cotton stalks. Ice cream manufactured in Memphis by Fortune's, Inc., and shipped to New York City, a journey of about sixty hours, reached its destination in perfect condition. Nine-tenths of the ice had not melted.

Success of this project means that the cotton stalks that have heretofore been a burden to the cotton farmers because of the necessity of knocking them down and burning them to rid them of the boll-weevil, will now bring them in revenue. Other uses for which the cotton stalk is said to be adopted are for shoe heels. A company has been organized to try out this experiment.

The Kot-N-Wood Products Co. of Memphis is making the ice cream cabinet that is supplied from cotton wood.

NEW PLANT.

The Harrisburg Dairy Products, Inc., has opened at Harrisburg, Illinois, one of the largest, most modern and up-to-date creameries, milk markets, and ice cream plants in the southern part of the state. Stanley Wilson is one of the officials.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

2700
IC

dg Lem

The ICE CREAM REVIEW

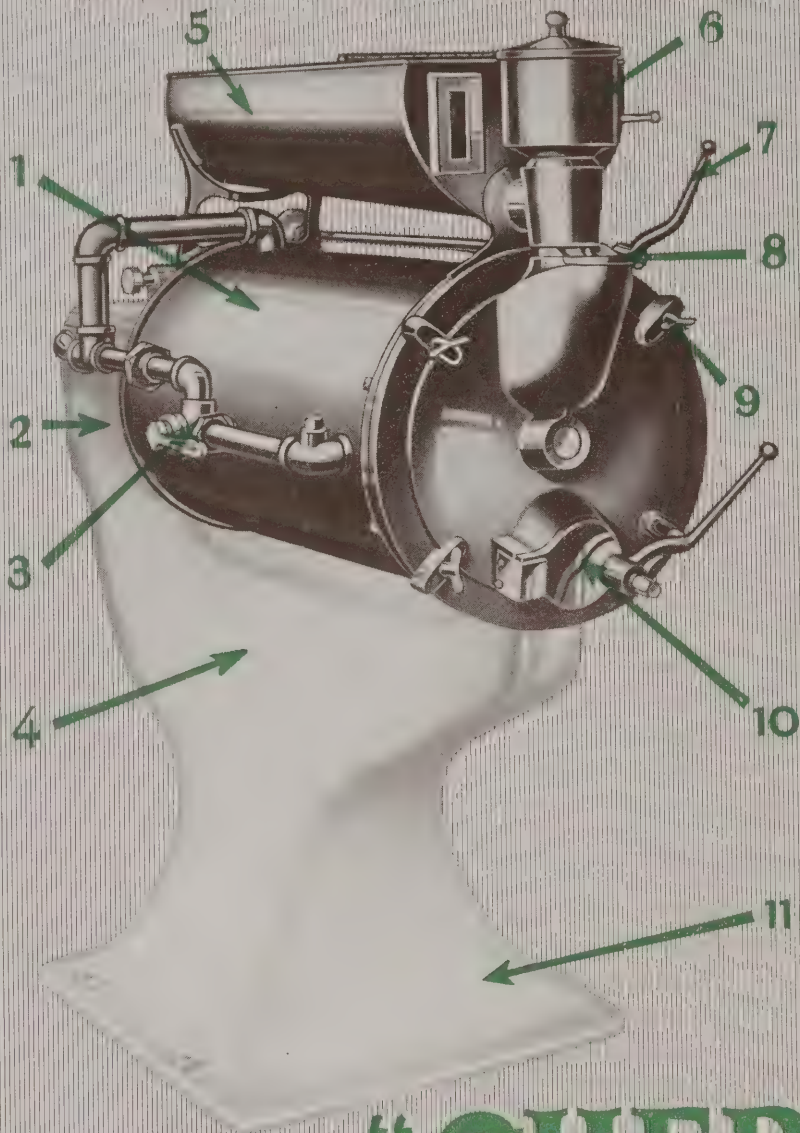


Volume 7, Number 8

MILWAUKEE, WISCONSIN—March, 1924

Two Dollars a Year

The Newest Member of the CHERRY Line



- 1 Patented removable inner freezing cylinder. Eliminates sending to factory for cleaning brine sediment.
- 2 Enclosed "Safety-First" gear case. Cut gears run in oil.
- 3 All brine connections are brass. Durable plug type of valve used.
- 4 Symmetrical lines of the solid cast, white enameled base, add greatly to beauty of this freezer.
- 5 Heavy tinned copper batch tank complete with strainer has abundant over-capacity.
- 6 Fruit hopper is separate from batch tank. Feeds fruit independently. Fitted with ground valve. No leaking.
- 7 Belt shifter handle within easy reach of operator. Belt shifter operates quickly and positively.
- 8 Peep hole, covered, to enable operator to watch condition of mix during freezing stage.
- 9 Head is secured by four slotted clamps which are held in place with tinned brass wing nuts. Head easily removable.
- 10 Outlet gate designed to empty freezer straight downward into cans in minimum time.
- 11 Large square base assures rigidity and no vibration when freezing is running—means less wear and longer life.

"CHERRY" 40 Quart Freezer

A medium priced machine with every essential refinement and modern convenience of higher priced freezers. All important features embodied in our larger machines are included in this smaller unit.

Ask for literature and prices—you will appreciate knowing more about the Cherry 40 quart machine.

J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.

Table of Contents

EDITORIALS

	Page
Milwaukee Gets Dairy Show.....	4
A Good "Season" Indicated.....	4
The South and Muscle Shoals.....	4
Developing the Ice Cream Habit.....	5
Importance of the Dealer.....	6
Iceless Cabinets Discussed.....	6
Milwaukee Has Not Seceded.....	6
Developing Home Consumption.....	6
No Ice Cream Failure in January.....	6

ARTICLES

How Much is Your Dealer Worth? By Miles D. Allen.....	8
Taking to the Air to Sell More Ice Cream.....	10
Putting Ice Cream Over the Home Plate.....	11
Merchandising Convention for Ice Cream Dealers.....	12
Launch Co-operative Sales Plan in Okla- homa Next Month.....	12
Greater Sales and Lower Prices Through Iceless Cabinets.....	14
Interviews with Users.....	14
What Constitutes Quality? Relation of Solids to Quality. By Prof. A. S. Ambrose.....	26
Better Ice Cream By W. A. Schwindeler.....	30
The Quality of Ice Cream By P. S. Lucas.....	34
Food Value and Use Of Ice Cream By J. M. Fuller.....	36
"What About Food Vitamines?" By S. J. Van Kuren.....	43
Building Winter Consumption By W. J. Sheehan.....	44
Selling Ice Cream Through Windows.....	48
Selling More Ice Cream.....	50
How Ice Cream Consumption Can be De- veloped By Prof. J. M. Fuller.....	50
Advertising Ice Cream By John W. Merrigan.....	50
Increasing Gallonage Through the Old Friendly Customers By W. F. Jennings.....	52
How Can Retailers be Induced to Sell Carry- Out Bulk Ice Cream at Profitable Price? By P. S. Harmon.....	62
Helping Dealer Push Sales By A. A. McLeran.....	62
A Budget for Ice Cream Industry By Arthur Lazarus.....	68
Standardization of Costs for Ice Cream Manufacturers. By C. L. Turner.....	79
Power Consumption By F. B. Fulmer.....	108
Prof. Baer's Inquiry Department By Prof. A. C. Baer.....	114
1924 Will Be Better Ice Cream Year By O. S. Jordan.....	120
Art Students Advertise Ice Cream.....	146
Manufacturer Develops Consumption Through Own Stores.....	148

CONVENTION NEWS.

Re-organization of Missouri State Associa- tion Planned.....	18
Details of Panama and Cuba Trip An- nounced by National Association.....	20

	Page
North Dakota Ready for Annual Conven- tion.....	46
Colorado Association Active.....	94

CONVENTION PROCEEDINGS.

Kratzer Heads Alabama Association.....	46
The Outlook in Mississippi.....	64
Wisconsin Committee to Study Automatic Refrigeration.....	86
Wisconsin Convention Proceedings.....	88
Knobbe Heads Chicago Manufacturers.....	94
New Englanders Discuss Sales Promotion..	98
Carolínians Discuss Development of Con- sumption.....	104
Pacific Ice Cream Manufacturers' Conven- tion Proceedings.....	110
Kansas Holds Lively Sessions.....	122
Michigan Manufacturers Break Through Snowbanks.....	126
Michigan Dairy Show Draws Much Interest.	128
J. A. Caulder is New President of Canada Association.....	130
Vital Topics Discussed by Ohio Manufac- turers.....	132
Minnesota Gophers Organized.....	136
Southern Convention Proceedings.....	138
What's Dumber Than a Dumbbell. By Harry A. Cuscaden.....	138
Should There Be a Uniform Ice Cream Law for All Southern States? By A. E. Dixon.....	140
Wisconsin Association Honors Milwaukee- ans.....	147
Supply Association Completes Five Years of Activity.....	155

NEWS AND PERSONALS.

List of Associations.....	2
Bulletin of Events.....	6
Large New Plant at Cincinnati to Open Soon.....	18
Horton Company Acquires Another Plant..	22
Findlay Dairy Co., Erects New Plant.....	22
Ice Cream Production Low in Hawaii.....	22
Wisconsin and Minnesota Plants Consoli- date.....	22
New Plant at Seattle to Have Million Gal- lons Capacity.....	25
Carolina Manufacturer Wins Judgment....	25
Advertising Publication Plays Up Supply Association.....	40
Colonial's Novel Brick Package.....	43
Ice Cream Was First Wish of Returned Spanish Envoy.....	84
Freeman Dairy Company Enlarging.....	84
Southeastern Manufacturers Expect Better Business.....	102
Carmichael Company Builds New Plant...	121
William Finch Out of Business.....	121
Minnesota Creameries Contract With Heath- ized Butter Co.....	124
Detroit Office Ready.....	124
Georgia Plant Changes Hands.....	135
McCandless Has More Territory.....	137
World's Dairy Congress Delegates.....	137
News From Far and Near.....	141
Kellogg Ice Cream Company Changes Hands	146
Sailors Like Ice Cream.....	146
Iowa Manufacturers Treat Orphans.....	150
Notes of the Trade.....	152
Trade Literature.....	158

Index To Advertisers

	Page		Page
Aeae Extract & Chemical Works.....	129	Hughes Gelatine Co.....	133
Allen Candy Co.....	40	I. & M. Advertising Co.....	148
American Solder & Flux Co.....	38	International Co., The.....	69
Anderson Bros. Mfg. Co.....	16	Jamison Cold Storage Door Co.....	53
Anheuser-Busch.....	101	Kay and Sons, Wm. E.....	121
Ass'n of Ice Cream Supply Men.....	3	Kehoe, Robert P.....	66
Atlantic Gelatine Co.....	65	Kennedy Supply Co., N. A.....	127
Baird Company, William F.....	109	Kohnstamm & Co., H.....	71
Baker Ice Machine Co.....	82	Kunsman.....	152
Barber-Goodhue Company, A. H.....	107	Ladd Company, John W.....	31-73-132
Beehler Steel Products Co.....	62	Leffel & Company, The James.....	88
Berger, Chas. A.....	13	Manning Mfg. Co.....	77-78
Bessire & Company.....	89	Manton-Gaulin Mfg. Co., Inc.....	77-78
Blanke-Baer Extract & Preserving Co.....	1	Menasha Printing & Carton Co.....	41-42
Blanke Mfg. & Supply Co.....	75	Merrell-Soule Sales Corporation.....	93
Brooks Cabinet Co., Inc.....	24	Michael & Co., David.....	85
Canvas Products Corporation.....	92	Miller Co., The Joseph.....	28
Cassell, W. W.....	30	Miller Industries Co., The H. H.....	57
Century Electric Company.....	32	Mojonnier Bros. Co.....	49
Cherry-Bassett-Winner Co.....	31-43	Mono Service.....	121
Cherry Co., J. G.....	Cover II	Mulholland Co., John H.....	125
Chittenden Turner & Co.....	32	Nafis, Inc., Louis F.....	124
Cincinnati Extract Works, The.....	73	National Paint & Varnish Co.....	142
Citrus Products Co.....	95-96	Nelson Manufacturing Co., C.....	113
Cleveland Fruit Juice Company.....	103	New Era Company, The.....	94
Cochrane Corp., H. S. B. W.....	102	Nizer Corporation.....	111
Commercial Truck Co.....	27	Northwestern Corporation.....	79
Cone Company of America.....	15	Nutting Truck Company.....	100
Consolidated Wafer Company.....	35	Oakes & Burger Co.....	97
Cork Import Corporation.....	61	Pfaudler Co., The.....	83
Corrizo Extract Co.....	91	Purity Paper Vessels Co.....	37
Creamery Package Mfg. Co.....	75	Richmond Cedar Works.....	112
Creamery Package Mfg. Co.....	Cover III	Rogers, C. E.....	125
Crescent Manufacturing Company.....	67	Ryan Manufacturing Co., Inc., G. R.....	137
Crown Fruit & Extract Co.....	31	Sanitary Tinning & Manufacturing Co.....	26
Crystal Gelatine Co.....	36	Sanisco Co., The.....	145
Dalger Corporation.....	Cover IV	Schall & Co.....	112
Daly Brothers.....	106	Schantz, Inc., K. W.....	50
Damrow Bros. Co.....	154	Schott Bros. Co., The.....	154
Decy Sales Co., R. J.....	90	Schroeder Lumber Co., John.....	135
Delco Light Company.....	105	Scott Manufacturing Co.....	87
Dry-Zero Insulation Co.....	17	Sethness Company.....	155
Dunn Company, Thos. W.....	117	Sinclair, Harold A.....	89
Economy Silo & Mfg. Co., The.....	70	Smith & Mann.....	71
Elyria Enameled Products Co.....	99	Solar-Sturges Mfg. Co.....	76
Emery Thompson Machine & Supply Co.....	33	St. Louis Gelatine Co.....	70
Eppelsheimer & Co.....	38	Stollwerck Chocolate Co.....	133
Eskimo Pie Corporation.....	87	Stout Mfg. Co.....	131
Essex Gelatine Co.....	128	Sutherland Paper Co.....	55
Everhot Mfg. Co.....	150	Tagliabue Mfg. Co., C. J.....	22
Ford Co., The J. B.....	91	Taylor Instrument Companies.....	84
Fortune Products Co.....	44	Texas Barrel Co.....	56
Franklin Sugar Refining Co., The.....	25	Thompson-Bremer & Co.....	127
Frick Company.....	58	United Chemical & Organic Products Co.....	118-119
General Motors Truck Company.....	39	United Iron Works, Inc.....	54
Gifford-Wood Co.....	117	U. S. Freezer & Machine Corporation.....	63
Gilmour Hoop Machine Company.....	149	United States Gelatine Co.....	23
Gould Cream Co.....	9	Viking Pump Co.....	130
Gowing-Dietrich Company, Inc.....	47	Vilter Manufacturing Co.....	120
Grammes & Sons, Inc., L. F.....	138	Want Ads.....	156-157-158
Grand Rapids Cabinet Co.....	45	Wardrop Co., Inc., G. W.....	18
Grothe Co., Inc., John J.....	123	Warner Jenkinson Co.....	19
Gumpert & Co., S.....	59-60	Weibatch Liquid Scale Co., Inc.....	67
Harris & Company, Arthur.....	80	Westerlin & Campbell Co.....	34
Heathized Products Co.....	51	Whitten Co., J. O.....	126
Homer Manufacturing Co.....	151	Wirfs, E. J.....	48
Horine & Bowey Co.....	21	Wood Manufacturing Co., John.....	7
Hudson Mfg. Co., The.....	29	Zipp Manufacturing Co.....	93



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



*In buying, the certitude of Safety
is possible through the Seal*

QUALIFIED observers agree that the country's business is sounder than a year ago. For ice cream there is no reason to make exception; it is the general consensus that manufacturers' buying will anticipate a summer of increased production.

**THE ASSOCIATION OF
ICE CREAM SUPPLY MEN**
1328 Broadway New York City

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

MARCH 1924

DEFINITE announcement that Milwaukee has been selected as the scene of the 1924 National Dairy Show will be received with interest by ice cream manufacturers who understand what the development of dairying means to the expansion of their own industry. It is sure to meet with the deepest approval of those dairy manufacturers who know how appropriately awarded is Milwaukee's title of "America's Dairy Metropolis."

From the outset it was evident that Milwaukee's bid for the National Dairy Exposition could not be overlooked without slighting the best interests of the dairy industry and ignoring the wishes of its rank and file.

Milwaukee is the logical place for what some of us are pleased to call the annual dairy classic. Milwaukee's auditorium is equipped with exposition facilities adequate to all needs. Hotel accommodations are all that could be desired. No city in the United States has entertained more dairy conventions than Wisconsin's "Cream City." Dairy delegates need no assurance that they always are at home in Milwaukee.

RACING hour-hands sweep fast toward another so-called ice cream "season," and soon Jack Frost will stand at bay as manufacturers launch forth upon a new program of activities. While the "unforgiving minutes" are being ticked off, members of the industry will busy themselves this month preparing for a campaign that bids fair to be one of the most active on record.

Business has been much greater in the passing winter months than heretofore in cold weather. That this is not due to initiative by manufacturers, however, is shown by the fact that per capita consumption has not increased.

One can look back upon the fleeting winter with some measure of gratification in regard to volume of business. Manufacturers accepted the white challenge when the frost king sent the first snowfall. Delivery trucks went their rounds between rows of snowbanks and in many instances gallonage held up in truly encouraging manner.

As regards development of the industry's opportunities, however, there is nothing much to be said. With figures on last year's production incomplete, statistics are well enough in hand to show that the gains in consumption are not commensurate with the growth of population. It is not likely that there will be show any increase in per capita winter consumption after December.

But with opportunities looming large for extension and consistent activities in the industry this year, there are reasons to believe that manufacturers are awaiting the opening of the spring drive to seize upon various means of promoting consumption. The ice cream industry is no different from any other in putting forth its best efforts when its revenue is coming in fastest.

It seems that a good reason is near at hand. The industry has a foundation of sound conditions. It awaits action with a healthy throb of optimism.



"YET EDITOR" is in the land of cotton and certain politics. No, you guessed wrong. We are not within gun shot of that time when a man can leave his desk covered with work, and his walks covered with snow, and play golf under a Florida sun. Business is another of our publications brings us to this pleasant section where everybody is praying that Henry Ford will get Muscle Shoals. As we write these lines, cooped up in a stuffy hotel room, we are listening to the patter of the rain which would freeze before it reached its destination if it tried to do any pattering in the land with which we are more familiar.

Everywhere we go we hear but one subject discussed. Folks here are not interested in politics, except as they affect the Muscle Shoals project. In the hotels, on the trains, in the business houses, on the streets, everywhere you find men earnestly discussing this great absorbing topic. We have yet to hear a voice raised against the plan to lease the project to Henry Ford. We surmise that if there were any voices raised against it originally those voices have been stilled. Whatever the method

securing unanimous approval might have been it is surely effective.

We called on our good friend, J. W. Clopton, Decatur, Alabama, who is secretary of the Southern Association of Ice-Cream Manufacturers. Like all the rest, he is an enthusiastic booster for the Muscle Shoals project and gave us a clearer idea of its importance to the Southern States than we ever gained before.

We reasoned thusly: surely if the business men of the South are all back of this thing then they must be right. Surely they can't all be wrong. We determined to go then and there to see Muscle Shoals. We changed our itinerary and spent an entire day seeking information right on the spot where history is being made.

We came away full of facts about this mighty undertaking and a firm conviction that these folks know what they want. The man who has looked upon the mighty Niagara can partially comprehend the immensity of the Muscle Shoals project. The man who has not looked upon Niagara in her glory and power cannot possibly understand the bigness of Muscle Shoals. Neither, unless he lives in the South or has visited it recently, can he understand what it means to these people.

It is not the policy of The Ice Cream Review to discuss politics, but this is not a political question. When the people of a great section of our country, who know what they need better than other folks, are unanimous in asking for a thing we believe they should have it unless it is going to harm someone else.

Here are the people of this great Southland, sorely in need of things that will build up business enterprises, asking that Congress accept Henry Ford's offer to operate Muscle Shoals for the benefit, not only of the South but for the entire country. We say, let them have what they want.

Those who object to Henry Ford's offer want to see Muscle Shoals operated by the government. Undoubtedly this plan would also benefit industry but we are only stating a fact when we say that the business men of the South would rather see this huge undertaking in Ford's hands than mixed up with politics.

The ice cream industry of the South will be greatly benefited by improved economic conditions. It needs an impetus and their brother ice cream manufacturers in other sections can, we believe, perform a real service for the industry by putting their influence on the side where the ice cream men of the South, along with all other business men, are found.

Why not lend our influence toward helping our neighbors in the South who surely know what they want? Why not urge our senators and representatives to work for the adoption of Ford's offer which is now before Congress? Who is going to boost for the things that help our industry if we don't?



HERE is the baseball fan and the prize fight fan; the golf fan and the horse race fan—in fact, almost every man is some kind, or several kinds, of a fan. We don't get up much enthusiasm for several things that

normal men seem to go half crazy over, but we are a fan nevertheless.

We are an ice cream fan. Now, that, you might say, is very appropriate. The editor of an ice cream trade paper should believe in the product that he is constantly writing about. But we do more than believe in it. We eat it.

To admit that we can get more pleasure by eating than by playing golf or watching a horse race may indicate a degree of depravity, but we make the admission just the same.

We like poor ice cream. That may shock some of you, but it is the truth, nevertheless. True we don't like poor ice cream as well as we do good ice cream, but we like it. We never remember leaving a dish of ice cream because of its inferior quality. Lack of capacity has sometimes forced us to leave part of a helping put before us by a too generous host, but even such occurrences have been few and far between.

Twenty-five years ago we were operating a co-operative creamery in Minnesota. Our contract called for a very modest cash stipend, but in addition we were allowed "house rent, fuel and butter, milk and cream for family use." Oh, boy!

Each day after the milk was separated there were several hundred gallons of pure, sweet cream testing about 35 per cent butterfat. And the contract read, "butter, milk and cream for family use." Oh, boy again!

We didn't have modern equipment for making ice cream but you will agree, we are sure, that we had the "makin's." We don't know what our total solids were, but we are sure we always had the butterfat content high enough.

In those days we cultivated a very healthy appetite for ice cream—such as it was. This appetite has been whetted with the passing of the years until we can eat almost any kind of ice cream at any hour of the day or night and thrive on it. When it becomes the proper thing to eat ice cream with buckwheat cakes and sausage for breakfast we shall consume still more of it.

We should like to go on and tell you the effect on a human body of twenty-five years abnormal consumption of ice cream, but that would be boasting. This was started as a confession, not as an advertisement.

It has been our solemn duty to consume a double portion of ice cream during all these years in order to insure the family's loyalty to the industry. The good lady who has shared our joys and sorrows during the past quarter of a century has not shared our ice cream. She doesn't like ice cream and even her sense of loyalty or social courtesies will not make her eat ice cream. In all other respects she is perfectly normal.

What is our purpose in using space, that the advertising department might sell for real money, to make this rambling confession?

Well, it is just to bring out a moral, and here it is: eating ice cream is pretty much of a habit. It is a good habit and should be encouraged. It can be encouraged, both by the consumer and by the seller.

When the men who are making and selling good ice

cream fully realize this great truth they will be on the way to a volume of business in this country that they have never dared to dream about. Ice cream can be made, and will eventually be made, the great popular dessert. As such it will be consumed in quantities that few now realize.

A few years ago gum chewing was frowned upon by parents and teachers. Stenographers could get by with it as long as they were ordinarily careful in selecting parking places.

Today gum chewing is a national habit. Staid business men borrow a chew of gum from the pioneers who blazed the way toward making the habit respectable.

Advertising—lots of it—backed up by good service has increased the consumption of gum to a point undreamed of a few years back. There may be those who will not admit that the habit is respectable, but they will not deny the results.

If gum chewing—certainly a questionable habit from a health standpoint—can be made a great national habit, how about teaching folks to eat ice cream? The same effort should easily secure the same results.

But we must remember that the folks who make and sell gum don't have a gum "season." They don't hide it away from their customers. They put it right out in front and the consumer can buy it anywhere and everywhere.

Some of our most successful ice cream manufacturers are employing methods which are gradually making the consumers in their territories **habitual** eaters of ice cream. They know no "ice cream season." They are teaching their customers to eat more ice cream each year. They are increasing their volume year after year by making more and heavier users of ice cream. It is the substantial way to build up the industry, too.

READERS who do not overlook the article in this issue entitled, "How Much is Your Dealer Worth?" will be rewarded with some very sanguine suggestions regarding the expansion of the outlet for ice cream. It was written for The Ice Cream Review by Miles D. Allen of California, where much thought has been given to building up ice cream consumption. Manufacturers of Southern California found themselves with a territory extending just as far as they could wisely permit. To get more business they knew they would have to increase the patronage of their regular customers. Mr. Allen gives an interesting account of how much they have accomplished in this direction through their dealers.

ICELESS cabinets are discussed in this issue from the angle of the manufacturers who have for some time had them in actual use. Their optimism over automatic refrigeration is the basis of a very interesting article on page 14. Read it and you will get a better idea of what iceless cabinets promise for the industry, and on what basis they should be used.

WE HOPE that none of our readers will conclude after reading press dispatches, that this beautiful city in which we live has seceded from the Union.

The Milwaukee city council adopted and forwarded to Mrs. Woodrow Wilson suitable resolutions of sympathy and expressions of admiration of her late distinguished husband. The mayor of Milwaukee refused to sign them and is quoted as saying that "Woodrow Wilson was not a great American."

The good people of this fair city are up in arms about it, but they can't do very much before another election. People who understand Milwaukee politics will not hold anything against the city for what this man says and does, but folks who don't understand will wonder whether he correctly represents the people.

He does not, and if you could know the good people who live here you would understand that he doesn't. They are just itching for election time when they can take him by the seat of his political pants and throw him into Lake Michigan.

PUTTING Ice Cream Over the Home Plate, is the title of an article in this issue that is sure to be of interest. The National Association of Ice Cream Manufacturers is in the midst of preparations looking to advertise ice cream in the American home, probably something that will lead up to a national advertising campaign along this line. Group advertising is not altogether new in the industry, as you will see by reading the article.

JANUARY, the month commonly known among business observers as the "calendar's industrial graveyard," passed without a single failure being recorded among ice cream manufacturers of America by R. G. Dun. This usually reliable reporter failed to find any weakening in the ice cream manufacturing ranks during the one month in the year that is known to be the most strenuous for virtually all industries and particularly so for the ice cream trade.

BULLETIN OF EVENTS

- North Dakota Ice Cream Manufacturers' Association**—Annual Convention, Grand Forks, March 4 and 5. Convention headquarters, Frederick Hotel. Secretary, H. K. Geist, Grand Forks.
- Virginia Ice Cream Manufacturers' and Creamerymen's Association**—Annual Convention, Harrisonburg, March 5 and 6. Secretary E. M. Blair, Lynchburg. (First day of the convention for creamerymen and second day for ice cream manufacturers.)
- North Dakota Ice Cream Manufacturers' Association**—Annual Convention, Fargo, March 9, 1924. Secretary, Harry Geist, Grand Forks.
- Dairy Products Association of Kentucky**—General meeting, Louisville, March 12. Secretary, Carlton Ball, Louisville.
- National Dairy Exposition**—Milwaukee Auditorium and Wisconsin State Fair Grounds, September 27 to October 4, 1924. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.
- National Association of Ice Cream Manufacturers**—Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.
- Southern Association of Ice Cream Manufacturers**—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.
- Georgia Ice Cream Manufacturers' Association**—Annual Convention, Augusta, Ga., some time in December, 1924. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.
- Arkansas Ice Cream Manufacturers' Association**—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hootberry, Pine Bluff.



**There is only one real "Electric Weld" can.
750,000 have been put into service.**

They are sold direct and by the following jobbers:

Bessire & Company.....	Atlanta, Georgia
Bessire & Company.....	Indianapolis, Ind.
Bessire & Company.....	Louisville, Ky.
Bessire & Company.....	Memphis, Tenn.
J. G. Cherry Company.....	Cedar Rapids, Iowa
Cherry-Bassett-Winner Co.....	Philadelphia, Pa.
Cherry-Bassett-Winner Co.....	Baltimore, Md.
Cherry-Bassett-Winner Co.....	Pittsburgh, Pa.
Cherry-Bassett-Winner Co.....	New York, N. Y.
Cherry-Bassett-Winner Co.....	Syracuse, N. Y.
Dairymen's Mfg. & Supply Co.....	St. Louis, Mo.
G. F. Lessenhop & Sons, Inc.....	Lincoln, Neb.
Soda Fountain Supply Co.....	Columbus, Ohio
Stephens, Adams & Cyr.....	Malden, Mass.
Thompson-Bremer & Co.....	Chicago, Ill.
Three Millers Company.....	Boston, Mass.
Universal Shops, Inc.....	Binghamton, N. Y.
Wisner Mfg. Company.....	New York, N. Y.

John Wood Manufacturing Co.
C O N S H O H O C K E N , P A .

How Much Is Your Dealer Worth?

Your Local Dealer Can be Made Your Best Salesman by Proper Education in Selling Ice Cream. Interest Him in Interesting the Public—In Winning Confidence for Ice Cream.

By MILES D. ALLEN*

(Written Especially for The Ice Cream Review)

IS it better to educate your local dealer to sell more ice cream or is it better to educate the public to buy more ice cream from the dealer? This is a question of whether it is better to put the cart before the horse or the horse before the cart, and many ice cream manufacturers change their minds periodically on this question.

Where one ice cream manufacturer concentrates most of his advertising effort on the dealer, his competitor is content to concentrate on the buying public and to let the dealer go hang. Other manufacturers vacillate uncertainly from the dealer to the public and back again with the greatest regularity leaving everyone with the question in their mind "What is it all about?"

It has always been a cardinal principle of advertising that to be effective it must be continuous, yet some ice cream manufacturers will try out one scheme because it looks as if it would work wonders and just when the scheme has had time to gather momentum, they become finicky about the outcome and switch to a diametrically opposite scheme. Such an attitude has created a disastrous condition in ice cream advertising generally and it will be the purpose of this article to try and overcome some of the indecision in the minds of ice cream manufacturers.

Educate the Dealer First.

It would be presumptuous for any individual to state that the dealer should be neglected for the buying public or vice versa, but there is a happy medium of advertising effort which concentrates on both and will bring maximum results with a minimum of expense, and that is something every wide awake ice cream manufacturer is looking for. Local conditions many times alter specific cases but generally a common sense working plan carried out consistently will bring very satisfactory results.

It has been the author's experience that the local ice cream dealer should be the first individual to receive "schooling" in the merits and advantages of your product so he can answer questions intelligently and "sell" the public on the merits of your ice cream with absolute conviction. If the buying public asks your dealer questions about the ice cream he is selling and Mr. Dealer doesn't know, watch out for the success of your advertising campaign for it is liable to turn out a flat failure—your dealer is the final point of contact before the sale is actually made—never lose sight of his importance to you. No ice cream manufacturer would ever think of sending out a salesman to interview prospective drug, confectionery and cafe dealers without first making sure that he was conversant with all of the various steps in the manufacturing process—the clean sanitary conditions under which it is manufactured, and the reason why it is best for any dealer to sell your ice cream. In other words you would sell the salesman on the product so that he could later sell the customer. Yet day after day, week in and week out, many an ice

cream manufacturer neglects his best salesman, his dealer, and expects him to glean information out of the clear air. Many a good dealer is left in utter ignorance of the qualities of your product and doesn't know any special reason why he is handling your ice cream except that he believes it is a little better advertised. Under such conditions he sells your ice cream in spite of your advertising, not by the aid of it.

Increase Sales Force.

If you have a sales force of ten men why not increase that number to several hundred or several thousand by gaining the support of your entire group of dealers? Your salesman's contact with the dealer should be intimate so he will always be in a position to introduce new advertising ideas. One of the best ways of securing the dealer's co-operation is by a series of monthly letters or broadsides, each calling particular attention to a point of superiority in your product or service—this is invaluable. In January you could have called the dealer's attention to outstanding holiday events during the month and the possibilities of increasing his special order business; with this idea tie up a point of superiority such as the fact that your ice cream contains just the proper ingredients to make it delicious and yet make it keep well if repacking is necessary. For February you could have continued with a reminder of holiday events and tied up some other point of superiority on your quality or service. In conjunction with such a dealer's campaign always feature special flavored ice creams. After all, appetite appeal is the most important in ice cream advertising so you should use advertising signs embodying this appeal. Even on the broadsides or letters use colored plates showing some new ice cream dish or receipt. The dealer must be educated slowly but consistently—eventually he will become a booster and all the preliminary preparation is worth will be all it costs. Carry out this campaign of monthly letters or broadsides throughout the year for the best results.

Barnum of circus fame once said "Make the public talk about you—good or bad—but make them talk about you." Literally speaking, Barnum "said a mouthful" for he realized that as long as the public talked about the Barnum circus he was being advertised. Henry Ford gets his best advertising from Ford jokes, etc. Make your local ice cream dealer enthusiastic about your product and he will sell more.

THERE are many other forms of advertising which can be supplied the dealer in conjunction with your direct letter or broadside campaign. Fountain suggestions and ice cream receipts are welcome only if brief and usable. Always send your fountain suggestions to the owner of the store, even though he leases out his fountain. Owners of drug stores many times lose sight of the fact that their soda fountain can be made a profitable part of their business and look upon it as a necessary evil. The sooner the drug owner learns the true value

(Continued on page 143)

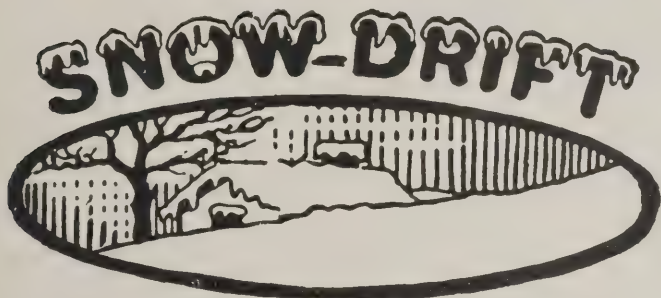
* Advertising manager Crescent Creamery Co., Los Angeles, Cal.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Before Contracting

Compare Our QUALITY and PRICE

FRESH



BRAND

SWEETENED

CONDENSED

Skim or Full Cream

— ALSO —
SKIM MILK

POWDER

(Spray Process)

*Warehouse Stocks
Conveniently Located*

GOULD CREAM COMPANY

718-720-724 TEMPLE COURT BLDG.
Minneapolis, Minn.

NATIONAL CONVENTION—NEW O RLEANS—NOVEMBER 17-20, 1924.

M

I

L

K



Taking to the Air to Sell More Ice Cream

People Who Pay Little Attention to Newspaper Advertisements are Beginning to Pick Up Interesting Bits of Knowledge Concerning Ice Cream as a Food, its Sanitary Manufacture, and its Convenience to Housewives

Radio and Aeroplane Utilized



ICE cream manufacturers are taking to the air to sell more ice cream. The aeroplane first opened up possibilities for advertising merchandise in the clouds, and ice cream manufacturers already have taken advantage of possibilities of drawing attention by way of the aeroplane.

This form of advertising is especially spectacular since the coming of the practice of "sky-painting." As is generally known, "sky-painting" means using the aeroplane to project smoke and spell the words of whatever it is someone happens to want to sell.

Several months ago much interest was created when W. A. Irvin of the Irvin Ice Cream Co., Houston, Texas, announced that he was delivering ice cream by aeroplane. This was a very unique and novel advertising scheme. By delivering his ice cream over the clouds to dealers, Mr. Irvin drew much publicity to the industry. But so far as effective advertising is concerned Mr. Irvin and most others following novel forms of publicity will have to take a back seat to the radio.

A. C. Gruenewald, vice-president of the Colonial Ice Cream Co., Philadelphia, a few weeks ago, stood before a broadcasting outfit in his home city, cleared his throat and then proceeded to tell several thousand people at one time many interesting things about ice cream, its goodness, wholesomeness, economy, convenience to the housewife, and its importance to health.

The radio is one of the most promiseful means of advertising. Politicians advertise their platforms and propaganda, preachers advertise God, schools advertise their course, singers their voices, and lately, ice cream manufacturers have begun to realize that they can do some very good advertising over the radio.

People who would not read a large newspaper ad all the way through, even if in part, sat in their homes, in towns and cities through the entire country, and heard Mr. Gruenewald tell them facts about ice cream that the industry has been trying for many years to get over to the public.

THUS it is that the radio promises to help the ice cream manufacturers bridge a gap that thwarted the development of the industry for many, many years. There is a reason for the public quietly sitting and listening to a talk about ice cream. In the first place the

radio is a novelty and will be a novelty for some time, because it is one of the strangest and most interesting playthings that have been introduced to human society.

The radio always will have great fascination for people, for there is no misunderstanding the mystic appeal that comes from sitting and listening to strange messages borne on the still night air, steeped in the mystery of ethereal magic. When Mr. Gruenewald proceeded to tell his hearers that ice cream, contrary to certain opinions, is not a luxury, but an inexpensive and wholesome food, the greater part of this large audience, no doubt, felt that they were being instructed as well as entertained.

MR. GRUENEWALD really was advertising Philadelphia ice cream for his subject concerned the "Methods of the Philadelphia Ice Cream Manufacturer" and the development of the industry in that city. However, we know that he rendered a real service to the industry as a whole when he told his large audience this statement:

In a large plant a staff of competent chemists guard carefully the steps of manufacture and test all raw materials coming into the plant and which are to be used in the course of manufacture.

He then went on to describe the processes of ice cream manufacturing. He covered the process of the raw materials from the mix until the time when it was delivered into the cans, and then he had this reassuring statement to make to his audience concerning the cleanliness of ice cream manufacturers:

"The equipment necessary to make the delivery of ice dealer must at all times be bright and clean, and before being refilled must go through a thorough washing, which includes a soaking and washing and a sterilizing process.

The equipment necessary to make the delivery of ice cream to the dealer is a large and important part of the ice cream company. A large fleet of trucks and wagons are necessary for the smooth-running operation of any large ice cream plant."

People from all over the country wrote the Colonial Ice Cream Company that they were much interested in Mr. Gruenewald's speech.

There is no doubt that the radio is opening up to the industry in general a very effective method of getting over to the public the story of their products, and the ice cream industry certainly is among those that can best accomplish its purpose in this way.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Putting Ice Cream Over the Home Plate

Increasing Per Capita Consumption by Getting the Story of Ice Cream into the American Home is Matter Now Before the Industry. National Association Considers Possibilities of Slogan Campaign

Group Advertising a Proved Success



THOUGHTS on building up the popularity of ice cream through national advertising have engaged earnest minds in the industry in the last several years, particularly in late months. The Ice Cream Review has touched upon this subject in various ways, and in every direction that we have turned in following this idea, all the evidence has been in favor of a project to teach the American people something about America's greatest food dessert.

The National Association of Ice Cream Manufacturers is preparing to take up this matter, and probably the near future will see some definite step in this connection. The association has been pondering the matter of national advertising for the last few years.

The slogan committee of the national association has formed an interesting plan to put into motion a slogan campaign, an undertaking something in the nature of a forerunner to the actual advertising campaign. The slogan committee feels that with the co-operation of its members, it can work out a drive for a slogan that will attract much attention to the ice cream industry. Under present plans the committee would offer a prize of \$1,000 for the best slogan suggested for adoption by the National Association of Ice Cream Manufacturers in its advertising promotion work, including labels, letterheads, posters, etc. The prize would be offered in advertisements in some nationally popular magazine.

AN APPROPRIATION of \$5,000 has been granted the slogan committee by the National Association of Ice Cream Manufacturers. E. C. Sutton of Buffalo, president of the slogan committee, feels that the industry can get "a tremendous amount of advertising out of such a campaign."

The benefits will not come from the slogan itself so much as from the actual campaign in quest of a slogan. In this campaign the national association wishes to enlist the support of the state associations. It has been hoped that the officers of every state and regional association will ask their directors to approve an appropriation for a prize to be added to the prize offered by the national association, if the winning slogan should be suggested by someone in their territory. Whether this be done or not, the national officers hope that these associations will co-operate in the campaign to the extent of having manufacturers in each city and community offer a prize collectively for the best slogan to be submitted to any committee they may appoint, the slogans to turn to be transmitted to the national association's slogan committee.

OFFICIALS of the association are much elated over possibilities of such an undertaking, and President Vernon F. Hovey declares that this campaign, if supported, should give the industry a vast amount of advertising. He certainly is justified in the belief that it would "cause hundreds of thousands of people to talk ice cream."

This is the extent of the association's progress in advertising thus far. Just what is to be done by the association's advertising committee, which is considering plans for some certain line of procedure in group advertising, remains to be seen. The slogan campaign, of course, would merely be a temporary proposition, while anything actually looking to a consistent co-operative advertising campaign would have to come through the advertising committee. W. A. Schwindeler of St. Louis is head of this committee. He is expected to make some definite recommendations to the national association in regard to national advertising in the near future.

Just what can be done to nationally advertise ice cream? This matter has been discussed by leading members of the industry for some time. It is the consensus of opinion among manufacturers who have witnessed the success of other industries in this work, that the ice cream manufacturing trade can accomplish something of real importance toward building up the popularity of ice cream not only as a food confection in the stores but also as a food dessert for the family table day by day.

The Story of Family Brick Ice Cream.

CO-OPERATIVE advertising is not a new idea in the ice cream industry. In considering what can be done on a national scale, it is very interesting to note what already has been done.

Many of our good ideas come from California these days. One of the best developed in that state in a long time was the idea of the family brick and the system of getting it over to the family table.

"Quantity production of a quality product" is the story behind the success of the California ice cream manufacturers of quality brick. When you ask California ice cream manufacturers how they were able to do it, that's the answer you get. And when you make a deep study of the situation that's the conclusion you reach in your own mind. But—there was advertising. About a dozen ice cream manufacturers of Southern

(Continued on page 136)

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Merchandising Convention for Ice Cream Dealers

Breyer Ice Cream Company Invites Dealers of Eight States to Great Convention
to be Held in Philadelphia This Month

Sales Demonstrations Planned

THE Breyer Ice Cream Co., Philadelphia, will strike a blow for better retail salesmanships on March 24, 25, 26 and 27. On those days the first ice cream dealers' convention will be held under the direction of the Breyer company.

Every ice cream dealer, restaurant and hotel proprietor, delicatessen, grocery and bakery store owner in Philadelphia and those of seven surrounding states have been invited to attend the convention. The greater part of the affair will be staged in the large auditorium of the new plant of the Breyer Ice Cream Company.

This second Breyer factory, which is said to be the largest and most up-to-date ice cream production center in the world, is favorably situated on 43rd Street below Woodland Avenue, West Philadelphia. The first Breyer plant continues in operation at 9th, Cumberland and 8th Streets, North Philadelphia.

The particular object of the ice cream dealers' convention is to show men who sell ice cream how to become more efficient in the handling of their stores and merchandise and to point out to them the safest and most likely roads that lead to greater sales and profits. In this convention the Breyer company will carry out ideas that The Olsen Publishing Company has long urged the trade to follow.

Two convention meetings will be held each day—one in the afternoon and one in the evening. At each session experts in their individual lines will address the dealers on subjects that hold their business interest. There will be talks on running the soda fountain, general care of ice cream and other soda fountain goods, the arrangement of the various kinds of retail stores, the proper use of the most modern fixtures, efficient methods of small retail store bookkeeping, guidance in the purchase of salable merchandise and other subjects of every day interest to ice cream merchants.

After each address there will be open discussions, at which the individual problems of the merchants attend-

ing the convention will be dissected and developed along modern constructive lines.

THIRTY-SIX booths have been erected in the large Breyer auditorium and these will house displays of allied merchandise such as soda fountains, store fixtures, etc., in which ice cream dealers are interested. By the way present plans are shaping up, the auditorium will very likely assume the proportions and effectiveness of the typical automobile, radio or food show. Dealers will have every chance to meet representatives of exhibiting firms and learn first-hand anything they may want to know about the manufacture, sale or distribution of the products displayed.

As the dealers gather for the convention events, the machinery of the massive new Breyer plant will be put into operation for the first time and the visitors will have the opportunity to see the workings of the most modern ice cream making processes and equipment. Guides will conduct parties through the plant at regular intervals. This new plant is said to have the largest capacity of any ice cream plant in the world. It is double that of the first Breyer plant.

The entire ice cream dealers' convention will not be given over entirely to business discussion. Many different kinds of entertainment will be provided for the visitors and their families by the Breyer company. Vaudeville acts from the local theaters will be staged in the auditorium. Moving pictures will be shown especially for women and children while the dealers are in conference. A jazz orchestra will lend musical spice to each session. Refreshments, including newly-made Breyer's ice cream will be served.

Every attending dealer will be presented with a valuable gift which will serve as a memento of the occasion. A number of valuable prizes will be given away each day. Radio sets, suitcases, store fixtures and other articles of value to ice cream dealers will be among the trophies.

Launch Co-operative Sales Plan in Oklahoma Next Month

"Ice Cream Week" Beginning on Easter Sunday, to be Followed by Special Week-End
Sales Till September 1, in Co-operative Effort by Oklahoma Association

PLANS for an ice cream week in the state of Oklahoma have been outlined by a committee from the Oklahoma Association of Ice Cream Manufacturers. Easter Sunday has been set as the date for the beginning of an ice cream week, in which dealers will be aided by the manufacturers in calling the public's attention to ice cream and its importance to human satisfaction. Easter Sunday falls on April 20th this year.

The campaign will not stop with just one week of efforts, however; the committee has enlisted the co-operation of virtually all the Oklahoma manufacturers in plans for the dealers to work special-flavor sales every week-end following the week of Easter until Sept. 1.

Copy for newspaper advertising, and other selling suggestions, will be furnished by the committee. Win-

dow streamers for special flavors will be shipped direct to the manufacturers upon receipt of orders by W. M. Hawk, Tulsa, secretary of the Oklahoma association. The estimated cost for these streamers (100 for each flavor) is about \$60, covering the entire campaign. The secretary believes an average of four streamers for each dealer will be needed, and in case more than two hundred are needed the cost will be \$2 a hundred.

This plan of co-operative selling, patterned something along the lines of the Southern California effort that has been such an astounding success, was adopted at a meeting of the committee at Muskogee. It is the first step of this kind ever taken in the South, and its outcome will be watched with much interest by manufacturers elsewhere in the country who have been considering means of promoting ice cream sales.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying the Berger Specialized Service to which free reference can be made

Crescent Creamery Co.	-	St. Paul, Minn.
Minnesota Milk Co.	-	St. Paul, Minn.
Kemps Ice Cream Co.	-	Minneapolis, Minn.
Ives Ice Cream Co.	-	Minneapolis, Minn.
Hayes Ice Cream Co.	-	Minneapolis, Minn.
Metropolitan Milk Co.	-	Minneapolis, Minn.
Flynn Dairy Co.	-	Des Moines, Iowa
Waterloo Creamery Co.	-	Omaha, Neb.
Skoug Candy Co.	-	Sioux Falls, S. D.

For Ice Cream Making plants covering Buildings, Machinery and Equipment.

Twenty-five years experience in designing and supervising equipment of manufacturing plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

401 PHOENIX BUILDING

MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.
Registered Engineer and Architect in the State of Minnesota.

Greater Sales and Lower Prices Through Iceless Cabinets

Development of Industry Through Mechanical Refrigeration is Forecast by Manufacturers Who Have Tried Out New Cabinets

Interviews With Users

AUTOMATIC refrigeration has established itself in the ice cream industry for all time. That is the consensus of opinion gathered from discussion at the different conventions the past winter. The iceless cabinet will, to a certain extent, bring about revolutionary conditions in the handling of ice cream, and in the end will mean greater profits to the industry through enabling manufacturers to reduce the price and get their ice cream to the consumer in the best possible condition, thereby developing consumption. That is the consensus of opinion among manufacturers who have adopted automatic refrigeration.

In a survey of the situation regarding the iceless cabinet and its influence upon trade conditions, The Ice Cream Review has been in communication with approximately 200 manufacturers who were among the first to "try out" the new cabinet. Virtually every convention during the winter was marked by interesting discussions on the subject, but there has been no escaping the fact that ice cream manufacturers at large want to know something about what various men in the industry who have the automatic cabinet in use think of its present practicability and future possibilities.

A very encouraging note of optimism is sounded in the replies to the queries propounded by The Ice Cream Review, and while the opinion is generally shared that manufacturers should make every effort to rid themselves of the burden of increased investment by inducing the dealers themselves to buy the cabinets outright, it is recognized that it is through the ice cream manufacturer only that these new cabinets ever will be placed in the retail stores, though different plans may be followed for handling the costs.

In the convention discussions, leading members of the industry were quick to foresee that in handling the iceless cabinet, manufacturers should begin at the outset with the plan to make the dealer pay for the cabinets. Whether he pays or not, the convention speakers have impressed the belief that the effort should be made to have the dealer pay at least part of the cost of current and water.

All the dealers to take up automatic refrigeration who have written The Ice Cream Review are sure that it will promote sales and lessen the annoyance to the retailer through eliminating ice and salt, though all were not sure that it would enable manufacturers to work up chain stores especially fitted to handle ice cream, as has been done by an Ohio manufacturer.

THE experience of the White Ice Cream Co., Flint, Mich., leads its president, A. C. White, to believe that through mechanical refrigeration, the service charge can be reduced five cents a gallon after charging off twenty-five per cent depreciation.

"We were one of the first ice cream companies in the country to adopt the use of mechanical refrigeration," writes Mr. White.

"Naturally, before deciding on the use of mechanical refrigeration, which, we were well aware would cost us a lot of money before we were 100 per cent equipped,

we studied the situation from every conceivable angle using the experience we have had during the past twelve years in the wholesale manufacturing and distribution of ice cream.

"My personal experience has shown me that the average cost of maintaining ice cream in the dealer's store was from twenty to thirty cents per gallon over the twelve months, and for a long time I have looked forward to the time when this appalling amount could be substantially reduced, and after thoroughly examining the Nizer cabinet I found that this service charge could be reduced so as not to exceed five cents per gallon after charging off twenty-five per cent depreciation on the equipment and setting up a fair reserve to take care of mechanical service. This saving in itself was naturally sufficient to convince me that mechanical refrigeration was here to stay and that it would ultimately result in lowering the price of ice cream, thereby substantially increasing consumption.

"Our first move was to electrify or refrigerate all our stops on one rural route. I might say here that it was impossible to get delivery on mechanically refrigerated cabinets when we started in business, and therefore had to start out with salt and ice. The route I spoke of required the operation of a two-ton truck to carry the ice cream, which averaged between one hundred and one hundred and fifty gallons, about a ton and half of ice, and sufficient salt to refrigerate. After this route was mechanically refrigerated, we dispensed with the two-ton truck which required all day to make the route, which was about one hundred miles long, and put in operation a half-ton truck, put the ice cream in felt jackets and made the complete route in approximately half the time.

"It is, therefore, obvious that in addition to saving the difference in operation cost between the half-ton truck and the two-ton truck, we saved all the ice and salt and one-half of the operator's time each day. We also observed that the consumption of ice cream on this route substantially increased due to the fact that the dealer was in a position to offer his customers a very fine selection of ice creams, for they carried in stock at all times vanilla and three or four fruit creams, and further because the ice cream did not suffer the hardships it was subject to with salt and ice refrigeration, due to raising and lowering of temperatures.

"I might here state that I believe the average ice cream deteriorates ten per cent in quality with salt and ice refrigeration, while with mechanical refrigeration I have observed no deterioration whatever."

"THERE is some question on the part of ice cream manufacturers in the state of Michigan yet as to the best method to pursue in the installation of mechanical refrigeration," continued Mr. White. "Being one of the first manufacturers in the field to make installations of this kind we had no precedent to follow but proceeded on the theory that since we were giving ice and salt service to our rural as well as our city customers, and in view of the saving we were experiencing besides the potential possibilities of greater consump-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Let the Quality of the CONE be as good as your Ice Cream

Havacone

REG. U.S. PAT. OFF.

A deliciously different crisp morsel that melts in the mouth with the ice cream.

Furthermore—Havacone is a physical embodiment of sanitary science and the pastry art,—being a guaranteed pure cake cone made without grease, coloring or preservatives.

You'll be surprised at the good taste of Havacone.

*Our nearest plant will
gladly send samples.
... Write for them. ...*



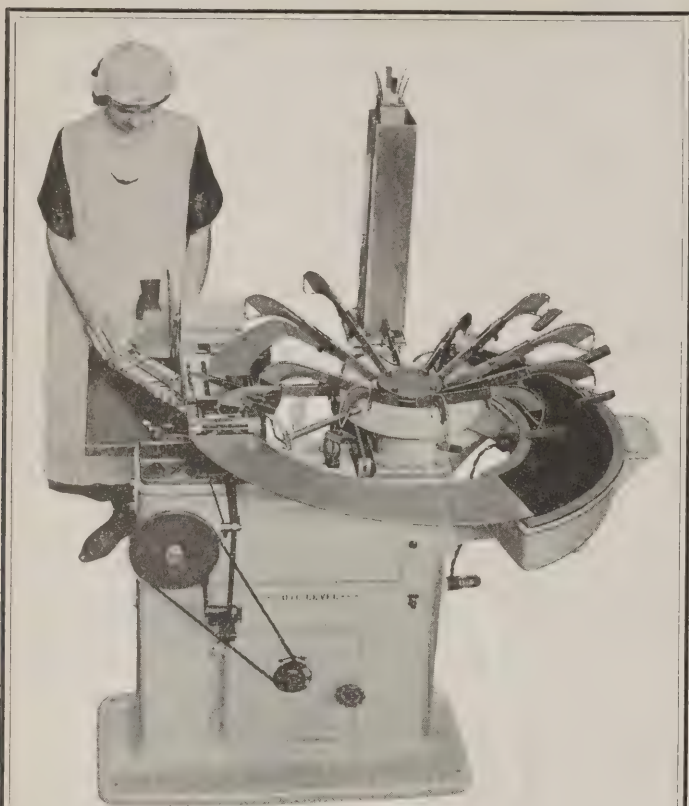
WHERE SANITATION REIGNS SUPREME

N. Y. Plant: Cone Company of America

Cone Company of America

3rd Street and Van Alst Ave.
LONG ISLAND CITY, N. Y.

6001 So. Western Avenue
CHICAGO, ILL.



No Half-Way Work on this Machine

When an Eskimo Pie
leaves an

ANDERSON Eskimo Pie Machine

it's "COMPLETE"

the only further handling
that is necessary is pack-
ing in a delivery box.

It Cuts—Dips—Wraps

and at the rate of 100
dozen an hour.

If it is economy in cost
you need to make a 5c Pie
a success—You'll find it in
the Anderson Pie Machine.

SEND FOR CATALOG

Anderson Bros. Mfg. Co.

1923 Kishwaukee Street
ROCKFORD, ILLINOIS

tion, we decided to install the cabinets free of charge, and also pay for the electric current necessary to operate same.

"However, since the use of mechanical refrigeration is becoming more general some of the ice cream manufacturers feel that the installation should be effected on a rental basis, with a set charge that would average \$12.00 per month for an eight-hole cabinet. However, we cannot concede the righteousness of this proposition while the wholesale price of ice cream remains the same and where material costs have not substantially increased. I might here state that the price generally charged for vanilla bulk cream in this territory during the past two years is \$1.20 serviced and fruit bulk cream \$1.35, with five cents a gallon higher on vanilla for rural service, other creams being the same as in the city.

"Some of my contemporaries who apparently are not sold on the idea of mechanical refrigeration use the argument that sulphur dioxide, the refrigerant that is generally used, is a dangerous gas and that inasmuch as the idea is only becoming generally in use that substantial developments will be made within a year or two that will make obsolete the equipment being sold at present. We are interested only in a cabinet that will keep our ice cream in the proper shape at all times and at a minimum cost.

"Our current cost during the past year has not exceeded \$2.37 for thirty-one days for an eight-hole cabinet and the cream has been kept in practically the same condition as when it leaves our hardening rooms. I, therefore, cannot see where any improvements can be effected.

"I am well satisfied that within the next two or three years seventy-five per cent of all the ice cream sold through dealers in the United States will be sold from mechanically refrigerated cabinets, even though there is a tendency at the present time by ice cream manufacturers in certain localities to refuse to accept the idea as fundamentally sound. The mechanically refrigerated cabinet, I believe, is the greatest contribution to the ice cream industry since the brine freezer and will play just as important a part from a quality and distribution standpoint as the brine freezer played from a quality and production standpoint."

* * *

The Hydrox Co., Chicago, believes the new cabinet will promote sales, writing as follows:

"Automatic refrigeration, we believe, will be of value in promoting the sale of ice cream through lessening the annoyance to the proprietor and dispenser. Annoyances of the ice and salt refrigeration are too well known to enumerate.

"However, believe that the ice cream manufacturer should steer his course more towards the perfection of automatic refrigeration in fountains, that can be produced and sold at a reasonable price; as its in the fountain that all of the work, dishing and serving ice cream, should be done to minimize the labor connection with it."

* * *

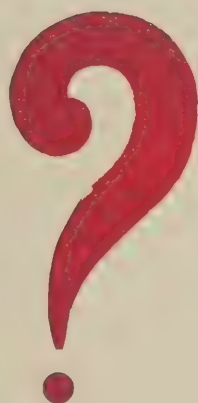
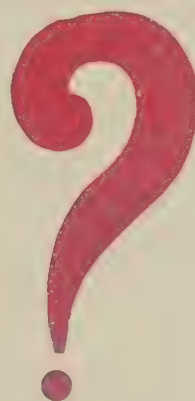
W. H. Bendfelt, president of the Bendfelt Ice Cream Co., Milwaukee, says the advantages of automatic refrigeration are numerous.

"We are enabled," says Mr. Bendfelt, "to handle ice cream which has heretofore been considered most perishable in a manner that relieves us of a large percentage of the grief we have had in this business, of which the principal item has been the care of our product while it is in the customer's hands. With automatic refrigeration we eliminate the great expense of ice and salt, much labor in the handling of ice and salt and a

(Continued on page 97)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Were You Surprised at your cost of Ice and Salt for 1923



NOW — while the season is
young should you determine
in favor of

Dry Zero Universal Ice Cream Cabinets

Your investment then won't be any larger but the saving you will realize in Ice and Salt will be like "velvet" in your pocket.

Furthermore—the Dry Zero Universal Cabinets will make a friend out of every dealer for you. **There** is something you can not figure in dollars and cents.

Your dealers will become friends because they will be able to realize full value on the ice cream they buy from you. There will not be the shrinkage.

There will not be the muss and fuss they probably now have to contend with. And,

Remember—if you do not help your dealers to make money on your product it is "good bye" dealer, and just so many more points of distribution must be won all over again.

Is it cheaper to win back dealers or establish new ones than it is to keep good ones satisfied? If a cabinet is the point of argument—a Dry Zero will settle it and besides, it will save dollars for you in Ice and Salt.

You can have a Dry Zero Universal Cabinet shipped to
you subject to your approval after full test at your plant.
Send for one and try it out.

Dry-Zero Insulation Company

San Francisco—Balfour Bldg.

Chicago—Railway Exchange

New York—50 East 42nd St.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Re-organization of Missouri State Association Planned

STEPS to re-organize the Missouri Association of Ice Cream Manufacturers have been under advisement for some time by different ice cream manufacturers in Missouri. The matter was taken up at a meeting of the North Eastern Missouri Ice Cream Manufacturers' Association at that body's annual convention, January 30. Resolutions were passed asking St. Louis and Kansas City manufacturers to co-operate in effort to organize a state association of ice cream manufacturers. Resolutions provide for the affiliation of the North Eastern Missouri Association with the state association should the latter be organized.

The Missouri Association of Ice Cream Manufacturers has not been active for the past few years. Conditions in the Missouri ice cream industry indicate that organization work is badly needed, according to the opinion of different members of the industry in that state. Matters of importance to the trade in North-eastern Missouri were discussed at the meeting at Moberly in January.

The meeting was called to order by H. M. Straub of the Moberly Ice Cream Company, president of the association. Mr. Vandiver of the White Eagle Dairy Co., Columbus, Mo., addressed the meeting. A better spirit of optimism than has existed among the manufacturers of that section for some time prevailed at the meeting. Delegates left the convention feeling that they had accomplished something.

Messrs. Staub and Vandiver were re-elected president and secretary-treasurer, respectively. The next

regular meeting of the association will be held at Mexico, in Aldrian County, February 22.

At noon the members were the luncheon guests of the Moberly Ice Cream Co. and the Weber Ice Cream Co.



LARGE NEW PLANT AT CINCINNATI TO OPEN SOON.

T. Russell Chapman, formerly with The French-Bros.-Bauer Co. of Cincinnati, has joined The Niser Ice Cream Co., Cincinnati's newest organization in this field, according to announcement to The Olsen Publishing Co. Mr. Chapman is widely known in the industry. He will be general manager and vice-president.

Officers of The Niser Ice Cream Co. are: Milton A. Mailender, president; T. Russell Chapman, vice-president and general manager; H. D. Hooge, vice-president; Henry Townsend, advertising manager and director of service.

The president, Milton A. Mailender, was manager of the Milk Exchange of the Cincinnati Chamber of Commerce for years; the director of service, Henry Townsend, was a member of the Townsend Dairy Co. for a long time, and the vice-president, H. D. Hooge, has been connected with the Matthews Selected Dairies of Cincinnati.

The Niser Ice Cream Co. has purchased The Lackmann Brewing Co.'s enormous properties on West Sixth Street. The remodeling, which is now going on, will be completed within a short time, and the new concern should be in production about March 1 to 15, according to the announcement.

Specify—

When ordering flavor
for Maple-Nut Cream

ELPAM

If you are not using this flavor,
ask us for a FREE SAMPLE.

A trial will convince you of its
SUPERIORITY.

M A N U F A C T U R E D B Y

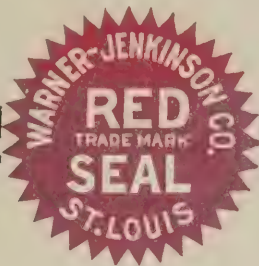
G.W. Wardrop Company, Inc.

450 Broadway

Boston 27, Mass.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Red Seal "Homo" Powder

Improves Ice Cream. It helps the Homogenizer by increasing the viscosity of the mix, assists in breaking up the milk fat globules and retains them in a fine and evenly distributed condition. Homo-Powder retains its jelling capacity at the homogenizing temperature, a property not possessed by gelatine. Use Homo Powder and be convinced. The cost is trifling compared with the distinct improvement that results.

Red Seal Ripener

Positive results. Ripens and thickens the batch by enzymic action. Required viscosity can be produced quickly or moderately slowly by regulation of amount of Ripener used. Do not let your batch stand too long in the old way without ripener, if you want to produce ice cream with a low bacterial count.

Red Seal Vanillas

All grades from best bean extracts to low priced imitations. You will save money and obtain satisfaction by contracting **now**. Contracts accepted for lots from 1 to 50 barrels.

Red Seal Certified Colors

Manufactured in St. Louis by the Warner-Jenkinson Company. All shades. Strong, pure, brilliant. Supplied in Powder, Paste or Liquid.

Red Seal American Cheese Color

Vegetable. Extra strong. Gives a true cream color to the mix.

Red Seal Extracts

Highest grade for ice cream flavoring.

Red Seal Milk of Orange

Ideal for water ices and sherbets.

Warner Jenkinson Co.
St. Louis

Details of Panama and Cuba Trip Announced by National Association

Seventeen Days Cruise to Isthmus by Way of Havana
to be Feature of Conventions of National and
Southern Associations

Hotel Arrangements Announced

HOTEL arrangements and details of the trip to the Panama Canal, which will be a feature of the national convention at New Orleans next November, have been announced by N. Loewenstein, secretary of the National Association of Ice Cream Manufacturers.

The Panama trip will be a seventeen-day cruise to the Panama Canal by way of Cuba and return to New Orleans. Three days will be allowed for sightseeing at Havana, including launch trips to Morro Castle, Capannes Fortress and other points of interest. Four days

will be spent at the supply association, and President Harry A. Ben-
ners the Dixie Flyers.

THE National Association of Ice Cream Manufacturers, as related in previous issues of The Ice Cream Review, will meet at New Orleans, November 17, 18, 19 and 20 in connection with an exposition by The Association of Ice Cream Supply Men. The convention will be preceded by the annual gathering of the Southern Association of Ice Cream Manufacturers and the Dixie Flyers.



Officials and local advisers at New Orleans conference of National and Southern officials. Front seat:—At wheel, E. B. Geisel, manager, Anheuser-Busch Ice Cream Co., New Orleans; Opposite, W. W. Campbell, vice-president, National Association of Ice Cream Manufacturers; Rear seat, Roberts Everett, secretary-manager, Association of Ice Cream Supply Men; J. W. Clopton, secretary, Southern Association; N. Loewenstein, secretary, National Association.

are to be spent in the Canal Zone, where passengers will be provided with hotel accommodations at Cristobal or Panama City and at Taboga Island on the Pacific side.

There will be a trip through the Isthmus by auto and rail to Panama City. Opportunities will be afforded for the inspection of the locks, dam, spillway and control towers of the canal. Exceptional facilities for fishing, bathing and golfing are provided in the Canal Zone.

Rates for the 17-day cruise, including side trips as hotel accommodations on the isthmus, range from \$250 a person for state-rooms to \$800 for two persons in parlor cabin rooms. The passenger carrying capacity of the vessel is limited, and the secretary suggested that reservations be made early.

Details of the Panama trip were worked out at a conference at New Orleans, in January, of officials of the national and southern associations, the Dixie Flyers and The Association of Ice Cream Supply Men. Secretary Loewenstein and Vice-president W. W. Campbell represented the national association, Secretary J. Walter Clopton the southern, Secretary-manager Roberts Ever-

ett the supply association, and President Harry A. Ben-
ners the Dixie Flyers.

It was decided at the conference that the different groups to be represented at New Orleans be assigned hotels as follows:

National association, Roosevelt Hotel (formerly The Grunewald Hotel.)

Southern association, De Soto Hotel.

The supply association, St. Charles Hotel.

Dixie Flyers' headquarters, Monteleone Hotel.

This will be the national association's first visit to the South. Much interest has been created in the 1924 convention. Announcement of the Cuban and Panama trip in the February issue of The Ice Cream Review made ice cream men begin looking forward to the convention much earlier than generally is the case.

"The program committee will put forth every effort that the 24th annual convention may surpass all previous ones," reads the announcement by the National Association of Ice Cream Manufacturers. "You (members) are requested to advise the secretary of any subjects you want discussed. Very novel and interesting entertainment features will be provided."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Water Ices—Frappes —Sherbets

Made from our wonderful CREME FLAVORS are more delicious, uniform and economical than if you made them from the fresh ripe fruit.

Bowey Brand Lemon—Orange—Lime Creme Flavors

*Complete formulas furnished to Ice Cream
Manufacturers, Caterers and Chefs.*

Can you imagine an Orange Ice with that full rounded flavor of the delicious fresh ripe fruit—Well, that's what our CREME FLAVORS will do for you at a cost of only 24 to 33c for a pot of 10 gallons.

They are scientifically made from the whole fruit. (The juice of the fruit and the flavor of the peel)

*Send at once for a gallon each on our guarantee
of satisfaction or return at our expense.*

Lemon Creme
Flavor \$6.00
PER GALLON

Orange Creme
Flavor \$7.00
PER GALLON

Lime Creme
Flavor \$6.00
PER GALLON

MANUFACTURED AND GUARANTEED PURE BY

Horine & Bowey Company

401 W. SUPERIOR ST.

ESTABLISHED 28 YEARS

CHICAGO, ILL.

Send for our Fruit and Flavor Catalog.

The TAG-Hespe Feature is applied to MERCURY Thermometers ONLY

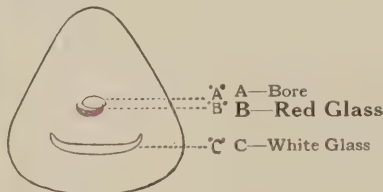


The TAG-HESPE Red Reading Column shows as a broad red line from the top of the mercury column to the top of the tube. When the mercury rises it covers more of this red line; when the mercury falls a correspondingly greater length of the red line is exposed. The decided contrast between this bright red line and the metallic grey of the mercury brings to the accurate mercury thermometer the easy readability of the red spirit instrument.

TAG-Hespe thermometer glass (tubing) is in every way similar to ordinary lens front thermometer glass except that in TAG-Hespe glass the BACK of the fine capillary bore (up and down which the mercury travels) is made of bright red glass. This red streak of glass extends all the way from the top of the thermometer down to the bulb. Note particularly that the red glass is in the back of the bore and NOT

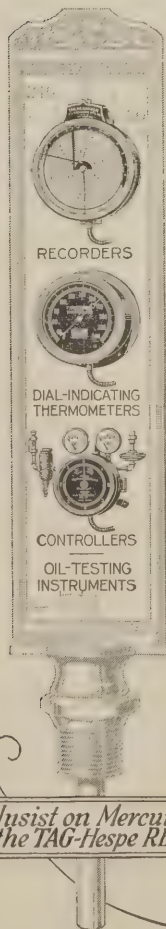
at the back of the tube (see cross-section below).

The red line attracts the eye at first glance and it is easy to follow it down and take the reading at its bottom which is, of course, the top of the mercury column. The broad line of red stands out like a semaphore set at danger. You CAN'T miss it.



The TAG-Hespe Column is an EXCLUSIVE TAG feature. It is a RECENT improvement in thermometer manufacture which marks the greatest advance yet achieved.

Remember that the TAG-Hespe feature is applied to Mercury thermometers and that, therefore, there is no sacrifice of accuracy to attain this remarkable readability. Send for Bulletin O-911.



C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN

*Insist on Mercury Thermometers with
the TAG-Hespe RED Reading Column*

SINCE 1769



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

HORTON COMPANY ACQUIRES ANOTHER PLANT

Preparations have been made by E. B. Lewis of New York City, president of the J. M. Horton Ice Cream Co. to take possession by April 1st of the Nestles Food Co. Gouverneur, N. Y., which plant recently was purchased by the Horton company. This makes the fourth plant for the manufacture of mixes, including the Richville, N. Y., and two plants in New Jersey, operated by the Horton Co.

The Horton company has been in the ice cream manufacturing business since 1852. The Nestles plant is one of the most valuable owned by that company, having been entirely remodeled and modernized two years ago. The plant was purchased by the International Milk Products Company.

A. Broughner, superintendent of the country plants of the Horton company, will have supervision of the Gouverneur plant in connection with three others.

FINDLAY DAIRY CO. ERECTS NEW PLANT.

The Findlay Dairy Co., Findlay, Ohio, announces that its plans are complete for the erection of a new plant to take care of their milk, butter, and ice cream business. The main building will be 70 x 80 feet, one story, of brick and concrete construction. The company is equipped to handle 10,000 bottles of milk, 1,000 gallons of ice cream and 5,000 pounds of butter daily, officials say. The plant will be completed by May 1, officials say.

C. L. Parker is secretary of the company and the above information comes to The Milk Dealer from him.

ICE CREAM PRODUCTION LOW IN HAWAII.

Virtually the ice cream manufactured in the Territory of Hawaii is made from unsalted butter shipped from California, according to a report to The Olser Publishing Co., from Prof. L. A. Henke, professor of agriculture at Honolulu. He says the Islands' total output as reported by the two leading ice cream companies is 300,000 gallons a year.

"Hawaii is not essentially a dairy country. All the milk produced here is sold as whole milk for city consumption," Prof. Henke says. "The 1920 census gave the total milk production as 1,757,917 gallons for the year 1919."

WISCONSIN AND MINNESOTA PLANTS CONSOLIDATE.

The Schmitt Butter and Ice Cream Co., Winona, Minn., recently consolidated with the Tri-State Ice Cream Corporation, located at La Crosse, Wis. P. H. Schmitt, former part-owner, will continue as local manager of the Winona plant, which will be operated as a branch of the Tri-State Ice Cream Corp.

The Kemps Ice Cream Company, Minneapolis, Minn., a short time ago consolidated with the Crescent Ice Cream Co., St. Paul, Minn. Mr. Kammich will continue as manager of both plants.

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

NEW PLANT AT SEATTLE TO HAVE MILLION GALLONS' CAPACITY.

Early in the spring, probably about May, the Seattle Ice Cream Company will move into a new ice cream plant, located at 1501-03-05-07-09 Fourth Ave., Seattle, Wash., and when that happens another great institution will be added to the roster of modern dairy plants. The plant will have a capacity of more than 1,000,000 gallons yearly and in appearance, convenience and sanitary effectiveness will compete with anything in the country.

Just about three years ago F. V. Fisher purchased the Seattle Ice Cream Company and commenced a study of the ice cream business. Since then he has attended conventions everywhere, visited plants in every important city and painstakingly gathered facts and information about ice cream making which have now ripened into a new building and entirely new equipment in a new and more convenient location.

Every modern and proved device is being installed in the structure. A beautiful and inviting exterior, cleanly and attractive in architecture will prepare the visitor for a display of white tiled processing and freezing rooms, white woodwork and sanitary terazzo marble floors that would bring joy to the heart of any housewife.

In mechanical layout, the plant is fully abreast of the times, every process being arranged from start to finish so that the product follows natural lines of flow without duplication of work or unnecessary effort.

The hopper system of receiving from freezers has been installed, leading through silvered piping direct to filling and thereafter to hardening rooms, and a 70-ton ice plant is part of the equipment. The loading platforms, distribution of salt and ice and adequate space for ingress and egress are especially well arranged.

An entirely new departure will be a fancy ice cream department for the preparation of special confections and fancy molds. Eventually this department will be one of the show places of the new plant.

Special care has been given to providing comfortable and inviting quarters and accommodations for employes and, altogether, the institution reflects much careful study and thought on the part of the owner.



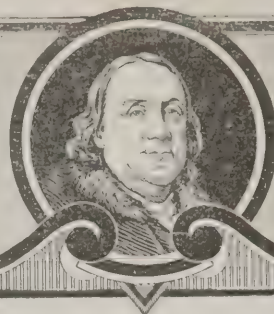
CAROLINA MANUFACTURER WINS JUDGMENT.

A North Carolina ice cream manufacturer recently won out in an extraordinary situation created when the North Carolina standard keeper taxed the manufacturer five cents a liquid gallon measure for testing his ice cream can equipment. G. E. Wilkinson, manager of the Chapin-Sacks Corporation, Salisbury, N. C., was told by the standard keeper that unless he made payment for having his ice cream can equipment tested, the case would be taken into court. Mr. Wilkinson made payment and himself took the case into court, asking for a complete refund of his money and for the cost of the court action to be placed upon the defendant.

This course he decided upon when the standard keeper could not show Mr. Wilkinson the law relative to testing ice cream cans providing for the fee covering same.

This case was tried in the county court at Salisbury, on January 21, and Mr. Wilkinson received judgment against the standard keeper for the full amount, which was \$94.20. The standard keeper stated that he was going to appeal to the Superior court, but later changed his mind and paid the full amount.

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.



Insure Increased Profits

By using, for ices and sher-
bets

FRANKLIN
INVERT SUGAR

It is non-crystalizable, non-
fermentable and water-
white.



The
**Franklin Sugar
Refining Company**

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

What Constitutes Quality?

Three Essential Factors are: Sanitary Factory, Raw Materials of Quality, and Correct Processing: Acid has Important Bearing—Variations in Composition Affects Quality. A Practical Discussion

Relation of Solids To Quality

By PROF. A. S. AMBROSE*

ALL manufacturers know there is some variation in the composition of ice cream. However, few realize the extent of these variations and their effect upon quality. Within the last few months we have made analysis of a number of samples sent to the university. The butterfat content of the samples has ranged from 8 to 17.5 per cent, milk solids not fat from 9.5 to 17 per cent and total solids from 31.5 to 42.5 per cent. Even the products of the same manufacturers have shown considerable variation from time to time. When such variations occur it is true that we may also expect to find as great variations in quality.

The Milk Solids in Relation to Quality.

The greatest variation in the composition of the ice cream mix usually occurs in the milk solids content. Sugar, gelatine and flavoring material ordinarily vary only within comparatively narrow limits. This being true, it would seem that the milk solids must have a definite bearing upon quality.

In our experimental work we have made a study of the relation of the milk solids to quality. In this study we have endeavored to answer the following questions.

1. What is the relative importance of the different milk solids?

2. Is there any definite relation between the amount of the different milk solids that should be present in the ice cream mix?

The milk solids are those obtained from dairy products. They consist of butterfat, casein, milk sugar, albumen, and mineral matter. For ice cream making purposes these are usually divided into two classes—butterfat and milk solids not fat, or serum solids.

In this study of the relation of the milk solids to

quality, mixes of twenty different compositions were used with variations as follows:

Butterfat, 8 to 14 per cent.

Milk solids not fat, 6 to 18 per cent.

Total milk solids, 14 to 32 per cent.

Twelve per cent sugar and one-half of one per cent gelatine were used in all of the mixes.

The mixes were not homogenized.

Samples were taken from each batch of ice cream for judging purposes. Each lot was examined three times. In all, 150 samples were examined.

The samples were judged for body, texture, resistance, and flavor. The terms used to describe these qualities were:

Body	Texture	Resistance	Flavor
Light	Very coarse	Lacking	Cleanliness
Good	Coarse	Good	Condensed
Heavy	Smooth	Too much	Lactose
Soggy	Very smooth		Old or stale
			Rich

Relation of the Milk Solids Not Fat to Quality.

A summary of the criticisms of the 150 samples is tabulated in table 1.

Table 1.

Relation of the Percentage of Butterfat to Texture, Resistance, Body and Flavor of Ice Cream.

Series A.

Percent Fat	Percent M.S.N.F.	Texture	Resistance	Body
8	6	Very coarse	Lacking	Light
8	10	Coarse	Lacking	Light
8	12	Coarse	Lacking+	Light+
8	14	Smooth	Good	Good
8	18	Very smooth	Good+	Heavy

Series B.

10	6	Very coarse	Lacking	Light
10	10	Coarse	Lacking	Light+
10	12	Coarse+	Good	Good
10	14	Smooth	Good	Good+
10	18	Very smooth	Too much	Heavy

Series C.

12	6	Very coarse	Lacking	Light
12	10	Coarse	Lacking	Light+
12	12	Smooth	Good	Good
12	14	Smooth+	Good+	Heavy—
12	18	Very smooth	Too much	Soggy

Series D.

14	6	Very coarse	Lacking	Light
14	10	Coarse	Good—	Good—
14	12	Very smooth	Good+	Heavy
14	14	Very smooth	Too much	Heavy—
14	18	Very Smooth	Too much	Soggy

An examination of this table shows that all the ice cream containing six per cent milk solids not fat had very coarse textures, were lacking in resistance and light in body. In each case the ice cream was badly churned. Those which contained 18 per cent milk solids

* Dept. of Dairy Husbandry, University of Illinois. Address before Illinois State Convention.

A Magic Transformation

A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ELECTRIC MOTOR TRUCKS



Compare Your Truck Costs with These Figures

AN average unit of the Hendler Creamery Company's fleet of C-T Electric Motor Trucks was operated over a period of four years at an average cost of \$1,029.00 per year or a daily cost of about \$3.75, figuring 275 operating days a year.

This cost includes all repairs to chassis and body, cost of current and fixed charges such as interest, insurance, license, taxes and garage.

If you keep accurate records of your delivery costs, you can compare your own costs, over a period of years, with those of the Hendler Creamery Company. Can you operate your trucks for anything like \$3.75 per day, figuring your body and chassis repairs?

Let us send you a copy of Mr. Hendler's own statement giving figures on each item of cost from 1920 to 1923 inclusive.

Here is what Mr. Hendler says about his C-T Electric Trucks: "We are glad to

say that all of our C-T Electric Trucks have proved very satisfactory and on the low mileage routes have been much cheaper and more dependable than gas trucks or horses, besides being cleaner."

Many successful Ice Cream Manufacturers are using fleets of C-T Electric Motor Trucks for their short haul and city deliveries because they are cheaper and more dependable and cleaner.

A few of the more recent orders from the Ice Cream Industry include: Max Tauber Sons, Absopure Ice Cream Co., Chicago; McBride Bros. & Knobbe, Chicago; H. L. Newman Co., York Pa.; Superior Ice Cream Co., Baltimore.

Ask for audited Gould Reports on C-T Electric Trucks in the service of Ice Cream Manufacturers.

Commercial Truck Company
PHILADELPHIA

C-T ELECTRIC TRUCKS

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

not fat, or the other extreme, had very smooth textures and too much resistance, while the body was either heavy or soggy. Between these extremes there was a more or less gradual change in the qualities as the percentage of milk solids not fat was increased. This difference was apparent in each one of the four series, even though each succeeding series contained an increased butterfat content. Churning did not take place in the ice cream containing 10 per cent or more milk solids not fat.

THE data indicate that a certain amount of milk solids not fat is required to produce a desirable texture, resistance and body regardless of the amount of butterfat present. The milk solids not fat serve also as a protection to the butterfat, when present in sufficient amounts, and thus prevent churning.

Table 11 illustrates the effect of the milk solids not fat upon flavor and upon the occurrence of "sandiness" in the ice cream.

Table 11

Criticism	Milk-Solids-Not-Fat				
	6%	10%	12%	14%	18%
Lactose flavor	0.	0.	25.00	75.00	44.40
Condense flavor	0.	16.66	12.50	58.33	55.55
Sandiness	0.	8.33	12.50	58.33	77.77
Per cent lactose calculated..	3.21	5.23	6.36	7.29	9.38

The freshly frozen ice cream had very fine flavor. The flavors shown in the table developed while the ice cream was in storage.

The ice cream containing 6 per cent milk solids not fat did not develop any of the flavors shown and did not become "sandy." The 10 and 12 per cent products rarely developed condensed or lactose flavor. These flavors,

however, frequently appeared in the ice cream which contained more than 12 per cent.

A "sandy" condition almost always developed following the appearance of the lactose flavor. Sandiness occurred most frequently in the ice cream which contained more than 12 per cent milk solids not fat. From the calculations of the average amount of lactose in the different mixes, as shown in the different tables, it would appear that, to avoid danger of sandiness, it is best to have mixes of such composition that they will not contain more than 6 per cent of lactose.

Relation of Butterfat to Quality.

The effect of butterfat upon quality can be seen by referring again to table 1.

The ice creams which contained 6 per cent milk solids not fat were not improved by an increase in butterfat; the criticisms were the same in the 8, 10, 12 and 14 per cent butterfat products. This was also true of the ice creams which contained 18 per cent milk solids not fat, and 8, 10, 12 and 14 per cent butterfat. In only one case was there any improvement in quality with an increased butterfat content in the 10 per cent milk solids not fat products. However, in the 12 and 14 per cent milk solids not fat ice creams the quality changed with each increase in the percentage of butterfat. Thus the data indicate that a certain amount of milk solids not fat must be present before the butterfat has any appreciable effect upon the texture and resistance. When there is a sufficient amount of milk solids not fat an increase in the amount of butterfat produces the same effect as an increase in the milk solids not fat. In other words the two have a complementary value within certain limits. A low milk solids not fat requires a high percentage of butterfat to produce a smooth texture and good resistance. A low butterfat content requires a high percentage of milk solids not fat to produce the same results. This is shown in table 1.

Eight per cent butterfat requires about 14 per cent milk solids not fat.

Ten per cent butterfat requires about 12 to 14 per cent milk solids not fat.

Twelve per cent butterfat requires about 12 per cent milk solids not fat.

Fourteen per cent butterfat requires about 10 to 12 per cent milk solids not fat.

The butterfat content is probably of greatest importance in relation to flavor. The increase in butterfat gives a richness of flavor which can be obtained in no other way.

Conclusions.

FROM the results here presented the following conclusions can be drawn:

1. The milk solids not fat are more essential than the butterfat in their effect upon body, texture and resistance of ice cream.

2. A high percentage of milk solids not fat (more than 12 per cent) is conducive to a condensed milk or "lactose" flavor where condensed milk is used to supply the milk solids not fat.

3. Ice cream containing more than 6 per cent lactose may frequently develop sandiness.

4. Butterfat is more important than the milk solids not fat from the standpoint of flavor.

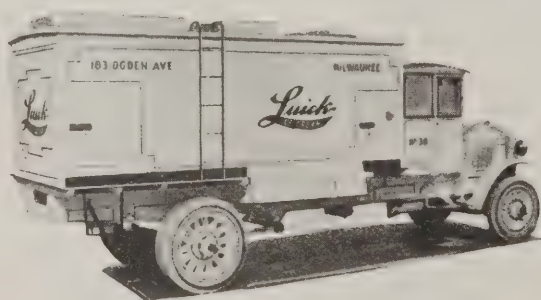
Relation of Milk Solids to Quality Ice Cream.

COMPOSITION is only one of a number of factors which must be considered if we are to improve quality.

(Continued on page 30)

MILLER Refrigerator Bodies

"We SELL you one — you BUY more"



After using one Miller Refrigerator Body in 1923, the Luick Ice Cream Company of Milwaukee has purchased three more for immediate delivery.

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Ave. North Minneapolis, Minn.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

An Important Sales Influence



NO MATTER what your investment is in a modernly equipped plant—no matter how attractive and inviting your advertising may be, or no matter what your retail locations are, the flavor of your ice cream will have an important influence on your sales volume—one way or the other.

HUDSON'S FAMOUS ICE
CREAM FLAVOR, CONCEN-
TRATED No. 52

Six times stronger than Extract
\$25.00 per Gal. Special prices in quan-
tities

HUDSON'S FAMOUS ICE
CREAM FLAVOR No. 52
SPECIAL

\$5.00 per Gallon.....in Barrels
\$5.50 per Gallon.....In Kegs

There are two kinds of vanilla flavor. One is the kind that freezes out in the hardening room and leaves your ice cream "flat". The other kind is **HUDSON'S NO. 52 SPECIAL**—the kind that doesn't freeze out and carries to the consumer that delicious, smooth, rich vanilla flavor which pleases the palate, stimulates the appetite and arouses the desire for more.

*And the remarkable fact is, it costs less
because it lasts longer.*

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52
—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

Some manufacturers use milk powder and butter in preparing the ice cream mix, others prefer to use some form of condensed milk, while still others prefer the prepared mix. In this connection the question naturally arises, "Will ice creams having the same compositions, be alike in quality when made from different milk products?" Stated in another way, "Will the milk products from different sources have the same value as far as quality is concerned?"

Previous experimental work has brought out the fact that there is a difference in quality of ice creams made from superheated and unsuperheated condensed milk. At present we are making a study of the value of milk solids from several sources. So far this work indicates they are not of equal value in this respect.

Ice cream prepared with bulk condensed milk, sweetened condensed milk, evaporated milk and milk powder are being compared. In some cases the score on texture has varied as much as five points while the score on resistance has varied as much as two points. There are also differences in flavor. The work, however, has not progressed sufficiently to permit us to state definitely which source of milk solids is most satisfactory from the quality standpoint.

Relation of Homogenization to Quality.

THE experimental work upon the relation of milk solids to quality was carried on with mixes which had not been homogenized. The homogenization process has an effect upon the milk solids which influences quality. Since a great many manufacturers are using this process it seems advisable to consider it in this connection.

In order to observe the influence of homogenization,

mixes were prepared and divided into equal parts, one of which was homogenized. The scores given for the ice cream are shown in Table III:

TABLE III.

Effect of Homogenization Upon Texture and Resistance.

Texture.	Perfect Score	Resistance.	Perfect Score
Homo- genized	25	Homo- genized	15
23.5	23.0	15.0	15.0
21.5	21.5	13.5	12.75
20.0	18.0	13.5	12.0
22.5	20.0	14.25	13.5
23.5	16.5	15.0	11.25
23.0	15.0	14.25	9.75
22.5	16.0	12.0	10.0
22.5	22.0	15.0	14.75
23.5	22.5	15.0	15.0
22.0	21.0	15.0	14.25
22.0	20.0	13.5	12.75

The homogenized mixes were given a higher score on texture and resistance in almost every case. The average difference in score on texture was 2.6 points, and on resistance about 1.5 points. The results show very plainly that homogenization improves the texture and resistance of ice cream.

The homogenized products in nearly all comparisons gave the impression that they contained more milk solids than the unhomogenized products. This means that where the ice cream mix is homogenized it is not necessary to use as much milk solids not fat as would otherwise be necessary. We have also found in this study that the temperature and pressure employed in the process of homogenization made considerable difference in the texture and resistance of ice cream. We hope to work out the relation of these last factors more definitely during the coming year.

When we consider the relation of the milk solids to quality and the number of factors which influence this relation it is not difficult to understand why so much variation is found in the quality of ice cream.

Better Ice Cream

By W. A. SCHWINDELER*

THREE essential factors are necessary to make "better ice cream." First: A good sanitary factory is necessary, a factory that is modern in every respect. It must be clean, sanitary and workable. By workable I mean that there should be no overlapping in the handling of the product. Equipment and interior arrangement should be such that the raw material should come in at one place and continue through its various phases until the finished ice cream reaches the hardening rooms, with plenty of hardening room space so that the ice cream made today will not be sent out for at least twenty-four hours after its manufacture.

Aging vats capable of holding the mix for twenty-four to forty-eight hours are also essential. The floors of the factory should be so constructed that they will drain easily so that the workmen don't have to wade around in water the biggest part of the day. Arrangements of this sort cost no more than slip shod methods and have a tendency to keep the workmen better satisfied with the conditions in your factory. All equipment should be such that it can be cleansed easily with hot water and live steam, and this should be done daily, so that no contamination will occur either to the flavor or to the healthfulness and purity of the mix.

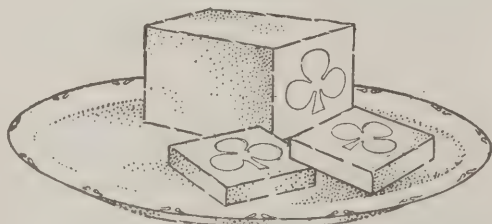
(Continued on page 32)

* Vice-President, Carpenter Ice Cream Co., St. Louis, Mo., Address before Illinois Convention.

Cassell Center Mold

HOLIDAY SPECIALS

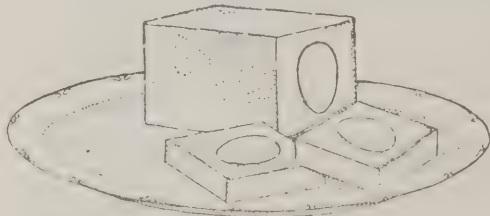
SHAMROCK



FOR ST. PATRICKS DAY—MARCH 17th

Price \$1.35 each or \$16.00 per Doz.

EASTER EGG



FOR EASTER SUNDAY—APRIL 20th

Price \$1.35 each or \$16.00 per Doz.

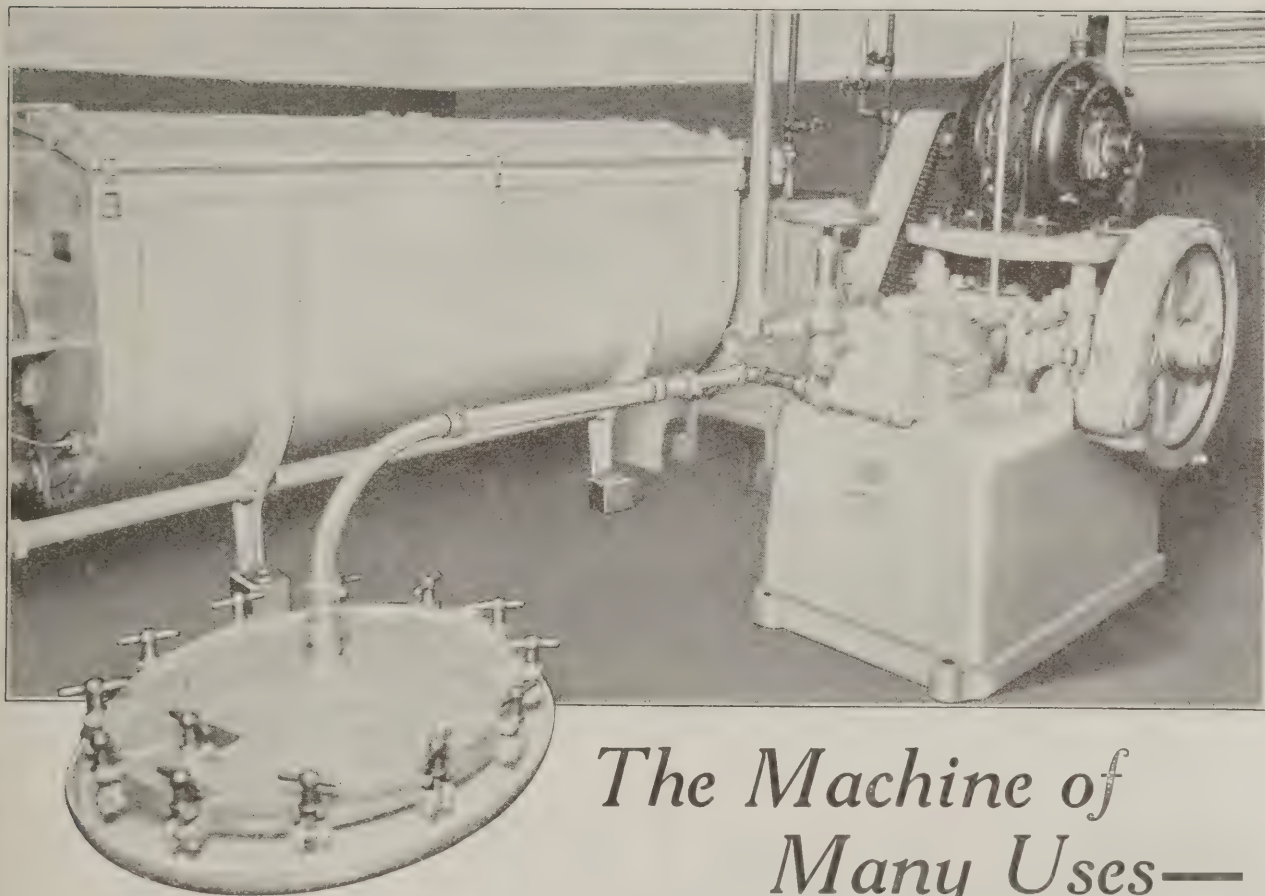
ORDER NOW through your Jobber or write

**W. W. CASSELL, Vincennes
INDIANA**

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Viscolizer

A Typical Installation of *The Viscolizer*



*The Machine of
Many Uses—*

NOTE

There are More of these Machines in use than All other Similar Machines Combined

In Leading *The Viscolizer* Plants Everywhere

UNION STEAM PUMP COMPANY

Distributed by

CHERRY-BASSETT-WINNER CO.

PHILADELPHIA

BALTIMORE

SYRACUSE

PITTSBURGH

NEW YORK CITY

JOHN W. LADD COMPANY

DETROIT

COLUMBUS

CLEVELAND

CINCINNATI

Viscolizer

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

SECOND: The raw material must be of excellent quality. In the larger cities the trouble of getting fresh milk and cream is not experienced as much as in the smaller places. In the small towns and cities much of the sweet cream and milk is bought direct from the farmer. If such is the case it is well to learn just what kind of a dairy farm your cream is coming from. Find out if the dairyman is careful in the handling of his milk, if he has the proper facilities for cooling his product immediately, if the cans are clean that he puts your milk and cream into, and as a further precaution, I would want to know if his herd is tuberculin tested. I would go out to his place and talk to him and let him know that I was very much interested in all that he is doing as regards the handling of the milk and cream that he produces.

This may seem like a lot of work and trouble, but I assure you that it pays big dividends both for you and the dairyman, and you will be agreeably surprised how easily he will be influenced to making improvements in the handling of this product, especially when he finds that it means the highest price for good sweet cream, and the ice cream manufacturer does pay the highest price for good material, and at a time when usually the market is at its lowest.

In this connection, I maintain that better ice cream can be made from sweet cream and sweet milk as a base than can be made from a re-constituted product made from butter, powder and water. Very often the quality of the butter is such that a good, uniformly flavored ice cream cannot be made from it.

Extreme care must also be used in the quality of your gelatine, flavors and fruits. A good ice cream can easily be ruined by using unwholesome gelatine or ice cream powder, a poor flavor, or so-called cheap fruits. The very best that money can buy is only good enough

to make "better ice cream." Be very careful of your condensed if you use it. See that it is all that the manufacturer claims it to be. Be equipped to make your own tests for solids and fats, and be sure and standardize your mix, then you will not have an ice cream that is good today and not so good tomorrow. A uniform ice cream with the right amount of butterfat and solids, good gelatine and a pleasing flavor, made in the right way in a sanitary factory, is surely "better ice cream."

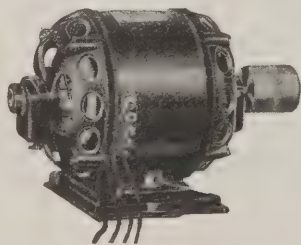
Ice cream to be the better kind must have solids not fat and milk fat solids in proper balance. We know that it should contain about one-half of one per cent of the best grade of gelatine, and that as high as fourteen per cent of good cane sugar is not too much to use. We also know that a mix containing sweet cream, sweet milk, sugar, gelatine and flavor does not contain enough serum solids to produce a "better ice cream." This is especially true if a manufacturer wants to produce an ice cream, say, of thirty-five per cent total solids and ten per cent of butterfat. In making this sort of a mix you will find that an addition of close to five per cent in weight of milk powder will give you just about the right total solid content.

Of course, condensed can be used, and is used in a lot of cases, to increase the solid content, but sometimes condensed is not as easily obtained as milk powder. Also please bear in mind that "better ice cream" should not be loaded with gums and improvers to get the effect of a high solid content. Gums and improvers are helpful in their respective places but are not a substitute for milk solids.

THE third consideration is just as essential as the other two, namely, correct processing. By that I mean thorough pasteurization followed by homogenization, either through an homogenizer or viscolizer. I do not believe that nearly as good results can be obtained in running the mix through any other kind of machine. The homogenizer or viscolizer has a tendency to break the fat globules with the result that by cooling immediately and then the proper aging of the mix at the right aging temperature you produce a "better ice cream" than could be produced without following the above method. Personally, I believe the entire mix should be run through—that is, everything but the flavor. Do not try to incorporate too much air in your ice cream, for a good mix can be ruined through too much overrun.

All of these factors, with the possible exception of the second, can be generally applied to any ice cream factory. In some sections of the country it is impossible to secure the sweet cream and sweet milk that can be procured in this vicinity, and ice cream factories in

FOR THE OPERATION OF
Refrigerating Machines
USED FOR COOLING
Ice Cream Cabinets



$\frac{1}{4}$ H. P. Motor

Century

Fractional H. P.
Repulsion Start
Induction

Single-Phase Motors
are particularly desirable because—

They are quiet in operation and are particularly suited to installations equipped with automatic start and stop control.

$\frac{1}{8}$ to 40 H. P.

THEY KEEP-A-RUNNING

CENTURY ELECTRIC COMPANY

General Offices — 1827 Pine Street
ST. LOUIS, MO., U. S. A.

Sales Offices in Principal Cities

Write for the new

**Ice Cream
Powder Preparations**

Improve
Ice Creams
and Ices at
reduced costs
Supplied only in
100 lb. containers.

HELP **Richness**
Smoothness
Viscosity
Ageing
Overrun

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,
LONG WHARF **Importers** BOSTON, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Draw out more Profit!

Just a few dollars more profit drawn out with every batch rolls up the profits rapidly.

The wisdom of an investment in new freezers depends not so much upon how much or little money you put into the new equipment as *how much you take out of it*.

Since the pioneering days, leading ice cream makers have been dumping daily dividends out of their Emery Thompson brine freezers into the cash registers.

EMERY THOMPSON BRINE FREEZERS

In about 40 seconds the frozen cream is emptied into waiting cans through the big slide gate. Shut the gate.

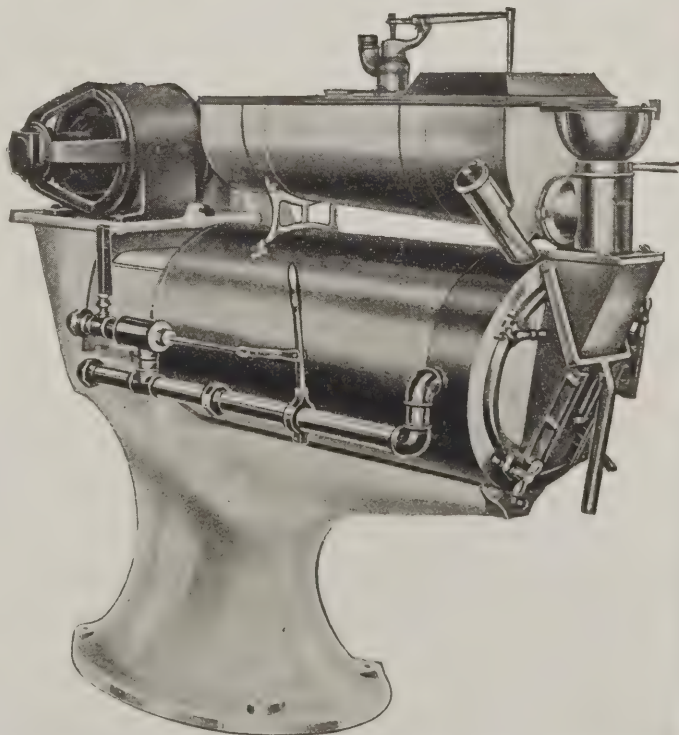
The waiting batch is exactly right. It has been measured to the drop by an automatic device. Open the 4-inch cream valve. It pours the delicious mixture—12 seconds!

Fruits, flavors and syrups are dumped into the big new hopper above the cream inlet valve. No slopping, no delay, no waste.

Notice the breather tube—one of a pair. Big yield comes from free air circulation made possible by these tubes. And the frozen cream is emptied faster.

We've just touched some of the improvements. The fundamental construction is the same. Prices mailed promptly on request.

EMERY THOMPSON
MACHINE & SUPPLY COMPANY
271-275 Rider Avenue New York City



those places must be extremely careful in the purchase of fresh, nice flavored butter, and to use with it milk powder or condensed milk which is of exceptional quality.

In conclusion I want to state that I believe it is possible for every manufacturer of ice cream to make

better ice cream. Use the very best materials, have the proper kind of equipment and quit worrying. Apply the "Golden Rule" to your customers, to your business and to your employes. Remember. Today is the tomorrow you worried about yesterday, and the things you worried about didn't happen.

* * * * *

The Quality of Ice Cream

By P. S. LUCAS*

PERHAPS more attention is given at the present time to the marketing of ice cream than to the technical difficulties associated with its manufacture, but it must be obvious that an inferior article will be marketable only in a very limited field. Marketing is a tremendously important problem; quality is equally important. Neither can be long neglected where competition exists and certainly it exists in the ice cream industry, perhaps to too great an extent. Ice cream has by no means reached its golden age of perfection.

Materials.

Quality begins with the raw materials used. Cream must be sweet, at least below .25 of one per cent acid. Cream that has been neutralized either before or after being compounded with the other ingredients is unfit for use. Substitute fats should not be tolerated. The stand of the National Ice Cream Association and several state organizations on this point is most commendable. There is no surer way of besmirching the good name of this product than by such methods. The public, unquestioningly paying for an unadulterated product, should be amply protected from such unprincipled practices. If homogenized cream is used in part or entire, its quality will be highest when a good grade of readily soluble powder and good sweet butter are used. Cream and milk may be protected by immediate pasteurization after its receipt. Freezing has very little effect on the resultant ice cream, provided the mix is homogenized or viscolized later. Otherwise a tendency to meanness may be observed.

Cane or beet sugar serve equally well as a sweetener for ice cream. Sugar substitutes have varying effects. Invert sugar and corn sugar most closely resemble cane sugar. Most of the bitter taste so noticeable in the war time corn sugar has been eliminated by modern methods

* Associate Professor Dairy Manufacturers, Michigan Agricultural College.

of manufacture. Overuse of glucose gives a disagreeable fatty taste; overuse of Karo adds a bitter taste; while too much honey gives a piercing sweetness that the public will tire of. Maple syrup is so expensive that it is hardly to be classified as a substitute sweetener. William's experiments at the U. S. Department of Agriculture would indicate that the public appreciates a higher per cent of sugar than it is getting. The preference, as he reports it is 19 per cent; whereas the common per cent incorporated is fourteen. Solids are cheaply increased by such an amount, but overrun is lowered.

Gelatine is a much discussed article especially as regards its bacterial content. There is scant experimental data on bacterial standards for gelatine. It does sound reasonable that a gelatine of low bacterial content and good jellying properties is ideal. Liquifying and gas producing organisms arouse suspicions as to quality of materials used in its manufacture or as to its method of manufacture. To test these, boil several test tubes and cups, make up a two per cent solution of each sample to be tested, fill the test tube half full, plug with sterile cotton and allow to stand at room temperature a couple of days. Some will not congeal at all. These have poor jellying properties. Others will break down quickly and become liquid again. These contain liquifying organisms. Those which develop air pockets throughout the mass are contaminated with gas producing organisms. Certainly gelatine must be tested if an ice cream manufacturer is desirous of producing a cream low in bacteria.

There are flavors and flavors. Straight vanilla is more popular in the North; a vanilla with some Tonka is more popular in the South. It is waste of money to buy a very cheap grade of vanilla. True fruit extracts where available, are desirable. Many of these are still in the process of development. Others, which have been produced, are too expensive to be commercially practical.

(Continued on page 36)

For Lasting Satisfaction



York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS

J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Bldg. Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Cremo--the fastest selling Cone in the World!

We make the most delicious cone in the world, by using ingredients too good to be bettered—finest flour, pure cane sugar, milk and vanilla.

After it is made, we pack it properly and ship it promptly. These are the very good reasons why more "Cremo" cones are sold than any other cone.

CONSOLIDATED WAFER COMPANY

Address nearest factory

2628 Shields Ave.
CHICAGO, ILL.

105 Front St., East
TORONTO, CANADA

515 Kent Ave.
BROOKLYN, N. Y.

2426 South Howard St.
DALLAS, TEXAS

The Largest Cone Manufacturers in the World.

The Ice Cream Mix.

A mix made of good materials may be so improperly compounded and handled that a poor quality of ice cream will result. The ingredients of the mix must bear a definite relationship to each other. Butterfat smoothens ice cream. This effect is accentuated by homogenization. If the homogenizing valve becomes scored, as they do, thorough homogenization does not take place. All materials in the mix except flavor should be pasteurized. We have so far been unable to detect experimentally any difference in ice cream containing gelatine which has been pasteurized separately or gelatine pasteurized with the mix. Excessive heating of gelatine causes it to lose its jellying powers. This critical point is 165 degrees F. We believe the best way of adding gelatine is as follows: add the milk, cream and condensed to the vat and start pasteurizing. Mix the desired amounts of gelatine and skimmilk powder thoroughly with the sugar. When the milk has reached a temperature of 90 degrees F., add the sugar mixture and pasteurize as usual.

The milk solids of an ice cream mix (not fat) are extremely important. These include that portion of the milk products used excepting fat. These help control the viscosity or stickiness of the product. Unpublished experimental data at M. A. C. indicates that swell incorporated in ice cream, is directly dependent on its non fatty milk solids. These may be regulated by rearrangement of the ice cream formula. An excess of milk solids may result in sandiness; too small amount causes soginess. From ten to eleven per cent is regarded as the ideal amount. Sufficient milk solids not fat, assist materially in retention of overrun, once it is incorporated. Creams, low in these are apt to develop air pock-

ets or to sink in the can while held in the hardening room.

Granular ice cream is characterized by the presence of icicles in the ice cream. It is caused by rehardening melted or partially melted ice cream. Cream subjected to heat shocking will commonly develop the defect. The common practice during warm months of running freshly frozen cream into cans which have not been cooled will cause the defect. The viscosity of the mix is destroyed by the melting, and in refreezing, the water freezes first into needle like icicles.

There is also the question of excessive swell in ice cream. The least said, the better, provided manufacturers will keep this to a reasonable limit. Already it has led to advocacy of ice cream sales by weight. Assuredly this will come unless ice cream men through their associations and as men having the good of the industry at heart take definite action. Swell incorporated may be increased as solids are increased.

Buttery ice cream may be caused by the freezing of a partially churned mix or to churning the mix in the freezer. Creams testing 12 per cent fat or over are very easily churned. Homogenization reduces this danger. Freezers run at too high speed may also cause it. A common cause is the freezing of a warm mix. A mix should be precooled to 40 degrees F. or below.

Freezing a mix too rapidly causes it to be coarse because the air cells are large and not uniformly distributed. Cans of cream from mixes known to contain required amounts of fat often test low when samples are taken by the inspector. This is more common in those factories which age their cream in vats not provided with agitators. Such mixes should be stirred often during the time it is being drawn into the freezers. A mix standing in a vat may vary in the composition of its top and bottom layers as much as 5 per cent in fat.

No attempt has been made to cover color and package defects. They are easily remedied. Many defects of flavor, body, and texture have been omitted. The more important, however, have been discussed. Quality products are sought after and happily may be attained in ice cream, without at the same time being so expensive as to make selling prices prohibitive.

* * * * *

Food Value and Use of Ice Cream

By J. M. FULLER*

WHEN I was a boy I went to a country school known as Fairview Number 3. It was customary at the end of the spring term on that gala day known as the last day of school, to have a picnic. The high light of the occasion was the moment when the ice cream freezer was opened and the contents apportioned for consumption. From the standpoint of some of you who are making ice cream containing 14 per cent or 15 per cent or 16 per cent butterfat, the ice cream served at Fairview Number 3 would have been lacking in total solids and in fat. However, such details as fat content, total solids, and food value, did not bother us boys for we were sold on the idea of ice cream. If the adult population of New England could and would consume ice cream in the generous quantities consumed by the boys at our school picnic, then there would have to be a tremendous expansion of factory facilities to take care of the demand.

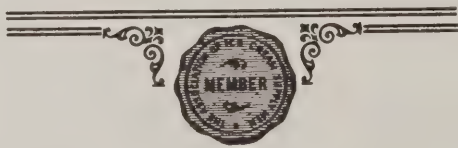
Why mention Fairview Number 3 and the school picnic and its simple supply of home-made ice cream?

(Continued on page 38)

* Professor of Dairy Husbandry, University of New Hampshire.

Grades and Strength

CRYSTAL Edible Gelatine is graded and priced strictly according to jelly strength, the only true indicator of the stabilizing and water absorption value of gelatine — especially in ice cream. ❄



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
ST. LOUIS

PHILADELPHIA

CHICAGO
SAN FRANCISCO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The English Have Their Tea!

At that "fatigue" hour of the day when the worker's spirit droops the English firm serves tea—it's a national institution. In America at any fatigue hour, the thought is ICE CREAM, but how to handle it is the question, and the

PURITY PAPER CANS

has been the answer to the question since 1909:

You can make possible a greater volume of ice cream business by having your dealers cater to the carry-out sale. It makes no difference whether it is in the downtown office trade or the carry home trade of the residential districts—the convenience of the PURITY PAPER CAN is immediately recognized and appreciated. And in the smaller sizes the container acts as the dish!



Here's what one ice cream manufacturer thinks about it:

"We have under consideration the matter of selling PURITY PAPER CANS to our dealers. We have for a number of years handled the wire handle pails but are considering a change so we can be of more service to our dealers along this line. Please send us samples and price information."

(Quoted from a letter recently received at our office)

If you are interested in increasing your dealer's sales, supply him with PURITY PAPER CANS. You can handle each sale with a profit.

Samples and prices on request.

ALL SIZES FROM ONE-QUARTER PINT TO HALF-GALLON

The Purity Paper Vessels Company

BALTIMORE, MARYLAND

Also makers of the famous line of PAVESCO Paper Milk Bottles.

WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

Because it illustrates the appeal that ice cream makes. Beyond this appeal, however, is the question in the minds of many as to whether or not they can afford to indulge their desire for this delicious dairy product. This question is doubtless inherited from the time when ice cream was a rarity and indulged in only upon rare occasions. Then it was regarded as a luxury. Many people would, therefore, feel a little easier if they realized that in buying ice cream they are buying not only palatability but high food value as well.

In New York City are a number of well and favorably known places which each day serve luncheons to hundreds of young women. Some are short, some are tall, some are thin, and some are fat, but they all make ice cream the piece de resistance of their luncheons. Some may criticize these young women for spending their money for ice cream when they might better spend it for a cheaper and more substantial food. Are the young women right or are the critics? Perhaps this question can best be answered a little later.

Apple pie a la mode tickles the palate and fills a considerable space, but what has the young stenographer whose luncheon consisted of that delectable combination of edibles, plus a glass of milk, to show for her money? Now while such a combination is not recommended as a sole diet, the stenographer is in fact more sensible than most people realize, for her simple but delicious luncheon contained food value sufficient to meet almost one third of the total food requirements of her body for one day.

Reference to the table of calorie values shows how favorably ice cream compares with other foods in its class. For example, an average serving of ice cream, or $3\frac{1}{2}$ ounces, contains approximately the same calorie value as the same weight of round steak, or roast chicken, and considerably more calorie value than fish such as haddock or cod. It is evident that the young women mentioned in a preceding paragraph are spending their money wisely when they buy ice cream.

Some may say that calories do not provide a fair basis of comparison because recognition must be given to the following:

1. We need protein, carbohydrates, and fat in right proportion and in sufficient quantity.
2. We need certain minerals.
3. The quality of protein must be considered.
4. The vitamins must be present in adequate amount.

Ice cream containing 10 per cent fat has approximately 5 per cent protein, 18 per cent carbohydrates, and .8 per cent minerals. As a sole article of diet ice cream can hardly be recommended. Neither can such foods

as roast beef or cheese or eggs. The justification for using calories as a basis of comparison is that ice cream is one food of a number that should go to make up the daily diet. When the daily diet contains a reasonable variety of foods, the various requirements as to quanti-

I Calorie Values of Some Common Foods.

Food	Portion	Weight Oz.	Calories	
			Total Calor-	ies per 3 1/2 Oz.
Roast beef, average helping.....		3.5	357	357
Round steak, average helping....		3.5	185	185
Roast chicken, average helping..		3.5	181	181
Pork chop, average helping.....		2.5	113	161
Cod fish, average helping.....		3.5	98	98
Haddock, average helping.....		3.5	108	108
Cheddar cheese, average helping..		7	95	473
Milk, 3.7%, average helping.....		7.7	157	72
Egg, boiled, average helping....		1.7	83	160
Frosted cake average helping....		1.4	149	374
Apple pie, average helping.....		4.4	352	280
Ice cream, 10% fat, ave. helping		3.5	190	190
¹ Ice cream, 14% fat, ave. helping		3.5	225	225

II

Daily Calorie Requirement, depends upon such factors as age and size of person, and nature of work. General range, from **2,000 to 5,000** calories.

Man at moderate labor requires about **3,000** calories.

Calorie Value per Gallon Ice Cream.

10% fat, (5 lbs. to gal.)—Approximately **4,300** calories.

14% fat, (5 lbs. to gal.)—Approximately **4,500** calories.

Calorie Value Cones, Sodas, Sundaes. (b)

Ice cream cone, approximately **150** calories.

Ice cream soda, approximately **300 to 400** calories.

Sundaes, approximately **300 to 500** calories.

Calorie Value of

Apple pie and ice cream (10%)—**542** calories.

Apple pie and ice cream (14%)—**577** calories.
or $\frac{1}{6}$ daily calorie requirement for man at moderate work.

Frosted cake and ice cream (10%)—**339** calories.

Frosted cake and ice cream (14%)—**374** calories.
or $\frac{1}{9}$ daily calorie requirement for man at moderate work.

(a) Values in Table I from "Food Values" by Locke.

(b) Benedict.

(¹) Estimated, using conversion factors for protein, carbohydrates, and fat.

ty and proportion of protein, carbohydrates and fat minerals and vitamins will be met. Under such conditions, calories do provide a fair basis of comparison.

(This discussion will be continued next month.)

Ice Cream Molds

For Large and Individual

FANCY SHAPES

Will Increase Your Winter Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St.

NEW YORK CITY

PURE TIN COATING

Painted On With A Brush

The most practical metal coating for all kinds of repair work. One pound powder and liquid, with full directions, mailed prepaid for \$1.00.

American Solder & Flux Co.

2910 N. 16th Street

Philadelphia, Pa.

Manufacturers of Solder, Soldering
Flux and Powdered Alloys

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"GMC trucks are seven steps ahead"



GMC Widens the Hauling Range

Of special interest to dairy companies is the extra wide range of hauling service possible with GMC Trucks. Through the famous GMC Two-Range Transmission with which all GMC Trucks of two-ton capacity and over are equipped, GMC has a surplus of power that will carry a full load over bad roads and up steep hills impassable to other trucks. Nor does this extra power interfere with high road speed or add in any way to the cost of operation. You can haul profitably with GMC wherever wheels can get traction.

The full story of GMC Trucks, complete detailed description of their exclusive features and an explanation of the way these add to GMC earning power and cut operating cost are given in the illustrated booklet "Seven Steps Ahead". A copy of this booklet is ready to mail to you. Fill in the coupon below. Send it in today and your booklet will be forwarded by return mail.

General Motors Trucks



MAIL THIS TODAY

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Please send me literature on GMC trucks including your booklets "Seven Steps Ahead."

Name

Business

Address

City..... State.....

GENERAL MOTORS TRUCK COMPANY

Division of General Motors Corporation

PONTIAC, - - MICHIGAN

BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.

Rust or No Rust



ALLEN

One - Piece Sanitary CAN LINERS Improve That First Impression

When the lid is lifted and the dipper sinks deep down into your creamy goodness, a profound assurance of your sanitary endeavors is manifest if your can is lined with an Allen One-Piece Sanitary Can Liner.

Every can so lined is a case of "seeing is believing" and all your talk about your sanitary ice cream becomes an established fact.

The Allen One-Piece Sanitary Can Liner adds that touch of "finish" to your bulk container that progressive food product manufacturers strive so earnestly to present in all their package goods.

The Allen Candy Co. Pontiac Illinois

Manufacturers



Your Jobber
Can Supply
You

Send for
Samples
and Prices

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ADVERTISING PUBLICATION PLAYS UP SUPPLY ASSOCIATION.

Judicious Advertising, a publication of the general type of Printers' Ink, Advertising Fortnightly, etc., in a recent issue carries an article by Marshall D. Beucler on "An Industry which Realized the Urgent Need of Teamwork in Stimulating Consumption."

The article, while placing its emphasis upon ice cream and work in behalf of the ice cream industry by The Association of Ice Cream Supply Men, considers in one category, for the purpose of its discussion, milk products in general, whether ice cream or otherwise, and the keynote is sounded in these sentences: "More and more advertising of milk and its products is being undertaken by those who don't sell milk or its products. The ice cream supply and equipment men have realized in a new way how dependent an increase in their business is upon the increase in the retail purchase of ice cream and milk. Since a short time ago this realization has expressed itself in several directions."

The article goes on, in referring specifically to ice cream: "One of these manifestations is the joint convention and exposition conducted by the National Association of Ice Cream Manufacturers and The Association of Ice Cream Supply Men at Cleveland, Oct. 22-23, when more than 4,000 persons assembled. The manufacturers of ice cream conducted the convention and the supply men supervised the exposition."

Whatever the supply men can make or do which will augment the consumption of ice cream will naturally satisfy the producer, who will then be obliged to buy additional equipment from the supplyman. In a sense the supply or equipment man has to blaze a trail to reach the consumer and to provide the creamery man and ice cream manufacturer with devices to meet increased consumption or devices to create indirectly increased consumption."

The article says further: "Only a small amount of ice cream used to be sold in winter. Many manufacturers therefore took their vacations when the snow began to fall, never being hopeful of a winter ice cream market."

"But recently through advertising by ice cream manufacturers and equipment men, the public has been made to realize that ice cream is a food, and an excellent dessert which is just as healthful and palatable in one season as another."

"The supply and equipment men act upon certain fundamentals, so simple that they are almost trite. One of them is this:

"That nothing so increases the stature of a buying field and at the same time develops good will in it for the seller as constructive, intelligent assistance to and interest in that field by those who sell it its essential equipment."

"The Association of Ice Cream Supply Men, for example, today promotes and manages educational exhibitions for ice cream manufacturers. It regulates the business practices of its members in accordance with a fair practices code, in the interest of the buyer in particular and ethical business in general. It promotes publicity concerning the ice cream industry, designed to give greater prestige and dignity to it, and to acquaint the public with its scientific status, its financial scope and its food importance."

"It has contributed \$5,000 to an expected establishment of an industrial laboratory by the National Association of Ice Cream Manufacturers. It constantly seeks to increase the membership of the ice cream manufacturers' associations. It co-operates in a dozen other ways with individuals and with representative organizations in the ice cream industry."

"What About Food Vitamines?"

By S. J. VAN KUREN*

WE hear considerable these days in regard to food vitamines, particularly those found in milk, which are often mentioned in trade journal articles by medical officials, dairy scientists and others. We hear of it occasionally in papers read before conventions, and also quite extensively in advertising.

All authorities seem to agree that Vitamine C is the only vitamine found in milk that is destroyed by pasteurization, and if I am correctly informed, (my authority is the National Dairy Council, whose information is derived from the research work and reports of the most prominent dairy and medical authorities, as well as the results of investigation and experiments carried on by their own very efficient and capable corps of nutrition workers) Vitamine C is found in only the minutest trace in cows' milk.

This vitamine does not exist in sufficient quantities to be of material benefit in the diet, and according to the above mentioned authorities, this explains why medical men prescribe and recommend acid fruits such as grape fruit, orange juice and the like in combination with milk as a diet for infants and invalids.

It is my recollection also that this vitamine is found to a considerable extent in leafy vegetables, but, however that may be, it appears only in such small measure in milk that whether or not it is destroyed is of no consequence whatever to the human diet. It is also agreed by all authorities that this Vitamine C is the only known food element found in cows' milk that is destroyed by pasteurization. Therefore, the only reference ever made to this as an objection to the pasteurizing process is on the part of enemies of pasteurization, and those totally uninformed.

When the above point is raised in any discussion of the merits of pasteurization, it is well for all of us to know that any one who is using that argument for the purpose of discouraging the use of pasteurized milk, in connection with comparative merits of different pasteurizing systems, it is being used only as a talking point in the hope that it may have some effect upon the minds of those who are not fully informed in the matter, and while the statement that pasteurization does destroy this particular food vitamine is very true, it is very misleading to the layman if further facts in the above connection are withheld.

* Factory Sales Manager, J. G. Cherry Company, Cedar Rapids, Ia.



COLONIAL'S NOVEL BRICK PACKAGE.

The Colonial Ice Cream Company of Philadelphia is using a very novel brick package, which was described in an issue of the Bestov Lactonews, the house-organ of the Cherry-Bassett-Winner Co., Philadelphia.

The box is described as the regular paraffined, three-color box, with an illustration of the company's trucks arranged in sections in such a way that by cutting away the side of the box and fitting together certain corners a paper model of one of the C. M. C. trucks is formed. This is used instead of the conventional design. Two driving wheels are obtained from the side panel which is cut away. These wheels can be inserted under the truck, making it run like a regular toy automobile.

Play Safe!

The worst sort of false economy is the purchase of poorly made brick tanks and brick slabs. Leaky tanks and slabs of incorrect capacities (either from bulging, or because slight attention has been paid to uniformity of sizes) cause more losses of actual profits in a month than many times the slight differences in price between such equipment and Bestov ware.

We don't claim that Bestov tanks and slabs are the best just because we make them. There are mechanical reasons which prove it. The new Bulletin 2307 explains; gives specifications and prices. Get a copy!

A Bestov Brick Tank—no corner seams

A 12-qt. Bestov Brick Slab—reinforcing lug on ends

Cherry-Bassett-Winner Company

1918 Market St. PHILADELPHIA
 BALTIMORE · PITTSBURGH · SYRACUSE
 33 So. Charles St. 1139 Penn Ave. 400 Canal St.
 10 East 16th St. NEW YORK CITY

Building Winter Consumption

Suggestions for Defeating "The Winter Thief" that Robs Manufacturers of Summer Profits. Says Eskimo Pie is a Solution.

By W. J. SHEEHAN*

IN MY judgment the milk and cream business, if conducted successfully, demands location, experience, and a large financial outlay in equipment. Also it is a business separated from the ice cream business in many ways. The Charlotte Russe is fairly successful, if you happen to have a surplus of cream and are located in a large city that can and will consume your supply. The box sundaes will never be a pronounced success on account of the great difficulty in shipping them profitably, the small returns in money to the makers, and the fact that this product comes into competition with the college ice trade of the dealer. The candy business positively cannot be conducted in conjunction with the ice cream business, inasmuch as it begins early in the fall and continues into late in the spring and requires almost an entire crew of men in which your surplus ice cream help cannot be used profitably.

Because of these conditions it was no wonder that the ice cream man was stampeded when the Eskimo pie was first introduced. You recall the wild hysteria of insane buying which ensued, running from a small inexpensive pan to a costly enrober, and including wrappers by the million. Conditions now have become

* An address before the New England Ice Cream Manufacturers' Convention at the Copley Plaza Hotel, Boston, 1924.

stabilized, and the Eskimo pie has taken its rightful place in our industry as a means of taking care of the overhead during the winter months.

I do not know as I can add any information to that which you already possess concerning the making and marketing of the chocolate covered bar. However, as convention is a fitting place to exchange views, and to give the other fellow the benefit of your investigation and experiences, I will give you my observations.

I BELIEVE that in the making of this bar only a plain well flavored cream should be used for a center. The coating should consist of a high grade of milk chocolate with a small amount of bitter chocolate and coco butter. One pound of this mixture should be used to cover 40 ice cream bars. The chocolate covered bar should be cut 20 to a quart and packed in one or two dozen cartons. These bars should retail at 45c a dozen and yield the dealer a profit of 15c a dozen. This is legitimate profit principally on account of the remarkably rapid turnover on the original outlay. A machine, neither too large or expensive but suited to your general needs, should be purchased. Your ice cream business should be so arranged that you can use your surplus help for a whole day at a time and not for a part of a day. It is, of course, important that the bars should be fresh, so do not keep too large a stock on hand. Use your regular transportation equipment for delivery. The publicity given to the product is of the utmost importance. You should make sure that the men have a sufficient supply of window and inside store advertisements, and that they distribute judiciously and replace them when they become dirty or discolored. You should not conduct this department in a lukewarm or half-hearted manner. If it is to be a success, you must devote to it time and effort. The results that you achieve will be in proportion to the care and attention you bestow upon it.

A dealer should make his own chocolate bars as the accepted custom is for the Eskimo pie department to purchase its cream from its own company, thus making this department your largest customer. You charge them the regular wholesale price of quart bricks. In addition to this customer, you will retain the good will and confidence of your dealers. You will also impress them with the idea that you are wide-awake, up-to-date, and always among the first in the field with anything worth while. You will also make from a minimum of several cents to a maximum of eight cents profit a dozen on your bars. This will give you extra money to do business with during the lean months of the winter of your discontent.

In conclusion, the Eskimo pie offers to you a solution of your winter overhead problem. If you will put into the making and marketing of them the same thought and the same energy that you put into your summer ice cream business, you will find that you have discovered the weapon to slay the robber who has for too long time fed fat on your hard earned summer profits.

ESKIMO PIES

If you are making 5 cent Pies you need a Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" produces a thin shell-like covering, has a delicious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

"THINFLO" was used on the Anderson Eskimo Pie machine at the Cleveland Convention.

Manufactured By

Fortune Products Company

416-422 S. Desplaines Street
CHICAGO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Buy Your Cabinets On The Basis of PROVEN Value!!

Year after year leading concerns from coast to coast continue to specify

GRAND RAPIDS ICE CREAM CABINETS

because they always lead on all counts

Efficiency — Economy — Long Life

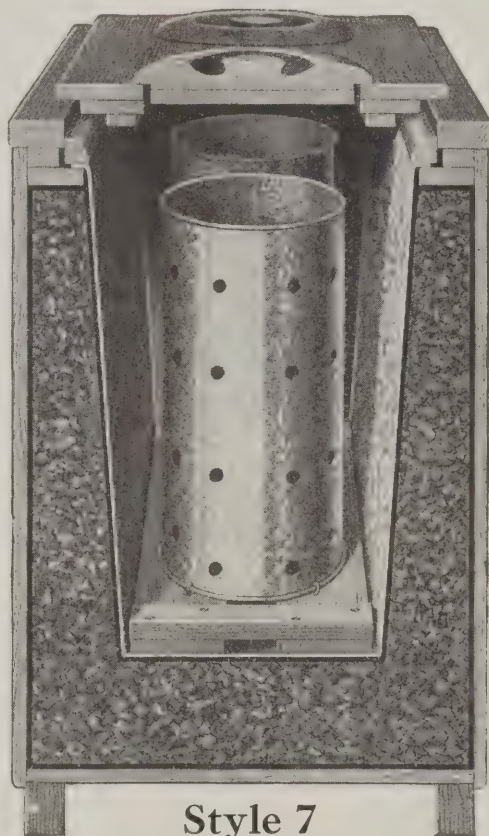
Consider your purchase of ice cream cabinets purely and simply on an investment basis. Then you will see the full advantage of demanding *proof in advance* that your investment will pay the greatest possible dividends.

When you make such a careful investigation your choice must inevitably be

The Grand Rapids
ICE CREAM CABINET OF QUALITY

Grand Rapids Cabinets, including the famous Style 7 and the equally renowned ZERO Brick Cabinet, offer you the utmost in scientific design and in-built quality. Many years of leadership have proven that they excel in refrigerating efficiency, in length of service and in true economy.

Our line is absolutely complete. Write for our catalog. Let us explain why an investment in Grand Rapids Cabinets means a big final saving to you.



Style 7

The Most Highly Developed
Ice Cream Cabinet Ever Built

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,
CENTRAL SALES OFFICE AND WAREHOUSE, - -
NEW YORK STATE SALES OFFICE AND WAREHOUSE,
NORTH WESTERN SALES OFFICE AND WAREHOUSE,
SALES AGENTS FOR TEXAS, OKLAHOMA AND ARKANSAS

- MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
CHERRY-BASSETT-WINNER CO., } 33 So. Charles St., BALTIMORE, MD.
CHERRY-BASSETT-WINNER CO., } 1918 Market St., PHILADELPHIA, PA.
CHERRY-BASSETT-WINNER CO., } 1319 Penn. Ave., PITTSBURGH, PA.
CHERRY-BASSETT-WINNER CO., } 10 East 16th St., NEW YORK, N. Y.
CHERRY-BASSETT-WINNER CO., } 400 Canal Street, SYRACUSE, N. Y.
- A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
- C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.

Kratzer Heads Alabama Association

State Pasteurization Law Discussed at Second Annual Meeting at Montgomery,
February 1.—Eleven Cities Represented.

A W. KRATZER, head of the Kratzer Ice Cream Co., Montgomery, was elected president of the Alabama Ice Cream Manufacturers' Association, at the annual meeting on February 1. The meeting was held at the Gay Teague Hotel, Montgomery.

J. P. Betha, Mobile, was elected vice-president and J. W. Clopton of Decatur, Ala., secretary of the South-

turers of ice cream in the state, and assured the Alabama association that this law would be enforced for the best interests of the ice cream industry.

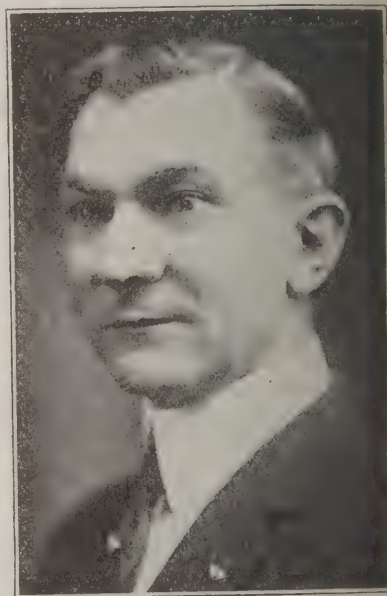
The following cities in Alabama were represented: Selma, Dothan, Mobile, Birmingham, Decatur, Huntsville and Montgomery. Visiting manufacturers represented Columbus, Ga.; Meridian, Miss.; West Point,



A. W. KRATZER,
President.



J. W. CLOPTON,
Secretary-Treasurer.



D. W. C. YARBOROUGH,
Director.

ern Association of Ice Cream Manufacturers, was elected secretary-treasurer.

Mr. Kratzer was promoted from secretary-treasurer when he was elected president. The directors are D. W. C. Yarborough, Birmingham, retiring president; T. R. Horsley, Selma, and J. W. Parkman, Dothan.

J. N. Moore, Alabama commissioner of agriculture, explained the Alabama law as it affects the manufac-

Miss.; and Columbus, Miss. Officials say the meeting was very profitable in every way.

The Alabama association was organized at Birmingham, January 31, 1923, and is one of the infant state organizations. Since its organization some very effective work has been done for the spirit of the industry in Alabama, and officials are very optimistic over the outlook for further success in this work.

North Dakota Ready for Annual Convention

Grand Forks to be Scene of Gathering March 4 and 5. North Dakota
Dairymen Meet at the Same Time

OFFICIALS of the North Dakota Ice Cream Manufacturers' Association have reported everything in readiness for the annual convention of that body at Grand Forks, March 4 and 5. The Frederick Hotel will be convention headquarters. H. K. Geist, secretary of the North Dakota association writes from Grand Forks that a program of much merit is being worked out.

The ice cream manufacturers will join in with the dairymen of the state in a meeting on the afternoon of March 4. There will be a joint banquet at the Frederick

Hotel in the evening. Delegates will take up their time with business only the following day. There will be educational and practical talks by North Dakota members and manufacturers from nearby states. There will be another banquet in the evening.

Officers of the association are looking forward to the convention with great interest. They believe that matters of great importance to the future of dairy manufacturing in North Dakota will be worked out at this convention. They invite every member and non-member to be present.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What Taper-Insulated Cabinets Mean to Your Business

WHEN you purchase a cabinet, you naturally want the best and most efficient money can buy—

A cabinet that stands up; that consumes *little ice*, and at the same time *keeps the cream hard* until served.

The famous Grand Rapids Cabinets meet these requirements because they are *taper-insulated*.

A glance at the sectional view below will show that the cork insulated walls of this dependable cabinet are 5 inches at the bottom, and only 3½ inches at the top.

As cold has a tendency to settle, this extra insulation at the bottom is just where it is

needed. It helps to keep the cream hard and saves ice.

On the other hand, less ice is needed and used at the bottom than at the top. Consequently, it requires less to ice a Grand Rapids Cabinet, at a *further saving in ice*.



Showing No. 535, three-can size.

All Grand Rapids Cabinets are handsomely finished on all four sides. Any side may face out with the faucet in any desired direction. Solidly built of cypress and red wood with heavy hardwood corner posts

forming the legs and running full height of cabinet.

You must see these handsome cabinets to appreciate them fully—better order your sample *now*.

This is the single-can size, (No. 513).



"A Stitch in Time Saves Nine"

OUR years of experience in dairy and ice cream equipment qualify us to offer valuable advice in the selection, purchase, and installation of ice cream and refrigerating machinery. **We have our customer's best interests at heart.** Of course, after you have purchased, it is then **too late** to avail yourselves of our experience. Let us advise with you beforehand. Our suggestions place you under **no obligation**.

DEPARTMENT B

"The HOUSE with the GOODS and the SERVICE"



Cross section of style No. 5. The walls are filled with cork. Note taper-insulation.

GOWING

COMPANY



Syracuse N.Y., U.S.A.

DIETRICH

INCORPORATED

Everything For the Handling Of Milk and its Products"

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Selling Ice Cream Through Windows

Eastern Manufacturer
Maintains
Window Trimming
Department



Ice Cream Window Prepared by Colonial Ice Cream Co., Philadelphia.

A RECENT psychological test made by the manager of a chain of stores brought forth the surprising fact that 87 per cent of the people bought goods through seeing them on display in the windows and on the counters. When one considers the drawing power of a good window display, such as we all have noticed during the recent vacation, it makes one reflect on the possibilities of window-trimming in setting forth the desirability of ice cream.

An eastern ice cream manufacturing firm was so impressed by this large percentage of people buying on the strength of ocular demonstration alone that it is inaugurating a window-trimming department, with a professional window trimmer in charge who will give his services in advice and in actually trimming the windows of the firm's customers.

Could not some of our ice cream manufacturers in other parts of the state profit by this example to the extent of providing similar departments? What an impetus it would give the trade for all the drug stores, ice cream parlors, etc., buying from the manufacturers to feel they could add to their sales all round by calling

upon a capable window-trimmer to attract the attention of the public to the good ice cream sold within.

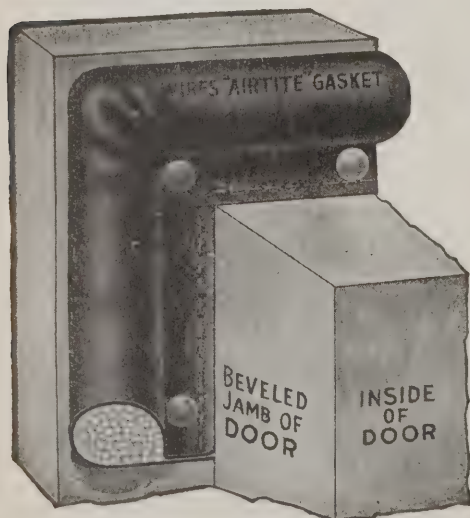
Up-to-date, modern plants for ice cream manufacture might also be made to furnish this visual proof of their goods. Every day the writer passes by the blank windows of a large plant in a big city. It is located on a popular street car line at the intersection of two busy thoroughfares but so unattractive is the block compared to the interesting window-trimmed buildings surrounding it that it is always with a sigh of satisfaction that the dismal place is passed. Wouldn't an interesting window display be a veritable oasis here? Ice cream of excellent quality is made within, but how is the public to know? And there are always competitors.



Marie: "At the place where I stayed this summer a green young hired hand tried to kiss me. He told me he'd never kissed a girl in his life, and —."

Gwendy: "And what did you tell him?"

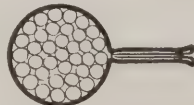
Marie: "I told him that I was no agricultural experiment station."—Laughing Gas.



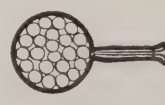
\$STOP COLD-AIR LEAK\$ WITH WIRFS WATERPROOF "AIRTITE" CUSHION GASKET

FOR REFRIGERATORS AND COLD STORAGE DOORS, AIRTIGHT SECTIONAL COOLING ROOM AND REFRIGERATOR-JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES REQUIRING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-CONTACTS

MADE IN 4 SIZES;
(ANY LENGTH)



No. 1 LARGE



No. 2 MEDIUM



No. 3 SMALL



No. 4 SPECIAL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]

REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED CASING

GET SAMPLES AND PRICES. STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 So. 17th St., ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

to Coast

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Selling More Ice Cream

Consumption at Present is Less Than Half What Could Be Developed By Proper Initiative.
No Saturation Point. Subject is Covered in Digest of Three Conventions.
Advertising Stressed

How Ice Cream Consumption Can be Developed

By PROF. J. M. FULLER*

ICE cream can be sold on its merits as a delicious product that has high food value. Will a knowledge as to the value of ice cream be of help to the ice cream manufacturer in increasing the use of his product? I believe it will.

We know that the demand for ice cream has grown to such an extent that the 110,000,000 people of this country consume approximately 250,000,000 gallons. This does not represent the saturation point, not by a considerable margin. Expressed in terms of portions such as are ordinarily served at a meal, the 250,000,000 gallons are sufficient to provide each one of our 110,000,000 people with a serving once each week. The usual serving twice a week would mean a national production of 500,000,000 gallons instead of 250,000,000. In New England it would mean 30,000,000 instead of 15,000,000.

How can the use of ice cream be increased? In the first place, the merits of ice cream as a delicious food product should be explained to the public. In doing this, ice cream men may find it to their advantage to study the advertising of firms distributing nationally advertised food products. In general, these advertisements by words and pictures attempt to impress the reader with the desirability and the palatability of the products advertised. More than this, in many cases the food value of the products is emphasized. For example, the advertisements of cereals, such as cream of wheat, wheatena, puffed wheat and grape nuts, direct the reader's attention to food value. Prunes are advertised as rich in fruit sugar, minerals and vitamins. Beech-nut peanut butter is compared in food value with

round steak. The use of raisins is urged because of their goodness and because they are rich in the elements the body needs. The manufacturer of a well-known gelatine for household use quotes Dr. Sherman to the effect that gelatine is rich in lyeine, a growth promoting element, and emphasizes colloidal action and value in infant feeding. If I remember correctly, this manufacturer had as early as October taken advantage of the work of Dr. Downey in advertising his product.

It is not enough, however, to make a product and to advertise it, even though the product has the intrinsic merit that ice cream has. Quality is a word that should never be forgotten by the manufacturers of ice cream. The public may in time come to know the facts regarding the food value of ice cream, but this will be of small benefit to the ice cream men unless they make a product that is above reasonable criticism as to quality.

Advertising Ice Cream

By JOHN W. MERRIGAN*

OUR advertisement must make an individual appeal and must be in harmony with our plant and its product. It must make its sales talk so that it will bring "sales by suggestion." It must be easily understood and not like a certain bank's advertising appearing in gold letters on their front window reading "4%—on saving accounts." A near sighted man stepped into the bank, pulled out a roll of bills and said to the cashier, "I want to pay for two cases of that 4 per cent and have you send it to my house tomorrow when my wife will be away." He had only read the large letters "4%" and had not read on to the "on saving accounts." So if you would sell more you must tell more and tell it in the right way.

I will not attempt to tell you what the best medium of advertising is, as you have a large variety to select from and your choice should be made according to what you think is best fitted for your particular locality. You have the daily newspaper, the bill board, the sales letter and the illustrated booklets that go into the homes. Then you have your outside signs, electric and metal, and your inside signs that you place inside the store in competition with all the other signs, mostly of nationally advertised articles. Your sign is mostly for local appeal.

When your choice of methods or mediums of advertising has been made you should make your appropriation, the amount of money you are going to spend for

* Jacksonville, Ill. From address before 1924 Illinois convention.

* Dairy husbandman, University of New Hampshire. From address before 1924 New England convention on subject of "Food Values and Uses of Ice Cream."

Ice Cream and Dairy
Plants

K. W. Schantz, Inc.

Architects and Engineers

BUFFALO NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

An Outsider's View on "Colonial" Progress and Ideals

by A. C. Gruenewald, *Vice-President and General Manager*

RECENTLY I spent the best part of a morning in my office with a well known and successful doctor of pharmacy in this city. Despite the pressure of other business and office routine, we discussed the history of the Colonial organization, its accomplishments and its future possibilities, from A to Izzard. It proved to be a most interesting session. I feel certain that the doctor enjoyed the little conference, too.

"It is the phenomenal growth of your institution that impresses me most," was part of the doctor's opening remarks. "Prior to your entry into the ice cream field your class of business was the most neglected in the point of merchandising effort—not alone locally, but even nationally. Your coming has been nationally felt; it has awakened your industry to bigger things. You have blazed a trail and have brought honor upon Philadelphia for its good ice cream," continued the doctor.

I listened to the doctor as he pictured in retrospect the events of the past pertaining to our growth, for I was really anxious to obtain an outsider's views on the subject—a report that would be unprejudiced and unsolicited.

The doctor went on to say:

"You have earned your success by new methods, new ideas, and above all by hard work. Your sanitary methods are reflected in this model plant; your pledge to make Philadelphia's best ice cream, and to keep making it better and better, and at the same time using every scientific means to make it pure

and deliver it pure, are the outstanding features of your success.

"Your pride in your product and Company is even evident in your service department; your sparkling truck bodies speak a pride that goes with painstaking success.

"And now on top of all this you promise us a bigger Colonial year for the next twelve months, and I cannot help but wish you lots of good health and good luck."

The doctor's closing remarks referred to Heathization. "You are to be congratulated upon your faith in science, for after all science has done much to perpetuate human life and to alleviate suffering. Heathization from a practical point of view is fast taking its place along side of Pasteurization, and both will some day be universally recognized as twins for health in the manufacture of food products."

Experience is no doubt a good teacher; but experience alone often leaves the most intelligent mind uninstructed in necessary fundamentals, and for this reason I was eager to assume my friend's point of view of our business.

We like to know that we are being watched, and we want to be on the right track all the time. We want to continue to make friends and we want our patrons to know that we appreciate their friendly co-operation and solicit their suggestions.

During the coming year we want to become better acquainted with our trade, and will at all times entertain suggestions for the betterment of our product and our service.

Advertisement

the entire year, say about two cents per gallon, and spend it by a monthly budget and stick closely to your budget. I know that you will thus get better results than if you advertise in a haphazard manner, directed largely by the advertising salesmen you chance to meet.

Let some individual at your plant have entire charge of your advertising and let him direct his energy toward making everyone in your territory use more of your ice cream than they have ever used before. Get your name and ice cream so blended together that when ice cream is mentioned in the home they will immediately think of your name as associated with it. If you are able to do this then you may justly feel that you are a successful advertiser.

If you will stop and think, almost every article with which you come in daily contact, in every-day life, is brought to your attention through advertising. You sleep in advertised pajamas, on an advertised mattress,

on an advertised bed. You are awakened by an advertised alarm clock, slip into your advertised clothing, shave with an advertised razor, hurry down to breakfast, and eat an advertised orange, cereal, ham or bacon. You drink your coffee "good to the last drop in the cup."

Then you read your choice of morning papers "James" announces that your advertised car is ready to take you to your office. You will find your mail ready for your attention on an advertised desk.

There is just one thing more that I would like to get across to you and that is this: There is a certain amount of competition in advertising, that is, your advertisement is in competition with all the other advertisements, every place it is seen. And so if it is not worded properly, or the style is not distinctive, it loses just that much and very often may represent wasted effort. So it behooves all of us to make a compelling appeal in our advertisements in order to get results.

Increasing Gallonage Through the Old Friendly Customers

By W. F. JENNINGS*

WHEN I was invited to speak on this subject I tried to recall, if possible, having heard someone speak at a previous convention on increasing gallonage at the old dealers, but if this particular phase of selling was taken up I must have missed it. A great many men have gotten it into their minds that when they have sent a few salesmen out, done a little advertising, and gotten a few new customers they have about covered the subject of selling ice cream.



Photo by Harris & Ewing.
W. F. JENNINGS.

As a good many of us know, this sales promotion work has been a sort of hobby of mine. I like going with my friends into their plants and having a sort of family talk with the salesmen and trying, in a modest sort of way, to bring to their attention the effort that should be put into the selling side of this business; and I will consider I am successful here today if I do not accomplish anything else but to get you to go back home and call your men together and look at them and say "What are these men doing

for me?" I want you, if possible, to try to keep that on your minds.

Now, unfortunately, I will have to treat this subject of reversing the order of things. I mean no offense if I should happen to hit the nail on the head, but I am afraid I have got to say things that will hurt some of you a little. So, we will try to take this along in

logical sequence and start right at the top of the plant and see why it is that you cannot get yourselves enthused over the selling of ice cream, as differentiated from the other departments of the plant.

It is rather strange that an industry such as this should have gone along as far as it has and so much good solid gray matter is still confined—almost to the point, you might say, of 90 per cent—to operation, research, food values, cans, cabinets and routes. But selling and the salesman! What is he doing? I am going to try to get you, if I can possibly do so, to forget right now, if possible, the new customer. Try to forget that your salesman is a collector, for selling is the job of a salesman, not collecting.

Now just why is it that there is a lack of interest in selling? I think it was Mr. Bush of the Bush Terminals, New York, who wrote a fine article in the American Magazine a few years ago in which he said that every man in business, no matter what kind, should study the selling end of his business; because, first of all, before a man can be a lawyer he must sell his personality. Therefore, selling is really a business no matter who you are. Even in your intercourse with your friends you are selling them, not consciously, perhaps, but nevertheless you sell them.

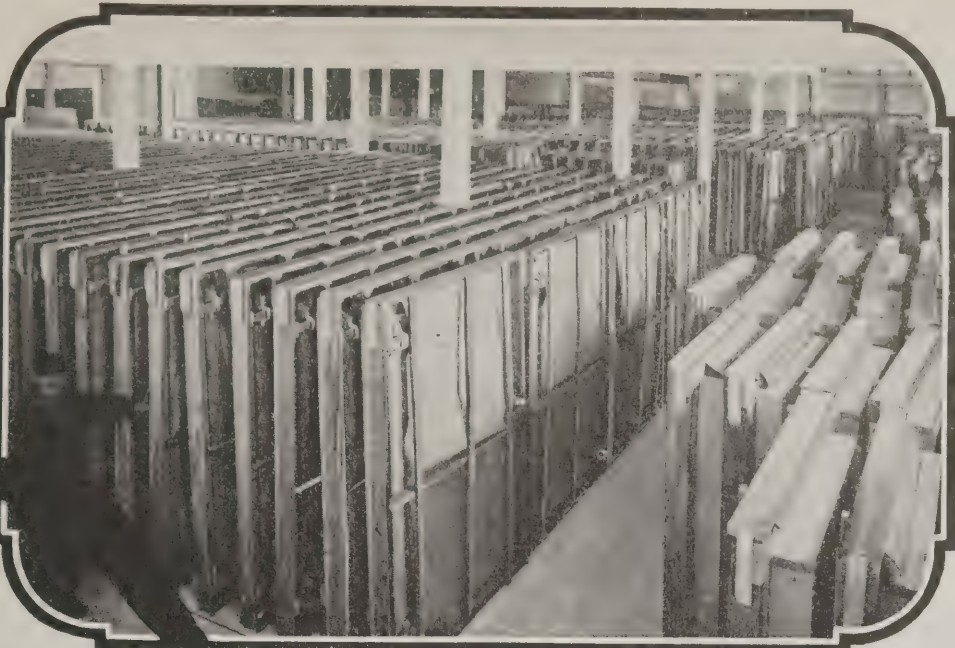
Why is there Lack of Co-operation?

So why is it we do not have this co-operation down through the plant? I gather it is due to the fact that the majority of ice cream plants running today have been founded by men who are now, (as Mr. Hoffman said) more or less ready to give over the reins if they can be placed in good hands. This industry has grown so fast, the demand has been so great, that these older men have not had the time.

Most plants could sell all the cream they could manufacture in the summer months and they did not expect to sell much during the winter. So these men have carried in their mind's eye the sales department as a sort of by-product. They looked upon the ice cream business as a manufacturing business requiring the use of all these different kinds of machines you are getting into it, and that an eager public would buy their product. Therefore, the sales dragged along and nobody

* With Parker-Browner Co., Washington, D. C. An address before seventeenth annual convention of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, Altoona, Pa., November 14, 1923.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



This is Service!

Thousands of Jamison and Noequal Doors in Stock for Immediate Shipment

THIS is the season of the year when cold-storage plant owners take inventory of their plants—check up on the equipment in condition—and plan their replacements.

When you have taken full stock of the necessary repairs that must be made to maintain maximum plant efficiency, you want the work of replacement done without delay. You want action! You want service!

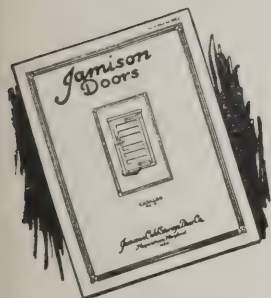
That's what we're long on—SERVICE. The photo above gives you just a slight idea of what we mean. In it, you see a corner of our stockhouse filled with thousands of standard sizes of Jamison and Noequal Types of Doors ready for immediate shipment. Carrying of this large stock saves you ten days to two weeks time, as shipment will be made the same day your order is received.

In ordering, simply give number of the doors wanted as listed in the "Standard Sizes" tables in our catalogue. A Weekly Stock List is issued giving the quantity of each type and number in stock. This will prove invaluable and we suggest that you let us place your name on our mailing list to receive it regularly.

JAMISON COLD STORAGE DOOR CO.
HAGERSTOWN, MD., U. S. A.

Jamison Doors

for better refrigeration



If you haven't received our new Catalogue No. 11, write for it. You will find it the most interesting 74 pages of cold-storage door information you have ever read with reproductions of doors, blueprints of construction details and tables telling door numbers in stock and their dimensions. You will want this as a guide in ordering the necessary doors during your repair season. Address Desk No. 6 please.

took any interest in them. So responsibility for the lack of sales is placed immediately. The disinterested salesman, the uninstructed customer, and all these difficulties are placed upon the men who own the plant and they might as well carry the burden. Of this we could have no better illustration than we have right here today. I am delighted to see all these supply salesmen here—I like them and we are co-workers—but the lack of interest in selling is proved by the fact that we have only a corporal's guard of the manufacturers of this state who have been kind enough to themselves and to their plants and their customers to wait here. They were in such a hurry to get away they could not even wait to listen to Mr. Fernald's address on advertising the food value of ice cream. I do not know that I am going to say anything that they would want to hear, but at the same time it proves my point that there is not the interest at the top of the plant. Lacking the interest at the top of the plant you lack sufficient sales-manager interest to teach salesmen how to go out and sell.

In the organization that I represent we would not think of sending a man out on the road unequipped to to handle his problems. But I know plants that I call on right in this state that when you go to them on the subject of advertising—now remember, I am not complaining about them—but, oh, how discouraging it is to a man whose hobby is ice cream sales promotion to increase gallonage. Look at the discouragement when I go to a plant and ask the girl "who does the buying of advertising?" She says, "well, I don't know; I think Mr. Smith." She was right. She did not know and no one else knows who does look after sales and advertising in this plant. I make three trips a year and I find about three different men in that partic-

ular plant buying the stuff. All right, I go to see Mr. Smith. He is out. Finally, after a time I get Mr. Smith on the phone and he refers me to Mr. Jones and Mr. Jones refers me to someone else. I talk to three different men, only to find that none of them have anything to do with the advertising buying. I will give any man in the audience a ten dollar bill that can tell who the advertising buyer in that organization is. They sell over one-half million gallons of cream in a year; they are big people but have no interest in the selling end of their business. Pretty soft, I say, to sell the goods that way! But are they selling what they should?

I do not want to bore you with comparisons but it may be interesting for you to know that you can get on the train any time you want to and go to Wilmington, to the Dupont Company, and send in your card. All you have to do is to say you are there on a problem of increasing sales—no obligation. Do they want to see you? You bet they do. And there is not a man in this audience today, I do not care who you are or whether you know anything about advertising or not, you can go to the Armour Company in Chicago and find the same interest. They are never too big to listen to a man who might help them sell more goods. But the average ice cream man has little time for such out of the way subject as sales. I am trying to drive home the point that you lack interest in selling. I am sorry you do, because in ice cream you have got a specialty. I hope you will permit me to put ice cream in the line of specialties and that your salesmen should be trained on the lines of specialty salesmen just as much so as the cash register salesman; (he cannot go on the road until he goes to the company's salesmanship school.) You cannot get a position with any auto tire company without going through a course of schooling to thoroughly learn the product and the finesse of selling their line. So you have a specialty! And why a specialty? For the special reason of the nature of the product and the character of services needed in caring for it. Here is merchandise on sale where the manufacturer lends his customer quite an investment in equipment to do business with, plus the service you render.

You speak of sales. I claim you make no sales. You have goods consigned and you assume the responsibility of keeping it salable. You have the advantage of being the only man who is selling your product in that store. (If you have a split customer, that is your problem to get away from.)

You can go right out on the street and find store after store where some salesman has been sent out from a cereal, soap, razor, or other kind of manufacturer; and every store he will enter to sell his product he will find sometimes as many as a dozen competitors there. Still his company will demand that he thoroughly sell his product to that dealer. Take the hair net, for instance: I suppose today there are no less than one hundred different manufacturers of hair nets; but these live wires have flown afield and jumped away from the natural selling place for that article—the department store—and gone into the drug store right where you are, and where they have no more business in that drug store than a man selling horse shoes. A hair net is not a drug article; (but, of course, a lot of our druggists today carry everything but drugs.)

These salesmen have proved beyond a shadow of a doubt the value of hair nets to the druggist and get the most valuable place on the counter in that store to put up a display cabinet—for the profit that there is in hair nets? No, that is not it. The salesmen get it in there because of the hair net. Look how many of

When it's 90° in the Shade

—is your present refrigerating equipment going to deliver the goods for the coming season?

Are you going to have enough refrigeration for the prospective increase in business?

*Better investigate Now
how "STERLING"
Refrigerator Equip-
ment is serving the Ice
Cream Industry.*

UNITED IRON WORKS, Inc.

KANSAS, CITY, MO.

OFFICES IN ALL PRINCIPAL CITIES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Attractive Cartons *are hard-working salesmen*

YOUR cartons are salesmen who go right into consumers' homes and keep talking, favorably or unfavorably, of your product until thrown out.

Many distributors of ice cream have eliminated the risk of sending a doubtful talker into the homes of buyers by choosing one of the *sales-compelling* stock designs of Character Cartons.

You might profitably follow their example. Whatever stock design you choose is *yours* alone. No competitor can use the same design in or near your territory.

Distinctive and attractive, stock designed Character Cartons are low in price. For convincing evidence of this write for samples and prices in any quantity no matter how small. Sutherland Paper Co., Kalamazoo, Mich.

Sutherland Paper Co.

Kalamazoo, Mich.

13

the girls wear them. If the women are brought to understand that they can get a hair net in any drug store on any corner, at any time of the night, day or Sunday, it is a feeder which brings the women into the drug store. And this store also sells ladies' combs, cosmetics and kindred other lines, so when she comes in to buy the hair net she is mighty apt to buy something else. Therefore, it is a feeder.

Ice Cream Salesman Not Trained.

The ice cream salesman is not trained as a specialty salesman. If he were, he would show how big a feeder ice cream is to any store serving it. Oh, yes, they are much interested in this selling business; they fairly jump for an opportunity to get the other fellow's customer. Then they will come in and tell you they have put in a six hole cabinet in a new store. Have they sold any ice cream? No, they haven't sold a nickle's worth. He has your cabinet in; of course, the sales come later on.

Take the cabinet, take the cans, divide by depreciation, add to that weekly cost for service, bring that down to a monthly basis, pro rate through the year on the same basis that you do the other customer, how much percentage for the year, how much will he sell during January, February and March? Figure it all out and you will see that the salesman has not sold any ice cream. All he has done is to pile up a liability, because he must sell enough cream at that individual place to pay depreciation, cost of the cream and all of the incidental expenses connected with it before he begins to make a profit. Therefore, I say that the salesman's selling starts after he gets the cabinet in.

What About Records?

Take a little suggestion in experimental selling: How many of you have furnished your salesmen with a record of how much cream (not in gallons but in dollars and cents) each one got last December from each individual stop and asked what goal they have set in each instance for this December? Or are you just going to let December come along with the old idea that "when the weather gets good the sales will be all right? I think you can do something. I do not know whether you like to try experiments or not but this would be a good one to try. Instead of trying out the whole selling force, do it this way: Go home and talk to your sales manager. Say, "here Joe, we will spin the wheel, as it were, and pick out a customer, no difference where he is, and you must get me an increase in sales from him in December and an increase in January and February or I am going to have a new salesmanager the first day of March." I bet you he will get down and dig. He will find some way to sell ice cream even if he must take off his coat and do it himself.

But how can he sell it? In the first place, sales can actually be increased by making a dealer understand exactly what his profit on ice cream is. When a man is making money on an article and turning his capital every day he will try to sell that article. If he is not making a sufficient profit there are only two causes. One is that he is not getting enough out of the can or that he is giving too much to the customer.

Regardless of competition between dealers and competition between manufacturers some standardization from the sales point of view must be brought about so that the dealer can make a profit. He has got to make it. Is he going down in the can with the little old round scoop and pushing the swell down? If so, he is pushing nickels down to the bottom of the can. He buys air. Let him sell air. That is the idea. He is not paying you for solid cream and should be taught to sell what he buys.

Ice cream with the swell taken out is not good. The light, fluffy bubble in ice cream is as necessary to quality as any other ingredient. I believe that you would be better off if you would insist that the dealer dip and care for cream so as to make his profit. Go to him and say: "You are honest but you are losing money, and you must make money to stay in business. Let us show you how to do it." Your salesman cannot do anything permanent in promotion work until he first proves that his line is a profitable one. Once you have got that thought into your salesman's mind and he has accomplished the same result with the dealer some co-operation may be expected.

Suppose Mr. Smith is selling my ice cream; I happen to know that he is making a profit of 45 or 50 per cent net, or whatever it is. That is a larger profit than he makes as a rule on anything else he has in the store and he should know it. You are doing all the work. His turn-over is from day to day. How about other things he has in stock?

Take the syrups and fruits he puts on sundaes: He must load up on these for 30, 60 or 90 days ahead; therefore he has a lot of money invested in things to go on ice cream. It should be eaten straight. It is decidedly the way to eat ice cream. I do not think you improve ice cream by putting anything on it. I eat mine straight some other things I don't. (Laughter)

I am rambling around a little. I started with written paper but have thrown it away; and sometime I get too enthusiastic, but I am not going to stop until I get through. (Applause)

(Continued on page 58)



THIS Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since it was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel

Patented Jan. 21, 1923



rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.

Texas Barrel Co.
HOUSTON, TEXAS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

*The H. H. Miller
Industries Co.*

CANTON, OHIO

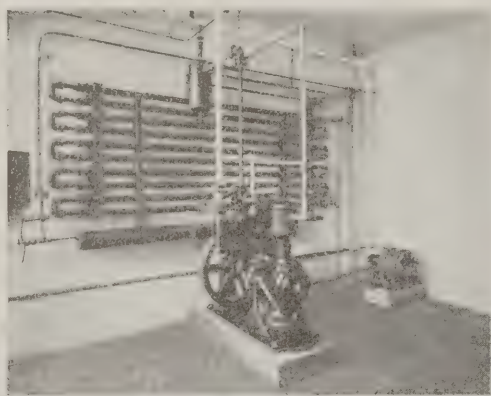
ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

When Considering Refrigerating Equipment

Investigate



BECAUSE—

The machine has been carefully designed down to the last detail—

Materials and workmanship are guaranteed—

The strength and solidity of machine are apparent at a glance—

Has most efficient compression—

All details are given expert attention, assuring perfection—

Produces economical refrigeration.

Write TODAY for Catalog

Frick Company
WAYNESBORO, PA. U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

BRANCHES:

NEW YORK, N. Y.
PHILADELPHIA, PA.
BALTIMORE, MD.
DALLAS, TEXAS

ATLANTA, GA.
PITTSBURGH, PA.
CHARLOTTE, N. C.
MEMPHIS, TENN.

DISTRIBUTORS IN ALL PRINCIPAL CITIES

In order to get sales promotion work really down to any kind of working basis it is necessary for your salesmen to get on friendly terms with your customers. Once the salesman has established friendly relations he is close enough to show interest in the dealers welfare; he can, in a nice sort of a way, be able to say: "Joe, you will never sell these lemons; they are pretty poor merchandise; get some new ones." That seems out of place and foreign in your business; but when your salesman is useful and can help the dealer it proves he is appreciative and the dealer will be receptive to any practical suggestion to sell more goods. Your salesman can then proceed to show how ice cream sales can be increased instead of pushing low profit five cent "knickknacks."

You all have nice big stores you sell which remind one of five and ten cent stores, only they seem to push only the five cent articles; and it takes 20 rings of the cash register to total a dollar. They do not push ice cream. Many of them are large drug and candy stores, still they appear to advertise and push only one fountain article. Why is it your salesmen cannot get down nickle drink signs and put up ice cream signs? Simply because the dealer has not been sold ice cream and what it means to him in profit or as a feeder to other lines. Men who smoke a certain kind of cigar or drink some very popular drink step right up and ask at once for those particular things; but this is not true of ice cream and most soft drinks in a general way.

Customers are apt to take the verbal or advertising suggestion, particularly if it is an appetite appeal. Those who do not form a very strong habit for some particular thing always hesitate and at that particular moment they are exactly in the same position as the customer who goes into a cafeteria. Just think of the quantity of old fashioned jelly that is being sold at the cafeterias. I bet there is more jelly being sold in the William Penn Cafeteria today than in all the hotels and restaurants in Pittsburg for the reason that there is the appetite appeal.

Selling Takes A Back Seat.

So there you are: using up an awful lot of time on everything connected with the ice cream plant, but your selling must always take a back seat. And still your product is stuck away in an ice box waiting for volunteer customers. They are volunteer customers because there is seldom an ice cream appetite appeal displayed at these soft drink counters. Try another experiment with a thirty day campaign in your town by seeing if you cannot get up all the appetite appeal possible. Get the dealers to give ice cream the exclusive selling for one month, and agree with your competitors that during the campaign you will not put your name on a sign. Get them in on it.

Some manufacturers try to get returns from advertising the brand name only and never appealing to the eye with luscious pictures of the ice cream. A year ago I had the pleasure of reading a survey that was made by one of the biggest advertising concerns in the country in which the writer told this particular ice cream manufacturer that he was very deficient in the advertising of ice cream; but he spent a lot of money advertising himself. You could see him on every bill board and every side wall and door. His name was and is all over the country for miles and miles. You would have thought he was running for governor or something. Was there anything about ice cream? No; only his name and that he made ice cream. To show how he appreciated the advice he paid a high price for you will find he is today

(Continued on page 61)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ing along merily as of old. He still has the survey
at to all appearances does not believe in expert opinion.

Coming back to the selling end again: If you cannot
ing your dealer in the first place to realize that there
profit in ice cream it is your salesman's fault, pro-
vided you have trained him. Get another one. If you
ve four salesmen who are not bringing results, each of
hom you are paying thirty-five dollars a week, get rid
them all. Hire some collectors to take their places
smaller wages.

Get one good man, even if you have to pay him two
hundred dollars a week, and say to him: "I have five
hundred customers but I do not expect you to call on
te five hundred. I am going to give you just twenty-
five customers to start with. Here is the biggest chain of
ug stores that we have. They are selling a very large
llonage of cream now but I am hiring you for two
hundred dollars a week and you have no other business
e present except to go to that particular chain of drug
sres and build a business twenty-five per cent bigger
an it is today."

See if he will do it. He will do it if he is a two
hundred dollar a week ice cream salesman.

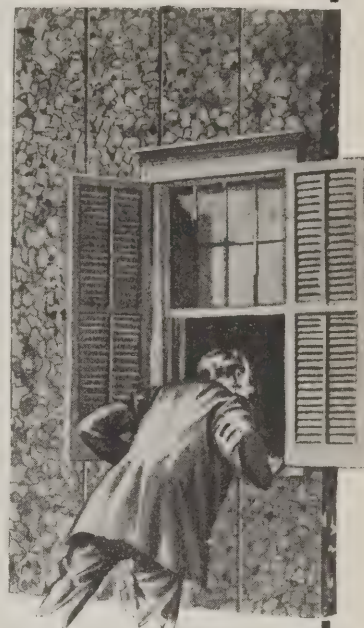
No matter how much effort you put forth at the
ant and how well your salesman is trained, you are
nt going to accomplish a lot if you do not make the
daler appreciate that people do not want to eat ice
eam unless the surroundings are right. The environ-
nt for the sale of ice cream is really an important
estion and you cannot expect much under improper
editions. Go down town and eat well made ice cream
der favorable smelling, seeing, feeling, hearing condi-
ins and note the satisfaction. But suppose the dealer's
ee should happen to be unclean, unsanitary, then the
ality is missed amid such conditions. I leave it to
a to select your trade. If the majority of your stops
e unclean you will get a reputation of catering to
t kind and your quality will be thought to be about
e your stops. The places do not have to be an awful
e cleaner than the people living in that neighbor-
od. At the same time the cleaner and more courtesy
nd, usually the better the business. I made a trip
h George Gilpin to the south side of Pittsburg last
ek and I think we counted some thirty Rieck dealers
one street in rather a short ride, each store showing
eplete window displays; but the thing that struck
e was the appearance of those stores. Somebody had
en doing good work there. That was selling dealer
operation wholesale.

I am glad a certain man is not here because I want to
e a story on him. He lives in Ohio and is a very
eous sort of fellow—don't talk near as much as I do.
I seldom talks about his plant or problems; but for
e in his life he happened to get started on the quality
f his ice cream. He said: "I know a lot of people in
h town that go six or eight blocks to buy my ice
eam."

He was having a good bit of pleasure out of it and
lly he stopped and I said: "Do you mean to tell me
r; you know of a particular man who will go eight
ks to get your particular cream?" He said "Yes."
id: "Now listen! Go back right now as if you were
tiding on that man's front porch and tell me how
y stops you have between his home and the dealer
e patronizes." "Well," he says, "I have three." I
; "Where is pour argument? That man went eight
ks to find some place clean enough to eat ice cream
not particularly for your ice cream. If that same deal-
ould put your ice cream out and put in your compet-

If Corkboard Had Windows

so that the **inside** of
every sheet could be
examined, the enor-
mous factories that
now make Non-Plus-
Ultra Pure Com-
pressed Corkboard
wouldn't be big
enough to supply
one-quarter of the
demand. For then
people could **see** that
the **inside** of every
sheet of Non-Plus-
Ultra was as evenly
baked as the outside
and that the millions
of cork granules
were firmly held to-
gether by the natural
gum of the cork in



Non - Plus - Ultra CORKBOARD

In manufacturing cork sheets if the wrong
kind of cork granules are used, if a sufficient
quantity is not put into the forms or not
pressed closely so that the gum in the cork
will bind the partielees securely together, or if
the sheets are not baked at an even tempera-
ture, the corkboard will not have sufficient
structural strength to give it durability. And
then the sheets will easily break in handling,
or what is worse, will disintegrate in a com-
paratively short time **after** they are installed
in a building.

If you want to find the shortcomings of
corkboard **before** you pay out your money for
it—if you want to be sure of the structural
strength and durability, saw through the cen-
ter of a few sheets.

Send for samples and booklet of Non-Plus-
Ultra.

Cork Import Corporation

345-49 West 40th St.

New York, N.Y.

Branches in large cities.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

itor's cream his sales would keep up just as now; because a man running a business as good as that will not buy a cream unless it is good, and when he puts you out his gallonage will not fall off. This man is selling ice cream under proper conditions and he is going to sell just the same amount of gallons of cream no matter what good cream he sells."

In closing I want to make this observation: Altoona

is the only town I have known that appears to have a "Ice Cream Week." We have "Candy Day" for the candy man and we have "Mother's Day" for flowers; we have "Raisin Day," "Apple Day," and a lot of other "days;" but how about all of us going back home and making every day a working day for the salesman a day to increase the consumption of ice cream at and friendly stops.

How Can Retailers Be Induced to Sell Carry-Out Bulk Ice Cream at a Price Which Will Give a Profit and Therefore Lead Them to Push This Sort of Sale?

By P. S. HARMON*

THE meat of the question is how can we help dealers to make a profit on the quarts and pints which they dish up to send out? It seems to me that our job in answering this splits into two channels:

First: We can do our best to teach them how to dish cream more economically and there is a lot to be said about this.

Second: We can try to get the dealers to charge more for the goods and this is the part that I especially hope will be discussed.

Let's take angle No. 1:—"Teaching them how to dish cream." I realize that the quality of the product has got a lot to do right here, but I am assuming, and I think rightfully so, that the ice cream manufacturer today is guarding his quality more carefully than ever before. It is a fact, however, that the average dealer's education along these lines is far behind the manufacturer's and they still look on us with suspicion, knowing only the chances for variation in the overrun factor. Much can be done to remedy this by passing along to them information that we get from these conventions, research bureaus, etc. Suspicion is always caused through ignorance, and the quicker we can get our dealers to understand some of the things we know about solid and fat content, overrun, gelatine content, etc., the quicker we are going to get their confidence and whole-hearted co-operation. I'll say right now that every one of our dealers is going to get a copy of Dr. Downey's illuminating paper on gelatine.

* Member, Executive Committee, New England Association of Ice Cream Manufacturers.

* From discussion before 1924 New England convention.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

Having made sure that our product is right and having convinced the dealer that it is honest, the next thing to do is to try to show the dealer and his clerks the proper way to handle his disher to preserve the quality and not get a quart and a half or more of cream into a quart container. This I know is a hard and endless job for clerks keep changing and new customers are continually coming into the field, but it is work which pays big returns. For our own part we are continually driving it into our salesmen and help them by sending out each customer this card which is hung up behind the cabinet and contains suggestions for the proper care of the cabinet and dishing of the cream. We believe this has done a lot of good, especially with new customers. So much for Angle No. 1. I expect to get more suggestions along this line from the other members as soon as I sit down.

Angle No. 2: How to get the dealers to charge more for bulk is the thing that stumps me and really causes me to start the question in the first place. I admit trying among the dealers of certain towns, both with our own customers and with competitors' customers, working with competitors, but must also admit failure. They still charge sixty cents a quart and thirty cents a pint and in some cases fifty and twenty-five cents. And gentlemen, it can't be done at those prices. No matter how much improvement we can obtain through Angle No. 1, as above suggested, sixty cents per quart doesn't give margin enough to get the dealer out whole and therefore encourage him to push this business which is our business.

* * * * *

Helping Dealer Push Sales

By A. A. Mc LERAN*

WHAT do we do as a whole to show the dealer that we are willing to co-operate with them? Most of us—nothing. Don't the supply people that buy from show to us through their salesmen that they are anxious to co-operate with us in any way to help our business? I will say that I think they have done more than we have ourselves by giving us new ideas that they pick up on the road from place to place.

I think it is time the Mississippi Ice Cream Association was doing something to show the dealer that

* Tupelo, Miss. From address before 1924 Mississippi convention.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ever More and Larger

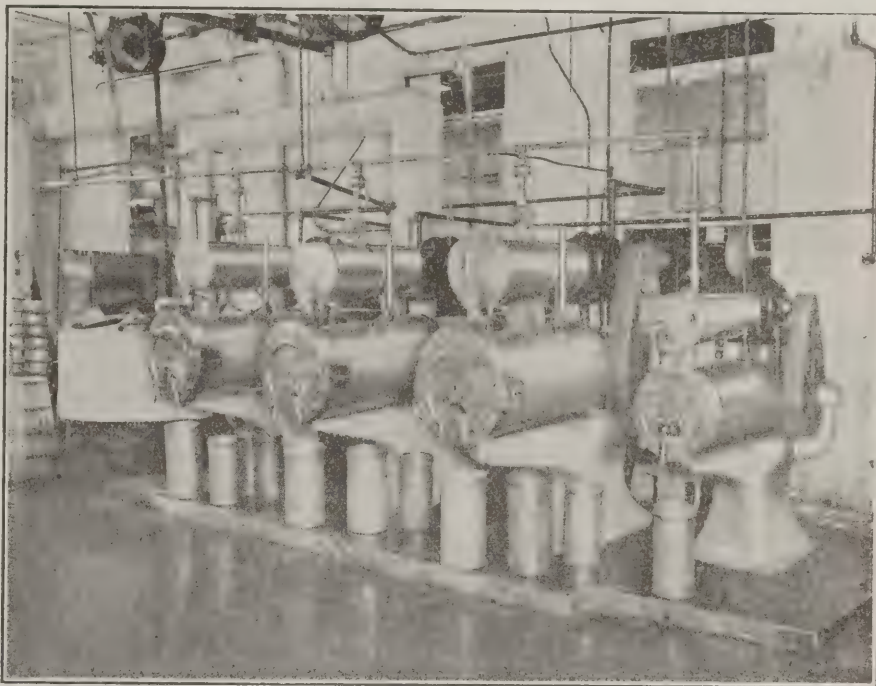
U. S. Heavy Duty Freezers

*Mark the Growth of
This Successful Manufacturer*

The Superior Ice Cream Co., though in operation only a few years, is rapidly coming to the front.

Their first installation back in 1920 consisted of three Commercial 40 Qt. Cap. U. S. Heavy Duty Freezers. These having given the most satisfactory service, they added a Hercules 120 Qt. Cap. U. S. Heavy Duty Freezer in 1921.

In the spring of 1922 they added another Hercules 120 Qt. Cap. U. S. Heavy Duty Freezer, and in 1923 still another, making three altogether. The larger picture shows their plant as it is today, with only one of the original three 40 Qt. Cap. Commercial U. S. Heavy Duty Freezers still in place.



Superior Ice Cream Co.'s plant in 1923

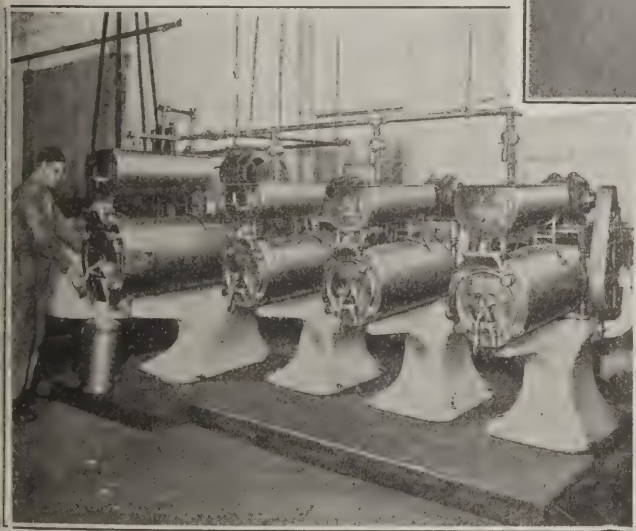
A comparison of this picture with the one below shows how the nearest two 120 Qt. U. S. Heavy Duty Freezers replaced two of 40 Qt. Capacity. Should they replace the remaining 40 Qt. Freezer with another 120 Qt. U. S. Heavy Duty, they will have just doubled their plant capacity (from 240 to 480 Qts.) without appreciably increasing their manufacturing floor space.

Note latest construction, including U. S. Automatic Batch Weigher, in their present plant.

We consider such recurring repeat orders the best recommendation we could possibly show for U. S. Heavy Duty Freezers.

Satisfied Successful Users Everywhere

We will gladly give you the names of those near you, so you can ask them what they think about U. S. Heavy Duty Freezers.



Superior Ice Cream Co.'s plant in 1922

Showing one 120 and three 40 Qt. U. S. Heavy Duty Freezers, the combined capacity being 240 Qts. Note how three 40 Qt. Freezers with a combined capacity of 120 Qts. take nearly three times the floor space required by the one 120 Qt. U. S. Heavy Duty Freezer at the farther end of the row.

Write for complete information

State whether interested in Small or Large Horizontal Freezers, or in a 40 Quart Vertical.

U. S. FREEZER & MACHINE CORPORATION

North 11th Street and Driggs Ave.

No. 49 a

BROOKLYN, N. Y.

Jobbers and Representatives In All Parts of the United States and Canada.

We will Gladly Arrange to Have One Call on You.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

are anxious to co-operate with them in any way to help the industry.

Do we ever send a delegate to the druggist's convention, to mingle with them and give them our views of the ice cream business? No. But, you can bet every manufacturer of drugs or drug sundries have their men "on the job," get all the information they can, and show that they are willing to co-operate.

There is nothing that the druggist can make more money on, with a quick turnover, than ice cream. I see no reason why every druggist or anyone that handles ice cream should not get behind it and push their sales.

Everybody is for ice cream, and if we will show our dealers that we will co-operate with them and help them

in every way possible, we can materially increase our sales during the coming "season."

We all know it is a health food. The public knows it. They want ice cream, and, we want them to have it. Let's go together, co-operate with our dealers and see that they get what they want.

We know from experience we cannot sell cream for less than we are now receiving at present prices of raw material.

The solution, in my estimation, is to manufacture a better article, deliver it to our dealers in better shape and see that it is delivered to the consumer in better shape.

I suggest that we spend our efforts, this season, in teaching our dealers how to keep ice cream.

The Outlook in Mississippi

Excerpts from Speeches Before Mississippi Convention
Co-operation Stressed

PRESIDENT'S ADDRESS.

S. N. Sutton.

IF I were to stand here and show you a way that you could make five thousand dollars without any financial investment, without any labor and without any cost whatever, you would be interested, would you not? Yet if you do not believe that a spirit of co-operation with your competitors will do as much for you, all you have to do is to open your eyes and look around.

Get in touch with the boys in New Orleans, or in Louisville, or the secretary of our Southern association. That is all you have to do to see how a little co-operation, a little consideration for the other fellow, a little less of that "I want all the business" spirit has made those boys thousands of dollars.

And, boys, it will do the same thing for us, if we will just all resolve to let the other fellow have a little of the business and try to remember some of the teachings of Him, who said: "All things whatsoever ye would that men do unto you, do ye even so unto them."

* * *

THE OUTLOOK FOR RAW MATERIAL.

By Will H. Becker.

The figures I am giving are taken from thirty-one factories that are members of this association. I did not include the drug stores and some small plants that are only doing local business and are not members of this association.

These thirty-one plants made 1,300,000 gallons of ice cream and there was shipped into the state by factories at Memphis, New Orleans, and Baton Rouge 200,000 gallons making a total of 1,500,000 gallons of commercial ice cream sold in Mississippi last year.

Nineteen of the plants in the state made their own mix, eleven buy their mix from Kentwood and one plant gets mix from New Orleans. Of the nineteen plants that make their own mix, eighteen have a local milk supply and one buys from outside sources. Eight factories use butter which is bought from Mississippi creameries. Seven use skimmed milk powder to bring up their solids. Sixteen skimmed condensed. Five use skimmed condensed manufactured in Mississippi. Eleven buy outside the state. Three use sweetened condensed.

The factories that buy their mix would be termed as getting their raw material from outside the state, although a goodly portion of the raw material used at

Kentwood is produced in Mississippi as Kentwood is just outside the state in Louisiana.

Twenty-two of the plants use mechanical refrigeration for freezing and hardening and nine use ice. Counting the plants that buy their mix twenty-one sell a machined product and ten use no machines. Of these twenty-one, two use emulsers, fourteen viscolizers and five homogenizers.

The average butterfat content of the cream sold is 9.5 per cent and the average total solids 33.9. This makes an average of 1.5 per cent more butterfat than is required by law. Some of the plants run as high as 12½ per cent butterfat.

The prospects for milk products for this year are very encouraging as dairying in Mississippi has shown a marked increase in 1923 over 1922 and it is the opinion of the creamery operators that the increase this year over last will be even greater. At present it is hard to forecast the price of milk products but I cannot see why they should not be about the same price as last year. With the exception of skim milk powder you should be able to get all your milk products in Mississippi this year. The leading dealers in cream, condensed and skim milk powder advise me that they think that the prices that prevailed last year will be about in line for this year.

* * *

FUEL VALUE OF SOME COMMON FOODS.

By B. J. Anderson.

What is one man's meat may be another man's poison, but experience has shown that milk products are easily digested by more people than any other class of food.

In a table shown in Vol. 8, page 775, of the New International Encyclopedia, of the different kinds of food listed, sugars and starches lead in available energy with 98 per cent, and dairy products are second with 93 per cent. Both are important ingredients of ice cream.

Food which is attractive to the taste quickens the flow of saliva and other digestive juices, and this digestion is aided.

The ideal diet is that "combination of foods which while imposing the least burden on the body, supplies it with exactly sufficient materials to meet its wants."

The manufacturer of commercial ice cream has done

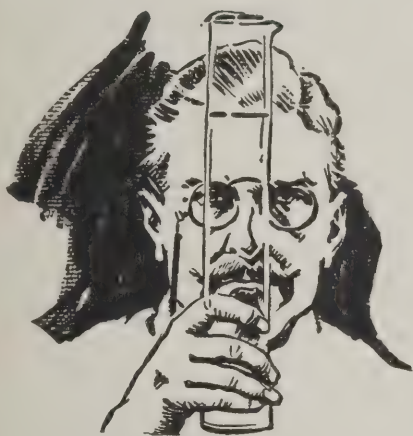
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Meeting—Not Dodging— Pure Food Laws

All concern about your gelatine meeting the pure food requirements can be abandoned if you use Atlantic super-clarified Gelatine. It easily passes pure food requirements in every state in the Union. It's safe. Its uniformly high quality—its purity, clarity—and high viscosity give fine body and texture to your product.

The cost is less, too.

In spite of higher manufacturing cost in making "Atlantic"—from the finest raw materials obtainable and through careful processing and testing—it sells for less than other gelatines of corresponding grades. Take advantage of moderate price and uniformly high quality by standardizing on Atlantic super-clarified Gelatines.



*"Purest and Best—
It Stands the Test"*

Just to Make Sure

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claim for it, send the unused portion back. We will pay the freight both ways.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches

Chicago: Suite 510, 118 N. La Salle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE

much towards making the beneficial properties of milk available for the mass of the people. Ice cream is coming less and less all the time to be looked upon simply as a dessert—a pleasant ice with which to finish a meal,



Mississippi Convention Group.

but pasteurization, condensing, and refrigeration, which are all component parts of the manufacture of ice cream, preserve for the consumer all the beneficial properties of milk, and present these foods in a most palatable form.

* * *

EVERY DAY PROBLEMS.

By D. S. Cox.

The conditions I have experienced in my business are doubtless, in a large measure the same as those experienced by all ice cream men, and in the beginning, I might say perhaps a great many troubles in business are largely due to our individual temperaments. When

I go to my office in the morning, I know during the natural run of events there will come up matters of annoyance. Knowing this why should I worry? If I do, I place myself at a disadvantage because neither you or I can possibly be mentally alert, if we permit ourselves to worry. Knowing these things, I contend most of us would live longer and be happier if we will get the viewpoint that most of our troubles emanate from ourselves. Perhaps a little more philosophy on the part of each of us would work wonders in this connection.

* * *

CO-OPERATION BETWEEN MANUFACTURERS AND DEALERS IN SERVING THE PUBLIC.

By A. A. McLeran.

First: Let me ask you what is co-operation? Co-operation is a mutual effort to win success for all or both parties concerned. Co-operation, I think, is essential to the success of any business. We all remember some ten years ago, when every ice cream manufacturer thought his competitor a cut-throat and everyone trying to see what he could do to beat the other fellow. About that time, Mr. Henry Dutlinger of the Lily Ice Cream Company, Memphis, saw the handwriting on the wall, and, with the help of a few manufacturers in Mississippi, Arkansas and Tennessee, organized the Tri-State Ice Cream Manufacturers' Association.

At that meeting, we got together and told what fools we had been, and, found out that we could depend on each other for a little co-operation, if we would only try.

So we did. What was the outcome? We got acquainted with each other and found we were nearly all about the same sort of folks, just trying to do business and get a fair profit, so we went home, stopped fighting each other and began asking a better price for our product and made a little profit.

* * *

CO-OPERATION BETWEEN STATE AND SOUTHERN ASSOCIATION.

J. W. Clopton, Secretary Southern Association.

The Southern association is simply a clearing house through which the different state associations may handle matters that cannot be taken care of through the state association.

In order to secure desired results it is absolutely essential that the Southern association co-operate to the fullest extent with the state associations affiliated with it. Since co-operation cannot be successfully practiced by one party it is just as essential that each state association give the same degree of co-operation to the Southern.

In touch as we are with conditions throughout the entire South we are prepared to advise and assist in many matters that may need attention in any of the Southern states and what is good for one state is usually good for her sister state.

The Southern association retains membership in the National and is in position to secure correct data on matters of national importance on short notice. It is very often the case that prestige can be brought to bear in emergency matters from outside the state more easily than it can from inside the state, especially since we have data as to the laws and regulations of adjoining states.

❖

You'll make better ice cream if you get "The Ice Cream Review."

Liquidation Sale

A partial list of modern ice cream plant machinery that was operated for only a few months:

- 2—2000 gal. Pfaudler glass lined mixing tanks.
- 6—2000 gal. Pfaudler glass lined storage tanks.
- 2—500 gal. Pfaudler glass lined hot-wells.
- 2—500 gal. Pfaudler glass lined pasteurizers.
- 1—500 gal. Pfaudler glass lined mixing tank.
- All of the above are jacketed and agitated.
- 1—1000 gal. Pfaudler glass lined milk tank.
- 1—6 ft. Mojonner vacuum pan, with pump.
- 1—800 gal. Gaulin homogenizer.
- 1—Can Washer made by Creamery Package Mfg. Co.
- 1—100 ton De La Vergne single 15x15 ammonia compressor direct connected to 100 H. P. Synchronous motor.
- 20—Standards De La Vergne atmospheric ammonia condensers.
- 100 ton brine cooler and pump.
- 75 ton brine cooler and pump.
- 4—Allman ice crushers, hopper type.
- 2—Air compressors, each 244 cu. ft. displacement.
- 35000 lineal feet of 2" and 1 1/4" hardening and ice storage room piping.

Write or wire for quotations.

We own the largest stock of good, used refrigerating and ice-making machinery in the United States.

Send us your inquiries.

ROBERT P. KEHOE

7 East 42nd Street

New York, N. Y.

Telephones: Vanderbilt 9594-9595

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Your Best Ice Cream Salesman



The best salesman of your ice cream is its flavor.

Considered from this angle, Mapleine flavoring has succeeded immensely. For one big Pennsylvania producer it was second only to vanilla in sales last year.

The same thing is happening wherever Mapleine is introduced to the trade.

Mapleine is economical and easy to use. Two ounces will flavor and color ten gallons of cream. It will not freeze out or change in flavor. Re-freezing does not affect it.

Order Mapleine in gallon jugs, 5 and 10 kegs or 50 gallon barrels.

Crescent Manufacturing Company
1054 Railroad Ave. S. Seattle, Washington

THE SCALE

THAT WEIGHS
YOUR MIX

SAVE MONEY— BUY A WEIBATCH SCALE

WEIGH YOUR MIX—DON'T GUESS

4 Essential Strong Features

ASSURES Uniformity of Every Batch
ASSURES No Overflow Waste
ASSURES Over 50% Saving in Labor
ASSURES Absolute Check of Combined Ingredients

LET US PROVE IT

Write Today for Circular of Proven Facts

WEIBATCH LIQUID SCALE CO.

GRAND RAPIDS, MICH., U. S. A.



ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

A Budget for the Ice Cream Industry

In this Treatment of Budgeting in the Ice Cream Industry, the Actual Practices of a Representative Manufacturer, Tait Bros., Inc., Springfield, Mass., Are Used as a Basis, Beyond Which a Number of Suggestions Are Made

By ARTHUR LAZARUS*

IN every standard rate two separate forecasts are involved; one of the total outlay in dollars for the particular operation or group of expenses, and a second of the total quantity of the unit of measurement, hours, gallonage, miles, etc. When operations, as in the ice cream industry, are substantially alike in character day in and day out, and where volume of production, moreover, fluctuates widely throughout the year, standard rates become a vital part of, and more than a prelude to, budget making. If each division of the ice cream business is placed on a standard rate, operations will be as effectively controlled and at a lower cost than when, as in the usual budget system, definite money values and limits are allotted in advance for each distinct item of expense.

The ice cream budget naturally starts with an estimate of sales, and then concerns itself with the principal elements of cost, which, for convenience, are grouped under five main heads:

- a. Cost in Hardening Room.
- b. Cost to Platform.
- c. Cost Delivered.
- d. Advertising and Selling Cost.
- e. General and Administrative Cost.

The usual statement of profit and loss can be dispensed with for a distribution of the ice cream dollar.

Tait Bros., Inc., estimate the yearly sales in total gallons. The company does not as yet allocate the total gallonage by months. Neither does it make a separate study of competitive and merchandising conditions at each one of its plants. The company merely estimated at the beginning of the year that it should exceed last year's sales by 20 per cent, and this percentage of increase was distributed to months and plants equally.

Branches are, however, given individual percentages, based on previous years' earnings, of total business to be secured. Thus, of a total of 100 per cent expected sales, Springfield is allotted 35 per cent, Worcester 21 per cent, New Bedford 14 per cent, New London 11 per

cent, Fitchburg 3½ per cent, Holyoke 5½ per cent, and Northampton 9 per cent.

By the end of July of this year the percentage of increase in sales over the corresponding period of last year was 18 per cent. The percentage of increase in the various branches, however, fluctuated anywhere from 3 to 47 per cent, showing the illogicality of expecting each plant to produce the same percentage of increase in business. Quotas of sales for the next year will be established on a more nearly scientific basis.

A strong plea is made for establishing sales quotas on a monthly basis. This will aid the scheduling of production considerably. It is, of course, realized how upsetting a factor weather conditions may be. Ice cream requires a continuity of warm days. It will not do to know that the average temperature for the year was very much the same as that of the preceding year. There have, however, been some indications of a wholesome flattening out of the ice cream curve. The peaks and valleys for 1922 were not quite so jagged as in 1921.

For purposes of illustration, sales of 1,000,000 gallons a year are assumed at a net sales price of \$1.35 a gallon.

Budgeting the Cost in the Hardening Room.

Costs in the hardening room may be grouped under (1) Labor and Overhead, and (2) Material.

Material.

Owing to the fluctuations in the price of milk and cream, it is extremely difficult to forecast material costs. Tait Bros. Inc., make no attempt to do so, and have, however, correctly charged milk and cream into costs at the weekly average market price, even though their own creameries very largely supply these products.

Although it is contrary to the consensus of opinion generally maintained in the ice cream industry, it is felt that there are no insuperable difficulties to estimating material costs, and certainly not in terms of percentage of sales. The total fluctuations each year for a series of years, and the rapidity of such fluctuations,

Budget Basis New to Ice Cream Industry

Few ice cream manufacturers are operating on a budget basis. Representative ice cream companies in Massachusetts, Connecticut, New York, and Ohio specifically state they have not worked out a budget system.

The nearest approach to a budget system was found in the plant of Tait Bros., Inc., of Springfield, Mass., whose business started in a very small way in 1902 and has grown in twenty years to over a million gallons a year, with manufacturing and distributing plants at Springfield, Worcester, New Bedford and New London, and additional distributing plants at Holyoke, Northampton and Fitchburg. The comptroller of Tait Bros., Inc., G. A. Torrence, makes very modest claims for the accomplishments of his office:

"None of our accounting developments are what we understand as budgeting, but are preparatory to the establishment of a budget. Our work so far has been an endeavor to standardize costs and methods in all of our plants; to provide a ready means for holding heads of departments accountable within definite limits; to expedite the preparation of financial and operating reports; to distribute the heavy carrying expenses of the winter months equitable on a gallonage basis throughout the year, and then to lay the foundation for a real budget program."

* With Metropolitan Life Insurance Co., New York City.
An address before New England Ice Cream Manufacturers' convention.



Egg Yolk?

FULL information regarding the right method of using Egg Yolk in ice cream will be furnished you on request. Many ice cream manufacturers are pursuing the wrong method, thereby depriving themselves of most of the advantages of using Egg Yolk at all.

Get full value out of your Egg Yolk by using it in the proper manner, not only in French ice cream and frozen custards but to a moderate extent in all your creams to give them a milky tint, added smoothness and richness and additional food value and fat content—all accomplished without artificial means. This proper manner of using will also permit a high class, sweet, fresh egg such as

Velvet Yolk

to manifest its worth—and this proper method of using will also reveal the inferiority of a cheap yolk.

Write us today for full information.



THE INTERNATIONAL CO.

"The Right Flavor for Every Ice Cream"

Lombard and
Commerce Sts.

Baltimore
Maryland.

can be charted, and on the basis of such calculations and prices at the beginning of the year, material costs may be estimated. Such estimates can be revised when conditions during the course of the year seem to make changes necessary.

For purposes of illustration, the percentage of material costs to sales is set at $33\frac{1}{3}$ and in amount per gallon at 45 cents, to include the cost of cream, milk, condensed and other, sugar, gelatine, flour, fruits and nuts, cocoa and eggs.

Labor and Overhead.

Standards for labor and overhead in the hardening room have been established by Tait Bros. Inc., at a certain number of cents per gallon from the best figures obtainable at each of the company's seven plants. Some of the pre-determined standards are apparently closely set in some of the plants, while in others the variances are so great that the company will, in all probability, have to change them. The single most important factor in pre-determining costs of labor and overhead in the hardening room is the forecast of volume. If that is fairly accurate, actual operating results will closely approximate the pre-determined standards.

Under overhead in the hardening room the following expense groups are included:

Repairs	Fixed charges	Miscellaneous charges
Refrigeration	Power	Laboratory
General overhead	Ice cream supplies	General stores
General burden	Building expense	Washing
		Laundry.

For purposes of illustration, a standard for labor and overhead in the hardening room of 15 cents is used.

The items included under cost to platform are shipping labor direct and indirect, shipping supplies, fixed

charges of the shipping room, shipping expense and salt and ice, exclusive of ice, and packing service on the dealer's premises.

It is frankly difficult to gauge these costs in advance, but not quite as impossible as ice cream manufacturers suppose. Records are usually obtainable of last year's shipping total expense and gallonage shipped, and by dividing the former by the latter, workable enough standards are obtained for a start. Data relative to costs of salt and ice per gallon are rapidly accumulating, and as conditions of service become standardized, these will correspond rather closely. For purposes of illustration, the cost of salt and ice per gallon is fixed at 5 cents and the remaining shipping costs at 12 cents making a total cost to platform of 17 cents per gallon.

Advertising and Selling Budget.

It is only a question of a short time when Tait Bros. Inc., will budget on the basis of estimated gallonage, selling salaries and expenses, for these are fairly predictable. For purposes of illustration, the hypothetical figure of $7\frac{1}{2}$ cents per gallon is used for selling salaries and expenses, exclusive of advertising.

Advertising Budget.

Tait Bros. Inc., now set aside $2\frac{1}{2}$ cents per gallon of estimated sales for advertising, which compares interestingly with the policy of another company which sets aside 3 cents per gallon for the same purpose. If the estimated sales for the year are a million gallons, the advertising appropriation of Tait Bros. Inc., will be \$25,000.

The budget officers of the company control the gross amount to be spent for advertising. Its disposition by months, to territories, by kinds of advertising, and for various products, lies within the discretion of the advertising manager.

The shrewd business man advertises heaviest when business is most difficult to obtain, and so Tait Bros. Inc., spend the bulk of its advertising appropriation in the first four months of the year. The advertising manager is given considerable leeway as to the manner in which the advertising appropriation is to be spent. It is only reasonable to believe, however, that he carefully plans for the outlay of this advertising allowance.

For purposes of illustration, an advertising budget or plan by months, territories and kinds of advertising material is shown with pro-ratings that are hypothetical only. Competition and consumer conditions as well as plant sales will govern the distribution of advertising to territories. The distribution to advertising media however, depends on the experience and theory of the

PARAMOUNT CABINETS and TUBS



PARAMOUNT Tub and Metal Lined CABINETS

are made of California Redwood. Tubs in Cabinets are also made of "Everlasting" Redwood, unsurpassed as an insulating wood. Cabinets are made with special removable bottoms and removable brass outlets.

Write for prices and catalog describing in detail superior merits of our Cabinets and Packing Tubs.

THE ECONOMY SILO & MFG. CO.

Frederick, Maryland

Ask the user — about

ST. LOUIS GELATINE COMPANY'S



Pure - Hy - Grade
GELATINES, GUMS
AND
**ICE CREAM
POWDER**

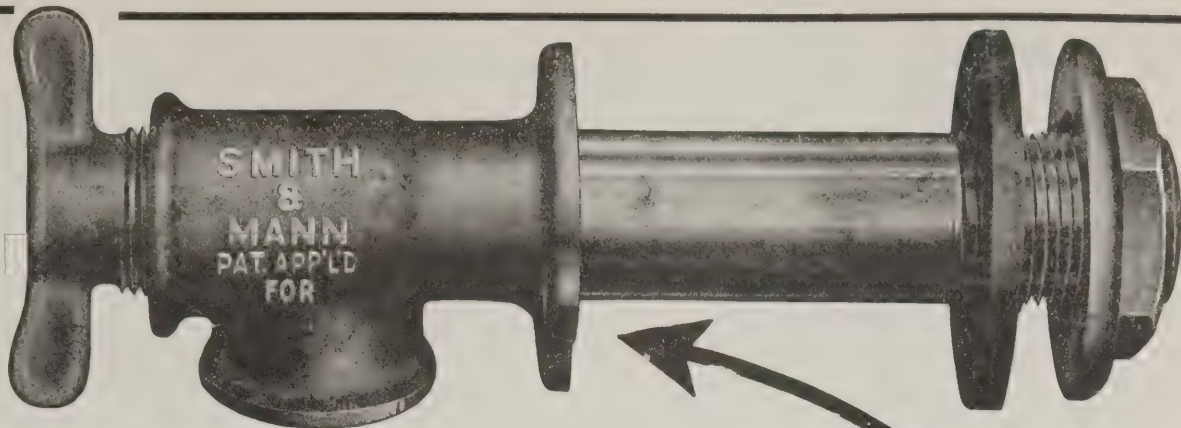
We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

**Metal
Will
Not
Corrode**



Smith & Mann cabinet drains are cast in one piece. They have no joint between stem and the drain cock. Therefore, no chance for a leak.

Furthermore, Smith & Mann drains are made of a non-corrosive metal and last a lifetime.

The stem is cast in various lengths to fit all thicknesses of cabinet walls. The leather gasket and lock nut makes a leakproof joint on the inside that cannot be loosened from the outside.

For better satisfaction in cabinet drains, try Smith & Mann.

SMITH & MANN

914-18 West York St. Philadelphia, Pa.

**No Joints
No Leaks**

"Atlas" Century Color
*will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.*

BBLs. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

Established 1851

NEW YORK
83-93 Park Place

CHICAGO
11-13 E. Illinois St.

individual advertising manager, whose judgment is tested by results.

Tait Bros. Inc., support the advertising campaign by running once a week a cream of unusual flavor, and by a guest brick made up of a heavier cream and put up in a novel design and in an attractive package. This has served as an admirable stimulant of cold weather business.

Budget of General and Administrative Expenses.

Tait Bros. Inc., has in mind to set at once a standard to govern general and administrative expenses, under which group are included the following items:

Office supplies and expense.
Postage.
Telephone and telegraph.
Stationery and printing.
Miscellaneous general expense.
Supervision.
Office salaries.
Fixed charges (office.)
Subscriptions and dues.
Unused space and equipment.
Traveling and entertainment.
Administrative expenses.
Executive expenses.

When these expenses are estimated for the year, and

SALES BUDGET

	All Plants			Springfield			Worcester			New Bedford			New London			Fitchburg			Holyoke			Northampton		
	Est.	Actual	Inc.	Est.	Actual	Inc.	Est.	Actual	Inc.	Est.	Actual	Inc.	Est.	Actual	Inc.	Est.	Actual	Inc.	Est.	Actual	Inc.	Est.	Actual	Inc.
Month	or	Dec.	over	or	Dec.	over	or	Dec.	over	or	Dec.	over	or	Dec.	over	or	Dec.	over	or	Dec.	over	or	Dec.	over
	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.	Est.
Jan.																								
Feb.																								
Mar.																								
Apr.																								
May																								
June																								
July																								
Aug.																								
Sept.																								
Oct.																								
Nov.																								
Dec.																								
Total																								

Advertising Budget

By Plants and Months

Plant	Total	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Springfield	\$5,000	625	625	625	625	225	225	225	225	225	400	400	400
Worcester	\$6,250	781	782	781	781	281	281	281	282	500	500	500	500
New Bedford	\$5,000	625	625	625	625	225	225	225	225	400	400	400	400
New London	\$3,750	469	469	468	469	169	169	169	168	300	300	300	300
Fitchburg	\$1,250	156	156	156	157	57	56	56	56	100	100	100	100
Holyoke	\$1,250	156	156	156	156	56	56	57	56	100	100	100	100
Northampton	\$2,500	313	312	313	312	112	113	112	113	200	200	200	200
	\$25,000	3,185	3,125	3,125	3,125	1,125	1,125	1,125	1,125	2,000	2,000	2,000	2,000

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Reyam Crushed Pineapple

Fresh fruit — delicious in flavor; used extensively in leading ice cream factories throughout the country.

Orange Pineapple Crushed • Mint Pineapple
Orange Pineapple Wedges • Cranberry Pineapple
Pineapple Juice (Unsweetened) in No. 10 Cans

Broken Assorted Glace Fruits

packed in 25-lb. pails. Use them to make delicious fruit creams.



Nesselrode Fruit Mixture
Reyam Fruit Custard
Tutti Frutti Mixture

—all solid packed and ready for instant use.

Reyam Butter Scotch

Packed in No. 10 cans. Ready for instant use in Butter Scotch Ice Cream.

Wonderful Jobbing Proposition

For ice cream manufacturers in their own territory. Without extra overhead, you can handle our line of soda fountain fruits and syrups in gallon and half-gallon containers. WRITE TODAY for prices and complete list!



The Cincinnati Extract Works

422-424 West Fourth St.
Cincinnati, Ohio

From Freezer to Consumer by the Rogers way

Rogers Machines equipped with NEW AUTOMATIC VALVE

The *Sanitary*—Never Touched By Hand—Ice Cream is demanded by the public.

The *Retailer* likes the sanitary package because he has no shrinkage in handling.

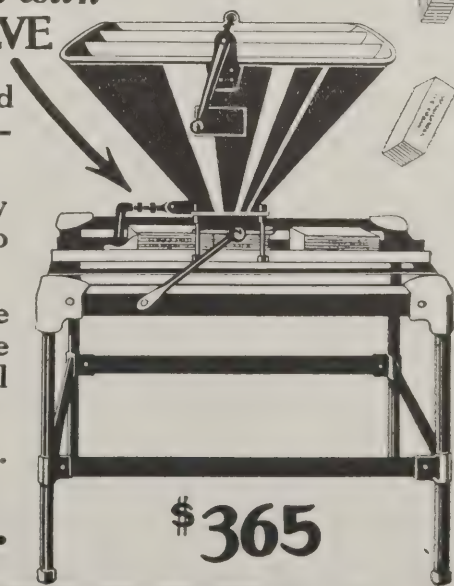
The *Manufacturer* prefers the Rogers Brick Makers because they are the most economical packaging machines.

A size for every manufacturer.

Write for Booklet I. R.

John W. Ladd Co.

DETROIT COLUMBUS CLEVELAND CINCINNATI



\$365

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

are then divided by the estimated gallonage of sales, a standard charge for administrative and general expenses will be established.

This standard will be charged into operations and the difference between the actual and standard cost will be shown as a debit or credit on the statement of assets and liabilities.

In months such as November and December, when the standard charge is less than the actual, due to the fall in volume of sales, a debit will arise. In other months, such as July or August, offsetting credits will

as 14,000 gallons due to weather conditions. Our labor cost and overhead expenses will be as great in the 14,000 gallon week as in the 26,000 gallon week, and naturally overhead cost per gallon would be greatly influenced."

Indeed, it is just because of the wide fluctuation in volume from week to week and month to month, that it will aid this manufacturer to establish a standard rate for overhead for the year. In this manner it will be unnecessary to pay undue attention to weekly results which are not representative of the year's performance.

Advertising Budget

By Months and Kinds of Advertising

Kind	Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Newspaper	10,000	1070	1080	1080	1080	555	555	555	555	1130	1030	655	655
Direct Mail	500	125	125	125	125								
Fairs	500									250	250		
Directory	250	30	20	20	20	20	20	20	20	20	20	20	20
Truck	1,500	150	150	150	150	100	100	100	100	100	100	150	150
Outdoor Adv.	1,500	175	175	175	175	75	75	75	75	75	75	175	175
Window and Sign Painting	1,200	100	100	100	100	100	100	100	100	100	100	100	100
Electric Signs	2,700	450	450	450	450					150	250	250	250
Flange Signs	600	50	50	50	50	50	50	50	50	50	50	50	50
Window Display	2,500	275	275	275	275	175	175	175	175	125	125	225	225
Window Signs	1,000	200	200	200	200	50	50	50	50				
Store and Counter Display	2,500	500	500	500	500							250	250
Dealer's Printing	250											125	125
Total	\$25,000	3125	3125	3125	3125	1125	1125	1125	1125	2000	2000	2000	2000

arise, for the standard cost of general and administrative expense will in such months, due to heavy volume, more than offset the actual administrative and general charges. The foregoing may be clarified by a few very simple examples.

Month	Gallonage	Unit Charge for General and Administrative Expense	Total Charge for General and Administrative Expense	Actual General and Administrative Expense	Debit or Credit to Future Operations
July	200,000	10c	20,000	14,500	5,500cr.
Nov.	50,000	10c	5,000	13,000	8,000dr.

Such a standard charge for general and administrative expense becomes in the best sense, a budget, for it is a predetermined mark, to attain and excel.

A standard charge for general and administrative expense, based on a year's performance, adequately takes care of the following state of facts presented by a New England ice cream manufacturer:

"We have been unable to budget overhead because overhead is in direct proportion to volume and this, to a great extent, is influenced by weather conditions. At this season of the year, (August) our normal sales are in the vicinity of 18,000 gallons per week. But we have had weeks that ran as high as 26,000 and others as low

UNDER deliver expense Tait Bros. Inc., include chauffeurs' and helpers' wages, freight and express on sales, cans, tubs, and cabinet expense, and truck expense. Salt and icing expense is shown under cost to platform. Truck expense is subdivided into repair parts, repair labor, repair overhead, tires and tubes, outside repairs, oil and grease, depreciation, other fixed charges, miscellaneous charges.

No attempt is made to establish standards of expense for chauffeurs' and helpers' wages or for freight and express, although there seems to be no insuperable difficulties toward doing so.

A standard rate for cans, tubs and cabinet expense was initially set at 10 cents per gallon. That was subsequently reduced to 6 cents per gallon.

In developing standard rates for delivery expense the ingenuity of the accountants of the company was taxed, for adequate records of past delivery performance were kept only at one or two of the plants. An analysis, however, was made of chauffeurs' time and gasoline consumption, and a combined reading of the two produced rates that are working equitably.

A delivery standard in terms of an hourly rate is confusing when all other standards are expressed in terms of so much per gallon, and the hourly charge

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Quality



Service

BLANKE

MFG. & SUPPLY CO.

ST. LOUIS

MO.

Promptness



Dependability

IT WILL COST YOU NOT MORE THAN A

Two Cent Stamp

to get BLANKE'S Quotations on Richmond Cedar Packing Tubs
—Solar-Sturges Ice Cream Cans—Blanke's Carry Out Cans—
Brick Slabs, etc. and Blanke's Quotations will probably save

Dollars Per Day

BLANKE MFG. & SUPPLY COMPANY

Equipment and Supplies for the Creamery—Milk Plant—Ice Cream Plant

214 Washington Ave.

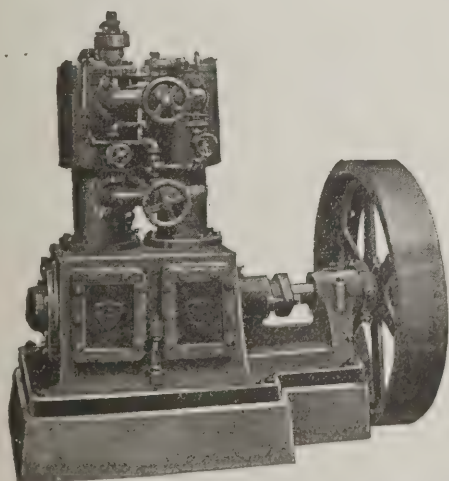
QUALITY GOODS ONLY

FULLY GUARANTEED

ST. LOUIS, MO.

“Runs Like a Watch”

Says Mr. Guy Spiers, Owner of the Cameron Cry. and Produce Co.,
Cameron, Wisconsin



CP Vertical Refrigerating Machine

Mr. Spiers was talking about his 15 ton **CP** Vertical Refrigerating machine installed 18 months ago. Not only does it run as efficiently as the day it first started but it operates quietly and uses very little oil. According to Mr. Spiers it costs less than half as much to produce mechanical refrigeration than to use ice; but because of its convenience and cleanliness he wouldn't go back to the ice method if mechanical refrigeration cost twice as much as ice.

Write for CP Refrigeration Machine Catalogue.

The Creamery Package Mfg. Company

61-67 W. Kinzie St.

Sales Branches Everywhere.

Chicago, Ill.



TAKE your choice! We make both types. And both of our cans—the Soldered “Ultra” and Welded “Tin-Okeh”—have improvements that make them undisputed leaders in the ice cream can field. We are **not** selling types—but we are selling **ice cream can service and satisfaction**. So we say to the trade—stick to the type you prefer—but **get the best can of that type that the industry produces**.

More Soldered “Ultra” cans are used than any other kind—because the reliable Soldered “Ultra” has never been equalled. And its quality is matched by the Welded “Tin-Okeh”—a stronger, heavier welded can with practically an indestructible bottom. Water-tight before it's tinned. Easy to re-tin perfectly—has no seams or crevices that need to be filled by an expert tinner to prevent leakage.

Get the facts in full about these two leaders. Write us today.

Solar-Sturges Mfg. Co.

ESTABLISHED 1864

Chicago, 838 West Congress St.

New York City, 50 Church St. San Francisco, 103-5 Clay St.

SOLAR

ICE CREAM CANS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

should be supplemented with a composite delivery standard at so much per gallon. For purposes of illustration, let us use 25 cents per gallon as the composite delivery standard, and actual costs are less than this standard.

A standard hourly rate for truck expense, comprising the items previously enumerated, has been fixed by the company at 70 cents for Dodges and Fords, \$1.10 for two-ton trucks, and \$1.20 for 3½-ton trucks.

Commenting on this phase of the company's budget, for a standard rate is a phase of the budget, G. A. Terrence, comptroller, writes:

“One of the most interesting developments of our accounting practice has been the establishment of a standard hourly rate for each class of ice cream delivery truck, expressed in dollars and cents. Our method is to charge our automobile division for the entire cost of auto trucking, exclusive of chauffeurs' and helpers' wages. The automobile division then rents the trucks to the various plants and the several departments in those plants at the predetermined rates. The object of this is to have the automobile division “break even” at the end of the year.

The first six months show that the rates set are fair, and this has been of very great assistance to us in controlling trucking costs as well as in obtaining a proper distribution thereof to our respective products.”

The Division of the Ice Cream Dollar.

It is to be clearly recognized that the figures quoted for ice cream costs and income are:

1. Not actual, but close enough to operating conditions so as to be instructive.
2. Not confined to the experience of one ice cream plant, but built up from the operating results of numerous companies.
3. Not based on the experience of the entire country, but of companies located in the East.
4. Do not represent an ideal profit per gallon. They are, however, extremely valuable for purpose of comparison and checking. It is felt that numerous companies showing inordinately high profits per gallon in the summer months are not at the present time equitably distributing their expenses so that the heavy summer production will carry its just proportion of the total costs of the year. For numerous ice cream companies an incidence of production rather than the should be employed for unit costs.
5. Unit costs per gallon are most useful for control purposes when shown in terms of percentage. If the standard for material cost is 35 per cent and such costs are prevailing 40 per cent, it becomes readily possible for the ice cream manufacturer to decide whether a price readjustment is necessary or desirable, in view of competitive conditions and possible effect upon volume.

Per Gallon.		
	Amount	Percentage
Income Per Gallon	\$1.35	100
Costs in hardening room		
Labor and burden.....	.15c	
Material45c	
Shipping costs		
Salt and ice05c	
Other expense12c	
Total delivery cost25	19
Advertising and selling.....	.10	7
General and administrative.....	.10	7
Total costs per gallon.....	1.22	90
Net profit per gallon.....	.13	10

Comparative statistical information is all too rare in the ice cream industry, and before such information can

of much value the accounting of the industry must be placed more nearly on a standardized basis. There is insufficient encouragement for the ice cream industry to undergo a general improvement in its accounting procedure. Best available information indicates that the per capita consumption of ice cream is approximately 2 1/2 gallons a year. Significantly there has been little increase in ice cream consumption in the past few years. Estimates of ice cream consumption by the U. S. Department of Agriculture for three years are as follows:

1920.....	260,000,000 gallons
1921.....	244,000,000 gallons
1922.....	263,520,000 gallons

There is no good reason why this consumption should not be doubled or trebled. The history of the automobile industry indicates that the road to increased consumption, and incidentally to increased profits, is by way of lower and not higher prices. Yet ice cream manufacturers dare not operate on scantier margins until they possess more reliable and adequate information of their own business, and until they have clearly defined goals and a definite procedure to check performance against expectations. Management under a budget basis is one means to secure the needed additional control. The Policyholders' Service Bureau is prepared to assist any of its ice cream groups interested in installing a budget system.



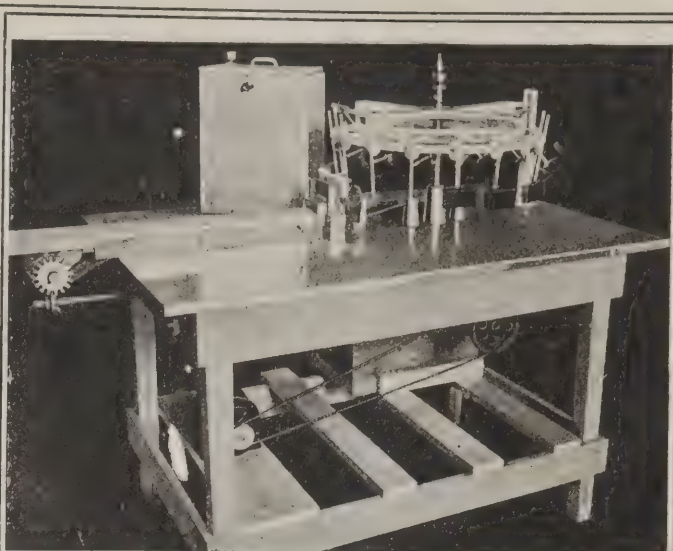
STANDARDIZATION OF COSTS FOR ICE CREAM MANUFACTURERS.

By C. L. Turner.*

When considering the subject of "costs" we first think of bookkeeping and accounting and then it is realized that it is necessary for proper records to be kept reflecting the expenditures made for operating business. The ice cream business, as we know, has grown and developed rapidly within the last few years and during that period we have seen the development from the one man business to that of large manufacturers of ice cream, including not only individuals and partnerships but large corporations requiring numerous executives instead of the one man to manage the business. Due to this development, it has become necessary to administer and practice economies in the business. The old method of only keeping accounts with customers and with people from whom goods were bought is, of course, antiquated. The method of obtaining the results of a business for a year by what is called the inventory method is also obsolete. Double-entry bookkeeping is the recognized method of keeping books and in general practice today, and most concerns have found it necessary to amplify this with a system of cost finding. A system of cost finding in a business such as the ice cream business is not as difficult to install and operate as in some businesses. The "costs" are ascertained by what is known as the "process method of cost finding," that is to say, the cost is determined for a total for a period, which in many instances is a month's business, and then the per gallon cost arrived at by dividing the number of gallons sold or manufactured into the total cost. The main thing to be particular about is classification, and that brings us to the subject "standardization of costs," in other words, proper classification of costs so that the ice cream manufacturers will have or will be in position to make proper comparisons and know that they are administering their business properly and practicing the proper economies.

There is a distinct advantage in having the main

With Turner & Crook, Philadelphia, Pa. Address before New England convention.



Keeping Down the Cost of Production

MAKING PROFITS

ON

5c Eskimo Pies

FOR OVER

250 users in United States,
Mexico, Australia, France,
Panama and Canada

More than 250 ice cream manufacturers are making money on the 5c Eskimo Pie because they are getting a production up to 120 dozen per hour on the

Northwestern Ice Cream Cutting and Dipping Machine

Furthermore the cost of installation is low

\$375.00 complete

including motor and electrically heated tanks, adjustable to 5c and 10c bars.

Write for full particulars and list of users.

Northwestern Corporation

BOX 18

MORRIS - - ILLINOIS

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

classifications uniform for all ice cream businesses, in that it gives an opportunity for each manufacturer to know how the results of his business as determined by such classifications may compare with any composite average figures of a group of manufacturers that might be submitted at any convention or in any publication.

Your committee of arrangements having in mind such a goal, desire to submit at this convention composite averages of the results of a group of ice cream manufacturers to illustrate the advantage of uniform classifications for comparison purposes, and the disadvantage for comparison purposes, of any classifications that contain different items of cost.

A questionnaire was prepared and sent out by your committee to a group of manufacturers, requesting cost data under classifications deemed to be in detail enough to illustrate these points.

This summer two years ago I attended a convention in Atlantic City, where this matter was presented for the retail dry goods business throughout the country, and there was prepared and exhibited at that convention a chart showing the results of a number of businesses, averaged, expressed in percentages. Your committee of arrangements had in mind a similar comparison to be exhibited at this meeting today and called upon me to talk on standardization of costs and to put in chart form some of the results.

The main departments of the ice cream business are, of course, the manufacturing, distribution, selling and the administrative, so the first thing that we must consider is what classifications we need in order to get intelligent figures of the cost of doing business in these various departments. I have prepared a chart (which has been put on the black board) showing the results of my work in the investigation of this matter. (Chart follows):

	Results Per Gallon			Percentage of Sales		
	Ave.	High	Low	Ave.	High	Low
Net Sales.....	1.3450	1.4024	1.2519	100%	100%	100%
Material Used5983	.7097	.5447	44.48	50.61	43.51
Labor0410	.0623	.0221	3.05	4.44	1.76
Manufacturing						
Overhead1140	.1548	.0717	8.48	11.04	5.73
Cost of Manufacturing7533	.9122	.6872	56.01	65.04	54.89
Gross Profit5917	.6909	.5085	43.99	49.26	40.62
Ice0547	.0909	.0333	4.07	6.48	2.66
Salt0284	.0431	.0197	2.11	3.07	1.57
Shipping and Packing0512	.1049	.0152	3.81	7.48	1.21
Delivery2051	.3334	.1248	15.25	23.77	9.97
Cabinet Expense0141	.0305	.0069	1.04	2.18	0.16
Selling0775	.1132	.0573	5.76	8.08	4.58
Administration and General						
General0517	.0840	.0205	3.84	5.99	1.64
Total Other Expenses4827	.6428	.3972	35.88	45.83	31.73
Net Profit1090	.1787	.0481	8.11	12.74	3.84

The chart is divided into two groups. Group 1 shows the results per gallon expressed in dollars and cents, and group 2 shows the results expressed in percentages of net sales. Each group, it will be noted, has three columns—"Average," "High" and "Low." The "average" column comprises the composite average results per gallon as reported by the different members under these classifications; the figures in the "high" column represent the highest individual figures for each classification; and the figures in the "low" column represent the lowest individual figures per gallon for each classification. The "high" and "low" columns do not represent the total results of any particular individual.

Upon referring to this chart I think you will all agree with me that uniform accounting is necessary. I endeavored when this was prepared to have the figures submitted to me contain the same items. I do not believe I succeeded, as the "high" and "low" columns will indicate. It is apparent that some of the members in submitting the figures have included different items of cost under the various classifications.

These figures, I might say, comprise the compilation of composite averages of the figures furnished by several manufacturers with productions ranging from 150,000 to 250,000 gallons a year and represent the results of their business for the first six months ending June 30, 1923.

In discussing group 1, the "net sales" figure of \$1.345 in the average column represents the average selling price less returns and allowances per gallon of ice cream sold. The cost of "material used" averaged \$.5983 or practically 60 cents. The "labor" averaged 4 cents and a fraction. The "manufacturing overhead," which includes power and light, depreciation and repairs on manufacturing equipment and machinery, rent interest on any mortgages on the plants, real estate taxes, etc., averaged 11.4 cents, making the total cost of manufacturing 75.33 cents. Referring to the figures in the columns "high" and "low," it will be noted that the corresponding high figure is 91 cents and a fraction and the corresponding low figure is 68.72 cents or practically 68 cents; there being a wide variance between the high and low costs. The costs to this point, if classified correctly, represent the cost of the ice cream at the door. The average "gross profit" figure at this point shows 59 cents and a fraction. The highest gross profit was 69 cents and a fraction, and the lowest was \$.508 or practically 51 cents; that is to say, gross profit before deducting distributing and selling costs.

The "ice" and "salt" are shown in one amount. No attempt was made to classify them between "delivery" and "shipping and packing" because it was impossible to do it from the information submitted, and it was not requested separate for the reason that the figures would vary. It was preferred to ask the one question in order to have the figures more accurate. The cost of ice used for all purposes averaged 5.47 cents. Note the fluctuation in this cost: The highest was 9.09 cents and the

The Harris Gelatine Mixer

Double jacketed. Made of Copper.
Easy to keep melted mass at
correct temperature. Agitator
keeps mass uniformly in motion.

Sturdy
Construction
Easily Cleaned

Write for prices on these
standard mixers.

Submit your
special requirements
for our quotations

Arthur Harris
& Company

212-218 Curtis Street
CHICAGO, ILL.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Cowanol
TRADE MARK

The Ideal Flavor
for Vanilla Ice Cream

— — — — —
**Once Tried—
Always Used**
— — — — —

WRITE FOR FREE SAMPLES

Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

lowest 3.33 cents. The average cost of salt used was 2.84 cents, the highest was 4.31 cents and the lowest 1.97 cents. The "shipping and packing" is an average figure on the entire gallons produced and should be borne in mind, because the correct way to arrive at this cost is to segregate the shipping and packing gallonage from the delivery gallonage. This I could not do with the information submitted, and it was not thought that there was sufficient time to make a questionnaire elaborate enough to get it in. The average shows 5 cents and a fraction; highest 10.49 cents and lowest 1.52 cents. The next item "delivery expenses" is the very interesting item of the costs; that is to say, the cause of worry to most manufacturers and where plenty difficulty arises in practicing economy. The average shows 20.51 cents per gallon, the high 33.34 cents and the lowest 12.48 cents. Note the fluctuation. If the classification has been made correctly and strictly in accord with the questionnaire sent out, which listed the items that should be classified under this classification, you can readily see that there is room for economy in some instances in the administering and operating of the delivery part of the business.

The "cabinet expense" represents the maintenance of the cabinets only, no ice included. That is, only repairs and depreciation. The average is 1.4 cents, the highest figure 3 cents and the lowest is .69 of a cent. The selling costs averaged 7.75 cents, high 11.32 cents and the low 5.73 cents.

The "administrative and general" costs average 5.17 cents, the highest is 8.4 cents and the lowest 2.05 cents. This variance may be accounted for by the fact that in sending out the questionnaire, members were asked to eliminate executive salaries; that is, in case of a proprietorship the salary of the proprietor; in case of a partnership the salaries of the partners; and in case

of a corporation the salaries of stock-holding employees; because in the last few years the majority of the salary accounts have depended on the amount of income and the amount of taxes that had to be paid, and for that reason it was thought better to eliminate same from the figures.

We have a "total other expenses" averaging 48.27 cents, the highest is 64.28 cents and the lowest 39.72 cents. The net results of the averages show a profit of 10.90 cents per gallon, eliminating the salaries as aforesaid; the highest profit was 17.87 cents per gallon and the lowest profit was 4.81 cents per gallon. There is a difference here between the high and low of 13.06 cents a gallon.

There is no doubt that the figures in the chart indicate that it is very necessary to have a proper classification in order to get correct details of the cost of operating a business.

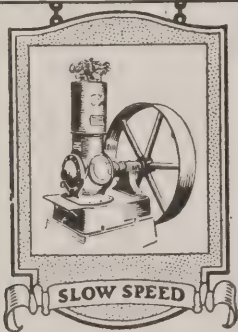
Under group 2, the same figures are expressed in percentages of the selling price, which may be more clear to some of you. The "material used" on the average was 44.48 per cent of the selling price. The highest figure was 50.61 per cent and the lowest figure 43.51 per cent. These figures are not so far apart considering that they represent the bulk of the manufacturing cost. This shows that most of the ice cream manufacturers have fairly good control of their materials, and I imagine that that classification is approximately right. There should be no difficulty in obtaining the cost of materials used. In the "labor" you will see a fluctuation. The average showed 3.05 per cent, the high 4.44 per cent and the low 1.76 per cent. The fluctuation in these figures is probably occasioned by some of the manufacturers including in this item of labor costs that should be charged to shipping or delivery.

The "manufacturing overhead" shows 8.48 per cent on the average, the high is 11.04 per cent of the selling price and the lowest is 5.73 per cent. This fluctuation is probably due to the fact that some are not taking adequate depreciation. Depreciation occurs whether you make money or not, and should always be included as an item of cost, and if you do not include depreciation you are only fooling yourself, you are not fooling anyone else.

I have just completed the investigation of some public service companies. The question came up, "Will they do not these people make money, because they used to make money?" Before the income taxes, that is, before 1917, every time that they rebuilt the plant it was charged to capital and consequently they had capitalized it at about six times. After the income tax came into effect and when they reconstructed the plant in 1917 and 1918 the charge was to expense. Prior to that time such expenditures were always capitalized. They had built up such an investment in plant and paid out all the profits in dividends to such an extent that now they cannot earn enough upon this increased investment, even after having their income almost doubled over the pre-war period, to pay their fixed charges. So it is very important to consider depreciation. It is an item of cost, there is no doubt about it. The old basis of waiting until after the year's profit was determined to see how much should be charged off as depreciation, is entirely wrong, unscientific and there is no justification for it because such practice does not properly protect the business against wear and tear in property. It should be taken in as an item of cost as it accrues.

We find the "cost of manufacturing" averaged 56.01 per cent of the sales price, the highest was 65.4 per cent and the lowest 54.89 per cent, a fluctuation

BAKER



System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

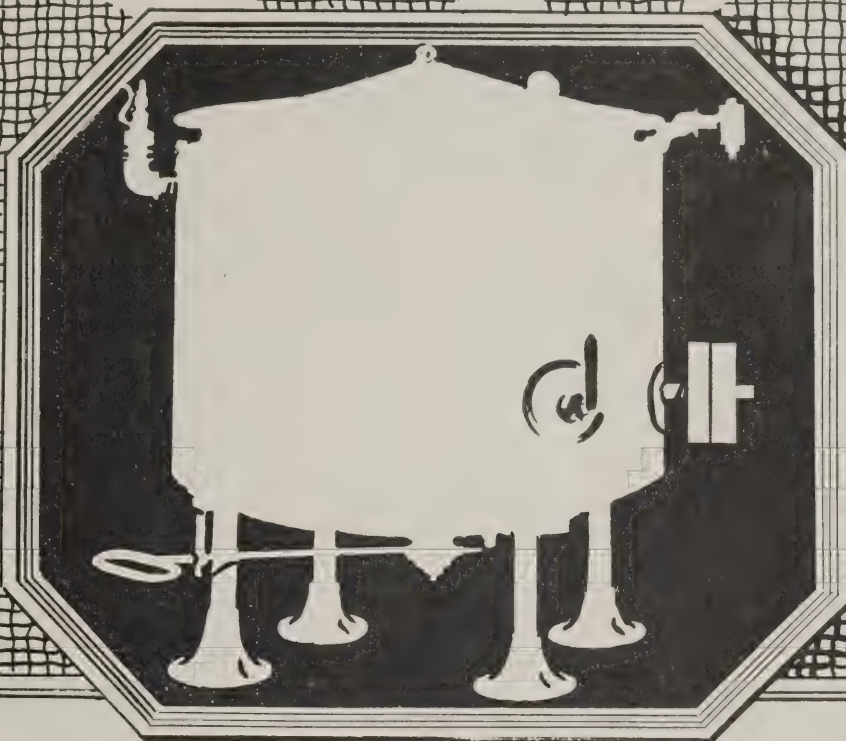
One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.

Omaha, Neb.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



LEXINGTON CREAMERY PICKED THE "PFAUDLERETTE"

\$675. —and decided they have picked a winner. So they told us about it:

**F. O. B.
Rochester, N. Y.**

—buys a full-fledged
"Pfaudlerette" for
milk pasteurizing,
ice cream mixing,
etc., ready to install.

Capacity range
125 - 300 gallons.

"We are able to heat our milk rapidly, if we so desire, without scorching. Our average time for heating to pasteurizing temperature is 15 minutes, which we believe is better than the results obtained in the ordinary coil vat.—As for flavor, we find that this has been improved due to the elimination of metallic contact in the pasteurizing process. After all, it is here that metallic flavors, if any, are quickly absorbed. We can assure you that we are sold on Pfaudler equipment."

LEXINGTON CREAMERY CO., INC., New York, N. Y.

Let us tell you more about it.

The PFAUDLER CO., 217 Cutler Bldg. Rochester, N. Y.

The World's Largest Makers of Glass Lined Steel Equipment

BRANCHES IN MAIN CENTERS

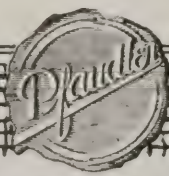
Note: — Pfaudler Equipment Sold by all Leading Jobbers

MEMO.

Send details on your Pfaudlerette
used for
(state operation)

Name
Street
City or Town.....
State

I.C.R.-3-24



OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

10 per cent, the "gross profit" fluctuating approximately the same amount.

The "gross profit," that is, before applying cost of shipping or delivering from the plant, shows an average of 43.99 per cent of the selling price, the high 49.26 per cent and the low 40.62 per cent.

"Ice" shows an average of 4.07 per cent of the selling price, the highest was 6.48 per cent and the lowest 2.66 per cent.

"Salt" shows an average of 2.11 per cent of the selling price, the highest was 3.07 per cent and the lowest was 1.57 per cent. The fluctuation is not so great. Evidently the cost of salt used is not difficult to obtain.

"Shipping and packing" the average shows 3.81 per cent, the high 7.48 per cent and the low 1.21 per cent. This is one figure that may not be accurate due to the manner in which it was handled by the different manufacturers when submitting the detail.

"Delivery expenses" shows an average of 15.25 per cent of the selling price, the highest was 23.77 per cent and the lowest was 9.97 per cent.

"Cabinet expense" 1.04 per cent on the average, the high 2.18 per cent and the low 0.16 per cent.

"Selling" 5.76 per cent on the average, the highest 8.08 per cent and the lowest four and over a half per cent.

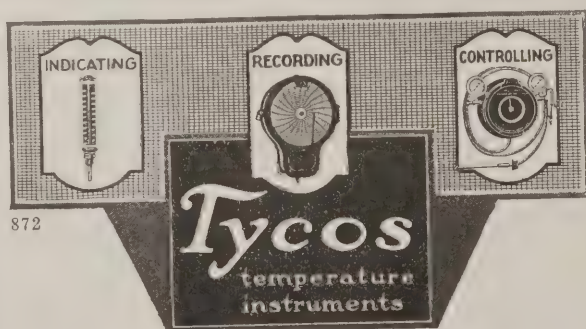
"Administration and general," the average shows 3.84 per cent, the highest was 5.99 per cent and the lowest 1.64 per cent.

"Total other expenses," other than manufacturing, 35.88 per cent of the selling price on the average, the highest was 45.83 per cent and the lowest 31.73 per cent. The profit on the average was 8.11 per cent of the selling price, which is a fair return. The high, using the highest cost in each instance would re-

sult in no profit. Instead, there would be 23 per cent of our selling price as loss; that is to say these figures would add up 123 per cent while the selling price shows 100 per cent. On the other hand, the lowest figures in each instance would show a profit of 27 per cent. The highest individual profit, however, was 12.74 per cent of the selling price and the lowest 3.84 per cent of the selling price.

I also have figures that show the same results for another group whose yearly capacity ranges from 300,000 to 600,000 gallons but due to the fact that I do not have a large enough blackboard I could not exhibit it but if it is desired by the association, I will have both the charts mimeographed and distributed.

I think that the variations shown between the high and the low figures will show that it is necessary to practice economies in the business to limit fluctuation and that in order to do so one must know these results. If you do not know the cost of operating the various departments of your business you are at an extreme disadvantage because it is my opinion that in any competitive business such as the ice cream business it is impossible to have price fixing controlled by cost for the reason the selling prices may differ in the territory in which you are doing business and your competitor may be selling at prices lower than your cost after adding a profit. If your competitor is selling below your cost what you must do is to determine what your selling price is going to be and then start and cut down the various items of expense and overhead to enable you to make a profit. These figures should be collated monthly and monthly comparisons made, and economies practiced during the year and not wait until the end of the year after the expenses have been incurred, because then it is too late; in other words, too late to lock the door because the horse is out of the stable.



How do you decide on temperature instruments?

Most manufacturers set *Tycos* as the standard. They do this because of past performances. You will find, as they have, that satisfaction comes from using *Tycos* for indicating, recording, and controlling temperature and pressure.

Catalog part 500A gives you the particulars.
A word from you brings a copy.

Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

Canadian Plant, Tycos Building, Toronto

There's a *Tycos* or *Taylor* Temperature Instrument for every purpose

ICE CREAM WAS FIRST WISH OF RETURNING SPANISH ENVOY.

A dish of ice cream was the first wish of Envoy Alexander P. Moore, ambassador to Spain upon his return to America early in January for a visit of several weeks.

Envoy Moore declared that the United States was the best governed and the greatest nation in the world, the ambassador immediately stated that his most important plan was to look up a soda store and buy a dish of ice cream and enjoy himself in American style.

He said that after studying conditions abroad he could not escape the conclusion that Americans had much to be thankful for, and there was no mistake in his opinion that ice cream is one of the delights in which people of this country should be very grateful.

"I wish Spaniards would acquire a taste for ice cream soda," the Ambassador said, after stating that he would return to his duties in Spain at the expiration of six weeks.

FREEMAN DAIRY COMPANY ENLARGING

The Freeman Dairy Company of Flint, Mich., has taken over the ice cream plant built by the Davis Ice Cream Company about a year ago and are going to enlarge very materially. The plant will have a capacity of about three thousand gallons daily and will be iceless as far as possible. They intend to equip all their dealers with Frigidare iceless cabinets, made by the Delco Lith Company of Dayton, Ohio. They are also equipping their dealers at other branches throughout the state with these iceless cabinets as far as possible.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The BEST Vanilla Sells the MOST Ice Cream

Increase your Ice-Cream sales 25 per cent!

You can! It is being done by others. This is not a flight of fancy, but a straight forward statement, based upon the records of ice-cream manufacturers. The secret is simple:

People unconsciously eat more Vanilla ice-cream when it is flavored with

MICHAEL'S Mexican Vanilla Powder "America's Flavorite"

The mellow-mild, delicate and delicious Mexican Vanilla Bean Flavor is so different from the pungent tang of harsh compounds that your customers eat more and more Vanilla ice-cream without seeming to get enough and without stopping to ask why.

Michael's Mexican does not kill that sweet, rich flavor of the butterfats in your mix. It costs a bit more than "second cousin" vanilla, to be sure, but more than pays for itself in increased sales. Read the offer made below. Make us prove our claims. We're ready—and anxious!

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

Wisconsin Committee to Study Automatic Refrigeration

To Confer with Similar Committee from Illinois Association. Steps Taken at Annual Convention. Advertising and Sales Promotion Discussed

Kramer Named President

AUTOMATIC refrigeration and co-operative advertising formed the principal points of discussion at the annual convention of the Milwaukee Association of Ice Cream Manufacturers. The convention, which was held at Milwaukee, January 23 and 24, was one of the most spirited the association has ever held, though lack of advance publicity held down the attendance. Hotel Plankinton was headquarters.

A committee was appointed to confer with one recently appointed by the Illinois Association of Ice Cream Manufacturers on the matter of iceless refrigeration, with instructions to make recommendation to the members as to what to do with this newcomer to the industry. It is not the purpose of the committee to pass upon and recommend any particular types of the iceless cabinets on the market, but rather to ascertain just how these cabinets now fit into the ice cream manufacturers' business, to make general inquiry into the various phases of the new cabinets that manufacturers must familiarize themselves with to understand how to make ready for this new order of conditions.

That the iceless cabinet will bring a new order of conditions to the industry was a conclusion that virtually all of the speakers seemed to have reached. It was following a spirited general discussion along the lines that the cabinet would revolutionize conditions in the industry that motion was made for the president to appoint a committee to confer with the committee that the Illinois association now has in operation.

N. Loewenstein, secretary of the Illinois Association of Ice Cream Manufacturers, told the convention about his association's inquiry into automatic refrigeration. He also discussed general conditions in the industry.

AVERY interesting discussion along the lines of general advertising of ice cream was under way when William F. Luick explained that the National Association of Ice Cream Manufacturers now has under way plans to wage a slogan campaign. This, Mr. Luick intimated, may lead up to a general advertising campaign by the national association.

The discussion on advertising centered around certain points that may be set out as follows:

First, it should be in the nature of educating the public.

Second, the retailers should be made acquainted with the campaign and instructed to keep on the alert to help promote ice cream sales at all times.

Third, such a campaign should be financed through an assessment in proportion to each manufacturer's output in gallonage.

Among the speakers at the convention were: Edward Klinenberg of the People's Fuel and Supply Co., Chicago, who told the delegates some very interesting things concerning electric trucks; F. B. Riley, Detroit

Creamery, Detroit, Mich., who gave revised edition of the interesting speeches he had made at previous conventions on "Mechanically Refrigerated Cabinets;" Prof. H. W. Gregory, Purdue University, La Fayette, who discussed "Experiments in Ice Cream;" J. Fess, Tri-State Ice Cream Co., La Crosse, on the subject of pasteurization; C. A. Krohn, Melo-Ice Cream Co., Plymouth; and Prof. H. H. Sommers, University of Wisconsin, Madison, on "Controlling the Overrun of Ice Cream."

The convention followed Wisconsin's usual novel way of opening for business at a luncheon, the club room of the Hotel Plankinton being the scene.

PRESIDENT DUFNER called the delegates to order and introduced the mayor of Milwaukee for the welcoming address. The mayor said he was pleased over the high standard of ice cream made in Milwaukee. He said completion of present plans would mean more transportation over the Great Lakes than now passes

through the Panama and Suez Canals combined. He said Milwaukee will have a harbor to receive any vessel that floats on the Atlantic today. He spoke of plans for a system of adequate parks throughout the state of Wisconsin. The mayor declared that Milwaukee has less labor trouble than other large cities.

The response to the address of welcome was delivered by C. E. Wright of Beloit, who said the ice cream manufacturers always felt welcome in Milwaukee. He declared that Milwaukee produces the best ice cream in nine states. He spoke of the success of Wisconsin's association, asserting that it had made the manufacturers better acquainted and had created a spirit of helpfulness with no one wishing "to put any body else out of business."

He urged the manufacturers to "get closer together," make a better product and give better service. The public, the speaker said, demands quality and service.

Following the speaking at the luncheon, the association went into a round-table discussion. This is covered in the proceedings of the convention, which begin in this issue.

AMEETING of the Badger Flyers followed the general luncheon. President J. T. Purvis called the meeting to order and asked the members to take turn in telling of ideas they had picked up in their different territories, "wise, unwise and otherwise."

The iceless cabinet, sales promotion and trade publicity were the principal topics. Henry W. Stern said the dealers are not properly educated, and know nothing of ice cream salesmanship. He said ice cream display windows are rarely seen, whereas virtually every druggist most of the time has his windows cluttered up with tooth paste, safety razors, toilet water, etc. H.

Officers 1924

PRESIDENT

A. H. Kramer, Madison

VICE-PRESIDENT

C. E. Wright, Beloit

SECRETARY

A. H. Graeszel, Milwaukee

TREASURER

W. H. Bendfelt, Milwaukee

DIRECTORS:

J. Fess, La Crosse; J. D. Hughes, Milwaukee; J. A. Kleinheinz, Wausau, and O. A. Elliott, Chippewa Falls.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Superior Tub Covers

Made of Heavy 20-oz. Waterproof
U. S. Army Canvas

Twice as heavy as ordinary covers and will
last twice as long.

Look at these prices compared to cost of or-
dinary covers.

Lots of 500 or more.....46c each
Lots of less than 500.....48c each

Let us send you a sample cover.

You need our covers—We need your orders.

Check up your stock and write us.

SCOTT MANUFACTURING CO.
1501 HOWARD STREET OMAHA, NEBRASKA

Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.

Gentlemen: Will you be kind
enough to write and give us
the story of your ESKIMO
PIE BALLOON DAY? We are
interested in it.

Name
Address
City



The name, ESKIMO PIE, is nationally known
like Ivory Soap, Coca Cola, and Aunt Jemima's
Pancake Flour. Those who tried to imitate our
name and package are discouraged—most of
them have quit. Almost all of the reputable ice
cream manufacturers are making ESKIMO PIE.

We have an ESKIMO PIE BALLOON DAY
plan for those who hold our franchises. It has
been a "howling" success wherever it has been

tried. Large and small manufacturers alike en-
dorse it. We recommend it to you.

Our slogan for February is "Keep up the Win-
dow Strips."

ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.
Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.
New England Distributor
EASTERN PAPER & BOX CO
46 Portland St., Boston, Mass.

stated that here is a need for greater ice cream publicity, asking that a committee be appointed to get into the newspapers items about ice cream, the food value of the product and the high standards of the industry.

Representatives of The Olsen Publishing Company told of the Public Relations Department of this company, which has for its duties the sending out of news and editorial matter relating to dairy products.

President Purvis appointed H. P. Olsen, president of The Olsen Publishing Company, chairman of the committee. The chairman will announce the personnel of the committee later.

Others to speak were Charles Russ, Crown Fruit & Extract Co.; Charles Gifford, Swift & Co.; Edward M. Fritz, Grand Rapids Cabinet Co., Grand Rapids, Mich., and O. E. Harwood, A. H. Barber-Goodhue Co.

Officers were elected as follows, at the meeting held

the next day: President, L. E. Taylor, Menasha Printing & Carton Co., Menasha, Wis.; vice-president, E. R. Hansen, J. B. Ford Company, Milwaukee Branch, 1st National Bank Bldg., Milwaukee, Wis.; secretary, O. E. Harwood, A. H. Barber-Goodhue Company, 306 W. Austin Ave., Chicago, Ill.

A NUMBER of exhibits were shown on the mezzanine floor of the Plankinton. Among the companies exhibiting were:

The Grand Rapids Cabinet Co., Grand Rapids, Mich., represented by Edward Fritz; Geuder Paeschke & Frey Co., Milwaukee, represented by Louis Hois, advertising manager, and M. O. C. Chamberlin, salesman; Stout Manufacturing Co., Milwaukee, represented by L. H. Payne and C. L. Zimmerman; Stover Co., Milwaukee, represented by J. H. Hill, and the Viking Pump Co., Milwaukee.

Wisconsin Convention Proceedings

Meeting called to order by President S. J. Dufner of Eau Claire.

President: I welcome you all and am glad you are here. We have the honor of being welcomed here in Milwaukee by the city's mayor, Mr. Hoan.

ADDRESS OF WELCOME.

Mr. Hoan, Milwaukee.

Mr. Chairman and members of the Association of Ice Cream Manufacturers: As the mayor of Milwaukee, I am speaking for the people of Milwaukee and wish to

say that we are glad to have you here. Just a word about Milwaukee. It is the metropolis of this state of Wisconsin, the state we all love so well. Milwaukee as the metropolis of this state is trying to fulfill its part. It is a great commercial point—there is more commerce shipped through here than in all the rest of Wisconsin. This is a wonderful asset and Wisconsin has it right at its doors. The harbors being developed are going to be something wonderful for the city and the state. There is no other city on the Great Lakes that has acquired so much property right along the lake and we have it all but three or four blocks. Part of it is for highways. I also want to call attention to the wonderful harbors we will have, they will bring the ocean vessels in here, they will be ready to receive any ship that comes in. Milwaukee is glad to build these harbors without any contribution. We are doing it with little or no expense to our citizens. By giving us the property they are enhancing the value of their own property.


I am not going to spend much time telling what we are doing here. I want to say that we appreciate your coming here. However, we have never flinched on any duty of our part of the state and we trust that when you do come here, that you will appreciate your coming. Wisconsin has beautiful places, its lakes and beautiful summer resorts. We have wonderful roads in Milwaukee—some of the finest in the state. We build them without issuing any bonds or going into debt. We paid cash for every foot of road you can look at in Milwaukee and Wisconsin.

To the ice cream men I can only say that we are an industrial city—we make it a place worth while. We are the most peaceful and law-abiding people in the world. That is our record, we have the least crimes committed, the least number of homicides, we have the best order and the least amount of labor disputes. In fact, we are proud of Milwaukee. We want the rest of the state to know that we are proud of your coming here and what the state has done for us, and we also appreciate that the ice cream industry is an important one to us.

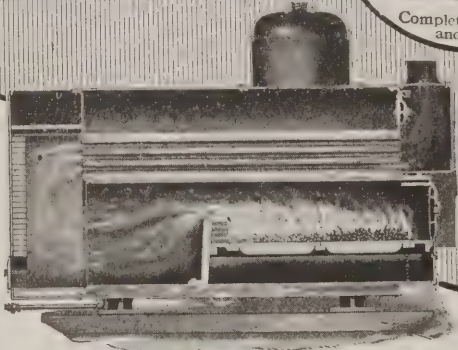
We hope that you will not only have a successful convention but also an enjoyable time, and while you are here, and if you can get intoxicated on "Lake Michigan"—just telephone to me and I am sure it will be

Leffel

Scotch Marine Boilers



Complete with skids and fittings



QUICK firing and steady steaming ability make Leffel Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers ideal for use in Creameries, Dairies and Ice Cream Factories. Hot gases of combustion travel **twice** through the full length of the boiler. Every possible heat unit is used to produce steam. This efficient application of heat explains why Leffel Scotch Marine Boilers are replacing less suitable types throughout the milk handling industry. Sizes 6 to 100 H. P. Meet requirements of all State boiler laws.

Write for descriptions and prices

The James Leffel & Co.

Box 333, Springfield, Ohio, U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

-- THEN and NOW --

The Locomotive supplanted the Stage Coach; the Automobile has absolutely superseded the antiquated horse drawn vehicle, likewise the Homogenizer is rapidly replacing the old-fashioned mixing machine.

THE NATIONAL HOMOGENIZER

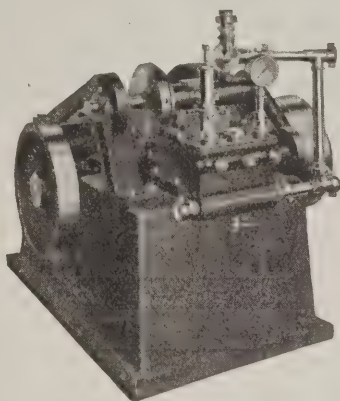
With its revolving head, is the greatest step in advance since homogenization was introduced.

What is a Homogenizer?

A high pressure pump with a mixing or homogenizing head.

THE HEAD IS THE THING.

Doesn't it stand to reason that particles of fat **GROUND** between a revolving surface and a stationary surface will break up into smaller particles and therefore homogenize better than by other methods in use?



It will pay you to investigate.

Also doesn't it seem logical that if the liquid is ground, as stated above, **THREE TIMES**, and at each grinding the revolving and the stationary surfaces are closer together than the previous grinding, that the mix will be homogenized better?

The National Homogenizer is the only Homogenizer using a revolving homogenizing head.

INDIANAPOLIS
MEMPHIS

BESSIRE & COMPANY
INCORPORATED

LOUISVILLE
ATLANTA

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

The Gelatine that Makes Good Ice Cream *has*

- high jelly strength
- entire freedom from harmful and liquefying bacteria
- absolute uniformity
- Solubility—100% and rapid.

Such a gelatine is DELFT—prove it to your own satisfaction.

Samples on Request



Harold A. Sinclair

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

such a surprise to me and to the chief of police, and we will be glad to do the right thing.

I thank you. (Applause)

President: We certainly appreciate the address of welcome by Mayor Hoan and wish to thank him at this time. We will now listen to the response by C. E. Wright of Beloit.

Response—Charles Wright, Beloit.

IN behalf of this association, I want to thank the mayor for his address of welcome. We always know when coming here that we are welcome. It (Milwaukee) is about the only city in the state to take any of these conventions. It is located so that we can get here easier than other places—for that reason we feel like coming here.

The mayor's idea about our ice cream is correct. Wisconsin produces the best ice cream produced in the United States.

Regarding our association—we all know each other and our meetings are to get better acquainted with each other and learn one from the other—we are all plugging together and are not trying to put each other out of business. These meetings are to bring each other to the other and to give better service. We were talking a short time ago about service and products. We believe service is one of the greatest things today. They want quality first and service next and the man who recognizes that fact is the man who is going to get ahead at the present time.

A man just asked me what I thought about refrigerated cabinets. I don't know only this—the thing has been coming for years and you all know it and you have got to take it whether you want it or not. It is advancing civilization. It is going to revolutionize the

ice cream business. I am not a prophet so I don't know much about it. Again I want to thank the mayor for his address. We are all going to be as good as we can. We are most always good. I thank you.

President: With your kind permission we wish to take the liberty of changing the program a little. The round table discussion has been placed next on the program. We know that ideas of all kinds come to each and every one of us, and I believe that after we have heard all the talks, we will have more to talk about and discuss than we have at this time. Consequently we will take the liberty of changing the program a little. We will have Edward Klinenberg's talk on electric trucks at this time.

Experience in Delivering by Electric and Gas Trucks—

By Edward Klinenberg, Chicago.

THE ice cream now finds itself in a position where if more profit is to be realized, that additional profit must come from reducing the cost of doing business.

We have three kinds of costs, viz., raw material cost, manufacturing costs and selling and delivering costs. How careful we are in buying our raw material and in plant operation too. But how many stop to figure their delivery cost. Generally speaking, the delivery equipment is bought and then left to the garage foreman, or someone else to keep in running condition, and here it seems to end.

In the past we have given too little attention to delivery costs. We have all discussed them, various suggestions have been made as to how to reduce them, but very few of us have taken any trouble to keep tab on our delivery records, consequently much of the discussions we have had have been wasted.

WE have been of the opinion that any ice cream man who does not use electric trucks on most of his work is wasting money. Perhaps some of your problems are different from ours, and possibly some of you know how to run gasoline trucks more economically than I can. I know some people who manage to make their electric trucks cost more than ours. What may be good for us may not be equally good for you. But we are saving four (4) cents per gallon of cream delivered by our electric trucks. We are buying more electricies so that we will be able to deliver the bulk of cream at the lower cost. And because electric trucks are saving the People's Fuel & Supply Co. four cents for every gallon delivered, I am going ahead to give you a few comparative figures.

My company is in the coal, ice and ice cream business, not the transportation business. Like the rest we do not make much of a feature of delivery cost accounting. Unlike the American Railway Express we could not tell you offhand just how much a day or a mile it costs to operate a certain type of truck. This probably is why we have not adopted electric trucks a long while ago. But while we have not kept an elaborate delivery cost record, we have kept the expenses incurred by the electric trucks apart from the expenses of the gasoline trucks, so that it was possible to compare the two as groups, though not as individuals. Furthermore, we have records of each truck as to days worked, miles traveled and gallons delivered.

Electric Versus Gasoline.

The cost, comprising as it does, the total expense of a group of gasoline trucks compared with the total expense of a group of electricies, are not as clear cut as they might be. But they show definitely which trucks

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news
regarding this subject :-:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
Room 555 New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS
WIRFS AIRTITE GASKETS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

How Do You Buy Your Cleaners?

Too often the ice cream manufacturer thinks of cleaners as just cleaners without considering their fitness for the particular work they are expected to do.

Experience has so proved the expensive folly of this method, that every day sees an increasing demand by ice cream manufacturers for the efficient, dependable, and economical cleaner.

The reason is logical when you understand what this cleaner is, and what it accomplishes.



Wyandotte Sanitary Cleaner & Cleanser is a non-caustic, non-acid, inorganic, greaseless powder. It goes into solution quickly, without any waste. Every particle is an active, harmless, cleaning particle. It is fatal to dirt, grease and odors.

Wyandotte Sanitary Cleaner & Cleanser will therefore provide your plant with that distinctive sanitation which means quality insurance at the lowest cost.

It Cleans Clean.

Indian in Circle



In Every Package

The J. B. Ford Co.

Sole Mfrs.

Wyandotte, Michigan

FOR OVER 20 YEARS

We have *specialized* on
Vanilla Extracts
and **Vanilla Compounds.**

We guarantee to improve your Flavor with a saving in cost

Proprietors of "VANOLEUM." The *Original Concentrated Vanilla Flavor.*
We warn the trade against worthless imitations having similar sounding names claiming to be "the same as *Vanoleum.*"



Corrizo Extract Company

211-215 West 20th Street

NEW YORK, N. Y.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

are more economical and give a fairly accurate picture of the difference in expense of the two methods. First I will give you the data upon which my conclusions are based. Then I will show how this figures out in terms of cost per day, per mile, per gallon, per ton mile and per gallon mile. In all of these calculations the drivers' wages have been eliminated because being on a commission basis they would only refuse the discussion of truck costs. The cost per service day was:

Gasoline.....\$10.43. Electric.....\$7.06.

This covers depreciation, insurance interests, cost of trucks, etc. The gasoline trucks travelled further.—37 miles against 32, but were of the smaller size and carried less loads. They averaged 2.75 tons as compared with 4.5 tons electrics. If a comparison were made of the same size trucks and the same mileage, the electric undoubtedly would have shown an even greater advantage than they do here. They would probably be 40 per cent cheaper instead of 32.5 per cent. The cost per mile was,—gasoline \$0.282, electrics—\$0.221. That means for every dollar the electrics went about a mile further than the gas, 4.53 miles as compared to 3.55 miles.

Figured in terms of ton-miles, the electrics, had a tremendous advantage, gasoline \$0.1025, electrics \$0.049. For every dollar spent on electric transportation we got 29.41 ton-mile, but that same dollar would only buy 9.76 ton-miles of gasoline truck transportation.

If we use the gallon mile as a unit the comparison is not much different, gasoline \$0.356, electric \$0.186. The cost per gallon delivered is gasoline \$0.1356, electric \$0.0595. There are, of course, two reasons for this wide difference:

First: The operating costs of the electric trucks are lower.

Second: The electrics had the best routes, which helped their showing.

At the present day's cost of gasoline, it takes from 15 to 20 gallons of gas and one-half to one gallon of oil per working day, which amounts to \$2.15 to \$3.10 per day, regardless of the distance your truck travels, because—well, how few ice cream drivers shut off their motors when they come to a stop? Not many, in fact, none. The motor pounds along all day long until it reaches the garage. In the first place you cannot compel your driver to shut off the motor because, if he has, say 40 or more stops, it would mean cranking a motor that many times, which in itself would be a day's work. On the electric there is no cranking, no power consumed while the truck is idle, and a daily charge may amount to \$1.00 maximum. So here again we have quite a difference in the daily cost of operation of the electric, as compared with the gasoline truck.

All Figures Favor Electric.

We have discussed this matter of relative costs from many angles. I have figured costs per mile, ton-mile, gallon-mile, per day and per gallon. No two methods bring out the same ratio of cost, but all are alike in one respect, they indicate that our electric trucks were working at a much lower cost than our gasoline trucks. The People's Fuel & Supply Company like electrics because they save us money, but there are still other reasons.

Electric Safer—More Reliable.

We like their reliability. We have much less to worry about breakdowns and lost time due to repairs and overhauling. During the period studied the gasoline trucks were in service 82 per cent of the time, the electrics 84 per cent.

Comparative Repairs.

For example, if the oiler overlooks filling the crank case with sufficient oil, and the driver is one that cranks up the truck without examining it for oil, gas and water, we may have a few burned out bearings which cannot be replaced without considerable work, while on the electrics the driver does not have to look at the oil, etc., just glances at the meter which indicates the charge in the battery, and, should he overlook this, the most serious consequence would result in finding himself out of power, necessitating towing in of the truck.

Supposing he should back up the truck to a platform and leave it in speed (and this happened to us one this past summer) we have a burned out armature which can be replaced in a very short time without laying up the truck.

Again we like the electric because they are safer. Accidents are rare because they cannot speed. A very important fact today—no tampering of governors. They get over the routes just about as fast as gasoline trucks. We have run gasoline trucks and electric trucks over the same routes on consecutive days. Their time was practically the same. A 5-ton electric with a maximum speed of 10-12 miles per hour, was found averaging 10 miles per hour for all the time it was in motion. A gasoline truck governed to 15 miles did not do appreciably better.

Next to economy, reliability and safety, perhaps the greatest advantage is cleanliness. In the ice cream business as in any industry where food is delivered, this is important. There are many other advantages but these are less important, and moreover are disputed by some. These include appearance, absence of engine heat, ease of handling, lack of exhaust noises caused by racing motors, and backfiring, making the driver a salesman.

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC - - - WISCONSIN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Do You Know Why Merrell-Soule Powdered Milk

is the most profitable
form of milk for you
to use in the manu-
facture of ice cream

?

Boost for
NATIONAL ADVERTISING
of ICE CREAM

*Watch for specific facts
which will be illustrated in
this space beginning with
the April issue.*

MERRELL-SOULE COMPANY

SYRACUSE, N. Y.

Take a tip,
buy from
Zipp!

HIGHEST
QUALITY
for
3 YEARS

ZIPP'S VANILLA FLAVORING EXTRACTS

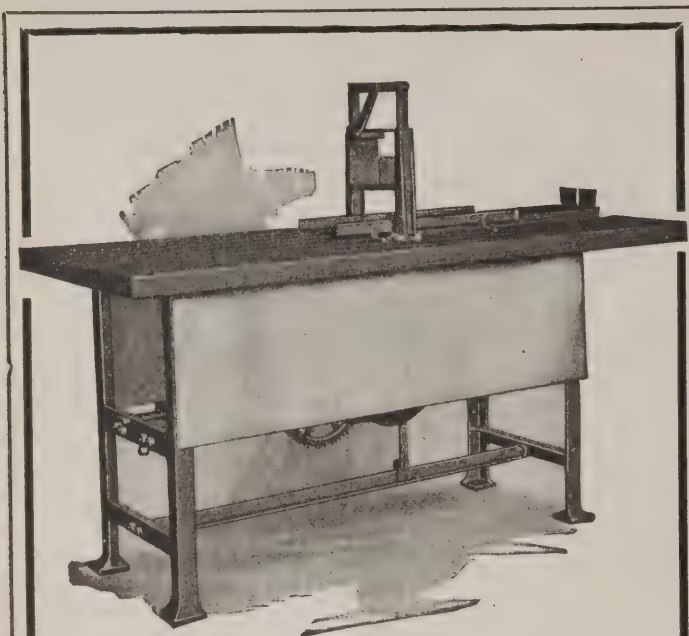
Pure Vanilla or concen-
trated blends of the highest
quality and priced to meet
your special trade.

True Fruit Flavors—
Special Flavors—Colors
and Fruits in bulk. Deli-
cious Cold Process Straw-
berries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.



The New Era

Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten day's trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.	
Columbus, OhioJohn W. Ladd Co.
Cleveland, Ohio	
Cincinnati, Ohio	
Philadelphia, Pa.	
Baltimore, Md.	
Pittsburgh, Pa.Cherry-Bassett-Winner Co
New York City	
Syracuse, N. Y.	
Cedar Rapids, Ia.J. G. Cherry Co.
St. Paul, Minn.	
Chicago, Ill.A. H. Barber-Goodhue Co.
St. Paul, Minn.	
San Francisco, Cal.Geo. W. Prising Co.
Salt Lake City, UtahCannon Supply Co.
Louisville, Ky.Standard Milk Machinery Co.
Boston, Mass.Wright-Ziegler Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

not a chauffeur; you may ask any driver who has driven either, except he who craves speed.

Charging A Very Simple Matter.

Glance at the meter on the truck and set your charging apparatus accordingly. It automatically takes care of your battery charge, shutting off when to the required amount, avoiding burned out batteries. Put a little vaseline on your controller once a week and perhaps once every two months; see that your wheels, if they have internal gears, have plenty of lubrication, and your troubles are over.

How We save 40 Per Cent.

The meat of our experience is this. It costs us \$8.00 per service day for our electric trucks. The average cost per service day on our gasoline trucks is \$10.43. This includes some small trucks as well as the larger ones. Considering the larger ones only, for it would take a 5-ton truck to do the work the electricies are doing, the cost per service day would be about \$11.50. That means that our electric trucks are saving us nearly 40 per cent of the cost of doing the same work with gas trucks. It is costing 6 cents per gallon to deliver by electric trucks. If we put our gas trucks on these same routes it would cost us 10 cents.

The original cost of an electric truck is about \$3,200. We have seven of them.

Question: How often do you charge them?

Answer: We charge them every night. A full charge takes six hours.

Question: What is the total weight of a battery in a two-ton truck?

Answer: About 1,800 pounds—Life of battery? We have them on a monthly basis, mileage of one being about 54 miles round trip. With the seven trucks we have, we have not had one case of injury nor any trouble, no accidents with our electric trucks. They are much more easily controlled. I wish you gentlemen who are interested in trucks would look into this matter.

Thank you.

(Continued in next month's issue)

COLORADO ASSOCIATION ACTIVE.

The newly organized Colorado Association of Ice Cream Manufacturers is working out ambitious plans to make its body an important factor in the ice cream manufacturing industry. Earl B. Darrow, president of the Pueblo Ice Cream Co., Pueblo, Colo., is president of the Colorado Association of Ice Cream Manufacturers which was formed at Pueblo last November.

The secretary is E. L. Carlson, vice-president of the C. G. Carlson Ice Cream Co., Denver. More than fifteen firms are represented in the association, representing virtually every part of the state. The enthusiasm of the members over the outlook for the association leads officers to believe that through the association some very effective work will be done to the industry in that state.

Statistics for 1923 show that while the butter and cheese production of Colorado declined, there was a great increase in ice cream production in 1923. The total ice cream production in 1923 was 1,739,421 gallons.

KNOBBE HEADS CHICAGO MANUFACTURERS.

John W. Knobbe was elected chairman of the executive board at the annual meeting of the Chicago District Ice Cream Association. H. O. Shedd was re-elected secretary-treasurer. The executive board elected consists of Messrs. Knobbe, Cunningham, Klinenberg, Tiec, third Tuesday of each month in the Hotel Sherman.

The association's regular meetings are held on the 1st, 3rd, 5th, 7th, 9th, 11th, 13th, 15th, 17th, 19th, 21st, 23rd, 25th, 27th, 29th, 31st, and Thompson.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



SPRING BLOSSOMS—Suggestive of the delightful fruit flavors employed in the formulas of the "Kist Business Builder" for April. What fragrance is to the flower, Kist Fruit Flavors are to creams and ices.

IT is a delightful thing to find in commercial ice creams and ices, flavors as wonderful as nature has given to the most delicious fruits. It is a thing no housewife can overlook, no hostess ignore. And so the exquisite delicacy of Kist Fruit Flavors popularizes *your* product. How these flavors are employed in irresistible special creams and bricks, and how these "specials" are advertised for you by the Citrus Products Company, the following page describes in detail

Planning Your Specials—and Selling Them for You



Ice Cream—The Emergency Refreshment. A miniature sample of the illustration of one of our April advertisements. This high grade of art work is characteristic.



The Cover of the March Kist Business Builder, a formula page and a sample advertisement page therefrom. Also, directly above, small reproduction of our Dealers' Window Posterette, ready for imprint of your Firm or Brand name.

Citrus Products Co., Ice Cream Division,
54 E. Kinzie St., Chicago, Illinois.

We would like to know, without obligation, full details about Kist Fruit Flavors, your exclusive license and your 1924 plan for increasing our sales of ice cream, ices and sherbets.

Firm Name.....
Street No.....
Town.....
State.....

The Most Complete Service Ever Offered to Ice Cream Manufacturers

WE make the above statement without hesitation because in all our experience in the ice cream industry we have never known of a service that even approached in scope and strength the service we are offering ice cream manufacturers this year.

Consider in the first place the Kist Fruit Flavors—eight of them—Orange Kist, Lemon Kist, Cherry Kist, Grape Kist, Lime Kist, Strawberry Kist, Raspberry Kist, Pineapple Kist. These flavors in themselves, enable ice cream manufacturers to sell a greater gallonage, simply because they offer a larger variety of the finest fruit flavors obtainable.

Then, in addition, we have completed a free sales and advertising service to back these flavors which is the result of a broad advertising experience in the ice cream industry. Every month, beginning with the month of March, we are issuing "The Kist Business Builder" for our customers, outlining completely the manufacturing, sales and advertising service for every week during the month, as follows:

1. Tested and proved formulas for Brick and Bulk Specials—one of each for every week—Free.
2. Striking hangers for your dealers. The finest kind of art work lithographed in eight colors and imprinted with your own firm name—Free.
3. Effective newspaper advertisements in two sizes, complete and ready to run over your own name on every Brick and Bulk Special—a new set of ads for every week—Free.
4. Unusual Window Posterettes printed in colors and illustrated, on every Brick and Bulk Special and each imprinted with your firm name—Free

WE are illustrating here cover and pages from the March issue of the Kist Business Builder and the small reproduction of the window posterette that appears in that issue.

Write for a copy of "The Kist Business Builder." Go through it thoroughly and realize that but the simple act of filling in a requisition monthly will set to work for you, as though it were your own, in your own plant, an Advertising Department that would cost you many thousands of dollars each year to operate for yourself.

To sum it all up, we offer to sell you not only the finest fruit flavors you can buy, but we offer to supply you free with a Merchandising Service which will sell them for you as well.

Since announcing this service, it has been accepted, enthusiastically, by leading ice cream manufacturers all over the country. There are more than fourteen hundred using the Kist Fruit Flavors today. Perhaps your territory is open. Fill in the coupon and mail it today, or, to make sure, send us a telegram at once.

Citrus Products Company, Ice Cream Division, 54 E. Kinzie St., Chicago, Ill.

GREATER SALES AND LOWER PRICES THROUGH ICELESS CABINETS.

(Continued from page 16)

great deal of waste due to the meltage of ice. In addition to this most important saving, the dealer is benefited greatly from the fact that he has the advantage of the proper temperature at all times for his ice cream, which means that in serving hard ice cream always, he gains from ten to twenty per cent as compared with serving ice cream which is soft.

"Also, it eliminates the old complaint of salty ice cream and overcomes all of the nuisances of salt water and moisture together with the necessity of having a driver ice up each day which in itself has always been most annoying. Also, a most important item in this connection is the fact that ice cream which is maintained in the proper temperature is very superior to ice cream served after it has been subjected to warm temperature and refrozen, and this fact should stimulate greatly the consumption of ice cream since it will give the consumer a better quality ice cream in all cases.

"We have always been of the opinion that the best asset we can have in building up our volume of sales is high quality ice cream and certainly this automatic refrigeration, in addition to being economical from a financial standpoint, will be responsible in building up our sales from a quality standpoint and this most important item we believe all manufacturers of ice cream should take into consideration."

* * *

G. A. Hoffman of the Galliker Ice Cream Co., Johnstown, Pa., says his firm has 35 iceless cabinets installed and finds that automatic refrigeration is "going to be a great relief in the future on several standpoints, as delivery and eliminating of water and ice on the floors to your customers. We certainly believe this is going to revolutionize our industry," he added.

* * *

W. R. Meier, president of The Fort Atkinson Creamery Co., Fort Atkinson, Wis., tells an interesting story about a snowstorm in which the cutting off of electric power did not keep his cabinets from doing their duty. He says: "We gave our first automatic refrigerator machine to one of our best out of town customers and he is pleased to state that we are perfectly satisfied with the working of this machine. We had a big snow storm the part of this week which put the power off for 26 hours at that little town. The customer was so well pleased with the machine that he called up by long distance and told us about the power being off in the town for 26 hours and the cream kept in fine shape.

"The advantages are everything in favor of the machine, disadvantages are none I know of. I think these automatic refrigerators are the best thing that ever came to the ice cream manufacturer and dealer. I won't be very pleasant until every dealer has a machine. But after every dealer has a machine it will be the direct delivery cost at least 75 per cent and even that happens we will all be happy. What we all want to look out for is how we place these machines to the dealer. I am writing this letter for a small manufacturer having around 100,000 gallons ice cream per year and everything delivered direct by truck."

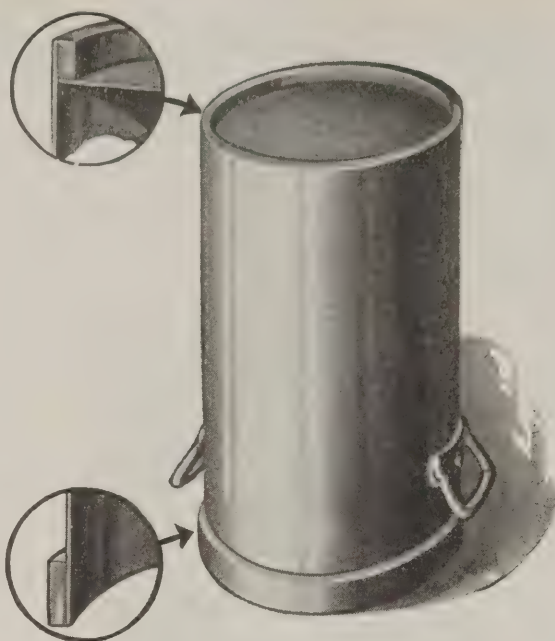
* * *

MILTON A. PIPER, manager of the Piper Ice Cream Co., Muskegon, Mich., writes as follows:

"We buy the cabinet and without charge place it in dealer's store. He pays for the current, water and ice cooling his soda fountain coils. We usually find an agreeable to sign a contract for a period of years

(Continued on page 102)

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.



Purity Cans Defy Brine

THE BRINE formed by the salt and melting ice in your ice cream shipping tubs and cabinets corrodes ordinary hot-rolled steel.

Years of retinning and repairing ice cream cans have taught us this.

As a result, O. & B. PURITY Ice Cream Cans are made entirely—bodies, bottom and covers—of specially prepared cold-rolled steel, heavily tinned.

Besides, every seam is electric-welded and soldered both inside and outside.

There are no rivets. PURITY cans cannot leak.

We have all sizes in stock. Write today for circular and prices of these high grade, practical cans.

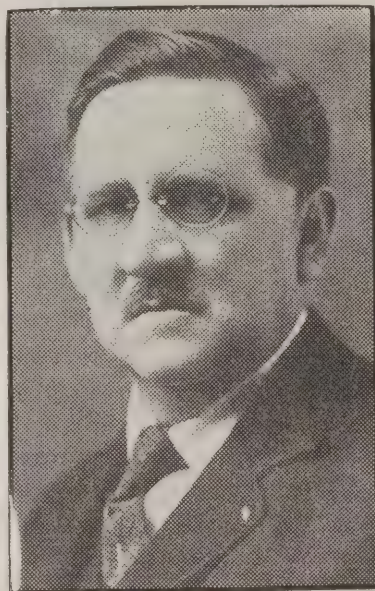
Oakes & Burger Co., Inc.
CATTARAUGUS DEPT. D NEW YORK, U. S. A.



New Englanders Discuss Sales Promotion

Plans Outlined for Studying Better Methods of Handling Ice Cream in Transit from Manufacturer to Consumer via Dealer—Insurance and Cost Accounting Discussed—Fourteenth Convention was Record-breaker

G. B. PLATT is NEW PRESIDENT



G. B. PLATT.

Officers for 1924

PRESIDENT

G. B. Platt, New Haven, Conn.

VICE PRESIDENT

J. C. Tait, Springfield, Mass.

TREASURER

W. H. Snow, Somerville, Mass.

SECRETARY

W. P. B. Lockwood, Boston, Mass.



W. P. B. LOCKWOOD.

Executive Committee

T. S. Shannessy, Charlestown, Mass.

P. S. Harmon, Portland, Maine.

H. B. Slingerland, Burlington, Vt.

C. F. Fearon, Manchester, N. H.

W. R. Libolt, Waterbury, Conn.

J. F. Kelley, Providence, R. I.

T. G. Hancock, Chelsea, Mass.

M. J. McNamara, Brockton, Mass.

S. Kalashian, Worcester, Mass.

COST accounting, insurance problems and sales promotion were important topics at the fourteenth annual meeting of the New England Association of Ice Cream Manufacturers, January 22 and 23. The convention, which was held at Boston, was conceded to be the best the association has ever held, there being a registration of 312, with a banquet attendance of 355. The Copley Plaza Hotel was convention headquarters.

A development of much importance was an organized step on the part of ice cream manufacturers of the New England states toward a safety campaign in the driving of ice cream delivery vehicles. This will come about, officials thought after the convention, as a result of the association's being informed that ice cream manufacturers will be classified according to accidents.

Members also are very hopeful for good things to develop from a conference of a committee of manufacturers and college men, created at the convention to carry on experimental work in handling ice cream so it may reach retailers in such a way as to get better sales effort and more profit.

A highwater mark for New England conventions was established. The registration consisted of 135 manufacturers and representatives. There were 107 suppliers operating in that territory, eight visiting manufacturers and 19 visiting suppliers.

Dr. James O. Jordan welcomed the association to

the city in the name of Mayor Curley who was unavoidably absent. The president responded.

Treasurer's Report.

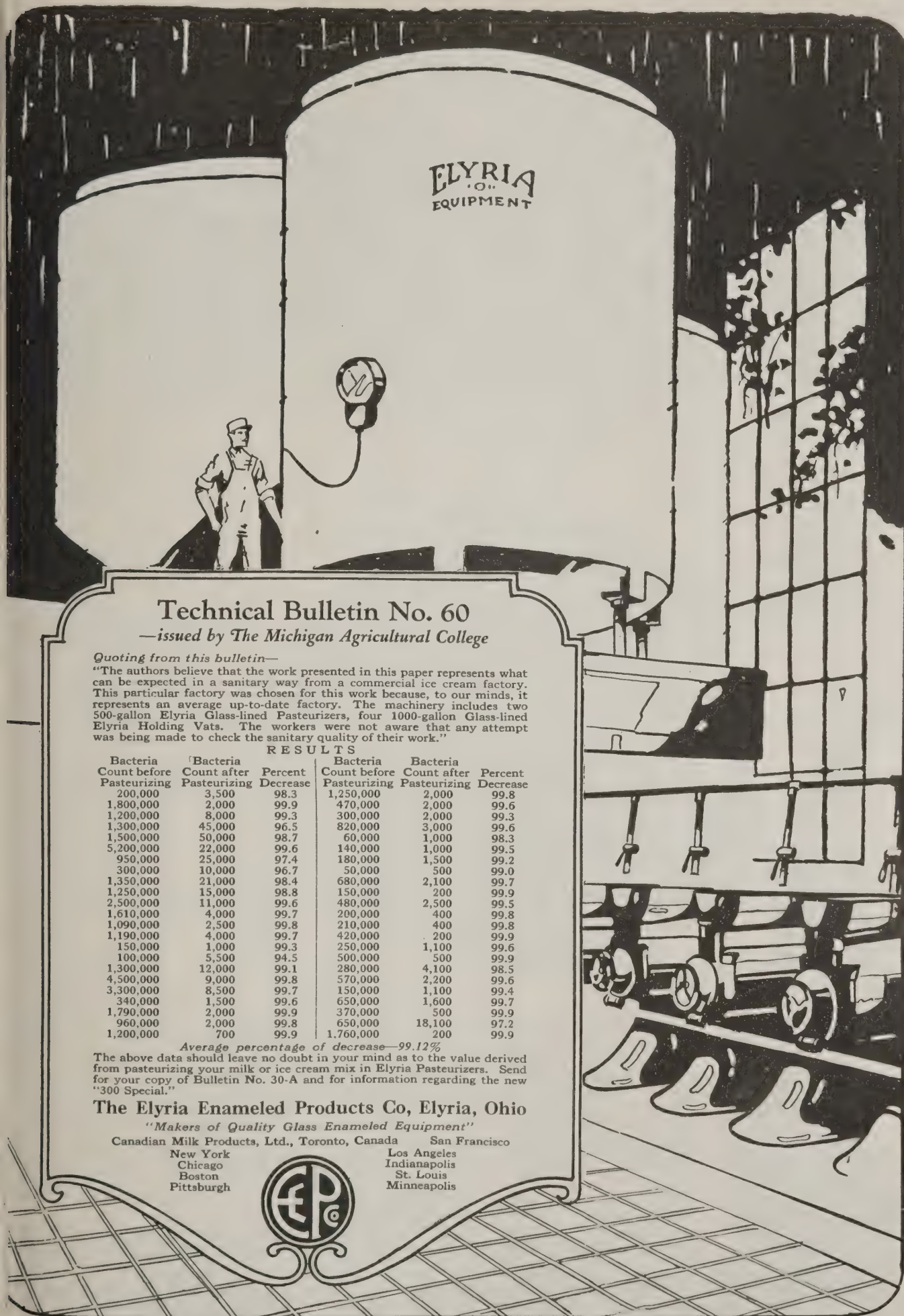
Balance on hand January 1, 1923..	\$ 4,231.54
Receipts during 1923	10,710.94
Expenditures during 1923.....	\$ 7,073.09
Balance on hand December 31, 1923..	7,869.39
	<hr/>
	\$14,942.48 \$14,942.48

The secretary reported the year started with 59 active members, 4 lost by resignation and absorption, added 26 new members, making a total of 81 active members. At the beginning of the year there were 76 associate members, 6 were lost through resignation, 29 new members added making a total of 99 associate members.

Dues collected on the gallonage basis showed that over 9,000,000 gallons were collected for in the association. The association still has some money due that will raise this figure. From this and general knowledge of conditions in the industry in New England the committee figures that practically 15 million gallons of ice cream was made last year in New England. The treasurer's report shows an addition to the treasury of \$3,637.85 for 1923.

The secretary made approximately 100 visits during the past year to ice cream plants in New England and hopes to be able to visit all members this coming year.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Technical Bulletin No. 60

—issued by The Michigan Agricultural College

Quoting from this bulletin—

"The authors believe that the work presented in this paper represents what can be expected in a sanitary way from a commercial ice cream factory. This particular factory was chosen for this work because, to our minds, it represents an average up-to-date factory. The machinery includes two 500-gallon Elyria Glass-lined Pasteurizers, four 1000-gallon Glass-lined Elyria Holding Vats. The workers were not aware that any attempt was being made to check the sanitary quality of their work."

RESULTS

Bacteria Count before Pasteurizing	Bacteria Count after Pasteurizing	Percent Decrease	Bacteria Count before Pasteurizing	Bacteria Count after Pasteurizing	Percent Decrease
200,000	3,500	98.3	1,250,000	2,000	99.8
1,800,000	2,000	99.9	470,000	2,000	99.6
1,200,000	8,000	99.3	300,000	2,000	99.3
1,300,000	45,000	96.5	820,000	3,000	99.6
1,500,000	50,000	98.7	60,000	1,000	98.3
5,200,000	22,000	99.6	140,000	1,000	99.5
950,000	25,000	97.4	180,000	1,500	99.2
300,000	10,000	96.7	50,000	500	99.0
1,350,000	21,000	98.4	680,000	2,100	99.7
1,250,000	15,000	98.8	150,000	200	99.9
2,500,000	11,000	99.6	480,000	2,500	99.5
1,610,000	4,000	99.7	200,000	400	99.8
1,090,000	2,500	99.8	210,000	400	99.8
1,190,000	4,000	99.7	420,000	200	99.9
150,000	1,000	99.3	250,000	1,100	99.6
100,000	5,500	94.5	500,000	500	99.9
1,300,000	12,000	99.1	280,000	4,100	98.5
4,500,000	9,000	99.8	570,000	2,200	99.6
3,300,000	8,500	99.7	150,000	1,100	99.4
340,000	1,500	99.6	650,000	1,600	99.7
1,790,000	2,000	99.9	370,000	500	99.9
960,000	2,000	99.8	650,000	18,100	97.2
1,200,000	700	99.9	1,760,000	200	99.9

Average percentage of decrease—99.12%

The above data should leave no doubt in your mind as to the value derived from pasteurizing your milk or ice cream mix in Elyria Pasteurizers. Send for your copy of Bulletin No. 30-A and for information regarding the new "300 Special."

The Elyria Enamelled Products Co, Elyria, Ohio

"Makers of Quality Glass Enamelled Equipment"

Canadian Milk Products, Ltd., Toronto, Canada San Francisco

New York
Chicago
Boston
Pittsburgh



Los Angeles
Indianapolis
St. Louis
Minneapolis

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

The association, through its representative, W. H. Snow, has introduced a bill into the Massachusetts legislature for the registration of ice cream packages the same as milk packages.

Harry Tait said his company is running a safety campaign dividing their drivers into two groups trying to reduce their accidents. It was to appoint a committee to look up the whole insurance problem with the idea of launching a safe driving campaign in the association this year. This committee will be appointed immediately.

Howard Coonley, president of the Boston Chamber of Commerce, in an informal talk on "Industrial New England," sketched economic developments since 1921, told how residence in New England won him from Chicago, and suggested that to get New England thinking of work as the happiest thing in life, acting in this resolve as a great community, would overcome hindrances inherent in the situation today. Success, Mr. Coonley defined as "doing a piece of work, no matter how modest, better than it has ever been done before."

Following the war, the speaker said, the laborer wanted to be a mechanic and the mechanic wanted to be a great executive. People were dissatisfied with the work to which they had been accustomed. This discontent has been reflected in all lines of industry. The chamber of commerce is planning to "sell New England to New Englanders" and, incidentally, to stimulate communities to show a keener interest in work as the way to happiness.

Mr. Coonley's talk brought from President Slingerland the comment that there would be fewer mills moving South, fewer shoe factories going to St. Louis and the West, and less shipping through the port of New York than the port of Boston if more men like the presi-

dent of the chamber of commerce could be found to direct the industrial life of this section.

THE papers of both H. K. Leatherman and Arthur Lazarus on "Accounting Systems" and "Budgeting the Ice Cream Dollar" aroused interest. In the discussion of this James Tait said on the "Benefits of Budgeting" that they really now felt that they knew where they were on their work and that the results of this budgeting and accounting work allowed them to practically forecast the work for a coming year in a given month.

The subject "Good Business" by the secretary gave a picture of the industry 40 years ago, its growth and development today and pointed out the hard work that had been put in by men in developing the industry also that the largest development came after the development of associations where men got together and discussed their problems.

The paper asked each man what he had contributed toward building up the industry and asked new men coming into the industry whether they expected to come in and take everything or whether they expected to come in and give as well as take.

THE president said in part: "I feel that 1923 was a banner year for ice cream manufacturers, retailer and consumers of New England alike. The manufacturer was blessed with a large gallonage, the retailer enjoyed a correspondingly greater sale and the consumer purchased high quality ice cream at moderate prices. All in all, I consider the great 1923 family of New England ice cream manufacturers, retailers and consumers a happy, satisfied lot."

"Our association is one of which we can all be justly proud. I believe it is the most active and has accomplished more than any other of its kind, in the whole country. But though we have scaled many mountain great barriers still confront us and our watchword must continue to be 'progress.' We must continue to go forward with an ever increasing desire for further accomplishments. One hundred per cent of the manufacturers of our territory should be made members of our organization. So far as our industry is concerned, we should make of New England a great community. Having accomplished this, we should then create a 'community spirit which communes' for with the people. Any community holding aloof from one another nothing can be accomplished and this, of course, holds true with a community of ice cream manufacturers."

Doctor Downey's address on "Edible Gelatine" explained the use of gelatine in ice cream and should be of value in answering questions of the public.

Professor Judkins from his experience with judging ice cream brought out many points relative to quality and in summing up said that improvement in quality of ice cream would mean larger sales and suggested that the college people and the manufacturers get together and help find out the elements.

Professor Fisher talked on the experimental work in the ice cream field and gave some interesting and valuable data on the effects of different methods of homogenizing and handling the mix.

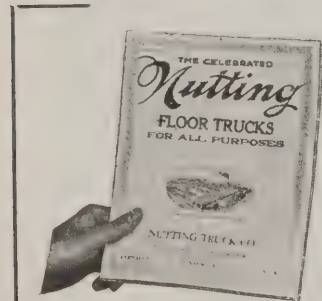
Professor Fuller brought out the point that there is much more food value in ice cream than the average person considered. This information should be available in sales talk.

After a discussion on "Why Such High Insurance Rates on Ice Cream Delivery Trucks?" Mr. Johnson introduced Mr. Whitlock of the Travelers' Insurance Company who told the meeting that the insurance rates on ice cream trucks were made on a general classification

Nutting

FLOOR Trucks

for the Ice Cream Plant



The big job in the dairy industry is to keep things moving! For this important work, Nutting Floor Trucks have proven themselves to be the simplest, cheapest and most adaptable means for handling milk cans, butter, cases of bottles, ice cream cans, etc.

Many Nutting Trucks are specially made for dairy use. Ask your jobber.

Write for our complete, illustrated Bulletin C-6.

NUTTING TRUCK CO., 1202 Division Street
FARIBAULT, MINN.
Floor Truck Specialists Since 1891

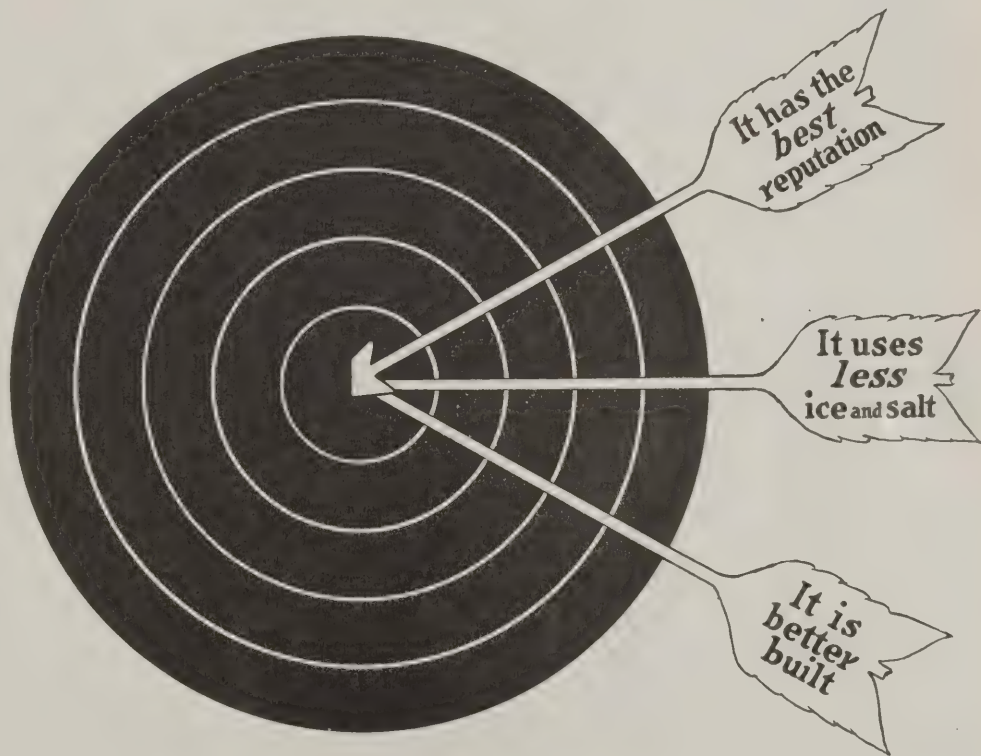
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



ONE OF THE ABC FLEETS IN THE EAST

The ABC Refrigerator Body

goes right
to the heart of
your
delivery needs



A.B.C. REFRIGERATOR MOTOR TRUCK BODIES AND WAGONS
ANHEUSER-BUSCH, BUILDERS
ST. LOUIS, U. S. A.

PAUL W. & GUY F. MINNICK
280 Madison Ave., New York
Eastern Sales Representatives

CANAVAN MOTORS CORPORATION
Westinghouse Bldg., Los Angeles
401 Wells Fargo Bldg., San Francisco
216 U. S. Nat'l Bank Bldg., Portland
2123 L. C. Smith Bldg.
Western Sales Representatives



NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

which was determined by the number of accidents in which ice cream delivery trucks participated. He stated that by reducing the number of accidents and the money that insurance people had to pay for accidents of ice cream delivery trucks that premiums would be dropped and offered his services to help the association in any work that could be done to reduce these accidents.

On Wednesday afternoon B. C. Larrabee, sales manager of the Sheldon Department of Burdett College of Boston, brought out in his talk on "Selling, the Man, the Job, the Goal" many fundamental ideas on selling.

A DISCUSSION of "How Can Retailers be Induced to Sell Carryout Bulk Ice Cream at a Price which will be a Profit and therefore lead them to push this Sort of Sale?" was led by P. S. Harmon of Simmons and Hammond and was probably one of the longest discussed and most actively discussed. It resulted in the following vote: That a committee composed of manufacturers and experimenters be appointed to get proper information relative to dishing and handling of ice cream, that this information be distributed, in order to help retailers get proper information.

This whole subject has been referred to the executive committee.

President Slingerland started the discussion on advertising under the following heads—newspapers, outside signs, inside cut-outs, window displays, billboards, special sales and packages.

E. H. Turner of the Boyd Ice Cream Company pointed out the difficulties encountered in making a service charge operative.

In the absence of O. S. Jordan, president of the ice cream supply men, the secretary read his paper on "How the Supply Man Helps."

On account of accident and sickness, the treasurer,

W. H. Snow, and O. S. Jordan were absent from the meeting for the first time since organization of the association. It was voted to send flowers to Mr. Snow with an appropriate letter and also to send an appropriate telegram to Mr. Jordan. These were sent immediately by the secretary.

The following officers were elected for the coming year.

President, G. B. Platt, New Haven, Conn.; Vice president, J. C. Tait, Springfield, Mass.; Treasurer, W. H. Snow, Somerville, Mass.; Secretary, W. P. B. Loe wood, Boston, Mass.

Executive Committee—T. S. Shannessy, Charlestown, Mass.; P. S. Harmon, Portland, Maine; H. B. Slingerland, Burlington, Vt.; C. F. Fearon, Manchester, N. H.; W. R. Libolt, Waterbury, Conn.; J. F. Kelley, Providence, R. I.; T. G. Hancock, Chelsea, Mass.; M. J. M. Namara, Brockton, Mass., and M. S. Kalashian, Worcester, Mass.—National Director, G. W. Kenison, Lawrence, Mass.

On taking the chair, President Platt spoke on "Cans and Cant's of Association Work."

All meetings and entertainments were well attended. The whole program; entertainment and banquet were under the direction of an association committee and from the expressions of opinion we believe were highly successful.

The first night there was singing, dancing and other special features. The second night, at our banquet, we had as guests, Lieutenant Governor Fuller, Mayor Cullen and E. F. Cullen of the Educator Cracker Company. 355 sat down to the banquet. In addition to this there were entertainment features and everybody had the best of good times. The presence of the ladies this year added not only dignity but color to the meeting.

The meeting received exceptional publicity from the press for which the secretary has thanked the press representatives.

Put This CREASEY Ice Breaker Where Most Convenient

With this individually motor-driven machine you can arrange your ice handling plant to reduce labor to a minimum.

A slow speed motor mounted on top of the machine drives the drum shaft by a generous size pliable belt, with an idler to adjust the belt tension. There are no noisy gears, with possibilities of misalignment, wearing of the bearings, catching of clothing, etc. The belt of the Creasey is entirely enclosed, protecting the operator and also protecting the belt. A cast-iron guard plate likewise protects the motor.

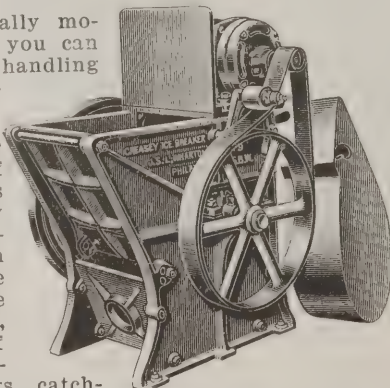
The belt drive has all the elements of safety, as the belt will slip before anything will break.

Our engineers will be glad to advise you regarding the best labor saving arrangement of your ice breaking equipment. State the kind of current you have available, that is, whether alternating or direct current, voltage, whether 1, 2 or 3 phase and the number of cycles.

Ask for Catalog R-1125.

H. S. B. W. — COCHRANE CORPORATION

Jos. S. Lovering Wharton, Ice Breaker Dept.
3178 North 17th Street Philadelphia, Pa.



GREATER SALES AND LOWER PRICES THROUGH ICELESS CABINETS.

(Continued from page 97)

to use our ice cream, and it is specified in the contract that he shall pay the charges above mentioned. In our opinion the minimum gallonage the dealer must sell to make this installation profitable is 750. We have found the power cost to the dealer is from \$4.00 to \$5.00 a month; water and service charges we have no data at present.

"We find most of the dealers will use their ice cream cabinet, that is already incorporated in their fountain for an ice box for soft drinks, and we install mostly our mechanically refrigerated cabinets at the ends of the various fountains.

"We have been rather firm with our dealers and up to the present time have not furnished them with data service. We make it perfectly plain that upon installation of the mechanical cabinets we expect to do away with ice and salt service altogether."

SOUTHEASTERN MANUFACTURERS EXPECT BETTER BUSINESS.

In sending in check to cover renewal subscription to The Ice Cream Review, B. B. Morris of the Meyer Dairy Equipment Co., operating from Birmingham, wrote "Ice cream manufacturers in the southeast are looking for better business in 1924 than they had last year."

"The usual presidential election year 'slump' will not materialize in the southeastern section of the U. S. among ice cream manufacturers and creamerymen this year, as everyone anticipates good business," Mr. Morris says.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Bold Sweeping Offer

WOULD you like to receive an assorted dozen No. 10 cans of our ice cream fruits and flavors that are new to you?

A few of these products are listed in the coupon below. Have you ever tried Toasted Nut Paste, Butter Scotch, Black Walnut, Fig Walnut, Harvest-Moon Special and other items?

These flavors are being used by ice cream companies in all parts of the country. They are not experimental in any sense, but they may be new to you.

Here is our bold, sweeping introductory offer. Make up an assortment of one dozen No. 10 cans from the list in the coupon. If any item is unsatisfactory, you need not pay for that item. Deduct it from the invoice and remit only for those items that are satisfactory.

Fair enough? Then check your assortment in the coupon and mail it to us.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of the celebrated Honeymoon Special, Maple Concrete, Black Walnut, Egg-Nog and many other flavors. Write us for complete list.



Mail Coupon to **THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.**

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Toasted Nut Paste | <input type="checkbox"/> Butter Scotch | <input type="checkbox"/> Improved Strawberries | <input type="checkbox"/> Orange Pineapple |
| <input type="checkbox"/> Black Walnut | <input type="checkbox"/> Nut Caramel | <input type="checkbox"/> Cocoa Paste | <input type="checkbox"/> Red Raspberries |
| <input type="checkbox"/> Mixed Fruits and Nuts | <input type="checkbox"/> Holiday Pudding | <input type="checkbox"/> Peaches | <input type="checkbox"/> Fig Marmalade |
| <input type="checkbox"/> Fig Walnut | <input type="checkbox"/> Dry Mixed Nuts | <input type="checkbox"/> Honeymoon Special | <input type="checkbox"/> Harvest-Moon Special |

Gentlemen: Enter our order for one dozen No. 10 cans of assorted items as checked above. (Entire cost will be less than \$25.00 if the assorted dozen calls for twelve different flavors.)

Company _____ Buyer _____
City _____ State _____

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Carolínians Discuss Development of Consumption

Great Progress in Promoting Tarheels' Dairy Industry
Forecast at 6th Annual Convention

Record Attendance

A SPIRIT of determination to develop the ice cream industry of North Carolina was reflected in deliberations at the sixth annual convention of the North Carolina Ice Cream Manufacturers' Association. The convention, which was held at Winston-Salem, January 15 and 16, reflected a determination to engage problems interfering with the progress of the industry in that state, and open the way to what one speaker termed "the dairy development to which this state is entitled by natural conditions."

Among the outstanding topics of the sessions, which were held at Winston-Salem's magnificent Robert E. Lee Hotel, were "Increasing Consumption," "Growth of the Dairy Industry of North Carolina," "Promoting Winter Sales," and different discussions on proposed legislative matters for the welfare of the industry.

No action was taken with regard to North Carolina's ice cream pasteurization law, and the association also deferred action on adopting of a code of ethics.

The sixth annual convention was regarded by pioneers of the industry in that state as the most successful yet held. The sessions were largely attended, and the speeches were heard with interest. Lively discussions were heard when matters came up for general comment.

Election of W. S. Obenshain of Charlotte to succeed Charles E. Landreth as president of the association appeared to be the "finishing touch" to a convention that had been most satisfying to the members. Retiring President Landreth was supported by the new officers in the belief that the convention was "a victory for the cause of organization in the ice cream industry of this state."

Arthur E. Dixon came in for his usual share of glory for the efforts he has wielded, as secretary-treasurer, for the promotion of the industry through the association. Tributes to Mr. Dixon were paid in the president's annual message and in the address of George L. H. White, founder of the organization and highly regarded by his fellow "Tarheels."

Sentiment in its most impressive form crept into the convention during the brief moments the delegates heard the late John Wyatt Pope, former director, eulogized in resolutions introduced by the convention president's committee. The same committee conveyed sympathy to James H. and H. C. Baer in the passing of the lady who was the wife of the former and the mother of the latter. In his address, the convention president lamented the death of Mr. Pope as the passing of "a

true Southern gentleman who held courtesy and chivalry paramount."

The resolutions thanked the local press and the supplymen.

A LARGE number of delegates were present when H. R. Dwire, editor of the Twin-City Daily Sentinel, delivered the address of welcome. He told of his city industrial progress, and left a feeling of assurance in the minds of the delegates that they were welcome.

George L. H. White reviewed the progress of the ice cream industry since organization work has been underway, in his response to the address of welcome. He predicted better things for the future, pointing out that North Carolina's growth in milk production was rapid. He spoke of the importance of the association's policy of co-operating with the North Carolina Department of Agriculture.

Convention President Landreth's address teemed with a warmth of welcome that was impressive. A plea for fairness in business relations was voiced. He strongly recommended that the policy of holding regional meetings be continued, declaring that much good had been brought about in this way.

The activities of the organization during the past year were reviewed in the report of Secretary-Treasurer Dixon. A feature was the distribution of ice cream among 3,266 children in the state's orphanage on Thanksgiving Day. The secretary thought that the distribution of ice cream for that purpose in that way should be increased.

He discussed the national convention at great length. His report as treasurer showed the financial side of the association to be in good condition.

Dissatisfaction with North Carolina's pasteurization law was expressed at different times during the convention. In his speech James H. Health, director of the food inspection division of the department of health, said he wanted a clearer interpretation of requirements for pasteurization. He stated his opinion by quoting from an article in The Ice Cream Review by Prof. A. C. Baer:

"I was a little discouraged when the talk was made by your health department man when he stated that you backwatered—on the law you were trying to get through the legislature—and tell them that you want 100 per cent pasteurization or you don't want any at all, because the little fellow, the 25-gallon man, is the one

New Officers

PRESIDENT.

W. S. Obenshain, Purity Ice Cream Co.,
Charlotte.

VICE-PRESIDENT.

E. L. White, Wilmington Ice Cream Co.,
Wilmington.

SECRETARY.

A. E. Dixon, Carolina Ice Cream Co., Fayetteville, (Re-elected.)

DIRECTORS.

C. E. Landreth, Winston-Salem; A. E. Dixon, Fayetteville; E. L. White, Wilmington; J. O. Royal, Goldsboro; W. S. Obenshain, Charlotte; W. S. Pollard, Durham and Earl Wilson.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Frigidaire Ice Cream Cabinets



*A part of the
Delco-Light
factory, showing
assembly of Ice
Cream Cabinets.*

*Below—a corner
of the shipping
department.*

Meeting the Demand

A STEADY stream of Frigidaire Ice Cream Cabinets is leaving the Delco-Light Factory daily.

The Frigidaire Ice Cream Cabinet has met with the instant approval of manufacturers and retailers of ice cream. All are quick to see in it a money-saving solution of one of their most costly problems—the ice and salt method of keeping ice cream. For the manufacturer, it quickly saves its cost in eliminating the trucking and delivery of ice. For the retailer, it brings freedom from the muss and dirt of salt and ice, no shrinkage or return of soft cream, no cream too hard to serve, no repacking.

A Frigidaire Ice Cream Cabinet is adaptable to the varying conditions of different stores since the mechanism can be installed at either end of the cabinet—in the basement or elsewhere as desired. The large volume of inquiries and orders indicate a satisfactory reception of this new adaption of tried and dependable Frigidaire.



To Insure Prompt Delivery—Order Now

DELCO-LIGHT COMPANY, DAYTON, OHIO

Subsidiary General Motors Corporation

Frigidaire

Electric Refrigeration

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

who ought to pasteurize. Your big ice cream factories pasteurize anyhow."

IN reviewing the growth of the North Carolina dairy industry, W. J. Shuford of Hickory gave the following interesting statistics:

Value of dairy products in the state.....\$14,912,000.00
Receipts from sale of dairy products..... 6,000,000.00
Average production of milk per dairy cow.... 310.00

Counties:

Cabarrus	Value	\$240,000.00
	Sales	130,000.00
Caldwell	Value	154,000.00
	Sales	59,000.00
Catawba	Value	330,000.00
	Sales	204,000.00
Cleveland	Value	367,000.00
	Sales	153,000.00
Cumberland	Value	87,000.00
	Sales	44,000.00
Forsyth	Value	520,000.00
	Sales	224,000.00
Guilford	Value	606,000.00
	Sales	385,000.00
Iredel	Value	365,000.00
	Sales	153,000.00
Durham	Value	264,000.00
	Sales	134,000.00
Mecklenburg	Value	662,000.00
	Sales	408,000.00

Total value butter produced in the United States in 1921 exceeded the value of cotton crop for that year, three times

the value of the tobacco crop, close to the value of the wheat crop. Figures for that year were:

Butter	\$649,000,000.00
Cotton	643,000,000.00
Tobacco	223,000,000.00
Wheat	747,000,000.00

The flush of butter production is from May to August. June is the peak.

The first creamery in the state was established about 1910, at Mooresboro, N. C., and later one was established at Liberty, N. C.

Production that year was around 100,000 pounds.

Probably 500,000 pounds butter used by the ice cream plant last year.

"OVERRUN Control" was the subject of a very informative address by N. M. Thomas, president of The Association of Ice Cream Supply Men's Salesmen's Club. The speech by Mr. Thomas, who is connected with the Cherry, Bassett, Winner Co. of Philadelphia, will be published in a subsequent issue.

Thomas C. Reed, assistant production manager of Chapin-Sacks Corporation, Greensboro, N. C., opened the second morning sessions with an address on "Raw Material Production." He said other communities less favored than North Carolina have made a success in dairy production.

J. G. Moore of The Pfaunder Co., Rochester, discussed the outlook for dairy development in the Southern states, declaring that there can be accomplished in the South what has been done in the great dairy states of the North, if the proper effort is made.

"Promoting Winter Sales" was discussed by a representative of a Detroit house. J. A. Arey of the North Carolina Department of Agriculture then spoke of "Progress Made in Dairy Development in North Carolina During the Past Ten Years," declaring that there is every reason to believe that the coming ten years will witness much greater strides than what has been made in the past.

A paper on "How Ice Cream Consumption Can Be Increased," prepared by H. P. Olsen, president of The Ice Cream Review, was read to the convention by Secretary Dixon. A representative of another publication discussed the subject of "Meeting Competition," stating that the most effective way is with a quality product.

The president's committees were announced as follows on the first day of the convention, and they made their reports at the final session:

Transportation committee—L. A. Corning, Salisbury; W. J. Shuford, Hickory; Charles E. Landreth, Winston-Salem, and T. C. Reed, Greensboro.

Entertainment committee—W. S. Obenshain, Charlotte; Charles E. Landreth, Winston-Salem; A. E. Dixon, Fayetteville; George L. H. White, Raleigh; Earl Wilson, Gastonia, and G. E. Wilkinson, Salisbury.

Membership committee—A. E. Dixon, J. C. Grimes, W. S. Obenshain and Charles E. Landreth.

Code of ethics committee—E. L. White, George L. H. White, A. E. Dixon and Charles E. Landreth.

Resolutions committee—Earl Wilson, T. C. Reed, Kiser and R. T. Smith.

Next convention city—Charlotte, January 13 and 14, 1925.

WIDELY famed for its entertaining features, the Carolinians eclipsed their past records at the 1925 convention. The end of the first day's session was punctuated with a dinner. This was followed by a trip to the R. J. Reynolds Tobacco Company's factory.

The order of procedure for the entertainment features was switched. Instead of having the annual banquet on the evening of the first day, as was planned

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

and use our rust-proof tag hooks.

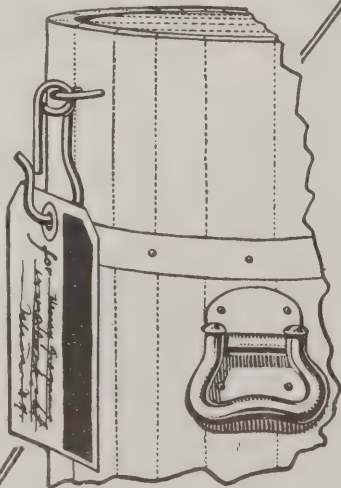
SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.

SCHENECTADY N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

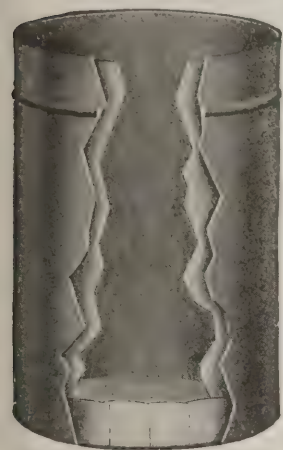


BARBER

Everything for the Dairy Industry



Ice Cream Plant Supplies

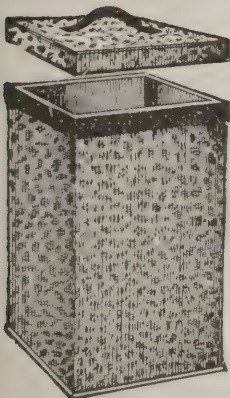


Chicago Perfect Can Liners

A necessity for ice cream manufacturers who desire to market their product under sanitary conditions. Made from heavy manila water-proof board that will not absorb any odor or taint from unclean cans. They protect your new cans and lengthen the lives of your old ones. Made in 1, 2, 4, 8, 12, 20 and 40 quart sizes.

Eclipse Cedar Ice Cream Tubs

Made of genuine everlasting white cedar, which will not water-log. Outlasts all other woods for ice cream tubs. The malleable drop handles and heavy hoops are galvanized to resist rust. Made in 2, 4, 8, 12, 20 and 40 quart sizes.



Ice Cream Brick Boxes

Various styles of boxes and cartons in pint, 25-cent and quart sizes, stock printed or printed to your order.

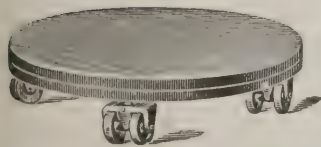


"Stay On" Tub Covers

A water-proof, brine-proof, mildew-proof guaranteed cover. Ties in front with metal-tipped tie strings. Oiled to harden the fabric and lengthen the life of the cover. Thoroughly shrunk before cutting to insure a perfect fit. Made in three grades in 4, 8, 12, 16, 20, 24, 32 and 40 quart sizes.

Galvanized Iron Brick Tanks

Made from heavy, cold-rolled galvanized steel. Double seamed and well soldered, reinforced to keep the body in shape. Capacities, 2, 3, 4, 8, 12, 21 and 40 quarts.



Whirl-I-Gig Ice Cream Trucks

Made of the best poplar, in cross layers, and fitted with three large double wheel ball bearing casters. Eighteen inches in diameter. A handy truck for many purposes.

Everything for the Ice Cream Factory

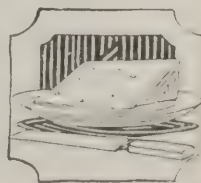
From the heaviest machinery and equipment to the smallest supplies. A large section of the Barber-Goodhue general catalog No. 79 is devoted to the needs of the ice cream factory. If you haven't a copy we shall be glad to supply you on request.

A.H. Barber-Goodhue Company

(Formerly A.H. Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

because of so many delegates having to leave on the evening of the last day of past conventions, the delegates attended a performance of Al. G. Field's minstrels the first evening. They were entertained at 1:30 p. m. the second day, at Cliffside Lake. This was on the outskirts of the city. Rain failed to dampen the spirit of the delegates. The barbecue, an old-fashioned, country-style affair, was served in the dance hall.

The closing session was held that afternoon.

The banquet on the evening of the last day was most enjoyable. Ellis G. Baum, who filled the place of Robert M. Hanes, vice-president of the Wachovia Bank and Trust Co., made a splendid toastmaster. A large number of ladies attended the banquet. Retiring and incoming officers made short talks. Souvenirs were distributed by supplymen. It was the verdict of different speakers that the banquet closed one of North Carolina's most successful conventions.

Power Consumption

Question of Speed of Ice Cream Freezer is a Vital Matter, Says Expert on Subject

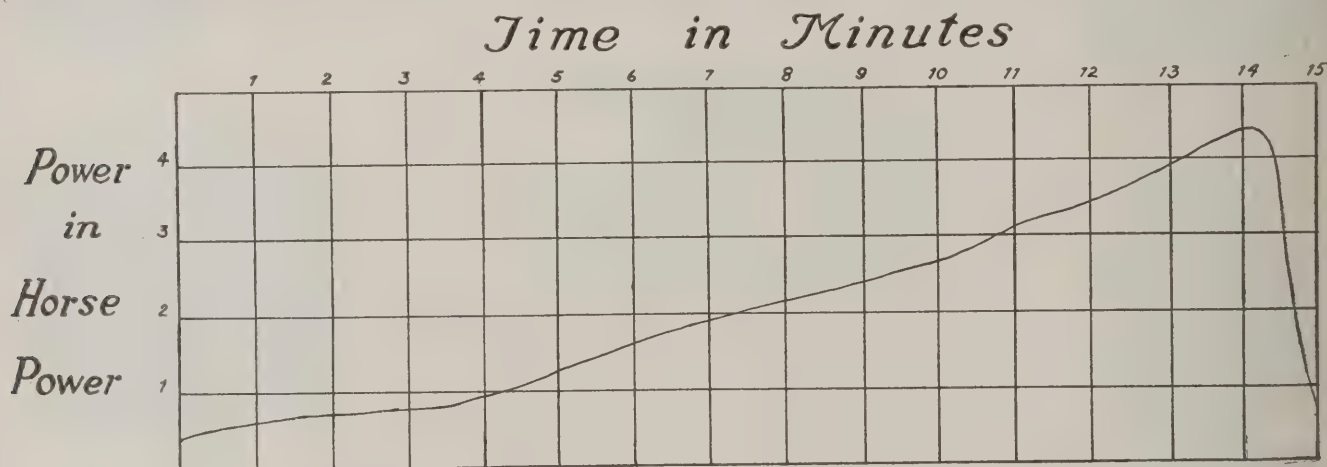
By F. B. FULMER*

IN discussing "Power Consumption" in recent issues of The Ice Cream Review, some of the points may not have been clearly understood by the readers, and it is for this reason that it might be well to consider the subject again.

It is reasonable to presume that the experience, that suggested the power tests, was more or less common to all operators working under similar conditions. When using a belt driven ice cream freezer it was observed that

and speed demands during the freezing process, but owing to the more complicated starting and control devices, and a greater cost, they are very rarely seen connected to an ice cream freezer.

From the time that a charge of mix is placed in a freezer to the period when it is ready to draw, the process is divided into three phases; first phase, the cooling of the mix; second phase, the whipping period and the third phase, the freezing of the whipped mix.



near the completion of the freezing process the belt would have a tendency to slip on the pulley, causing the dashers to slow down, and it was not an unknown thing for the belt to come entirely off the driving pulley causing a complete shutdown of the freezer with all of the attendant difficulties.

When the belts were tight, excessive friction would result and in some cases bearings have burnt out.

When electric motor driven freezers were used, heating of the field coils and bearings was not an unusual occurrence and a decrease of speed resulted.

The question of speed in an ice cream freezer is a vital matter, especially when it decreases near the end of the freezing process. Practically all of the motors placed on freezers are of the constant speed class, as they are designed to operate at about the same rate of speed up to their rated capacity. In the past electric motors all had a reserve capacity to meet demands of an overload that might temporarily be placed upon them, but motors of recent construction have little if any overload capacity.

It is the writer's belief that the constant speed motor is not the ideal machine for supplying motive power for an ice cream freezer. The variable speed motor would more nearly meet all conditions that attend power

Practically all freezers are given a definite speed by the manufacturer which is supposed to give the required results and this speed is based on conditions prevailing at the end of the freezing period.

The more agitation that ice cream mix is subjected to, the more its consistency (or viscosity) is apt to be impaired, but this point appears to receive little if any consideration when a constant speed is applied throughout the time the mix is in the freezer.

As no particular advantage is gained by having a high rate of speed during the first phase of the freezing process, some saving of power could be effected if the moving parts were operated slower during that time. This would also tend to eliminate some friction and consequent wearing and proportionately prolong the life of the freezer.

Again, as soon as the finished ice cream is being drawn from the freezer a change of condition occurs and the longer the drawing period is prolonged, the more of the frozen product is apt to be beaten down. Tests of ice cream from the first drawn and the last drawn will demonstrate that there is considerable difference in the yield.

In order to arrive at accurate conclusions and check up on all periods of the freezing process, a set of electrical instruments were attached to the wires supplying

* With Mutual Creamery Co., Oakland, Cal.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Use

Baird Refrigerator Bodies

With Iceless Cabinets

FOR use with iceless cabinets we build refrigerator bodies to carry ice cream only, and ranging in size from 200-gallon capacity for use on a Ford truck to 1,800-gallon capacity for use on a seven and one-half ton truck.

ALL BAIRD REFRIGERATOR BODIES, both old and new, built for servicing ice and salt cabinets, can be easily and inexpensively reconstructed to carry ice cream only. The insulated compartments now used for ice and salt can be adapted to contain ice cream under refrigeration. Thus the ice cream capacity of the body will be more than doubled.

In BAIRD BODIES the seams are welded and regalvanized after welding. By welding, the two pieces of metal are fused together and actually become one piece, permanently resisting vibration and preventing leaks.

Other 1924 improvements are thicker sheet metal reinforced with angle irons, regular refrigerator door fasteners, stronger hardware, and lighter and better hatch covers.

BAIRD REFRIGERATOR BODIES mean—3° below zero—light weight—perfect insulation—thorough waterproofing—and absolutely no brine dripped on the chassis, the street or in the garage at any time.

William F. Baird Company

OFFICE: 401 Chamber of Commerce, BOSTON, MASS.

FACTORY: WINCHESTER, MASS.

power to a 3 H. P. constant speed motor direct connected to a 40 quart horizontal ice cream freezer.

As noted in former articles there were variations in time and quantity of product obtained between the first freezing and subsequent runs, so all calculations are based on results obtained after the freezer had been operated for some time.

A study of the readings obtained, (which for convenience have been reduced to the nearest practical fraction of a horse power) demonstrates that there is nearly 1,000 per cent variation in the power demands between the starting point and the peak load just at the beginning of the drawing period. This is graphically illustrated by the chart and shows how easily a small or undersized motor could be overloaded. This con-

dition obtains with a normal amount of mix in the machine, while overloading the freezer would aggravate the condition beyond all reason.

The tests were conducted with a freezer that was in perfect mechanical condition: it is easy to conjecture what results would have shown had the bearings been out of line, the gears not in proper adjustment or the scraper blades distorted so as to produce undue friction.

Even though the scraper blades are always kept straight, they should be inspected at frequent intervals and the edges kept in proper shape by draw filing, as the friction caused by the scraping action will cause a wire edge to form and in some cases grooves also. When these are eliminated the freezer will wear longer and require the minimum of power to operate it.

Pacific Ice Cream Manufacturers Convention Proceedings

Important Trade Papers Discussed at Vancouver, B. C., Meeting

(Continued)

"What Should We Learn from the National Conventions" was a subject assigned to C. J. Alfred, president of the California & Southwestern States Ice Cream Manufacturers' Association, but due to the inability of Mr. Alfred to be present Fred N. Martin of Spokane was called upon to speak on this subject.

"The National Ice Cream Manufacturers' Association has become a far greater power in the country than many men realize," said Mr. Martin, "Its work in handling national legislation affecting ice cream and the conservative use of money paid to the national association by its members was shown in the reports rendered by officers of the association at the recent Cleveland convention. A great lack of interest has been shown by members, especially in answering a questionnaire sent by the secretary during the year that has handicapped the efforts of the officers to obtain reliable information concerning the industry and the opinion of manufacturers throughout the country. No member should need to be urged to respond whole-heartedly and promptly to requests of this nature emanating from the secretary's office, as it might mean failure to carry through a constructive program without such co-operation.

"I understand that the federal government contemplates the institution of a ten per cent standard throughout the country, which was recommended by the national association."

Sinclair Speaks.

Harold A. Sinclair of New York spoke upon "Getting Your Product Over to the Public" and in part, said: "Some people depend solely upon advertising and salesmanship to put their product into the hands of the buyer, but from the standpoint of the practical merchant,—the man who stays in business in spite of high manufacturing costs, low selling prices, strikes and numerous ills that business is heir to,—getting a product over to the public necessitates not only advertising and salesmanship; but calls for the combined efforts of the entire organization, from the boss down to the errand boy, to make an enterprise truly successful,—and that means to give the buyer a product that will net him satisfaction, and the seller a fair profit for his labor. When there is business accord, there is bound to be success." Mr. Sinclair's speech will be published in a later issue.

Eckstein on Trade Abuses.

"Trade abuses are caused by not being in close contact with your trade and depending upon salesmen and hearsay," said Nathan Eckstein, general manager of Schwabacher Bros. & Co., Seattle. "The buyer bears

down, but the salesman must bear up, because the average sales force is only too anxious to make it easy to get the order. Salesmen should be educated to the actual cost of production as this, in my mind will solve most of the trade abuses.

"The average outsider thinks the business he knows nothing about is the easiest and the average man in business thinks his is the hardest," he continued. "It seems to me that the ice cream business has grown as much as it can, but when you make people understand that ice cream is a food and not a confection there will be room for expansion.

"If ice cream is a food it should be sold everywhere that food is sold—the grocery store should handle it. The housewife buys everything else at the retail grocers—why not ice cream? The department stores are constantly enlarging their scope and offer another outlet for ice cream. This would all be additional business to that you now enjoy.

"Ice cream manufacturers should be familiar with food values being taught to the children in public schools, as many only think of ice cream as a luxury. A large majority of the grown-ups think likewise.

"Your association is no more effective than the members make it. The coffee association is spending a half million dollars a year to correct the wrong impression people have about drinking coffee. So will you be able to correct that false impression when your organization functions to the point of convincing the public of the truth about your product.

"You can help the dairyman by selling more ice cream at as low a price as is consistent with the right margin of profit. One of the greatest trade abuses is selling a product at a profit larger than is justifiable.

"You should equip the retail grocer with the necessary equipment to handle ice cream as I am sure you will find this outlet an entirely new one that will increase your gallonage.

"It has struck me as a great harm to your industry to have dirty looking wagons or equipment of any kind to deliver ice cream or any other food product. To properly impress the public your equipment should have a sanitary appearance.

"An association is the same as a savings bank to you in business. The association pays back for all the effort and energy that you put into it. You doubtless have abuses that we do not know of in other industries, but whatever they are, cut them out. Put out the best product that you can, at the right margin of profit and through the greatest number of distributors that you can find. The result will be a proportionate success.

Voordanger on Advertising.

L. M. Voordanger, manager of the Magnus Fruit Products Company of San Francisco, had as his sub-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Experience Is The Test for Iceless Cabinets

FROM the start, over four years ago, the Nizer organization has held to the principle that it is unfair to sell experimental machinery.

The Nizer Cabinet, therefore, was thoroughly tested in actual service before it was offered to the ice cream manufacturers. We feel a certain natural pride in the fact that for more than three years the Nizer Cabinets, every one, have been successful in the hands of our customers.

This record is unique in the refrigerating business. It gives the Nizer an endorsement which no other iceless cabinet can show.

Experience is the test—the only way an ice cream manufacturer can be certain that the money he pays out for iceless cabinets is an investment and not a speculation.

The strong position held by the Nizer, the pioneer, is today emphasized and made exclusive by the basic United States patents which have been granted to this Company.

In order to make it easy for the interested ice cream manufacturer to learn more about the Nizer, we give the accompanying partial list of Nizer users—companies which are among the leaders in their respective sections.

You will learn much by inspecting the Nizer installations in their territories or in any one of the 160 or more other cities in which our equipment is now operating. We will gladly tell you the nearest point.

We suggest, however, that it is best to come to Detroit where you may receive the full benefit of the accumulated practical knowledge of our staff of ice-cream and refrigerating engineers, and where you may inspect over 600 Nizer-equipped stores.

Representative Users of the Nizer

Detroit Creamery Co.
Detroit, Mich.

St. Louis Ice Cream Co.
St. Louis, Mo.

The M-B Ice Cream Co.
Dallas & Waco, Tex.

The Telling-Belle-Vernon Co.
Cleveland, Ohio

The Fussell, Young Co.
Washington, D. C.

The Harding Cream Co.
Omaha, Nebraska



Nizer Superiorities

4, 6 and 8-hole sizes
Lowest current cost
Most compact design
Quick installation
Easy portability
Automatic operation
Slow depreciation
Protected by patents

Proven by long use
Standardized parts
Eliminates shrinkage
Reduces hauling costs
Saves labor
Prevents wet floors
Keeps ice-cream perfectly
Uses no ice and salt

Nizer Corporation

7424 Mackie Avenue, Detroit, Michigan

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

jeet "Advertising—Should it be Local or General?" Mr. Voorsanger said: "The subject your committee has assigned to me takes in every department of your business and I am firmly convinced that your advertising should be both local and general. Every manufacturer should dictate what his type of advertising should be, not leave it to someone outside of the industry and who is not familiar with every phase of the business." He then said:

"Get the message across that ice cream is good for children and that you are offering them a product that will make them grow and be healthy. See what Fleishman did to make the word 'vitamins' become nationally talked and known to everyone. Educating the public is the biggest question before the ice cream industry today. It can be done by your association teaching the food value in ice cream through schools and the money spent in that class of advertising will undoubtedly be well invested.

"The food value in ice cream is greater than any other food, but where can you go and gather any statistics on the industry to be used in this form of constructive advertising? Any agency you apply can gather statistics and data in abundance but they render you a biased opinion, recommending that you only use the form of advertising that they make the most out of. Your association should gather and compile this reliable information to be used by members in collective and individual advertising.

"An example of what advertising will do is to be found in the Purity Ice Cream Co., Newark, N. J. Before their plant was ready to turn a wheel they had advertised consistently through the papers and personal solicitation with the result that when they started manufacturing they had 350 new customers on their books to begin serving. There was an old established company in the same city, but both the old and new companies did a surprisingly good business which can be attributed to additional consumption, brought about through advertising by both concerns.

"In my opinion any effective advertising on ice cream should contain references to your association to develop a community interest. There is greater co-operation in the automobile industry than in any other. They show 1156

per cent increase in business, because they have co-operative competition in their business.

"To be as effective as the automobile industry ice cream manufacturers should have a paid secretary to handle any co-operative advertising. They should fix a standard of quality that would place the association members on a high plane in the eyes of the consumer. An emblem should be adopted that would connect the slogan "High in Food Value" with the name of each manufacturer privileged to use the association emblem. Advertising ice cream as a good food would help also. These ideas I have mentioned could be successfully carried out and from observation of other industries I feel sure would be very beneficial in the ice cream industry."

W. L. Macken, a prominent dairyman of British Columbia, consented to talk to the convention on the relations between the dairyman and the ice cream manufacturer. Among the important points brought out by Mr. Macken were the following: "The dairy farmer's business is the production of butterfat and your association is forming an increasingly large outlet for the surplus of our product. You take our butterfat in quantity at a time each year when we seek just such an outlet.

"The producer has not always considered the ice cream man as an important element to his existence but with the growth of your industry this impression is being reversed. We should have the greatest co-operation possible between the producer and members of your industry. Ice cream has been handicapped by being considered a luxury while milk is known as a necessary food, as well as cheese and butter."

President Robb spoke of the progressive policy of the Dominion of Canada in promoting the dairy industry and then called attention to the heavy tax imposed upon ice cream, which is four and one-half per cent. He said, "Ice cream has been judged a food by the U. S. government and during war times when other commodities using sugar were only able to get a small percentage of their requirements, ice cream was allowed one hundred per cent of former requirements.

Canadian Professor Discusses Dairy Instruction.

N. S. Golding, assistant professor of dairying at the University of British Columbia, was called upon for an expression of views concerning the ice cream industry and said: "The making of ice cream in the average university has been greatly handicapped by lack of necessary equipment to carry out experimental work. We believe that thorough investigation of ice cream and its manufacture through the universities and schools is a necessity as this class of work cannot be carried on by individual manufacturers of ice cream."

(To be continued next month)

Why Richmond Cedar Does Not Rot

The gigantic cedars from which Richmond White Cedar Tubs are made come from an immense swamp. These white cedars practically grow in water. Only a wood with tremendous moisture resisting qualities could survive in an environment like this. It's the natural saturation with resin that preserves this wood indefinitely. And it does not lose this quality when cut and put to commercial uses. Its lightness of weight and ability to resist moisture and great strength makes an ideal tub.

For fewer replacements order a quantity of these tubs now.

RICHMOND CEDAR WORKS, Richmond, Virginia

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring

ANY HOLIDAY

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulpes and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

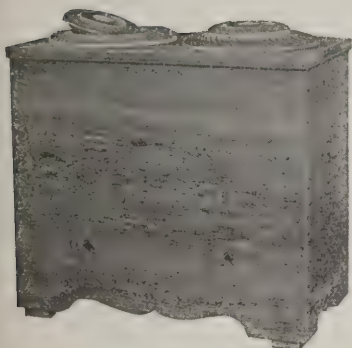
NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Confessed the best when put to test

Nelson Cabinets

STANDARD FOR 30 YEARS

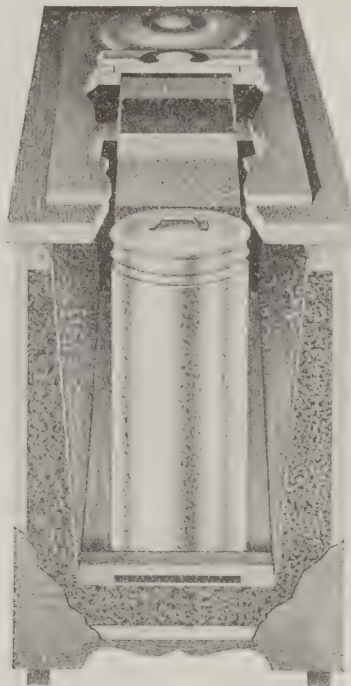


Two-Hole Independent Wood Compartment

Keep Ice Cream in Salable Condition at minimum cost for Ice, Salt or Labor.

Furnished in All Styles

Independent Wood Compartments
Taper Wood Lined Trough
Taper Metal Lined Trough



Metal Lined Combination Cross Section View

Cork Insulated
Redwood Construction
Perfect Brass Drain

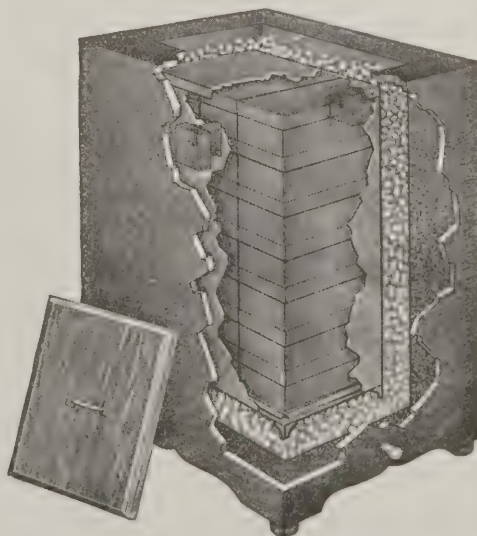


Cross Section Wood Compartment



OUR OFFER

Any responsible ice cream manufacturer—particularly wholesale ice cream manufacturers and dealers—may order from 1 to 100 Nelson Patent Ice Cream Cabinets, place them in practical use, and after thirty days, if not entirely satisfactory, return at our expense for freight, both ways.



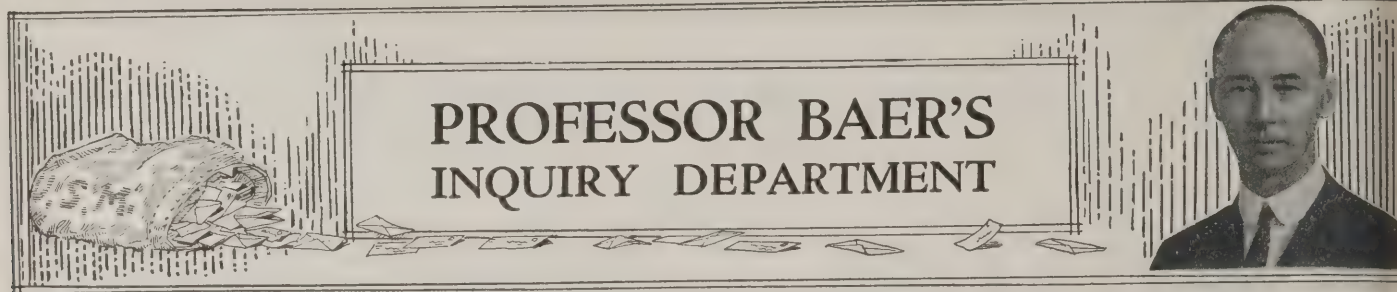
BRICK

C. NELSON MFG. CO.

2306 Division Street

ST. LOUIS, MO.

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.



PROFESSOR BAER'S INQUIRY DEPARTMENT

Replies to Inquiries

Dear Sir:—We are having trouble to hold our ice cream down to 100 per cent yield. We find that we can do this by freezing a few hours after making the mix but such cream comes from the freezer rather watery and does not seem frozen stiff enough to ribbon well. Will this practice cause ice crystals? We have not noticed any.

We use a 10-34 mix, running perhaps a few tenths over both these figures. We are careful with this part of the work, as we believe this would be most apt to trouble us. Milk solids run from 10 to 10.5 per cent. We use about a 40 per cent cream, a 32 per cent skim condensed, 3 per cent milk and a few pounds of powder, never more than six in a batch of eighty gallons, depending on the other ingredients. We use 14 per cent sugar, .5 per cent gelatine, 60-cent grade, pasteurize at 145 degrees and viscolize a few degrees lower than this, at 1,500 to 2,000 pounds. All our raw material is of good quality and low acid. Hold the mix at 38 degrees until frozen. The following day we cannot get down to 100 per cent yield unless we run three gallons of mix in the freezer instead of five.

We have a Davis-Watkins 50-qt. freezer, No. 149. Dasher revolves at 180 r. p. m., a little slower than recommended. Would this cause too much whipping? We freeze at 8 to 12 degrees. We have a Torsion Balance Overrun Tester. Recently I determined to freeze the extra swell out. In half an hour it had gone up to 135 degrees and came down to 120 degrees only when I drew half of the charge out. Brine was 12 degrees.

Reply: Your experience is rather unusual, as most factories seem to have trouble the other way in not getting sufficiently high overrun.

It appears to me that your difficulty is in the manner of freezing rather than in the composition of the mix and your method of processing the mix. I would suggest that you try to freeze your cream in the freezer at a little lower temperature, consuming less time to freeze a batch. You stated you were freezing the cream between 8 and 12 degrees temperature. I might suggest that you reduce this temperature to about 6 to 8 degrees, completely freezing your batch in about ten minutes. Draw the cream at a stage where it will easily run from the freezer into your can at the same time having enough consistency so that it will pile up nicely in the can. I would not try to freeze the mix immediately after processing as you get a smoother cream by aging it at least twenty-four hours.

I would suggest that you might run a check on your overrun tester by counting the number of gallons of ice cream you freeze from a definite batch of mix. Your mix would weigh nine pounds to the gallon and if you get 100 per cent overrun your ice cream would weigh four and one-half pounds to the gallon, or twenty-two and one-half pounds to a five gallon can. After follow-

ing out these suggestions if your apparent difficulty is not satisfactorily handled, I suggest you write me again giving further details.

* * *

Dear Sir:—I would like very much to have you analyze our mix, and also suggest a mix using the same ingredients that you think would be an improvement over the one we have. We want to run about 12 per cent on butterfat.

90 gal. 3.5% milk.
30 gal. bulk condensed 8% B. F. unsweetened.
150 lbs. sugar.
3 pints vanilla.
8 lbs. gelatine.
135 lbs. Sweet butter.

Reply: You will find your mix analyzed below and the calculations given in table one. You will notice that while your mix figures out to test 12 per cent butterfat the total solids is low. You will also note that you are only using 11.2 per cent sugar, which is the reason for your low solids. You are using sufficient milk solids and the additional serum solids furnished by the condensed milk should give you sufficient serum solids. You can improve your mix, however, by using more sugar.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
90 gal. or 774 lbs. 3.5% milk..	26.70	66.58	93.28
30 gal. or 270 lbs. 8% cond...	21.60	48.60	70.20
150.0 lbs. sugar	142.00
135.0 lbs. sweet butter	113.40	113.40
8.0 lbs. gelatine	7.60
3.0 lbs. vanilla45
1340.0 lbs.	161.70	115.18	426.93
Per cent	12.06	8.3	31.8
Per cent sugar.....	11.2

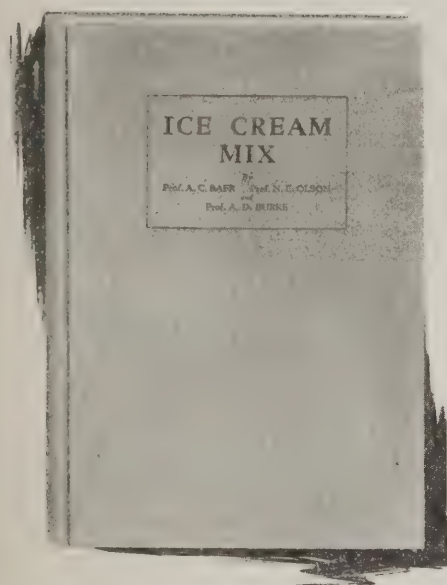
Many factories are now using 14 per cent sugar. This would make your total solids very close to 34 per cent and I am sure would give you a very satisfactory ice cream.

* * *

Dear sir:—We have read with a great deal of interest your answers to questions in The Ice Cream Review. We are buying our homo from a creamery and are paying a certain price per pound of butterfat over the Chicago price. For instance, let us assume that the price of Chicago butter today is fifty-one cents, we pay nineteen cents over this price for a pound of butterfat in 20 per cent homo. Figuring that in our mix, we use two hundred gallons or sixteen hundred pounds of 20 per cent homo. In this two hundred gallons there are 320 pounds of butterfat which costs us seventy cents per pound or \$224.00. In this we figure that we get approximately 114 pounds of milk solids. If we bought sweet butter at fifty-one cents per pound with sixteen per cent moisture

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What You Want to Know About Ice Cream Mix



How to standardize the ice cream mix.

How to calculate the required amount of various ingredients.

Formulas for different mixes all worked out from 8 % to 14 % butterfat.

Comparative cost of ice cream mixes.

Acidity and overrun.

Factors influencing overrun.

Processing the mix.

Gelatine and the ice cream mix.

Legal standards and requirements.

Sixteen pages of useful information.

Sent Anywhere

Postpaid

on Receipt of

\$1.00

*All by such eminent ice cream authorities as Profs.
A. C. Baer, N. E. Olson, A. R. Burke.*

Get a Copy NOW

The Olsen Publishing Co.

MILWAUKEE - WISCONSIN

THE OLSEN PUBLISHING CO.
5th & Cherry St.
Milwaukee, Wis.

Enclosed find \$1.00 for which please send to address below a copy of Ice Cream Mix.

Name

Street Number.....

CityState

ure and one per cent casein, what would be the saving to us if we should viscolize ourselves, using the figures on the attached slip as a basis. Give us your opinion of the advisability of putting in the equipment we are figuring on.

Cost of equipment which would include holding tanks, pasteurizer and a three hundred gallon per hour viscolizer with a ten horse motor—\$7,000.

Reply: You are presenting a rather difficult problem for me to analyze for you. Without giving the matter a very thorough study, which I am not able to do at this time, it appears that the volume of business you are doing would warrant you to put in your own processing equipment. It is possible, however, that a very thorough analysis would not warrant you to do this.

In the third paragraph of your letter you mention that you are using 320 pounds of butterfat, costing you \$224.00 and that you are getting in addition 114 pounds of milk solids in the 20 per cent homo cream. If, as you suggest in the fourth paragraph, you were to purchase the sweet butter at 51 cents, the 320 pounds of fat would cost you 61 cents per pound or 196.80. The 114 pounds of milk solids would require 120 pounds of skim milk powder, which at 16 cents, would cost \$19.20, which would make the total cost \$216.00.

I think probably that you can figure this out for yourself better than I can as you know the weekly volume better than I do and you can then add the depreciation and interest on the machinery needed to install your own equipment.

* * *

Dear Sir:—I would like to have your opinion and advice on the following. You have already helped me very much in the advice you have given me, and in analyzing my mix. My mix is given below:

7.0 pounds sugar.
2½ ounces Gumpert's Textor.
2.0 pounds Skim milk powder.
4¼ gallons 20% cream.
¾ gallons milk.

I make a very good tasting ice cream, but it doesn't melt down as it should, so I would like to know if it would be advisable under my present methods to use gelatine in my mix. I have to mix each batch separately by hand as I freeze, and I have never used gelatine, and if it is advisable please state how you would recommend me, to mix same so as to get it dissolved uniformly.

Reply: I have your letter of recent date, relative to your present ice cream formula. I have analyzed your formula and you will find the figures below in table one. You will notice that you have better than 14 per cent butterfat, and your total solids are very high. This high total solids is the cause of your ice cream being too solid.

Table One.
Your formula.

Ingredients	Fat	Serum sol.	Total Sol.
7.0 lbs. sugar	6.65
2.0 lbs. skim milk powder..	1.90	1.90
35.7 lbs. 20% cream	7.14	2.54	9.68
6.4 lbs. 4% milk256	.55	.806
.16 lbs. Textor15
51.26 lbs.	7.396	4.99	19.186
Per cent	14.4	9.7	37.4

I also suggest that you would get better results if you would use gelatine instead of the comparatively large amount of improver. You can easily get the gelatine into solution if you will first soak the gelatine in some cold milk and then gradually heat it introducing it into your mix, stirring rather violently.

If you are going to make 14 per cent ice cream you can also reduce the total solids by either eliminating the skim milk powder entirely from your mix or using less than one-half as much as you are now doing. If you were to use 10 per cent butterfat or 12 per cent butterfat it would be all right to keep your skim milk powder in the mix.

* * *

Dear sir:—It has been a question with me for a long time what temperature the hardening room should be carried.

Reply: There is considerable variance of opinion among ice cream manufacturers relative to the temperature of the hardening room. I find that this has varied considerably, depending somewhat upon the method of hardening. A still air hardening room will require a lower temperature than a circulating air hardening room. Where a temperature of zero to 5 below zero would be a good average for a circulating air room, a still air room would require 10 below to 15 below for similar results.

In my opinion there is no advantage in having the room lower than 10 below zero, providing of course, it can be kept at that temperature. However, when a lot of freshly frozen cream is put into the hardening room late in the afternoon, it may be necessary to bring the room to 20 below zero so as not to have the temperature raise too much during the night, especially if the machine is not run for twenty-four hours.

The temperature of the hardening room should, if possible, not be permitted to go higher than 10 above zero, being better to have it not go higher than 5 above zero. An average temperature of zero kept up during the entire twenty-four hour period each day should be desirable.

* * *

Dear sir:—What constitutes "Better Ice Cream," or as some prefer to call it, Quality Ice Cream?

Reply: In order to make a high quality ice cream it is necessary to have three essential considerations. First, the raw material must be of excellent quality. In that connection I brought out the fact that ice cream made from sweet cream and sweet milk as a base, is better than ice cream made from a reconstituted product made from butter, powder and water. Very often the quality of butter is not such that a good uniform quality ice cream can be made.

The second factor is to have good sanitary conditions all about the factory so that no contamination will occur either to its flavor or to its healthfulness and purity, and that the bacteria count of the final product be as low as possible.

The third important factor is correct processing which includes thorough and efficient pasteurization followed by homogenization either through a homogenizer or viscolizer. Both cooling and aging of the mix at the right aging temperature. All these factors when taken together and carefully applied should result in ice cream of unquestionable quality. It is necessary, of course, that the mix be frozen correctly so that it will have the right body and texture, etc. All of these factors with the possible exception of the first, can be generally applied in any ice cream factory.

In Oklahoma and throughout the South and middle West it is not possible to secure the sweet cream and sweet milk and our factories in this section of the country must be extremely careful in the purchase of fresh, nice flavored butter and to use with it skim milk powder or condensed milk which is also in the best of shape.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

NO MORE RIVET TROUBLES!

—here's an Ice Can
with Rivetless Seams

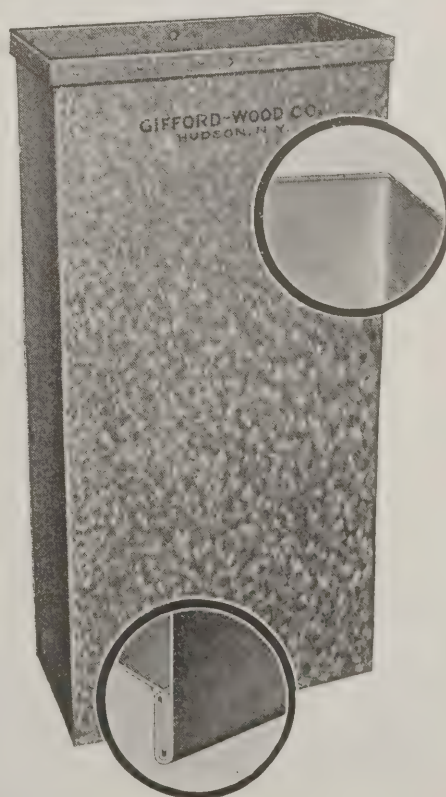
There's not even a single rivet in the seams of this G-W Ice Can.

Built with a heavy galvanized steel body, *electrically welded* into one leakproof, inseparable piece—*rivetless*. Five-ply *rivetless* construction at the bottom—five thicknesses of metal, pressed together under 25 tons pressure; electrically-welded corners; soldered inside and out.

Write our nearest office for complete information. Just state your can dimensions.

MAIN OFFICE AND WORKS: 5 HILL ST., HUDSON, N. Y.
NEW YORK: 50 Church St. PITTSBURGH: Peoples Bank Bldg.
BOSTON: 222 State St. CHICAGO: 565 W. Washington St.
Ice Cream Plant: OAKMONT, PA.

Gifford-Wood Co.
BUILT STRONGER LASTS LONGER
ICE HANDLING MACHINERY AND TOOLS



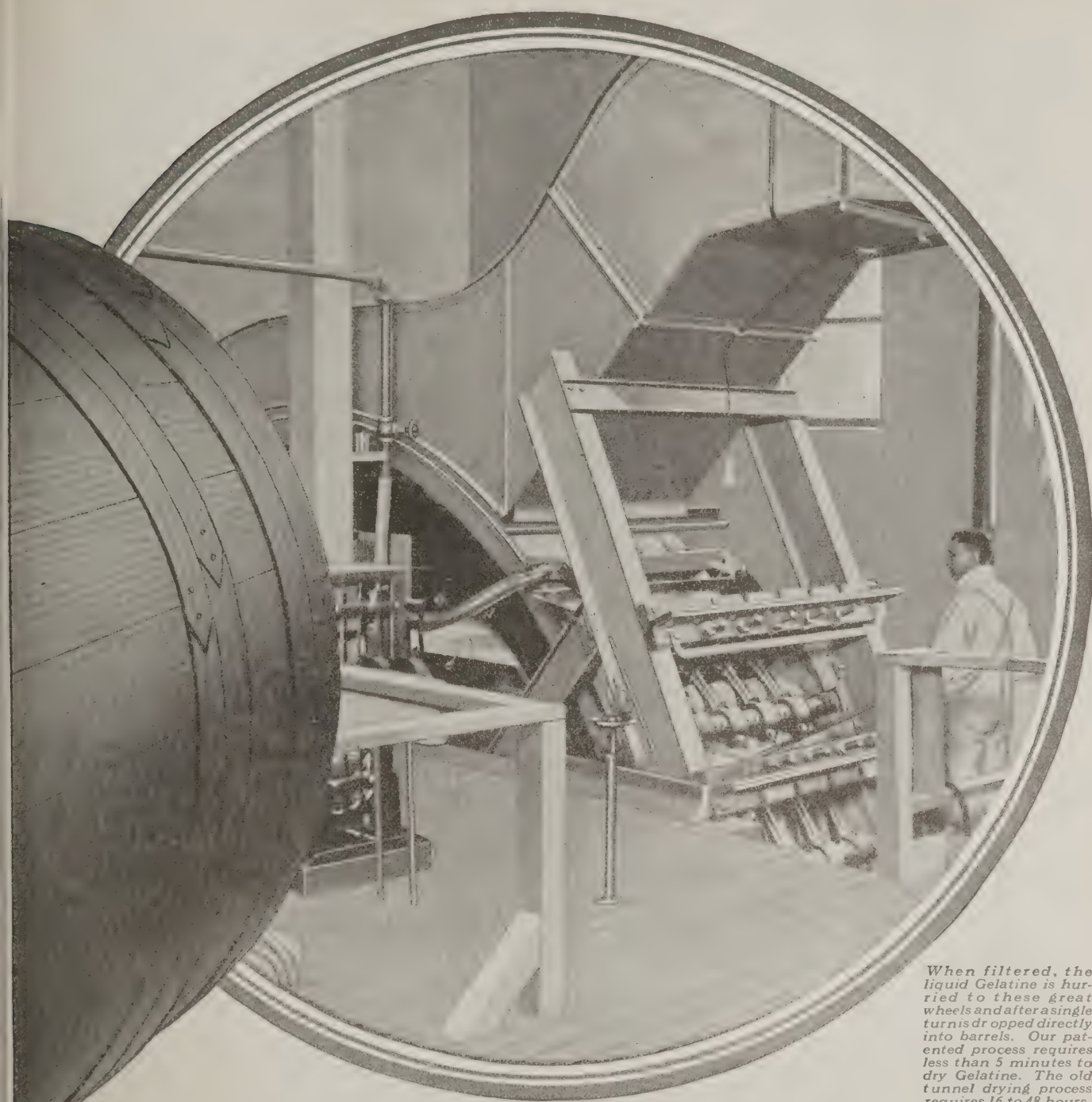
AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

The New Ucopco Trade-mark And What it Stands For



Ucopco Wheel

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



When filtered, the liquid Gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patented process requires less than 5 minutes to dry Gelatine. The old tunnel drying process requires 16 to 48 hours.

Gelatine consuming industries have long been familiar with the UCOPCO Red Drum as it appeared in our advertising in the past. With the perfection of UCOPCO WHEEL DRIED GELATINE, it seems advisable to employ as a trade-mark a semblance

of the machine which has revolutionized gelatine making and so greatly improved the product. Let our new trade-mark, which appears on every barrel, be your guide in selecting gelatine. It stands for unparalleled purity and quality.

United Chemical & Organic Products Company

Home Office: 4200 South Marshfield Avenue, Chicago

Branches: NEW YORK DETROIT NEW ORLEANS SAN FRANCISCO MILWAUKEE

Dried Gelatine

SOUTHERN CONVENTION—NEW ORLEANS—NOVEMBER 14-15, 1924.

1924 Will be Better Ice Cream Year

"Sound Business" is Outlined for the Ice Cream Industry,
Minus Inflated Conditions

By O. S. JORDAN*

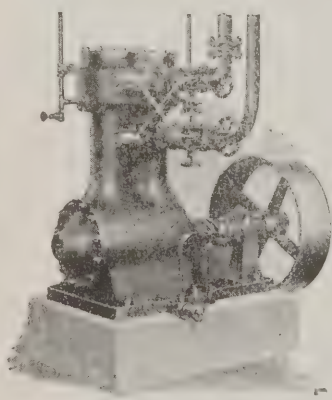
GENERAL business conditions are considered by the secretary of commerce, our most studious economists, by labor leaders, heads of large companies and by the rank and file of the great army of industry and commerce, as being sounder at this time than at any other time since the war. There is not the inflated activity experienced a few years ago, but neither is there the prospect of a dangerous depression.

Although ice cream is in the fortunate position of being that middle-of-the-road commodity, a semi-luxury—and therefore, it has been noted that in business crises, it is affected to extremes either way only after a considerable pressure has been felt—it is, of course, dependent, finally, upon general business conditions. The favorable general conditions that appear in prospect for the year should certainly mean that ice cream also will have a good year.

Then comes the weather. Many men eminent in the ice cream industry believe that every fluctuation of the ice cream business aside from the major fluctuations that follow national business inflation and deflation are traceable to weather. It will be interesting to know some day, through the experimental work of the National Association of Ice Cream Manufacturers, possibly, something more about this.

* President, The Association of Ice Cream Supply Men.

Vilter Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements
—no obligation to you.

The
Vilter Manufacturing Company

ESTABLISHED 1867

830 Clinton Street

Milwaukee, Wis.

There is, for example, an ice cream manufacturer in a certain city who has recorded year after year the effect of rain on ice cream consumption, the effect of an overclouded late afternoon and early twilight. This ice cream manufacturer knows, rather exactly, how many more gallons per thousand population are consumed at four o'clock in an afternoon at a temperature of 95 than are consumed at two o'clock in an afternoon with the same temperature. And at different temperatures. Seashore consumption of ice cream undoubtedly varies per thousand persons from high altitude consumption.

Yet, occasionally, some fluctuation, some queer little turn in the ice cream business, leads one to suspect that the weather is not the absolutely dominating factor. In these remarks I am deliberately passing over, but not forgetting, the effects of advertising, aggressive merchandising, etc., in promoting consumption in both seasonal and unseasonal periods. I am speaking of the weather as a fundamental controller of ice cream gallonage.

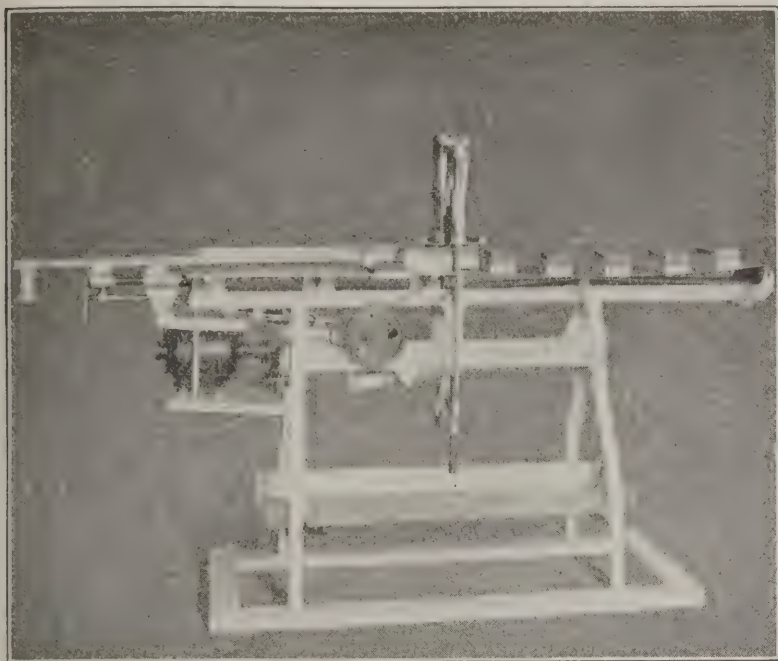
A careful, scientific and concurrent study of production figures and weather statistics in various sections of the country for a period of years might reveal that the ice cream industry need not forever watch the weather reports so anxiously.

EACH of us probably has his particular fond idea with respect to the industry in which he is interested. For myself I would like to see every ice cream plant a glistening monument to the ideal of sanitation. A greater emphasis is now being placed on the food properties of ice cream. Equal emphasis should be placed on the appearance of the plants. If the public is to regard ice cream as a food, the public—and I mean not merely special health officials, but the public as a whole, the little boy who buys a cone and the housewife who orders special creams—is certainly going to find itself directly interested in the places that food comes from. Child's restaurants with all their lavishness of tile should not exceed in whiteness and in spotlessness the appearance that the modern ice cream plant presents to the public that consumes its product.

I also will consider it a significant moment when a slogan is adopted by the National Association of Ice Cream Manufacturers and put in use by its members as a dignified and conservative combined promotion of ice cream consumption. Co-operative advertising of this description is bound to make a greater market.

THE general outlook among members of The Association of Ice Cream Supply Men is for a year of increased ice cream production, I am sure. A normally healthily progressing year. It is an insult to talk of quality to some ice cream manufacturers. They have built huge businesses on that very thing—quality of product. To other ice cream manufacturers it is not improper to speak of quality. I believe if the 125 members of The Association of Ice Cream Supply Men and the 800-odd members of its auxiliary Salesmen's Club—I mention these two groups because in their entirety they are doing business with the ice cream industry on a continental scale—it would be the overwhelming consensus that quality ice cream is what, (1) the public

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Cuts the Size You Want

*All the Time and
With Speed*

UNIVERSAL Ice Cream Cutting Machine

A hand or power operated cutting machine that is adjustable to any size piece. Cuts over 25000 Eskimo Pie pieces per hour.

All cuts are uniform in size. There is no variation between one brick and another. No waste or work to be done over again. No interruption of speed in your packing department.

For Accuracy—Reliability—Speed—Economy, Investigate

WM. E. KAY and SONS, Elyria, Ohio
MANUFACTURERS

most wants and can readily be appealed to with today and, (2) what the ice cream manufacturer himself most requires to put his business on a firmer footing.

I believe that 1924 will be a healthily increasing year, largely because I am convinced that quality in ice cream, produced by manufacturers large and small, is more and more noteworthy guide and practice in the industry.



CARMICHAEL COMPANY BUILDS NEW PLANT.

The H. W. Carmichael Company, Rockford, Ill., is building a new plant. The building will be a brick structure throughout, 100 x 75 feet and will cost about \$50,000. It is expected to be ready for operation about May 1 and will manufacture bulk condensed milk and ice cream mix only. New equipment being installed consists of a vacuum pan, separator, pasteurizers, coolers and a fifteen ton ice machine.



WILLIAM FINCH OUT OF BUSINESS.

In the February issue of The Ice Cream Review the photo of Wm. G. Finch was printed in connection with the approaching Michigan Dairy Boosters' convention, and his business connection was given as representative of the Wm. G. Finch Company. As a matter of fact the Wm. G. Finch Company' with all its assets, liabilities and patents was absorbed by the Weibatch Liquid Seale Co., Grand Rapids, Michigan, several months ago. Mr. Finch is in no way connected with that company.



Send news items and personal notices to the "Review" and see how well they look in print.

NORTH DAKOTA MANUFACTURERS MEET AT FARGO MARCH 9.

Make and sell packaged sundaes—

Ice cream manufacturers, everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile winter business with handsome

WINTER PROFITS

if you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical—it actually builds the business. Send for convincing samples and full particulars. Ask for the Packaged Sundae

KLEEN KUP



**MONO SERVICE
COMPANY**
NEWARK NEW JERSEY

Kansans Hold Lively Sessions

Report of Wichita Convention, Kansas Association of Ice Cream Manufacturers, January 22, 23 and 24

Hammond New President

MEMBERS of the Kansas Association of Ice Cream Manufacturers held their annual convention at the Broadview Hotel, Wichita, Kansas, January 22, 23 and 24. W. H. Chappell of Manhattan presided at all sessions, and B. T. Perkins of Pittsburgh acted as secretary.

There were 180 delegates registered, which consisted of manufacturers, supply men and visitors. Of this aggregate 80 were manufacturers, 75 were supply men, and 25 were visitors.

The program, compiled by Secretary B. T. Perkins and associates was varied and constructive and included papers by such well known men as W. A. Schwindeler, H. M. Jones, Professor M. Mortenson, and W. H. Hammond.

The morning session, January 22, consisted of the registration of members.

The afternoon session, January 22, was called to order at 2:00 P. M. by President W. H. Chappell. Earl G. Elliott, city manager of Wichita, welcomed the members of the association and visitors to the city. He invited them to see and feel Wichita's hospitality, but not to "taste it."

The address of welcome was responded to by President W. H. Chappell. In this response and address, Mr. Chappell touched on the statistics on the growth and consumption of ice cream in the past several years. It was plainly demonstrated that ice cream was fast coming into its own.

Sylvester Long of Wichita gave an address on "Mechanical Refrigeration," being a new subject to all hearers, a number of questions were asked and interesting answers were given.

The following committees were appointed:

Legislative: L. R. Manley, Henry Bennett and F. J. Crum.—Auditing: J. R. Fenner, St. Joseph, Mo.; J. A. McDonald, Junction City, Mo.; R. E. Smith, Independence, Mo.—Resolution: Ransom Bennett, Ottowa; E. D. Edquist, Concordia; and C. L. King, Hays.—Membership: R. E. Ambrose, Norton; Roy C. Kauffman, Pratt; J. D. McEwen, Wichita; J. M. Curriگان, Parsons; Percy Reed, Topeka; and Parriott, Atchison.—Nominating: Fred Myer, Kansas City, Kan.; Blevins, Arkansas City, Kan.; Martin, Topeka; J. B. Pottinger, Wichita; and Geo. J. Chapman, Cameron, Mo.

The remainder of the afternoon was given to round table discussion which was led by Geo. J. Chapman.

Morning Session, January 23, 1924.

Meeting was called to order by President W. H. Chappell at 11:15.

H. M. Jones, dairy commissioner, read a paper on "Quality of Ice Cream and what it means to Kansas."

Afternoon Session, January 23, 1924.

At 2:00 P. M. W. H. Hammond of Great Bend read

a paper on "Transportation." O. J. Gould, deputy dairy commissioner, spoke on ice cream cones, which created considerable discussion along sanitary line for dispensing ice cream cones.

N. E. Olsen, professor of dairying, Kansas State Agricultural College, gave an address on "Factors Influencing Yield of Ice Cream."

M. E. Garrison, secretary of Business Men's Credit Association, gave address on "Credits," which was commented on by all who heard it as one of the best credit talks that they had ever listened to in the way of handling credits. It seemed to arouse a great amount of interest. It is needless to say that if the Kansas manufacturers would follow Mr. Garrison's advice and suggestions the association would reap untold benefits to all members.

The paper written by W. A. Schwindeler was read by A. R. Fernald. Mr. Fernald also gave a side discussion on advertising.

The morning session of January 24, beginning at 11:00 A. M., was devoted to executive session. Fifty manufacturers were present at this meeting.

At 1:30 the afternoon session of January 24, was called to order by President W. H. Chappell.

Marion N. Waldrip of Kansas City, delivered a very interesting, as well as entertaining talk on "Present Day Topics."

Professor N. E. Olsen of Kansas State Agricultural College gave an address on "Factors Responsible for Desirable Texture in Ice Cream." It was very interesting to all listeners.

Committees reported as follows

A communication from the Jack Rabbits Association was read: "Kansas Ice Cream Manufacturers Gentlemen:

The Jack Rabbits in session today unanimously voted to extend to the local entertainment committee J. B. Pottinger, W. H. Snyder, and B. Copely their hearty thanks and appreciation for their work and cooperation in putting over so successfully the entertainment Wednesday evening the 23rd, also, to express to the Kansas Ice Cream Manufacturers Association the thank of the Jack Rabbits for their attendance and moral support in making this an evening long to be remembered."

PETE MILLER,
CHARLES SMITH.

The resolution committee reported as follows:

"RESOLVED, That the eighth annual meeting of the Kansas Association of Ice Cream Manufacturers in union at Wichita, Kansas, January 22-23-24, 1924, do hereby extend a hearty vote of appreciation to the following who have been responsible for making this convention one of the best and most enjoyable in its history To the officers and committee of the association To the Kansas Jack Rabbits.

To the Wichita manufacturers and their ladies

(Continued on page 124)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Product that is right usually appeals to the Ice Cream Manufacturer. That is why we are busy building

ZERO

Refrigerator Bodies

Educate the people to eat more ice cream, it is good for them and a great business builder.

Yours for a Bigger and Better Ice Cream Industry



JOHN J. GROTHE CO., Inc.

ZERO BUILDING

Woburn, Mass.

To all those who have taken part in the program.
To the management of the Broadview Hotel.

Respectfully submitted,

F. R. BENNETT,
E. D. EDQUIST,
C. L. KING,

Resolution Committee.

An invitation came from the chamber of commerce from Topeka that the next annual convention be held in their city. It was read as a motion and seconded that Topeka be chosen as the next convention point. The vote was taken and carried.

The auditing committee consisting of J. R. Fenner, J. A. McDonald and R. E. Smith, reported the financial statement furnished by the treasurer as correct.

L. R. Manley, legislative committee, made a report on legislative matters concerning express rate which was ordered raised by the express company and later rescinded.

A motion was made and seconded that secretary write the utilities commission in regard to the express rates.

The nominating committee reported as follows: The nominees for vice-president were voted on by members present which resulted in J. F. Crum being elected.

A motion was made that the remaining report of the nominating committee be received and nominees declared elected.

No other business appearing, the president declared adjournment, until the annual banquet at 6:30, which was presided over by A. R. Fernald, president-elect of the Kansas Jack Rabbits. At the close of the banquet

Mr. Fernald introduced officers-elect of the two organizations for the coming year. Marion N. Waldrip of Kansas City then addressed the guests with a very interesting and entertaining after-dinner speech which was followed by the annual after-dinner ball, when all adjourned well pleased, declaring their intentions to meet each other at Topeka next year.



MINNESOTA CREAMERIES CONTRACT WITH HEATHIZED BUTTER COMPANY.

Representatives of the Heathized Butter Co. of Baltimore, Maryland, recently contracted with the Minnesota Co-operative Creameries Association of St. Paul, for an additional regular supply of "heathized" butter. After careful consideration by the executive committee of the association, contracts were entered into giving the association the exclusive right for its members to manufacture "heathized" butter in Minnesota. In addition, the association has also the exclusive selling rights for "heathized" butter in the cities of St. Paul, Minneapolis, Duluth, Rochester, Albert Lea, Mankato and St. Cloud.

There are 27 creameries in Minnesota making butter by the heathized method and shipping it to distributors mostly in Cleveland, Baltimore and Newark, who hold exclusive selling franchises for the selling of "heathized" butter in their respective markets. It is noteworthy that the Heathized Butter Company recognized the superior quality of sweet cream butter, which they claim can be improved in flavor and keeping quality by making the butter according to the "heathized" process.

It is expected that the co-operative creameries of Minnesota will obtain additional outlets for their sweet cream butter. In 1923, approximately nine million pounds of butter was heathized in Minnesota. This quantity will be vastly increased during the current year, especially in view of this present contract now entered into between the association and the Heathized Butter Company direct.

The contract with the Heathized Butter Company will become effective immediately on any additional quantities of "heathized" butter for which the Heathized Butter Company finds an outlet. Upon the expiration of the present contracts of the co-operative creameries with the Heathized Butter Co., the association's contract will become effective. All co-operative creameries are expected to continue to "heathize" butter until the expiration of their contracts, after which time the association will handle the butter for them. The association will pay the royalty for the creameries and assist in the supervision of making sweet cream "heathized" butter.



DETROIT OFFICE READY.

The Detroit office of the Armstrong Cork & Insulation Company are now prepared to handle contract work for the insulation of steam lines and other power plant equipment, brine and ammonia lines, brine coolers, tank etc. Nonpareil High Pressure Covering and Nonpareil Cork Covering are carried in stock in Detroit. Office and warehouse are located at 453-7 Fort Street, West Detroit, Michigan.



Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. It collects the profits daily.

**If You Maintain Uniform High Quality
in Your Dairy Products it Will
Mean More Money to You**



Let— **NAFIS**
Scientific Glassware

help you toward that goal whether you wish to control or to test for butter-fat, acidity, salt, overrun, casein, moisture or color.

We have always had enough faith in the Dairy Industry to devote our entire capital, equipment and energies to the manufacture of *Scientific Glass Apparatus for Testing Milk and Its Products*. It is not a side line with us. It is our specialty.

Insist on having **NAFIS GLASSWARE**. If your jobber cannot supply you do not accept substitutes but write for our catalog and the names of our distributors in your territory.

Ask the Men Who Use It.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glass Apparatus
for Testing Milk and Its Products

17-23 North Desplaines St.

Chicago, Ill.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



ICE CREAM PLATES

GLASSINE LINED AND PRINTED

*Your Name in the hand
of the consumer*

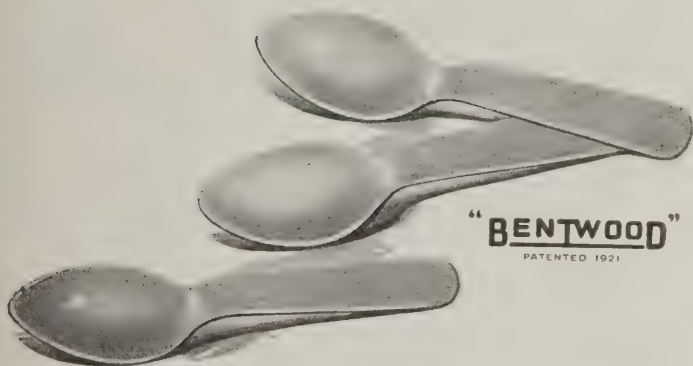


SPOONS

"The BENTWOOD SPOON"

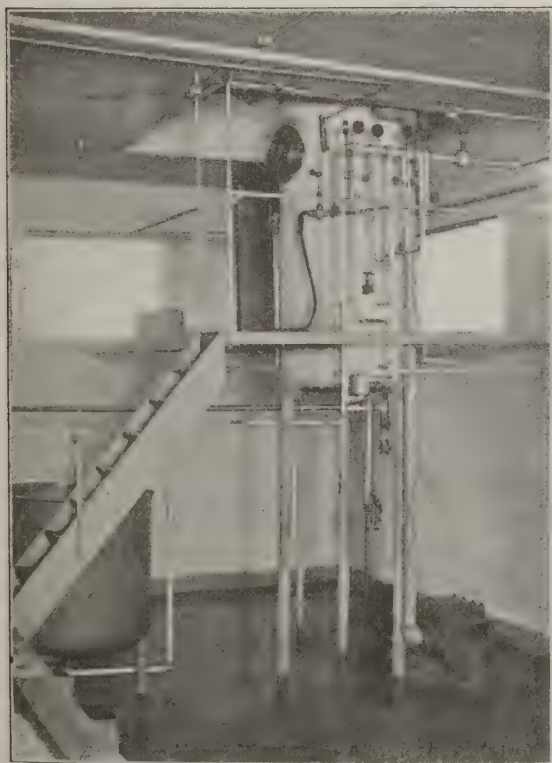
Clean :: Smooth :: Strong

PACKED IN CARTONS OF 100



JOHN H. MULHOLLAND CO.

1033 Chestnut Street
PHILADELPHIA, PA.



Three Foot Condensing Unit in the plant of
Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY

FRANKLIN, INDIANA

MANUFACTURERS OF:

"SANIGOLD"
CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec.
15th
1923

C.E. Rogers,
Detroit, Mich.
Gentlemen:

The thirty-six inch pan which we purchased
from you, has been in operation about nine months.

The pan is working perfectly, and has never
given us a bit of trouble. We are using it for
making ice cream mix, and are enabled to make
our mix cheaper and better by this method. We will
probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered
on this installation, we remain,

Yours very truly,

Franklin Dairy Co.

D. D. Fertig

WE HAVE A SIZE TO FIT
YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street

Detroit, Mich.

WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

Michigan Manufacturers Break Thru Snowbanks

Record Attendance at Michigan Dairy Show in Spite of Severe Weather. Convention Celebrating Fortieth Anniversary of Michigan Allied Dairy Association is Great Success.

ICE cream manufacturers of Michigan joined with other branches of the Michigan Allied Dairy Association and marched on Kalamazoo in the face of a record snow storm, making the annual gathering of that group one of the most remarkable in the association's history.

The Michigan convention was set for the week of February 4. Snowbanks turned back most of the delegates the first two days, but when the weather lifted and the "iron trails" were cleared, delegates would not be denied. Attendance actually was greater than for the past year, when the Michigan gathering broke all previous records.

It was a fitting manner in which to celebrate the fortieth anniversary of one of the most useful organizations in the dairy industry. Ice cream manufacturers, creamerymen, cheesemakers, milk plant operators and dairy farmers were there in large numbers.

Although the snowstorm held back the attendance long enough to interfere considerably with the first two days of the program, members of the Michigan Dairy Boosters were on the job early, and their annual banquet came off as per schedule on the evening of the first day, Monday, February 4. President C. J. Yuncker presided. The secretary-treasurer, C. J. Smith, made very favorable reports.

The Michigan dairy show has long been one of the outstanding events on the dairy calendar, being ranked by some as right next to the National Dairy Show and the ice cream exposition. This year's show was up to all past standards.

OFFICERS and directors were elected for the Michigan Association of Ice Cream Manufacturers as follows:

President, L. S. Wilson, Wilson Ice cream Co., Port Huron, Mich.; director to National Association from Michigan Association.

Vice-President, Arthur Francke, Francke & Sons Saginaw, Mich.

Secretary-Treasurer, W. H. Bechtel, Caro, Mich.

Directors: Glenn P. Cowan, Arctic Dairy Products Co., Detroit; N. J. Desert, Detroit Creamery Co., Detroit; A. E. Williams, Williams Bros., Saginaw; L. Freeman Freeman Dairy Co., Flint; A. Francke, Francke & Sons Saginaw; J. J. McDonald, Arctic Dairy Products Co., Detroit; J. Kelly, Kelly Ice Cream Co., Grand Rapids; L. S. Wilson, Wilson Ice Cream Co., Port Huron; Vance Piper, Piper Ice Cream Co., Grand Rapids.

The Boosters re-elected their officers.

Convention speeches will be published in subsequent issues of The Ice Cream Review.

* * *

Registration of Michigan Dairy Boosters

Floyd W. Hunt, Arbuckle Bros., Chicago, Ill.
O. E. Harwood, A. H. Barber-Goodhue Co., Chicago, Ill.
A. H. Compton, A. H. Barber-Goodhue Co., Chicago, Ill.
Lester Sedin, A. H. Barber-Goodhue Co., Chicago, Ill.
Val G. Powell, F. Bischoff, Inc., Brooklyn, N. Y.
A. D. Norton, F. Bischoff, Inc., Brooklyn, N. Y.
S. E. Butler, The Buttler Paper Products Co., Toledo, Ohio.
Dick Warner, Jr., The Colonial Salt Co., Akron, Ohio.
W. J. Smith, The Creamery Package Mfg. Co., Chicago, Ill.
Geo. D. Petrie, The Creamery Package Mfg. Co., Chicago, Ill.
H. J. Kibby, The Creamery Package Mfg. Co., Chicago, Ill.
C. J. W. Smith, The Creamery Package Mfg. Co., Chicago, Ill.
W. H. Snider, Detroit Dairy Supply Co., Detroit, Mich.
M. M. Rosenberg, Dry-Zero Insulation Co., Chicago, Ill.
P. J. Cochrane, Elyria Enameled Products Co., Elyria, Ohio.
R. E. Conley, Elyria Enameled Products Co., Elyria, Ohio.
Eiso Bruggema, The J. B. Ford Co., Wyandotte, Mich.
W. F. Horn, The J. B. Ford Co., Wyandotte, Mich.
Carl W. Lange, The J. B. Ford Co., Wyandotte, Mich.
F. D. Marantette, The J. B. Ford Co., Wyandotte, Mich.
H. J. Provonche, The J. B. Ford Co., Wyandotte, Mich.
C. G. Ort, S. Gumpert & Co., Brooklyn, N. Y.
C. W. Kester, Wm. A. Hazzard & Co., New York City.
H. D. Oxley, Wm. A. Hazzard & Co., New York City.
Ray O. Brundage, Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.
Horace C. Fenner, Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.
Ezra Levin, Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.
John F. Schlick, Jr., Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.
C. A. Butts, Lansing Paint & Color Co., Lansing, Mich.
A. W. Smalley, Lansing Paint & Color Co., Lansing, Mich.
L. A. Kline, Massey & Massey Co., Chicago, Ill.
Elmer Mack, Menasha Printing & Carton Co., Menasha, Wis.
E. E. Engel, Menasha Printing & Carton Co., Menasha, Wis.
Eli Rosenbaum, David Michael & Co., Philadelphia, Pa.
Howard W. Black, John H. Mulholland & Co., Philadelphia, Pa.

(Continued on page 128)

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Put New Life Into Your Cans

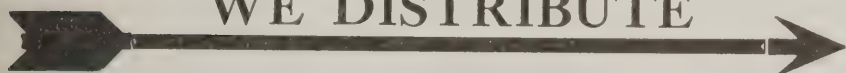


If your cans look down and out and the price of new ones hurts, you will find real consolation in our

RETINNING and REBUILDING SERVICE

Your cans come back like new and there is economy in the operation. Try it.

WE DISTRIBUTE



*You can't find a better can for the money
—and we retin them at a price
below that of a soldered can*

JOHN WOOD

*Electric
Weld*

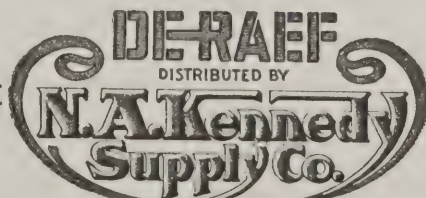
ICE CREAM CANS

THOMPSON-BREMER & CO., 1750 Carroll Avenue
CHICAGO, ILL.



DeRaef Ice Cream Weight Standardizer

Standard ice cream to standard weight per gallon regardless of kind or flavor, without adjustments. Once adjusted always adjusted.



KANSAS CITY, MO.

John H. Mulholland, John H. Mulholland & Co., Philadelphia, Pa.
 N. Urban, The Puritan Drug Mfg. Co., Columbus, Ohio.
 Jos. H. Constantine, Rice & Adams Corp., Buffalo, N. Y.
 Geo. E. McFadyen, Rice & Adams Corp., Buffalo, N. Y.
 F. F. Harrison, W. C. Ritchie & Co., Chicago, Ill.
 Frank K. Moody, W. C. Ritchie & Co., Chicago, Ill.
 C. E. Rogers, C. E. Rogers, Detroit, Mich.
 C. A. Rogers, C. E. Rogers, Detroit, Mich.
 E. D. Rogers, C. E. Rogers, Detroit, Mich.
 R. M. Rogers, C. E. Rogers, Detroit, Mich.
 E. R. Johnson, Sealright Co., Inc., Fulton, N. Y.
 J. I. Morrison, Westerlin & Campbell Co., Detroit, Mich.
 J. A. Wise, Westerlin & Campbell Co., Detroit, Mich.
 Frank E. Burhaus, X. L. Refrigerating Co., Chicago, Ill.
 Ray Hilger, X. L. Refrigerating Co., Chicago, Ill.
 L. B. Woods, The Zipp Mfg. Co., Cleveland, Ohio.
 C. J. Yunker, The Zipp Mfg. Co., Cleveland, Ohio.
 V. G. Harris, Berney Bond Glass Co., Clarion, Pa.
 A. G. Traeder, Burge Machine Works, Detroit, Mich.
 J. F. Coan, Burge Machine Works, Detroit, Mich.
 E. H. Mac Kenzie, Citrus Products Co., Chicago, Ill.
 E. F. Brown, De Laval Separator Co., New York.
 O. S. Grove, De Laval Separator Co., New York.
 C. E. Justice, De Laval Separator Co., New York.
 H. C. Timmerman, De Laval Separator Co., New York.
 Harry Wood, De Laval Separator Co., New York.
 A. J. Reilly, Dominion Chemical Co., Chicago, Ill.
 J. B. Hill, Diamond Crystal Salt Co., St. Clair, Mich.
 Jas. D. Kirkwood, Diamond Crystal Salt Co., St. Clair, Mich.
 S. A. Von Jasmund, Diamond Crystal Salt Co., St. Clair, Mich.
 M. E. Cutler, Emery Thompson Machine & Supply Co., New York City.
 E. G. Weed, Foote & Jenks, Jackson, Mich.
 E. S. Weed, Foote & Jenks, Jackson, Mich.
 Edward M. Fritz, Grand Rapids Cabinet Co., Grand Rapids, Mich.
 Fred R. Hoop, Grand Rapids Cabinet Co., Grand Rapids, Mich.
 Harold A. Haron, Grand Rapids Cabinet Co., Grand Rapids, Mich.
 Lloyd L. Hughes, Hughes Gelatine Co., Detroit, Mich.
 Chas. H. Dunn, Hughes Gelatine Co., Detroit, Mich.

Harry Selmké, Hughes Gelatine Co., Detroit, Mich.
 John W. Ladd, John W. Ladd Co., Detroit, Mich.
 F. H. Harwood, John W. Ladd Co., Detroit, Mich.
 C. A. Grove, John W. Ladd Co., Detroit, Mich.
 W. G. Mason, John W. Ladd Co., Detroit, Mich.
 Geo. W. Rohrbeck, John W. Ladd Co., Detroit, Mich.
 D. G. Kercher, John W. Ladd Co., Detroit, Mich.
 R. S. Ellwanger, John W. Ladd Co., Detroit, Mich.
 W. E. Stewart, Swift & Co., Chicago, Ill.
 Harold G. Coburn, United Chemical & Organic Products Co., Chicago, Ill.
 R. P. Driscoll, United States Gelatine Co., Milwaukee, Wis.
 Geo. S. Langtry, Morton Salt Co., Chicago, Ill. (Port Huron, Mich.)
 A. C. Skibbe, Morton Salt Co., Chicago, Ill. (Port Huron, Mich.)
 Otto Huette, Morton Salt Co., Chicago, Ill. (Port Huron, Mich.)
 Walter R. Church, Morton Salt Co., Chicago, Ill. (Port Huron, Mich.)
 J. E. Enright, Morton Salt Co., Chicago, Ill. (Port Huron, Mich.)
 D. W. Shiel, Solar-Sturges Mfg. Co., Chicago, Ill.
 Arthur J. Young, Sutherland Paper Co., Kalamazoo, Mich.
 R. M. Carney, Sutherland Paper Co., Kalamazoo, Mich.
 K. D. Smith, Union Steam Pump Co., Battle Creek, Mich.
 L. D. McKay, Union Steam Pump Co., Battle Creek, Mich.
 H. T. Dreisbach, Universal Ice Machine Co., Detroit, Mich.
 Henry Barry, Universal Ice Machine Co., Detroit, Mich.
 Walter Murray, Virginia Dare Extract Co., Brooklyn, N. Y.
 Lester S. Olsen, The Olsen Publishing Co., Milwaukee, Wis.
 Maud E. Weeks, Creamery & Milk Plant Monthly, Chicago, Ill.
Others Registered, Not Members.
 A. C. Flothow, Everhot Mfg. Co., Maywood, Ill.
 A. A. Senior, Industrial Products Co., Cleveland, Ohio.
 Leo E. Levy, The W. K. Jahn Co., Chicago, Ill.
 A. M. Starbird, The Merit Paint & Varnish Co., Cleveland, O.

Michigan Dairy Show Draws Much Interest

THE NUMBER of attendants at the exhibitors' hall of the Michigan convention was a surprise to all. For the state exhibition to draw so many interested visitors, with the snow seven feet deep in some parts of Michigan, indicates that the Michigan Dairy Boosters have established a real reputation. All exhibitors were well pleased with the interest shown.

Solar-Sturges Manufacturing Co., 838 West Congress St. Chicago, displayed the Solar milk cans with a heavy, all-seamless breast, non-crushing top "that stands the gaff." Forged steel handles are welded onto the breasts of the milk cans and according to appearances, this can is durability plus. The famous Ultra and TIN-OKEH ice cream cans were also displayed. The company was represented by D. W. Shie Hillsdale, Mich.

A. H. Barber-Goodhue Co., 300 W. Austin Ave., Chicago, exhibited two 60-quart U. S. ice cream freezers, Milwaukee filler and capper, Titan separator, Rice & Adams can washer and Nafis glassware. These well-known products attracted much attention, and O. E. Harwood, Lester Sedin, A. J. Camptar, representatives of the company, were kept busy demonstrating them.

L. B. Woods and C. J. Yunker, both of Toledo, represented the Zipp Manufacturing Co., 747 Woodland Ave., Cleveland, Ohio. Crushed fruits, vanilla extracts and concentrates were displayed. Placards suggested that manufacturers of ice cream "Take a tip, buy from Zipp! Highest Quality for 15 Years."

The J. B. Ford Co., Wyandotte, was represented by F. Horn, F. D. Marenttete, W. Bruggema, H. J. Provond and C. W. Lange, who recommended Wyandotte sanitizing cleaner and cleanser to visitors, pointing out that it "protects the fine quality of ice cream products by the sweet, wholesome, sanitary cleanliness it provides throughout the plant."

The low duty bottle washer and the medium duty can washer, cans, and small equipment were exhibited by the Rice & Adams Corporation. Orlando A. Adams, president of the company, G. E. McFadyen, Chicago, and J. H. Constantine, Buffalo, were in attendance. We are advised that the representatives were "well pleased with prospects obtained at the show."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"X"

Edible Gelatine


CARRIES A UNIT VALUE
THAT IS

Constant, Dependable Economical

ESSEX GELATINE COMPANY

MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street	CHICAGO 94 Board of Trade	ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue	SAN FRANCISCO Second and Brannan Streets	
ATLANTA Haynes Street	LOS ANGELES 747 Warehouse Street	PORTLAND, ORE. 405 Hoyt Street



EXTRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turpidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME" Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

USTARDS

COLORS

The well-known line of Dry-Zero equipment was displayed by the Dry-Zero Insulation Company, with offices in San Francisco, Chicago and New York City. M. M. Rosenberg was in attendance. This company will ship a Dry-Zero universal cabinet, subject to approval after test is made in manufacturer's plant.

Booth No. 49 was in charge of George J. Langtry, representing the Morton Salt Co., with offices in most of the large cities in the country. Others in attendance were Otto Hueth, E. Enright, A. C. Skibbe, W. R. Church, J. R. Turton and J. Radio.

The new improved Mulholland side walk sign was an attractive feature in the booth of the John H. Mulholland Co., 13 Chestnut St., Philadelphia. Flatwood spoons, Mulholland sanitary printed and lined ice cream plates, the new all-metal flavor sign, and other general advertising necessities for the season of 1924 were also on exhibit. The company was represented by John H. Mulholland and Howard W. Black.

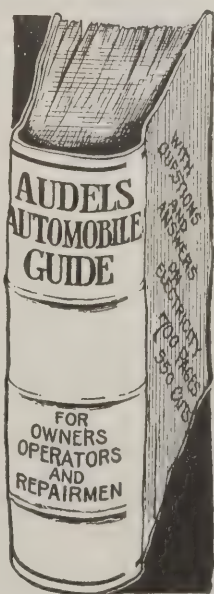
Everhot, "America's Brand Makers" of Maywood, Ill., had an attractive exhibit with A. C. Flothow in attendance. Trade marks or designs can be reproduced with Everhot printing outfits.

Two ounces of Mapleine, manufactured by the Crescent Manufacturing Co., Seattle, Washington, added to ten gallons of finished ice cream, brings out a depth of flavor equal to maple itself, according to claims made by E. G. Hamel, Michigan sales agent, McMullen Bldg., Grand Rapids, Mich. Sixteen to twenty cents' worth flavors ten gallons of Mapleine cream. A small two-ounce bottle makes twelve quarts of delicious syrup, according to the manufacturer.

Emery Thompson Machine & Supply Co., 271 Rider Ave., New York City, exhibited a 40-quart horizontal motor driven ice cream freezer, with automatic batch regulator, equipped with the new fruit funnel, the large cream valve, three-blade dasher and double action spaddle and many other desirable features constitutes this modern machine. E. Cutler had the opportunity of explaining these features

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Be Your Own Trouble Fixer



Keep a copy handy of

**Audel's Automobile
Guide**

and you will be able to promptly locate the source of trouble. The answers also tell you how to fix it. A single home repair may be worth many times the price of this book.

PRICE

\$1.50

Sent Postpaid on Receipt of Remittance

The Olsen Publishing Co.

Fifth and Cherry Sts.

Milwaukee, Wis.

to many visitors who were attracted by this new Emery Thompson machine.

* * *

"For making ice cream of perfection,
Which the gods and goddesses adore,
David Michael's powder Mexican
Is being used—more and more."

The above is the result of a poetic inspiration of a member of the David Michael Company, Front and Master Sts., Philadelphia, Pa. Eli Rosenbaum was in charge of this company's exhibit. Why don't you manufacturers take advantage of the liberal proposition offered by this firm? All you need to do is place a trial order, use all you need to give you a fair trial, and if this trial does not convince you that "Michael's Mexican Vanilla Powder does not produce the finest vanilla ice cream you ever tasted, return the remainder at the expense of the David Michael Co." Fair enough, isn't it?

* * *

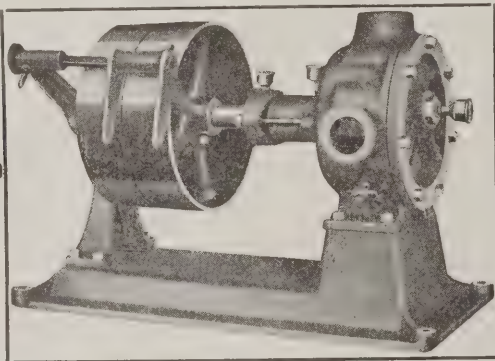
The Citrus Products Co., 54 E. Kinzie St., Chicago, served ice cream and ices made with the well-known Kist Fruit Flavors to the visitors at the Michigan convention. One of the features of their exhibit was the advertising campaign that they have prepared for use by the buyers of their products. This campaign has been welcomed with enthusiasm by ice cream manufacturers all over the country, it is reported.

* * *

The new 300-gallon unit, known as "The Elyria 300 Special," was exhibited by the Elyria Products Co., of Elyria, Ohio. This is a standard stock machine, completely equipped with necessary accessories for proper operation as a milk or cream pasteurizer, batch mixer, or buttermilk machine and with brine circulation, it can be used for storage of dairy products. P. J. Cochrane, Elyria, and R. E. Conley, Detroit, were elated over results of their exhibit. They say an ample stock of these machines are ready for immediate shipment from the factory.

* * *

The exhibit of the Berney-Bond Glass Co., Clarion, Pa., was in charge of V. G. Harris, 4046 Blaine Ave., Detroit, Mich. Business was reported as very good. Orders were booked for milk bottles and for cottage cheese jars. A great deal of interest was manifested by dealers in the cottage



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

cheese jar, and the company believes that in time virtually all the cottage cheese will be handled in glass jars.

* * *

The six specimens of butter receiving prizes were salted with Diamond Crystal Salt, according to claims made by the Diamond Salt Co., St. Clair, Mich. This firm was represented at the Michigan exhibit by James J. Hill, Saginaw S. A. von Jasmund, St. Clair, and J. D. Kirkwood, Port Huron, Mich.

* * *

A complete line of vanillas, pure fruit flavors, concentrates, emulsions, custards, real sherry and rum flavors for the ice cream manufacturer were exhibited by the Virginia Dare Extract Co., Inc., Brooklyn, N. Y., with Walter Murray in charge of their booth. Mr. Murray claims that his company makes "the famous double strength pure extracts which will stand all tests in flavoring ice cream." Samples will be sent on request.

* * *

A 3-ton twin-cylinder, noiseless, ammonia compressor, and series brine storage tank system for milk and cream cooling was on display in the booth of the X L Refrigerating Co., 59th and Honore Sts., Chicago. The company was represented by Raymond G. Hilger and Frank E. Burhaus.

* * *

The exhibit of the Lansing Paint & Color Co., Lansing, Mich., was conducted by C. A. Butts and A. W. Smalley, who were well pleased with their exhibit in general. A large amount of new business is reported by this firm, and meeting old customers was enjoyed by the men in attendance. A complete line of paints and varnishes is manufactured by the Lansing Paint & Varnish Co., and they specialize in dairy and ice cream paints, such as moisture-proof and fume-proof white enamel, can and tub enamel, wagon and truck enamel as well as floor paints and exterior paints. The company invites the opportunity of helping solve paint problems, and they urge the ice cream manufacturers to avail themselves of the help of their staff of experts.

* * *

Massey & Massey Co., Chicago, displayed a complete line of vanillas, true fruit concentrates, extracts and colors. A. Kline represented the company.

* * *

F. F. Lowenfels' Son, dealers in butter, 348 Greenwich St., New York City, was represented by Albert Lowenfels.

* * *

Prosperity ammoniated cleanser was the attraction in the booth of The Detroit Dairy Supply Co., Detroit, Mich. It is the claim of the company that prosperity ammoniated cleanser has proven that it will eliminate all cleaning worries, and it is urged that dairy products manufacturers give the product a trial in order to convince themselves of its merits. A complete line of dairy equipment is handled by this firm, among them the Elyria glass-lined equipment. According to W. H. Snider and A. B. Dumring, representatives in charge of the exhibit, the Detroit Dairy Supply Co. maintains an efficient engineering department to assist in dairy-plant layout and equipment-installation problems.

* * *

The visitors to the attractive exhibit of the John W. Ladd Co. were made familiar with the merits of the Rogers' brush maker, the viscolizer, and other Ladd equipment. Those in charge of the booth were F. H. Harwood, John W. Ladd, A. Grove, W. G. Mason, Geo. W. Rohrbeck, D. G. Kerch and R. S. Ellwanger, all of Detroit.

J. A. CAULDER IS NEW PRESIDENT OF WESTERN CANADA ICE CREAM MANUFACTURERS' ASSOCIATION.


At the annual meeting of the Western Canada Ice Cream Manufacturers' Association, held in the auditorium of the Y. M. C. A. last month, the following officers were elected:

President, J. A. Caulder, Moose Jaw; vice-president, J. W. Carlyle, Calgary; secretary-treasurer, F. L. Martin, Winnipeg.

The following board of directors was re-elected: Saskatchewan: J. A. Caulder, F. M. Logan and W. Helm.

Alberta: J. W. Carlyle, A. G. Archibald and E. Love.

Manitoba: J. R. Nesbitt, W. A. Irish and F. Martin.



STOUT-Schroeder ICELESS Cabinets



Refrigerated by

Frigidaire

a General Motors Product

**Guaranteed and Serviced by the Nation Wide
Delco Light Organization**

**Here is the Freedom
from Ice and Salt Problems
that you so much desire**

— plus Safety, No Worry About Service

Our first consideration in approaching this entire Iceless proposition has been that we should be able, at such time as we put out an Iceless Cabinet, to give the Ice Cream Manufacturer our positive assurance that what we sold him was not going to be something simply for him to experiment with, but a tried and proven practical outfit.

Having perfected our arrangements with the Frigidaire organization, we can offer you Iceless Refrigeration with complete confidence in its practicability—for this refrigeration is backed by 20,000 installations made over a period of more than 8 years. They have met and worried with and solved all the problems.

THEREFORE WE CAN SELL—AND YOU CAN BUY WITH SAFETY

Furnished as a Complete Unit, or with Machine Placed Anywhere Desired.

Write for Broadside Fully Describing Our Cabinets.

STOUT MFG. CO., 610 Sycamore St. Milwaukee, Wis.

Vital Topics Discussed by Ohio Manufacturers

Association Adopts Constitution and By-Laws After Reviewing Conditions in Trade
Most Successful Convention on Record

Schubach Elected President

CREDITS, cabinets and consumption were outstanding topics at the annual convention of the ice cream branch of the Ohio organization of dairy products manufacturers. Discussion of increased consumption related chiefly to advertising methods. The event was further marked by adoption of articles of incorporation, the body formally incorporating under the name of the Ohio Association of Ice Cream Manufacturers "for the purpose of collecting and recording statistical information relating to the ice cream trade; adjusting and settling, in a proper and equitable manner, controversies, disputes and differences as to contracts, accounts and other disputes that may arise; guarding, protecting and promoting the general interests of the ice cream trade in Ohio; the collection and distribution, without charge, of scientific data relating to the manufacture of ice cream, to increase and promote a general spirit of usefulness of the industry to the public."

It was further provided in the articles that property be acquired at Columbus for establishing headquarters for the association.

The convention was largely attended, and goes down on Ohio records as the best the Ohio association ever has held.

Confidence was the keynote. Optimism was expressed over the outlook for the industry.

The Banquet.

Wednesday evening, at the close of the Milk Dealers and Creamery Operators' conventions, the entire body including the ice cream manufacturers and suppliers gathered in the dining hall of the Columbus Athletic Club for the annual banquet. Boys, it was a real banquet, pulled off in real style—but there was plenty to eat, too. The Columbus Glee Club, consisting of about 30 voices, furnished a part of the entertainment during the meal, followed by a playlet, "The Food Circus." This was conducted by school children of Columbus under the auspices of the National Dairy Council, and while the play is very interesting and amusing, it stresses the point that milk is a good food, and when combined with lots of fresh air and exercise, and other good food, makes for healthy boys and girls. Following this number of good singers and comedians entertained, pulling off a few hot ones on some of the members of the associations.

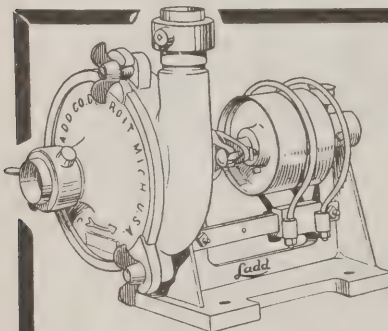
U. S. Senator S. D. Fess of Ohio had been invited to speak at this meeting, and made the trip from Washington to Columbus for this purpose. His address was one that mere written words could not do justice to. He explained the situations of the different powers in Europe, how since the close of the war various attempts had been made by the great powers to bring about satisfactory and feasible reparations settlement, and so far have failed. Europe, as Senator Fess views it, is in a period of terrible strife and distress, their people are unemployed, their governments are on the verge of bankruptcy, and he points to this condition when he says that America must take part in the European situation only in such a way that she will not be obligated in any way, that might endanger the peace and happiness and prosperity of her people.

On immigration, Senator Fess' words were "We don't want to offend anybody" in our immigration regulations. In June of this year the present restriction on immigration expires, and it is Senator Fess' desire to supersede the present rules with new ones that will bring the scum of the old world, and permit no man to enter who would violate the American Flag, or denounce the constitution of the good government under which we live.

The remarks of Senator Fess touched the hearts of everyone. His trip to Columbus, although made at a time when he was badly needed in Washington, was time well spent. He has enlightened and made better citizens of the dairy products manufacturers of Ohio.

At the close of Senator Fess' address, M. D. Munn, president of the National Dairy Council, was called upon. Mr. Munn spoke very briefly for he did not want to interrupt the thoughts left in the minds of his audience by the previous speaker. Mr. Munn merely brought out that the producers and manufacturers of dairy products are engaged in an industry that is vital to the well being of the nation, that without these dairy products we would not enjoy the health and happiness we do today.

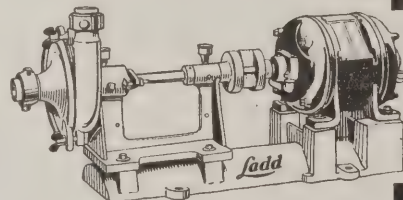
(Continued on next page)



New Ladd

Sanitary Milk Pump

Does Not Churn
Does Not Affect Cream Line
Does Not Whip




Direct connected motor or adjustable belt shifter type.

Does Not Vibrate
Does Not Froth
Does Not Pound


Our experience enables us to perfect the details in our pump — to give it the right kind of impeller, impeller housing, stuffing box, bearings, and other essential working parts.

Write for Booklet.

"National Approved"



Distributors' Specialties



JOHN W. LADD CO.

Detroit Columbus Cleveland Cincinnati

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Review of Ice Cream Manufacturers' Sessions.

THE first regular session included the usual address of welcome, president's address, and report of the secretary and treasurer.

In the afternoon Oliver S. Jordan, president of The Association of Ice Cream Supply Men, was scheduled to speak. Mr. Jordan, however, had been confined to his home on account of illness, and was unable to attend. In his stead, Thos. J. Stewart of the C. Nelson Mfg. Co., president of the salesmen's club extended the greetings of The Association of Ice Cream Supply Men to the Ohio association. Mr. Stewart called attention to the fact that the past two years the supply association held its exhibit in Ohio, and he believes the manufacturers in that state have shown their appreciation by their attendance at the show. He offered the services of the association to the Ohio manufacturers, urging them to get in touch with the New York office where there is any way the organization may be of assistance.

Dr. Thos. B. Downey, who is conducting experiments in gelatine for the Edible Gelatine Manufacturers Association at the Mellon Institute of Industrial Research in Pittsburgh spoke on edible gelatine. His address was similar to that given at the Pennsylvania and Ohio meetings, which was published in a previous issue of The Ice Cream Review. The address was illustrated with the usual lantern slides.

Publicity.

WHAT Can Be Done By Association Publicity?" was the subject of Bert D. Strang of Columbus. Mr. Strang had given valuable assistance to the Ohio association in securing space from the Ohio newspapers for news pertaining to the dairy interests of Ohio and their convention. He spoke of the opportunity the ice cream manufacturers have to secure for their industry publicity, to get the attention of the public to it, through the medium of the local newspapers. News of any kind that would be of more or less general interest, such as the establishment of new plants, changes in ownership, addition of equipment, sales records, etc., are usually given due consideration and published if presented at the editorial offices.

Mr. Strang also urged more generous use of different forms of advertising, bill boards, newspaper space, signs, electric signs, etc. He believes the dairy interests are not doing the advertising they should, in comparison with others. He cited the milk business for example, stating that only \$1.00 was used for advertising out of \$100.00 of sales; for advertising cranberries, the proportion is \$1.00 to \$250.00; and Coco Cola, \$1.00 to \$5.00.

Mr. Strang mentioned the advertising of a Philadelphia ice cream manufacturer who wanted to increase the consumption of ice cream during the winter months. Advertising will overcome, to a great extent, obstacles that may otherwise hinder the increase in sales. Years ago, he said, many people bought tooth paste because they liked the taste of it; nowadays, they buy it because it is good for the teeth. He is, himself, using a tooth paste that is everything else but pleasing to the taste because the advertising introduced him to give it a trial, and he is convinced it is the best he can obtain for his teeth.

At the close of Mr. Strang's address, Mr. Ross of Columbus offered a resolution, the substance of which was that the sympathy of the members of the association be offered to John H. Mulholland of Philadelphia, because of the recent loss of part of his plant by fire,

The HOUSE of Personal Gelatine Service

Hughes Gelatine Co.

143 Griswold Street

DETROIT

MICHIGAN

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba

Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK

CHICAGO

LOS ANGELES

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

and to congratulate him on his ability to conduct business as usual and fill his orders in spite of the loss. Mr. Mulholland has attended the Ohio convention for many years, and has a host of friends among the members of the association. The resolution was unanimously adopted.

(To be continued next month)



Resolutions Adopted at Ohio Convention

Resolutions were passed requesting a formation of a bureau of dairy industry; for additional funds for the Ohio experiment stations in order that they may extend experimental work in the manufacture of dairy products; that no change be made in the present tariff on vegetable oil; that the Mellen tax bill be approved; that the University of Ohio, and Professor Stoltz, be given thanks for the work they have done for the ice cream industry of Ohio the past year; that similar thanks be extended to Mr. McWilliams, dairy and food commissioner, and to Dr. Downey, who spoke on "Edible Gelatine," to Secretary Wentworth, for the intelligent manner in which he handled the business of the association the past year, and to Mr. Loewenstein, secretary of the National Association, for the part he took in the program.

Officers for the next year were elected as follows: President, John Schubach, of Canton; Vice-President, Everett Antrim, Columbus; Treasurer, George Horen, Toledo.

Suppliyemen Organize.

Suppliyemen attending the convention held a special meeting on Friday morning and organized under the name of the "Buckeye Boosters," with the following officers: President, Howard W. Black, John H. Mulholland Co., Philadelphia; Secretary-Treasurer, E. H. Hood, Jr., John W. Ladd Co., Cleveland. Directors are: E. O. Miller, H. H. Miller Industries Co., Canton; G. P. Gundlach, F. C. Mathews Co., Detroit, and C. C. Kemp, Swift & Co., Chicago.

* * *

Registration.

Below is registration for the Ohio Ice Cream Manufacturers' Association meeting. However, many who registered under the creamery operators' and the milk distributors' associations, also attended the ice cream manufacturers' meetings, and took active parts in the discussions:

OHIO ICE CREAM MANUFACTURERS' ASSOCIATION Registration.

E. H. Bayer, Central Ohio Supply Company...Columbus, Ohio
W. W. Monn, Logan Ice Cream Company...Logan, Ohio
O. R. Shaffer, Logan Ice Cream Company...Logan, Ohio
R. A. Lamont, Jr., Supreme Dairy Company...Alliance, Ohio
F. C. Edwards, Moores & Ross Milk Co...Columbus, Ohio
A. H. Brooks, Cline Ice Cream Company...Athens, Ohio
Oscar Case...Delaware, Ohio
M. A. Mailender, Cincinnati Milk Exchange...Cincinnati, Ohio
T. R. Chapman, French Bros. Bauer Co...Cincinnati, Ohio
J. H. Payton, John W. Ladd Company...Detroit, Mich.
Earnest Brunner, Steubenville Pure Milk Co., Steubenville, O.
Leo Overly, Steubenville Pure Milk Co...Steubenville, O.
W. C. Hopkins, Defiance Ice Cream Co...Defiance, Ohio
H. E. Hendrickson, John W. Ladd Company...Detroit, Mich.
L. A. Bletzer, Noaker Ice Cream Co...Canton, Ohio
J. W. Swisher, Crane Ohio Ice Cream Co...Columbus, Ohio
W. A. Maynard, Telling-Belle-Vernon Co...Youngstown, Ohio
F. E. Hemmer, Hemmer Ice Cream Co...Zanesville, Ohio
Geo. W. Shether, Baker-Evans Ice Cream Co...Wheeling, W. Va.
Frank W. Feist, Telling-Belle-Vernon Co...Steubenville, Ohio
Geo. W. Strong, Imperial Ice Cream Co...Parkersburg, W. Va.
Walter Thompson, French Bros. Bauer Co...Cincinnati, Ohio
John T. Davies, The Soda Fountain Supply Co...Columbus, O.
Carl J. Erlenbusch, R. H. Erlenbusch Sons Co...Columbus, O.
L. E. Ellis, Gem City Ice Cream Co...Dayton, Ohio
W. W. Gribben, Davis Cooperage Co...Martinsville, Ohio
G. W. Antrim, Gem City Ice Cream Company...Dayton, Ohio
Raymond Fisher, Chillicothe Bottling Co...Chillicothe, Ohio
Roy Franke, Chillicothe Bottling Co...Chillicothe, Ohio
A. A. Brenst, Chillicothe Bottling Co...Chillicothe, Ohio
J. K. Anderson, McCormick Company, Inc...Pittsburgh, Pa.
R. A. McCann, Furnas Ice Cream Company...Columbus, Ohio
F. L. Allen, The Redwing Corporation...Dayton, Ohio
P. E. Bennett, The Redwing Corporation...Dayton, Ohio
Lloyd L. Hughes, Hughes Gelatine Company...Detroit, Mich.
A. E. Parks, Solar Sturges Mfg. Co...Chicago, Ill.
C. F. Williams, Williams Ice Cream Co...Westerville, Ohio
J. R. Williams, Williams Ice Cream Co...Westerville, Ohio
R. H. Erlenbusch, Jr., Erlenbusch Ice Cream Co...Columbus, Ohio
R. C. Hutchinson, Tech Food Products Co...Pittsburgh, Pa.
Fred. C. Klusmann, Tech Food Products Co...Pittsburgh, Pa.
H. R. Munsell, The J. J. Munsell Sons Co...Cleveland, Ohio
John F. Hemmer, Hemmer Ice Cream Co...Zanesville, Ohio
A. E. Klotz, Creamery Package Mfg. Co...Chicago, Ill.
Geo. W. Simons, Dayton Air Brush Co...Dayton, Ohio
Thos. B. Downey, Mellon Institute...Pittsburgh, Pa.
Joshua J. Klain, Aschenbach & Miller, Inc...Philadelphia, Pa.
Elsie M. Stansel, The Handicap Company...Dayton, Ohio
J. W. Sheridan, Central Ohio Supply Co...Columbus, Ohio
Edw. H. Biszantz, Wm. Edwards Co...Cleveland, Ohio
Geo. H. Ewing, The J. J. Munsell & Sons Co., Cleveland, Ohio
D. H. Grundrum, Keiner-Williams Stamping Co...Richmond Hill, N. Y.
W. E. Banks, Banks Ice Cream Co...Athens, Ohio
D. H. Schlegel, Cleveland Ice Cream Co...Cleveland, Ohio
J. H. Grate, Purity Ice Cream Co...Middleport, Ohio
Pat Hawkins, Dry Zero Insulation Co...Chicago, Ill.
E. C. Hanna...Cleveland, Ohio
John Mayer...Middleport, Ohio
J. H. Schmidt, Cline Ice Cream Co...Athens, Ohio

(Continued on next page)

List of Exhibitors at Ohio Convention

Newark, Ohio, Sign Company.
J. B. Ford Company.
Milligan & Higgins Gelatine Company.
Keiner-Williams Stamping Company.
Henry Bower Chemical Company.
Harold A. Sinclair.
The Ice Cream Review.
John W. Wood Mfg. Company.
Menasha Printing & Carton Company.
Joe Lowe Company.
Cone Company of America.
David Michael & Company.
The Handicap Company.
Westerlin & Campbell Company.
S. Gumpert & Company.
Ice Cream Trade Journal.
H. H. Miller Industries Company.
Jensen Creamery Machinery Company.

C. Nelson Mfg. Company.
Hughes Gelatine Company.
Grand Rapids Cabinet Company.
G. R. Ryan Mfg. Company.
Solar-Sturges Mfg. Company.
Creamery Package Mfg. Company.
Wm. E. Kay & Sons.
Arbuckle Bros. Company.
Aschenbach & Miller Co., Inc.
Armstrong Cork Company.
B. Heller & Company.
Cleveland Fruit Juice Company.
John H. Mulholland Company.
Sanitary Tinning Company.
Tropical Paint & Oil Company.
A. L. Shaw Company.
J. J. Munsell & Sons Company.
Swift & Company.

Upco Company.
John W. Ladd Company.
Dayton Air Brush Company.
Central Ohio Supply Company.
Wm. Edwards Company.
Crystal Gelatine Company.
Kalamazoo Vegetable Parchment Co.
Rex Extract Company.
Pettegrew Peters & Company.
Thos. W. Dunn Company.
Righter Mfg. Company.
Foot & Jenks.
Peerless Paper Box Company.
Keystone Fruit Products Company.
Dean & Barry.
Novelty Advertising Company.
Dry Zero Insulation Company.
Marvo Fruit Products Company.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

as. H. Dunn, Hughes Gelatine Co. Detroit, Mich.
 L. Apple, Hughes Gelatine Co. Detroit, Mich.
 rman Lapat, Cone Co. of America. Chicago, Ill.
 J. Hall, Page Dairy Co. Toledo, Ohio
 W. Hunt, Arbuckle Bros. Chicago, Ill.
 V. McNeil, B. Heller & Co. Chicago, Ill.
 T. Reynolds, Crystal Gelatine Co. Cincinnati, Ohio
 W. VonLosberg, Joe Lowe Co. New York, N. Y.
 E. Barbour, Joe Lowe Co. New York, N. Y.
 E. Hollweg, Thos. W. Dunn Company. New York
 Loewenstein, National Assn. of Ice Cream Mfrs.
 Chicago, Ill.
 B. Cummings, National Assn. of Ice Cream Mfrs.
 Chicago, Ill.
 D. Burnap, Creamery Package Mfg. Co. Toledo, Ohio
 ank L. Carroll, Milligan & Higgins Gelatine Co.
 New York, N. Y.
 pfus E. Vaughan, C. Nelson Mfg. Co. St. Louis, Mo.
 os. J. Stewart, C. Nelson Pfg. Co. St. Louis, Mo.
 erno Siekkinen, J. D. Biggin Sons Co. Sharon, Pa.
 m Fogarty, Eskimo Pie Corporation. Chicago, Ill.
 E. Tener, Ice Cream & Bottling Co. Portsmouth, Ohio
 erett Antrim, Furnas Ice Cream Co. Columbus, Ohio
 W. L. Polley, Furnas Ice Cream Co. Columbus, Ohio
 J. Davis, The Davis Company. Newark, Ohio
 G. Butterworth, The Davis Company. Newark, Ohio
 B. Sutherland, Liquid Carbonic Co. Chicago, Ill.
 Douglas Pinkerton, Dean & Barry Co. Columbus, Ohio
 D. Islay, Islay Dairy Co. Mansfield, Ohio
 W. Schantz, K. W. Schantz, Inc. Buffalo, N. Y.
 E. Woodward, Creamery Package Mfg. Co. Toledo, Ohio
 W. Kite. Toledo, Ohio
 A. Ballman, National Ammonia Co. St. Louis, Mo.
 C. Brown, Cleveland Fruit Juice Co. Cleveland, Ohio
 S. Damsel, Damsel Ice Cream Co. Barnesville, Ohio
 J. Burton. Findlay, Ohio
 mer Mack, Menasha Printing & Carton Co. Cleveland, O.
 J. Zoppel, Westerlin & Campbell Co. Columbus, Ohio
 s. Weiskircher, Ohio Valley Dairy Co. Martins Ferry, Ohio
 B. Abrahams, Keystone Fruit Products Co. Cincinnati, O.
 E. Kay, Wm. E. Kay & Sons. Elyria, Ohio
 A. Kay, Wm. E. Kay & Sons. Elyria, Ohio
 B. Smith, Ice Cream Trade Journal. New York, N. Y.
 en A. Greneir, Telling-Belle-Vernon Co. Columbus, Ohio
 C. Moores, Crane Ohio Ice Cream Co. Columbus, Ohio
 as. Dressel, Crane Ohio Ice Cream Co. Zanesville, Ohio
 H. Hood, Jr., John W. Ladd Company. Cleveland, Ohio
 L. Jerman, Telling-Belle-Vernon Co. Columbus, Ohio
 P. Henderson, Telling-Belle-Vernon Co. Columbus, Ohio
 P. Horen, Ohio-Toledo Ice Cream Co. Toledo, Ohio
 E. Gard. Cambridge, Ohio
 Harrington Davis, Licking Creamery Co. Newark, Ohio
 J. Anderson. Barnesville, Ohio
 C. Kemp, Swift & Co. Chicago, Ill.
 W. Poorman, Sanitary Milk Co. Canton, Ohio
 D. Martin, Sanitary Milk Co. Canton, Ohio
 M. Shaffer, Sanitary Milk Co. Canton, Ohio
 P. Gundlash, Frederick C. Mathews Co. Detroit, Mich.
 G. Platt, Frederick C. Mathews Co. Detroit, Mich.
 W. Lohr, Grand Rapids Cabinet Co. Grand Rapids, Mich.
 R. Pennington, Elyria Enameled Products Company.
 Elyria, Ohio
 D. McCandless, Jensen Creamery Machinery Co.
 Bloomfield, N. J.
 J. Tomb, Rex Extract Co. Brooklyn, N. Y.
 C. Hass, Thos. W. Dunn Co. New York, N. Y.
 C. Harrison, Tropical Paint & Oil Co. Cleveland, Ohio
 J. Miller, Sanitary Tinning Co. Cleveland, Ohio
 T. Williams, Crane Ohio Ice Cream Co. Lancaster, Ohio
 W. Davis. Newark, Ohio
 N. Beecher, Cleveland Fruit Juice Co. Cleveland, Ohio
 R. Steele, Purity Ice Cream Co. Springfield, Ohio
 F. Trout, Purity Ice Cream Co. Springfield, Ohio
 ugh Sanders, Purity Ice Cream Co. Springfield, Ohio
 C. Nelson, Central Ohio Supply Co. Columbus, Ohio
 J. Helbig, Sanitary Milk Co. Canton, Ohio
 Roy Welch, Menasha Printing & Carton Co.
 Cleveland, Ohio
 R. Yaeger, The Upco Company. Columbus, Ohio
 C. Gay, John W. Ladd Co. Columbus, Ohio
 J. Maugans, A. L. Shaw Co. Mechanicsburg, Ohio
 W. Dixon, Tropical Paint & Oil Co. Cleveland, Ohio
 N. Kennedy, Furnas Ice Cream Co. Akron, Ohio
 H. Campbell, Andalusia Dairy Co. Salem, Ohio
 A. Lamont, Jr., Supreme Dairy Co. Alliance, Ohio
 J. Linden, The Ice Cream Review. Milwaukee, Wis.
 T. Cawise, Telling-Belle-Vernon Co. Cleveland, Ohio
 H. Schindler, Telling-Belle-Vernon Co. Cleveland, Ohio
 W. Gleason, Bryan Ice Cream Co. Bryan, Ohio

Ed. J. Trappier, Bryan Ice Cream Co. Bryan, Ohio
 J. V. Mast, J. V. Mast Creamery Co. Newark, Ohio
 L. P. Cransten, Pure Milk Co. Portsmouth, Ohio
 K. E. King. Wauseon, Ohio
 Louis H. Monte, Monte Ice Cream Co. Marion, Ohio
 L. J. Noaker, Noaker Ice Cream Co. Canton, Ohio
 O. E. Cullums, Crystal Gelatine Co. Boston, Mass.
 Wm. H. Petty. Lima, Ohio
 C. C. Lawrence, H. H. Miller Industries Co. Canton, Ohio
 Fred B. Leslie, Page Dairy Co. Toledo, Ohio
 C. E. Bennett, The Bennett Co. Nelsonville, Ohio
 D. D. Nies, Newark Sign Co. Newark, Ohio
 W. J. Michaelis, Page Dairy Co. Toledo, Ohio
 Parke Pettegrew, Pettegrew-Peters Co. Columbus, Ohio
 C. A. McNeal, Newark Sign Co. Newark, Ohio
 E. L. Jenness, John Wood Mfg. Co. Cleveland, Ohio
 Eli R. Rosenbaum, David Michael & Co. Philadelphia, Pa.
 S. D. Fess (U. S. Senator) Yellow Springs, Ohio
 W. E. Cox, Pure Milk Company. Portsmouth, Ohio
 F. B. Detrick, Springfield Dairy Products Co.
 Springfield, Ohio
 C. F. Robinson, Velvet Ice Cream Company. Dayton, Ohio



GEORGIA PLANT CHANGES HANDS.

A. O. Giovanni has bought out the interest of Donnie Hancock in the Rome Purity Creamery and Ice Cream factory, Rome, Ga. The company has under consideration plans to add one freezer, one 10 horse power boiler and one large ice crusher, Mr. Giovanni says.

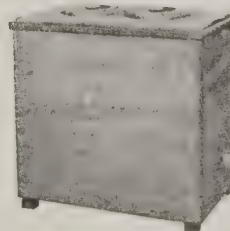


We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2 cents a word to let the world know through "The Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.



Schroeder — Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST.

MILWAUKEE, WIS.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



C. A. GOULD.

MINNESOTA GOPHERS ORGANIZED.

The Minnesota Gophers, is an organization formed at the recent convention of the Minnesota State Association of Ice Cream Manufacturers. C. A. Gould, Gould Cream Co., Minneapolis, is president; R. N. Palm, Creamery Package Mfg. Co., Minneapolis, is vice-president; H. E. Stinchfield, Gould Cream Co., Minneapolis, is secretary; W. M. Booth, Crescent Mfg. Co., Minneapolis, is treasurer.

The secretary's office is at 720 Temple Court Bldg. The executive committee consists of C. A. Gould, R. N. Palm, W. M. Booth, H. E. Stinchfield, Walter M. Paulson, E. A. Postlewaite and W. C. Hoeltje.

The slogan of the organization is "Gophers for the Minnesota State Association of Ice Cream Manufacturers."



H. E. STINCHFIELD.

Putting Ice Cream Over the Home Plate

(Continued from page 11)

California every week make, what they call, "a super-quality brick ice cream" of the same flavor combination. "Special order" creams are used. The manufacturers included in the family brick organization operate under a quality standard, being required to maintain certain requirements as to quality and cleanliness.

ADVERTISING has done its share to put over the plan. These manufacturers have spent more than \$100,000 in advertising what they call their "Perfect Ice Cream." This advertising built up the reputation of the product, but the manufacturers themselves are sure that this reputation never could have been gained without first making the best product possible.

The family brick now is sold from Santa Barbara to Old Mexico. It is known in any and every neighborhood in Southern California. The quantity makes it possible for these manufacturers to supply the quality family brick at a nominal price. In fact, it is marketed at the same price as the regular run of ice cream.

The following well-known Southern California ice cream manufacturers are co-operating in producing the family brick: Alfred's, Christophers, Crescent, Hughes, National, Globe, Excelsior, Imperial and San Pedro.

The advertising program includes a very handsome, strikingly illustrated booklet containing ice cream recipes. This booklet goes on to explain many different ways by which ice cream can be served in the home. Of course, it explains to the housewife why she should not make her own ice cream, but how through buying it from the dealer she can serve it at home in any way she wishes with the aid of cocoa, fruit, nuts, cake, pie, syrups, coca cola, and in most every tempting form imaginable.

Following is an excerpt from the family brick Products Company's ice cream recipes.

Ice cream is good enough in its ordinary dress for any occasion, but there are times when the housewife does want to "put on" a little additional airs for her family for special occasions or maybe for the company. The ways of using ice cream for dress-up occasions are numerous and one will find on concentrating for a little while a score or more methods of

using ice cream in such a way that while the basic principle is still ice cream, the guests get an idea of an expensive or complicated dessert. Ice cream is nutritious and can be given to children as soon as they begin to eat any foods other than a strictly milk diet. It should be remembered, too, that one or two items can be omitted from the meal when ice cream is served, due to its high food value.

A very good luncheon or supper may be made of ice cream and cake. It will be found that ice cream costs considerably less than many of the foods which we strive for and insist upon considering necessary to a well-balanced menu.

THE FAMILY brick campaign is a co-operative movement, and it well emphasizes what may be done in the way of co-operative advertising in the ice cream industry, though, of course, a national co-operative effort of this kind could not be done on exactly the same plan. However, the Southern Association of Ice Cream Manufacturers was wise in seeing that co-operative advertising must be based upon a certain standard of quality, and moved in that direction.

IT IS interesting to study what has been done in Southern California and to watch the development in the plans of the Southern Association of Ice Cream Manufacturers in their co-operative advertising progress, in view of the fact that the National Association of Ice Cream Manufacturers is working out plans looking toward the launching of a national ice cream advertising proposition. Committees to study the matter were put to work at the annual convention at Cleveland last October. These committees will consider national ice cream slogans as well as national advertising, uniform accounting, standardization of equipment, and other matters.



"Has your new son-in-law any livestock to begin farming with?" inquired the village gossip of Uncle Jeremiah Snodgrass.

"Well, he's got my goat," replied Uncle Jeremiah as he gave the off-horse a vindictive cut and went rattling out of town.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



STANDARD

VANILLA AND BLENDS



SERVICE



VALUE

G.R. RYAN MANUFACTURING CO. INC.
 VANILLAS and BLENDS
EXCLUSIVELY
 Rochester, N.Y.

McCANDLESS HAS MORE TERRITORY.

W. D. McCandless, who has for a number of years represented the Jensen Creamery Machinery Company of Bloomfield, N. J., and Oakland, Calif., in territory adjacent to Columbus, Ohio, is now extending his direct and supervising sales effort to more distant territory, particularly that known as "Chicago."

Through the present and new distributing facilities of the Jensen Creamery Machinery Company, it is possible for Mr. McCandless to give his personal attention to some points as far west as Omaha.

Mr. McCandless reports some quite large sized and interesting sales having been closed recently, and he feels sure the trade will be interested in knowing that the new glass lined, vertical coil, square type Jensen equipment plays an important part in the new plant of the Bowman Dairy which will shortly be opened in the city of Chicago. Further, that his company is now manufacturing equipment for the new plant of Blue Valley Creamery Company, which is to be located on Jackson Boulevard, Chicago.

Installations of this type by the Jensen Creamery Machinery Company are the results of a number of years of close observation on the part of the users which have resulted in many of the large and recent up-to-date installations becoming equipped with Jensen machines.

Mr. McCandless's home address will still be 25 East Third Ave., Columbus, Ohio, but about half of his time will be spent in the Chicago territory.



Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



WORLD'S DAIRY CONGRESS DELEGATES.

Arturo Pimental, Secretary to Minister of Agriculture, Argentine; Ricardo M. Pearson, H. Gustavo Casares, and standing at the right is Charles S. Adams, President Rice & Adams Corp.

Southern Convention Proceedings

(Continued from February issue)

What's Dumber Than a Dumbbell?

By HARRY A. CUSCADEN*

WHEN Mr. Clopton wrote that he would like for me to speak on "Co-operation," I felt highly honored, but my first impulse was to say, "Nothing doing." After thinking the matter over I decided that I would be showing the association very little co-operation to refuse. You know in order to receive co-operation, you must give it. So here I am and no matter how rotten my speech may be, you all have got to listen to it.

It is hardly necessary for me to go into the details of what co-operation is, or what it will do for you in your every day life or in your business, you know that already. The big question is, "How can you obtain it?" First, you must have confidence, trust and belief in yourself and your fellowmen. Remember the Golden Rule, "Do unto others as you would have them do unto you." Learn to "give" and "take." Be a good winner and try to be a better loser. Don't be a hog and try to take it all. I remember a lesson I was taught in the second or third grade.

The story was about a tramp walking along a country road and a very wealthy man came along in his carriage. The tramp stopped him and asked for food or money. The man said, "yes, hold your hat and I will give you some money, but remember, all that falls to the ground will immediately turn to dust, so be careful." With that the man started dropping gold coins into the tramp's hat, soon the hat was brimming full and the man said, "I think that is about all your hat will hold." Then the tramp begged him for just a few more and the man dropped in another handful. The old hat gave way under the weight and all the coins dropped to the ground and before the tramp could recover a single one, they all had turned to dust, then the man in the carriage drove on. Be satisfied with your share boys, there is plenty here for all of us.

We all know that co-operation is right. But, in our fight for right, we must have "courage." When you know that you are right, then go to it, regardless of what the other fellow is doing. You have pledged yourself to co-operate, then have the courage and the backbone to back it up, if for no other reason other than it is right. Don't be afraid. Fear will paralyze you. Fear, if unchecked will bind a man as completely as if he were

tied with steel cables. You all know this is true, as you have no doubt at sometime or other experienced the effects of fear.

You have often heard this remark, "Why, I wouldn't believe that bird on a stack of Bibles, how can I trust and have confidence in him?" Just remember this, when he thinks he is fooling you by putting over an unfair deal, he is only fooling himself, and he must pay the penalty. Pentlay? Is there a penalty? I'll say there is. We have all been guilty of a little wrong in our lives. When that did happen, was it necessary for someone to tell you about it, or reprimand you for it? No, you had a strange feeling, felt a little worried, couldn't sleep sound, sort of lost your appetite. Still you weren't sick, what was the trouble? I'll tell you, it was that big little man inside, called "Conscience," continually whispering, "Aren't you ashamed of yourself, you've done wrong to your fellowmen." How many of you would pull a shady deal at the cost of a "Guilty Conscience?" Think it over, boys, and let it penetrate.

Some men have made the Almighty Dollar their God, and in their fight for it, they have cast aside everything, forgetting that their friendship and honor were at stake. How foolish, why there is nothing that can make a man more wealthy than his friends and his honor. Remember, when honor is gone, nothing else matters.

Boys, let's all go back just a few short years to the time when we were all kids, just happy kids, at home with father and mother. Mother, isn't that a beautiful word? The sweetest word in the English language. I heard a story on "Loyalty" not long ago and it impressed me deeply. It was loyalty to your mother. It dealt with a young man who had made up his mind to go to Europe. He didn't mention it to his mother, but went on for several weeks winding up his affairs and making arrangements. He bought his tickets to New York and arranged for his passage on the steamer and had everything set to go.

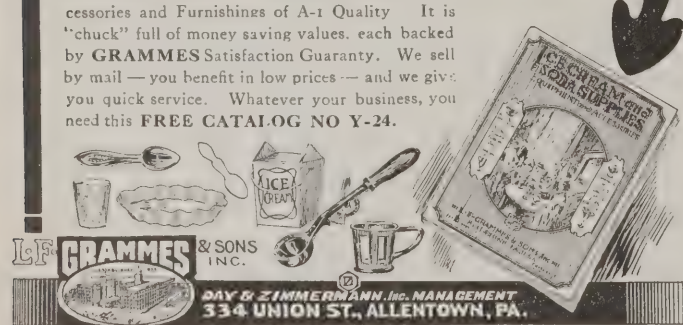
The day before he was leaving, he went to the dear old lady and said, "Mother, I am going to Europe tomorrow." "Well, son," she said, "I don't quite understand your leaving home so suddenly. What are your reasons?" "Well, I am older now and I want to see some of the world and learn something. I am in a rush here and I'll never amount to anything going along this way." "My boy, mother loves you, please don't go." "Well, why?" "Simply, because I ask you. I don't feel just right about your going. Remember, mother knows what is best." So the boy canceled his trip and stayed at home. A few days later he read in the paper where the train which he had expected to leave on for New York was wrecked and nearly all on board were killed.

You may wonder what connection this story has with my subject. It shows that mother is right, as she always is. Who keeps harmony in the household? When you and the kid brother got into a quarrel over a game of marbles in the back yard, who was the arbitrator? On any difficulties that came up, mother was there ready to adjust matters and make everybody happy. What was she doing, boys? She was giving you your first lessons in co-operation. You can't deny that. And now

* Cuscaden Ice Cream Works, Louisville, Ky.

**A NEW CATALOG OF
ICE CREAM & SODA SUPPLIES**

Illustrating hundreds of Supplies, Equipment, Accessories and Furnishings of A-1 Quality. It is "chuck" full of money saving values, each backed by **GRAMMES** Satisfaction Guaranty. We sell by mail — you benefit in low prices — and we give you quick service. Whatever your business, you need this **FREE CATALOG NO Y-24**.



GRAMMES & SONS INC.
DAY & ZIMMERMANN, Inc. MANAGEMENT
334 UNION ST., ALLENTOWN, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

we are all men and we cannot forget that mother was right. If co-operation was taught us in our homes by our mother, then now, today, co-operation should be and is the "Mother of Our Industry."

So far, I have failed to say one word about ice cream, or that good old state, Kentucky, or the Gateway to the South, Louisville. I won't take up much of your time telling about Kentucky, because you all know that is where the most beautiful women in the world are born. You might think that I am taking in a lot of territory, but I'll repeat, I said the world. And then, too, our horses. Oh boy! how they can run. I won't say anything about the B. V. D. times, because I don't want to make anyone thirsty, but that old Kentucky bourbon would sure make a preacher lay his Bible down. There is one more thing we can add to that already famous list and that is ice cream. What it takes to make good ice cream, we just happen to have.

It will no doubt be interesting to you to hear about some of the wonderful things we have done in Louisville.

Just a year ago, there was not a very friendly feeling existing among the Louisville manufacturers. There was absolutely no co-operation and only one or two were willing to try to co-operate. The result was, a price war and ice cream went to 90c per gallon and stayed there for three months. Conditions were growing worse and feeling was at a white heat when it was rumored that the price was going to 75c. It was necessary that something be done, and at once. To call the boys together and try to adjust matters was out of the question. Each one thought the other a liar and had not a bit of confidence in his competitor's word or promise. We decided that we must get an outsider, a disinterested party to handle the situation, so we called on a supply man to take the job. You are all no doubt familiar with the story of "Aladdin or the Wonderful Lamp," how he worked everything by magic. I just want to say that Aladdin didn't have a thing on this supply man. He's the greatest little fixer I ever met. Inside of three days we were selling ice cream at a fair profit and six weeks more conditions were again improved. He created the confidence among us which was lacking, he taught us how to "give" and "take," made us have courage and forget the fear which had so long been our stumbling block. Whenever there was a complaint registered against any one of us, and there were plenty of them for a time, he neglected his own business and ran that complaint down to the very bottom. And I am glad to say that in nine cases out of ten the manufacturer was right and that the dealer or customer was simply trying hard to put one over.

This past summer was one of real profit and business pleasure and all Louisville manufacturers are indeed grateful to our supply man leader.

That man is a member of this association and the association should feel proud to number him among their membership. He is fearless and impartial and as a leader in anything he puts his hand to he will surely make it a success.

What we did in Louisville, you can do if you will just have confidence in your fellowmen.

Co-operate in your home, with your employees, with your dealer, with your supply man and by all means with your competitors. If you do, he will cease to be a competitor and will soon be your companion.

In summing up, I have ten good rules to follow:

Co-operation, Mother of Industries.

Confidence in your fellowmen.

Give and take, don't be a hog.

Courage—to carry out all obligations.

Fear—no man and

The penalty of

A guilty conscience will not haunt you.

Protect your honor at any cost.

Be loyal in all undertakings and

Success will surely follow.

In closing, I wish to thank Mr. Costa and Mr. Clifton and the Southern association for this courtesy extended me and our Kentucky delegates. I am sure it has been a pleasure and I hope in some little way my message has been helpful.

To conclude, I will say to the man who does not believe in co-operation to the fullest extent, he is hopeless and wins the distinction of being "Dumber Than a Dumb-Bell."

* * *

Professor A. C. Baer of Stillwater, Oklahoma, was introduced next. Space does not permit publishing Prof. Baer's paper at this time. The speech will appear in a subsequent issue.

At the conclusion of Prof. Baer's address, President Costa stated that an invitation had been extended to the members present to attend the luncheon of the Lions Club at 12:15. As the time was up, he asked that Mr. Barritt's address be withheld until afternoon. This being agreeable, the meeting adjourned.

2:00 P. M.

President Costa opened the meeting, and introduced Dr. Garrison of the Arkansas State Health Department.

Dr. Garrison was asked to make a short address, and said in part, as follows:

"As health officer of this state, I am very much interested in this meeting. You gentlemen know your business better than I can possibly know it. I want to say that I will be glad to co-operate with you in any measure for the best health of this state. I am equally favorable to both the big man and the little man. I am against either of them, if the food does not conform to the laws and the best health of the state.

"I am with you to build up a standard that both you and the public will appreciate. I would like to bring up three points with reference to ice cream, pasteurization, standardization, and its value as a food. If you can educate the people to appreciate the value of ice cream as a food, you will increase your sales tremendously. Many people consider ice cream a luxury, and do not appreciate its food value. In the last session of the Arkansas legislature, a law was passed requiring pasteurization of ice cream only. This was intended to correct conditions.

"I think we should have a law requiring all milk to be pasteurized. The main problem we have, is the lack of funds to carry out these pasteurization laws. We are going to have trouble carrying out these laws until we get through a period of adjustment. I want to state that there is seldom anything of importance happening in the state of Arkansas that does not come to the state health officer for advice.

"It is important for a health officer to always give correct advice, but I am with you to increase the quality and the sale of ice cream. I shall be glad to render any assistance that I can. I am with the big man, as well as the little man, in carrying out any measure for the best health of the state."

Earl W. Hodges of Little Rock was next introduced, his subject being, "A Hot Bunch and a Cold Business." Mr. Hodges stated that he thought it unfair to have a man talk before this body of producers when he did not produce anything himself.

"I am a consumer," he said. "You know more about your business than I ever will know, but I know more than I did when I came into this room. First of all,

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

I want to say that the City of Little Rock, and the state of Arkansas welcomes you here.

"We are glad to have you among us in this association. We have thought Arkansas the greatest state in the union for so long, and talked about it being the finest state in the Union until the average Arkansas man actually thinks it is the greatest state in the Union: but it is not. It has the material from which it can be made the greatest state in the Union. Arkansas has more natural resources than any other state, but we need people from the North, East, West and South to help develop these resources, thereby making this the most progressive state.

"We need you all. We welcome you to Arkansas. We are thinking too much of our ancestors in sitting there and not trying to develop our resources. I have a lot of ancestors—God bless them—I was born up here in the northern part of Arkansas in the mountains, but must live in the present and not in the past."

Mr. Hodges continued his address in a very pleasing manner, and held the undivided attention of the audience. He stated that we needed to develop our race and to build better schools and churches. Mr. Hodges' address was received with much applause.

W. P. Barritt of Tampa was next on the program, his subject being: "The Advisability of Carrying More Than One Grade of Ice Cream." Mr. Barritt's speech will be published in a subsequent issue of The Ice Cream Review.

Next on the program was W. E. Drake of Nashville, Tenn. Mr. Drake stated that he had not prepared a paper, and made a few remarks as follows: "I do not think it advisable to carry more than one grade of ice cream under the same trade mark. I think it best not to bring two grades of ice cream before the minds of the public, for no matter if you give them the best,

the suspicion will be there, that they are getting the cheaper grade." After some discussion between Mr. Drake and Mr. Barritt in this connection, Mr. D. W. C. Yarborough of Birmingham was introduced.

Mr. Yarborough's subject was, "Is a Charge Account on Empty Containers Practicable?" Mr. Yarborough stated that he had not prepared a paper, and would only discuss this subject briefly. He stated that empty containers should be checked so that they can be kept account of, but that when you can prove the failure of the shipper to return a tub, it is more important to force him to pay for this tub. It was a sense of Mr. Yarborough's address that such a charge would not be practicable. At this point, the secretary was asked to read a letter from Mr. Barnes of Selma, Alabama, who was also slated for discussion on this subject.

George A. Boedeker was next on the program to discuss, "Iceless Cabinets." Mr. Boedeker being unable to attend the convention on account of sickness, his paper was read by the secretary.

Mr. Boedeker's speech was the same as delivered at the Texas convention, and will appear in a later issue of The Ice Cream Review.

Byron Morris was next introduced, and was asked to make some remarks on behalf of the ice cream supply men. Mr. Morris made a short talk, asking for the cooperation of the manufacturers with the supply men and assured them that the supply men were always ready to give any information or to lend any assistance possible.

A. E. Dixon of Fayetteville, North Carolina, was next introduced, with the following subject, "Should there be a Unanimous Ice Cream Law for all Southern States." Mr. Dixon being unable to attend the convention, his paper was read by the secretary, as follows:

Should There Be a Uniform Ice Cream Law for All Southern States?

By A. E. DIXON*

THE manufacture of ice cream has established itself as one of our leading industries, not only from an invested capital standpoint, but is undoubtedly our most popular one, with young and old. The representative manufacturers of our country are striving to maintain and increase the public patronage, by various methods that would involve a great deal of discussion. It is needless to say that those manufacturers deserve great praise for their efforts to place before the public a pure and wholesome article of diet, and the example of those large and progressive manufacturers are emulated by the smaller ones drawn together by convention.

Every manufacturer of ice cream knows that it is composed of weights of different ingredients suitable to the ideas that hope to gain patronage by the superior quality of the product. It is easily understood why the great dairying sections of our country can maintain a high legal standard for ice cream as compared with sections where the dairying industry is in its infancy and conditions for its progress are less favored. This applies especially to the Southern states, many parts of which are not suitable for dairying, and consequently, the main ingredient, milk, has to be imported. This applies locally to most of our Southern states.

By referring to the table of legal standards as published recently by the Dairy Division of the U. S. Department of Agriculture, I call your attention to the

standards of the Southern states, including Oklahoma and Kentucky, on plain ice cream:

Alabama 14 per cent; Arkansas None; Florida 14 per cent; Georgia 8 per cent; Oklahoma 10 per cent; Tennessee 8 per cent; Virginia 8 per cent; Kentucky 10 per cent, (Change pending); Louisiana 10 per cent; Mississippi 8 per cent; North Carolina 8 per cent; South Carolina None; Texas 8 per cent.

A recapitulation of these percentages gives six states at 8 per cent, three at 10 per cent, two at 14 per cent, and two are non-standard. These figures apply only to butterfat, and do not refer to other ingredients the legal standards of which vary as widely as the butterfat. This chaotic variation of standards makes an irritable state of affairs especially on inter-state shipments among these states. These thirteen great states representing almost one-fourth of the U. S. and bound together by historical and geographical ties, could arrange for a simple, single standard, whereby all could come together on a common ground, doing away with the difficulties of the present system. A uniform law would simplify matters with the departments of agriculture of the various states, and the enforcement of the statutes would become easy and most economical. Having the combined efforts of these states on a single object would eliminate those who do not comply with the

* Secretary, Southern Association of Ice Cream Manufacturers.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

laws, and care nothing for the higher ideals of those now interested in the welfare of the industry.

A great many people are of the opinion that owing to an excess of milk products in certain sections of the United States, that there cannot be a national standard, but there is another view:—If the consumption of ice cream continues to increase, especially in the South and East, the importation of milk products into these sections, will equalize the supply, thereby forcing those who now favor a high standard, to join with those who are now manufacturing under a much lower one.

At one of the recent conventions, a member of the resolutions committee, feeling that some definite action should be taken along the above line, presented the following resolution, which was killed in the committee:

“RESOLVED, That the efforts of this association be directed toward the presentation of a proper national standard for the manufacture of ice cream.”

In conclusion, it would be a splendid piece of constructive work, if your convention would endorse and arrange for a conference composed of one representative ice cream manufacturer and the commissioner of

the department of agriculture of each state, making a committee of 26 who could simplify our present regulations; promulgate and present to the different legislatures for favorable action, a simple uniform law covering the manufacture of ice cream in our beloved Southland; a law so wise, that even a layman could see the wisdom of its enactment. The final report of the committee of 26 to be presented, if necessary, to each state convention for approval and ratification before presentation to the legislatures for consideration. Necessarily, a program of this kind would require time, and deliberation. The committee would secure data from experts and other available sources and I feel sure that the movement once started would immediately attract the attention of the entire country, and make the 13 states, leaders in an attempt to do something for the industry that is worthy of consideration.

North Carolina pledges full co-operation not only for a movement of this kind, but also for the general good of the industry.

The proceedings of the Southern convention will be continued in the April issue of The Ice Cream Review.

WASHINGTON	MAINE
News From Far and Near	
CALIFORNIA	FLORIDA

Decatur, Ala.—The Decatur Ice Cream and Creamery Co. is having a new addition erected to its building on Bank Street. The new annex is to be used for additional cold storage facilities. It was stated by J. W. Clopton, president of the company, that several hundred gallons more of cream can be stored in his plant when the new annex was completed.

Huntsville, Ala.—A contract has been let by the Huntsville Ice Cream Co. for construction of a creamery plant on W. Clinton St., to be equipped with all modern machinery, at a cost between \$12,000 and \$13,000.

Blytheville, Ark.—G. E. Barnes of Forrest City, Ark., has purchased the Layman Ice Cream Factory.

Ft. Smith, Ark.—Transfer of the Watson-Aven Ice Cream Company plant here to Joe M. Ward, manager and owner of the Ward Ice Company, has been announced.

Jonesboro, Ark.—The A. J. Scott Ice Cream Co. received at its annual meeting the report showing the most successful year's business in the history of the company. A 10 per cent dividend was paid the stockholders.

Little Rock, Ark.—The Hillcrest Ice Cream Company and the Runyan Creamery, Inc., have been merged to form a new company, capitalized at \$125,000, which will be known as the Runyan Creamery, makers of Hillcrest ice cream. The new organization plans to operate both plants in their present locations, manufacturing both ice cream and butter. H. A. Wilson is superintendent.

Walnut Ridge, Ark.—The Moore Ice Cream Co. has added \$3,000 of new equipment to its plant here.

Marysville, Cal.—Frank Avello has left the Star Ice Cream and Butter Co. and will go into the same business for himself. As soon as location is found, he will install a modern up-to-date plant, it is reported.

Greeley, Colo.—The Greeley Creamery Company has just installed another 6½x6½ York compressor, which doubles their refrigerating capacity. D. B. Bier, manager of the plant, says the outlook for 1924 is exceptionally good. The creamery has started the manufacture of American cream cheese, and also is making butter and ice cream and handling market milk.

Dover, Del.—Hill Mill Dairy Products Co.' will soon begin manufacture, having recently been incorporated for \$30,000 by Thomas J. Hilliard, Andrew G. Milner, William Hagenlocher and H. T. Foster, Erie, Pa.

Bristol, Ga.—Another cheese factory has been established in Sullivan county, according to a statement made recently by County Agent H. P. Bird. The new factory, which is capitalized at \$1,500, is located at New Bethel, four miles from Piney Flats near the Watauga river.

Columbus, Ga.—A concern incorporated in Georgia to manufacture ice cream and dairy products has leased the old

St. Mary's church buildings and grounds on Third Ave. and 17th St. Machinery for making ice cream and ice will be housed in the improved building as early as possible.

Chicago, Ill.—The Egan Ice Cream Co. has incorporated with a capital of \$175,000, the incorporators being James D. Murphy, Andrew G. Raithel and Maurice G. Walsh.

East St. Louis, Ill.—Beck Doyle Co., 1401 State St., manufacturers of ice cream and confectionery, incorporated with capital of \$10,000. Incorporators are Jacob Beck, Frank C. Doyle and Mrs. Jacob Beck.

Gibson City, Ill.—A factory is to be built here for the manufacture of artificial ice. The Gibson City Ice Cream Company expects to have the machinery in readiness to begin by May 1.

Indianapolis, Ind.—On January 8 an ammonia tank at the Williams' Ice Cream Company's plant exploded and caused two other tanks to burst, wrecking the entire plant and injuring six people.

Boone, Ia.—Messrs Brunner Brothers and J. F. Sammin purchased the Peerless Ice Cream and Butter Co.

Perry, Ia.—The Perry Artificial Ice and Storage Co. was sold recently to Hutchinson Purity Ice Cream Co. of Des Moines. The business will be conducted as a Perry concern, according to Mr. Hutchinson. It will continue to manufacture ice and ice cream, and its management will be entirely separated from the Des Moines concern. Ivyl Collins will be in charge of the plant for the present.

Junction City, Kan.—John A. McDonald, for the past five years manager of the Jersey Ice Cream Factory, has disposed of his interest in the company and will take charge of an ice cream business just being organized in Chicago.

Marysville, Kan.—S. B. Hampbill, for the past four years resident manager of the Beatrice Creamery Co. station will go into business for himself. He has leased space in the Marysville Ice Company plant and will install a wholesale manufacturing plant for ice cream. He has secured equipment and expects to be ready to go March 1, under the name of the Marysville Ice Cream Company.

Topeka, Kans.—Farmers' Creamery and Ice Cream Co., in North Topeka, has been authorized by the stockholders of the concern to offer it for sale. C. A. Marker is president.

Fleming, Ky.—New Ice and Ice Cream Company, \$25,000; S. B. Tolliver, W. E. Wright and J. W. Tolliver.

Biddeford, Me.—Ed. Delorge Baking and Ice Cream Company incorporated with capital stock of \$250,000 preferred and 2,500 shares common of no par value. Edouard Delorge, president; B. Alice Delorge, treasurer, and Albert W. Charbonneau all of Biddeford.

Baltimore, Md.—The Superior Ice Cream Co. has bought the entire plant of the Fleischman Co. for \$155,000.

Alpena, Mich.—The Gavagan Ice Cream Company, the Beck Creamery Company and the Hanz-Saff Ice Cream Company of this city have been purchased by the Northern Creamery & Cold Storage Company, Traverse City, Michigan.

Detroit, Mich.—The Arctic Cream Co. has changed its name to the Arctic Dairy Products Co.

Flint, Mich.—The Freeman Dairy Co. of this place, a \$900,000 corporation, has purchased the ice cream plant of

the Davis Ice Cream Co., also all land owned by the company at 229 and 301 S. Cedar St.

Flint, Mich.—The Norwood and Trump Ice Cream Company, capital stock \$50,000. President, John J. McDonald; Geo. E. Norwood, secretary, and W. C. Trump, vice-president.

Saginaw, Mich.—The M. & D. Ice Cream Company has purchased the ice cream division of the Parker Dairy Company of this city.

Kearney, N. J.—R. B. Paterson has opened a new ice cream factory at 543 Kearney Ave., this city.

Newark, N. J.—George T. Cheney of 132 Washington St. has opened up a new ice cream factory.

Passaic, N. J.—North Jersey Ice Cream Company, capitalization \$50,000. Incorporators holding 100 shares of a par value of \$100 each: Benjamin Kramer, Harry Kantor and Lloyd Evans.

Passaic, N. J.—North Jersey Ice Cream Company has been incorporated with a capital of \$50,000. Incorporators, Razenhofer and Razenhofer, Passaic.

Perth Amboy, N. J.—The Castle Ice Cream Company, in order to introduce its product to the notice of a larger public, is conducting a mystery brick contest, giving one quart of milk per week throughout the year to the person guessing beforehand the three flavors in the new brick it is soon to put forth.

Red Bank, N. J.—Oscar Hesse, Jr., son of one of the pioneer manufacturers of Red Bank, has started a business of his own on Broad St., this borough, manufacturing ice cream.

Trenton, N. J.—The Hilderbrecht Ice Cream Co. has offered prizes to local contestants who would write reasons for using Trenton-made ice cream. This is a part of the propaganda of Trenton Products Exhibit conducted during February.

Union Hill, N. J.—A. Libaris has succeeded Thomas Maurovich and Company at 370 Bergenline Ave., manufacturing ice cream.

Westfield, N. J.—Bastian, Edelston and Co. have dissolved partnership. Samuel Edelston has gone into business at a new factory at 229 Broad St., Westfield.

Brooklyn, N. Y.—Smth's Ice Cream Co., East Patchogue, has been sold to the Reid Ice Cream Co. of Brooklyn. Louis W. Smith will remain with the Reid Co., as manager of the

East Patchogue plant, which will be the Suffolk County distributing depot of the business.

Brooklyn, N. Y.—The Sachter Ice Cream Co. has applied for incorporation. Incorporators are: Aug. Grill, Inc., for \$4,500, Leon Kellner, \$317, and Joseph Besen, \$300.

Brooklyn, N. Y.—Sachter Ice Cream Company, manufacturing ice cream, Kent Ave., Brooklyn, has been incorporated by Aug. Grill, Inc., for \$4,500; Leon Kellner, \$317; Joseph Besen, \$300. Judge Garvin has appointed John H. McCooley, Jr., receiver, in bond of \$3,000.

New York, N. Y.—Greenwich Cheese Co., Manhattan, 1,000 shares common stock, no par value; H. Solomon, M. Atlas, Jr.

Newark, N. Y.—The J. T. Castles Ice Cream Co. have bought the plant of the Magna Hotel Corporation of this city. The property includes eight acres with a plant area of 26,500 square feet.

Norwich, N. Y.—With a capital of \$30,000 the Chenango Ice Cream Co. has been organized. The directors are H. B. and G. G. Fuller of Owego and F. J. Oates of Norwich.

Portville, N. Y.—C. L. Vergason was elected president and treasurer of the Portville Ice Cream Co. at the annual meeting in Portville.

Schenectady, N. Y.—The International Ice Cream Co., has purchased an adjoining building, and has thus secured a much needed driveway which will relieve the congested traffic about the plant.

Syracuse, N. Y.—The Syracuse Ice Cream Company purchased the stock, fixtures, supplies, machinery and real estate of the Cloverland Ice Cream Co., on January 26. In all probability the two plants will be run as a single unit, thus curtailing expense.

Charlotte, N. C.—Yarborough & Bellinger, Y. A. Yarborough, president, will erect daylight ice cream factory on Graham St., also three modern electrically driven ice plants of 30-ton capacity each; first unit of ice cream plant will be 200,000 gallon capacity; plans being drawn by Victor Breeze; total ice manufacturing capacity of plants will be 250 tons daily.

High Point, N. C.—Fire destroyed the plant of the Allen Ice Cream Co., with a loss of \$2,000, and no insurance.

Henriette, Okla.—The Golden Ice Cream Co. has been opened on West Main St., and is installing necessary machinery for a modern plant.

Springfield, Ohio—The Purity Ice Cream Co. purchased the Normand tract of land adjoining its plant.

Philadelphia, Pa.—On February 12, Federal Judge Dickenson ordered that stockholders in the Crane Ohio Ice Cream Company who had not received cash payment on their dividend checks dated July 15, 1923, owing to failure of the R. L. Dollings Company, the holding company for the ice cream company, be paid. He ordered \$40,320 of funds so far realized to be segregated for this purpose and directed Thomas Raeburn White, receiver of the Dollings company of Pennsylvania, to have the Crane Company file a bond for \$50,000 to indemnify the Dollings firm in event of any change in the situation.

Philadelphia, Pa.—L. G. Runk of the firm of Hoffman & Runk, ice cream manufacturers here was elected president of the Central Pennsylvania Ice Cream Manufacturers' Association at the annual election held at Altoona recently.

Philadelphia, Pa.—The Crane Ice Cream Co., which some time ago purchased the Markley Creamery, is now located in its new quarters and handling much trade, according to the manager, James F. Cantwell.

Punxsutawney, Pa.—The Jefferson Ice Cream Co., Peter Johnson and Fred Rafetto, have consolidated their businesses into a corporation known as Mahoning Ice Cream Company Inc. Pending the remodeling of the Jefferson Ice Co. plant on Front St., the ice cream will be manufactured in the sanitary and up-to-the-minute plant on North Finley St.

The officers of the new company are: Peter Johnson president; Fred Rafetto, vice-president, and P. L. Brown secretary-treasurer. The stockholders are O. C. Hoffman, J. D. Williams and Linus Lewis. Remodeling the plant will consume about six weeks. New machinery will be installed.

Athens, Tenn.—The Union Ice Cream Company has been bought by T. B. Mayfield from A. R. Deflores. The plant will be run in connection with Mr. Mayfield's farm and dairy business. Mr. Deflores, an Italian, is going to visit his old home in Italy with the proceeds of the sale.

Brownsville, Tex.—C. C. Lambreth, proprietor of the Lambreth Ice Cream Co., has started to build a modern ice cream plant which will have a capacity of 500 gallons a day.

Nacogdoches, Tex.—Nacogdoches Ice Cream Company chartered with capital stock of \$17,500. Incorporators Eugene H. Blount, R. G. Huckleroy, H. Shindler.

Grafton, W. Va.—The Imperial Ice Cream Company has purchased the Acme Ice Cream Co. of this city.

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."



has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.



THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland O., U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

How Much is Your Dealer Worth?

(Continued from page 8)

f his fountain, the more money he will make. Fountain receipts should go to the fountain manager. In getting up ice cream receipts for a fountain operator, remember that he is supposed to know something about the business—merely suggesting the use of fruit flavors in season will usually do more good than trying to concoct some delightful new confection. Whenever you suggest the use of a certain flavor, enclose back bar stickers and window streamers featuring that particular ice cream. Always give the fountain operator something to do or put up.

A portfolio of your entire advertising campaign for the year is always welcomed by the ice cream dealer. In such a portfolio do not attempt to sell the dealer on what you intend to do for him in an advertising way, but make him sell himself by looking over the comprehensive campaigns you are about to run. Such a portfolio should be distributed at the first of each year and should contain everything you will undertake in an advertising way during the year. Outdoor displays, street car cards, display material and dealer help material, newspaper advertising with full year's schedule if you undertake such a campaign, special medium advertising such as periodicals, trade journals and programs, your special order department if you have one, exhibits and fairs you intend to exhibit in. This portfolio should be made up loose-leaf style, so that additions can be made to it from time to time. Your purpose in getting out such a portfolio is to have the dealer read it with interest and keep it for future reference. A telephone list or a few blank order pages at the back of the book will usually solve this problem, as the dealer will probably keep the portfolio for this added convenience.

Recipe booklets prove of invaluable assistance in promoting new business for the ice cream dealer. It is very interesting to note the splendid success the Southern California Ice Cream Manufacturers' Association had with an ice cream recipe booklet which they used. Each ice cream manufacturer was supplied with a certain number of copies of this booklet and arranged with his dealer individually to distribute them in the immediate neighborhood of his place of business. If the dealer so desires it is best to put a rubber stamp imprint with his name and address on these booklets; then get some good distributing company to distribute them. Never take these booklets to the dealer and say, "Mr. Dealer, here are those booklets you asked for, get rid of them," for he is too busy an individual to see to their distribution and they will soon become dust-covered on some convenient shelf behind the counter. These receipt booklets not only sell brick and bulk ice cream but ice cream in combination with fruits in season and with fancy pastries and cakes.

The ice cream dealer always appreciates such a service from his manufacturer and when he notices tangible results coming in from their distribution he is pleased with the co-operation he is getting and becomes a bigger booster for the product.

In some cases dealers may wish to mail these booklets to a selected mailing list or give them to their customers wrapped up with each purchase. In this case it is always best to supply the booklets inclosed in envelopes for mailing.

Another splendid idea for promoting new business for your dealer is by means of a trade letter to a selected list of customers which each dealer will furnish you. This letter must be to the lady of the house and must speak only in very general terms about any dealer. You cannot afford to jeopardize your business with any one of your dealers by making any one of them exclusive agents in any particular territory. Wherever there are several dealers within a close radius of each other, it is best to include names of the several dealers in your letter to the lady of the house. This letter should



Illustration from Southern California Manufacturers' Recipe Booklet.

contain suggestions of the use of fruits and syrups with ice cream to give it a new and delicious delightfulness, which they had never before imagined possible.

If you run a special order business in connection with your ice cream manufacturing, you will have a splendid opportunity to advertise it through this letter. The letter itself may not bring any buyers into a dealer's store, but its cost will be more than paid for by the fact that your dealer knows that you are working with him all the way down the line. The only way to get traceable results on a letter of this character is to send one each month. Lay out a one year's campaign of letters and let nothing deter you from your purpose of sending out the full quota for the entire year. More mail campaigns are failures for lack of consistency than any other one thing. Your salesmen should get a mailing list of the customers from your dealer. In this way he enters into a friendly contact with his dealer and is better able to keep him lined up with your company.

Fountain Demonstrations.

If you ever attempt to make fountain demonstrations you must secure a skilled man for your representative. Above everything else he must have unusual tact and diplomacy to even get a chance to work behind the counter. The thing that the fountain demonstrator should concentrate on is to show the soda dispenser the proper way to dip ice cream and place it in the serving dishes. It is possible to serve from forty to sixty small dippers out of a gallon of ice cream. It is merely the way in which you handle the dipper. A good fountain demonstrator can save the dealer many dollars in waste by a few moments' instruction. The fountain demonstrator should also impress the soda dispenser with the necessity for a clean counter and sparkling

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

glassware and dishes. A lady sees plenty of dish washing at home without being subjected to the sight by a careless soda dispenser.

Window and Store Displays.

Window trims and store displays are another means of establishing a splendid contact between the manufacturer and the dealer. The man you send out as a window trimmer must also have tact and personality as first he must gain permission to place your advertising in an already overloaded window. Many times a clever window trimmer will send out advance notices asking for a certain date on which he can trim a window. Ice cream manufacturers should take a lesson



Front Cover of Booklet Issued to Consumers by Southern California Manufacturers in Boosting Greater Per Capita Consumption.

from the Coca Cola Co. when it comes to window trims and store displays. There probably isn't a confectionery or drug store in the United States which doesn't have Coca Cola advertising in it. Many times a dealer does not have a vestige of ice cream advertising, yet you are not in competition with other ice cream manufacturers in that particular store and have a wide open opportunity to make an exclusive showing for your product. Coca Cola, on the other hand, is in competition with many other fountain drinks yet in spite of this fact, Coca Cola is better advertised today than most brands of ice cream. There is no question but that window trimming pays as it has been proven many times that sales have been materially increased after a window

trim was put in. Make it an absolute point with your window trimmer that he always says, "Goodbye" to the store keeper and calls attention to the advertising which he has placed before he leaves.

Window displays should be extremely simple, not difficult, for the better class of dealers today do not sell all of their wares out of the window. Other ideas for dealer co-operation will suggest themselves to the wide awake ice cream manufacturer. Whenever you get a good idea which you think will work out, try it on a few of your selected dealers and if they like it, carry on the good work to every one of your dealers. If your advertising department is large enough you can well afford to have one man do nothing but visit the various ice cream dealers and decorate their windows and back bars. Your window trimmer is many times about the only representative that meets the customer except the driver, so be sure to pick him with exceptional care and see that he is always dressed neatly and speaks courteously upon entering any dealer's store. By following out any or all of these plans you are certain to gain a splendid contact with your dealer which is bound to cause an increase in his business, and as his business increases your profits will increase also.

ICE cream dealers, particularly drug dealers and confectionery dealers, are too busy selling other articles in their store to give ice cream more than a passing thought. In many cases they figure that ice cream rates a smaller percentage than perfumes and other articles and therefore place it in second position. Then, too, in many cases the drug store owner leases out his fountain and does not realize that he is signing away a gold mine to his lessee. The ice cream manufacturer must stir up ideas for the dealers and make it easy for them to carry out the suggestions to completion. You must remember that in a drug store your ice cream is being sold in competition with hundreds and hundreds of other articles all of which must be turned over in order to make a profit for the dealer. The dealer is swamped with quantities of advertising material from everyone of the manufacturers which he represents, and it takes a mighty clever piece of literature nowadays to even receive a glance from the over-rushed dealer.

If you attempt to tell him very much about your product, he will say, "Bunk!" and throw it into the waste basket along with hundreds of other pieces of literature. Tell Mr. Dealer something—but make it snappy—if you **know** your ice cream is better than your competitor's, tell him so—don't hedge. He is glad to know it if it is the truth—he doesn't like excuses and always remind him that your ice cream is constantly asked for because of the splendid advertising co-operation you are giving him. Whenever you get your dealer enthusiastic he will subconsciously try to sell more of your product; human nature is infallible. Your dealer can be made your best salesman because he enters into the final point of contact—the sale. Is he worth educating? Successful manufacturers answered that question years ago. Make the public ask your dealer.

LASTLY we come to Mr. and Mrs. Buying Public who make it possible for your dealer and yourself to do business. Without the public's purchases, the ice cream manufacturer would very soon go to the wall. Anybody can manufacture anything—but anybody can sell everything. If your ice cream is below standard—butterfat, is constantly sandy, gritty or coarse, the public will very soon pass up your store and go to a dealer who handles a better grade product. And as far as it

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ice cream manufacturers are concerned their best contact with the public is through news publicity in the newspapers and outdoor billboards.

If the ice cream manufacturer puts more butterfat in his ice cream than his competitor and makes richer cream, let him tell the public about it without referring to his competitors. People like to be educated—they have a natural desire to know a little bit more than their neighbor—play on this fact by describing your process of ice cream manufacture—the reason for using various ingredients, etc.

Along with this feature of explaining in common use language about ice cream always end up with a strong appetite appeal, calling attention to the prevailing flavors that are being sold at that particular time. You are fearless and honest in your description of ice cream manufacturing, the public will learn to place confidence in your product and will look upon you as one of the legitimate and reputable concerns of their city. Your copy should always contain the thought of having the public go to the dealer who is a skilled salesman and can tell them all about the merits of your product. Whenever you mention to the public to go to the dealer, you form a friendly contact with your dealer who in reading these advertisements realizes that you are attempting to send the public direct to him. Always mention your dealers in any newspaper advertising you undertake and never forget to mention appetite appeal.

BILLBOARD advertising is primarily directed to the public and should always carry out a strong appetite appeal. The less copy the better on your billboards but make the eye tell the brain that you crave ice cream. There is little opportunity for describing anything about the manufacturing process of your ice cream on billboards. Put sledge hammer blows on appetite appeal through strong pictorial design and you will be successful with your outdoor publicity.

Some dealers attempt to circularize the general public but it has been the writer's experience that this form of publicity is usually more successful when conducted by a group of manufacturers working in a co-operative association than when an individual manufacturer undertakes to do it all himself. If a circularization campaign is undertaken it should be consistent and be laid out on a schedule of some duration. If you circularize the public direct, you should appeal to the food value of ice cream. People have known for many years that ice cream is a delectable and delicious dessert but it has only been within four or five years that they have come to understand that ice cream is even more than this—a perfect food.

Remember that after all your dealer is your best salesman, and is favoring you with his patronage and to the public. It stands to reason that if you had the exclusive sale of your ice cream in every dealer's store in a particular city the public would be able to buy but one brand of ice cream—your own. That is the goal to work for. Get dealers and keep them.

Double dealers' service is becoming less popular each year. Dealers are coming more and more to stock one particular kind of ice cream after having decided it is best suited to their needs. If your dealer is not enthusiastic about selling your ice cream it is almost impossible to work up a healthy ice cream business among the public. Concentrate on your dealer first, last and always—make him a better salesman for your product and a more enthusiastic one. And by general publicity to the public—win them over to a confidence in your product which will make them want to buy your ice cream in preference to any other brand.

Now You Can Make Money Both Ways

Our new sales policy makes it possible for progressive ice cream manufacturers to get Sanisco Ice Cream Sandwich Machines working for them without one cent of investment on their part.

Furthermore, for every Sanisco Machine placed in accordance with our plan we allow a liberal commission that can be retained by the ice cream manufacturer, given entirely or split with the salesman. The inducement offered ice cream salesmen to get Sanisco Machines in their territory means ever increasing sales for the ice cream manufacturer.

Each Sanisco Machine is a self contained ice cream cabinet and self advertising. It finds ready and profitable installation in a great variety of places where no other means of serving ice cream are practical. Also improves sales in places where ice cream is now being sold.

Sold on the easy payment plan at a price they soon pay for themselves.

Get full information **now** and let your sales force increase its earnings and your sales.

WRITE FOR FULL DETAILS ON HOW TO GET A SAMPLE MACHINE

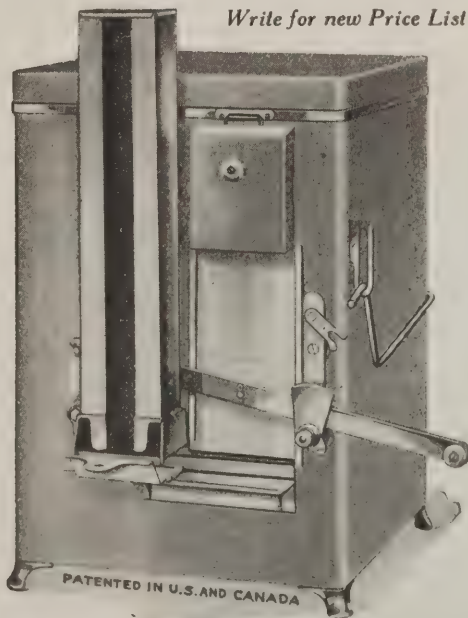
The Sanisco Co.

MANUFACTURERS

Station C

Milwaukee, Wis.

Write for new Price List



PATENTED IN U.S. AND CANADA

Art Students Advertise Ice Cream

Much Interest Created in Ice Cream in Tennessee by Unique Campaign in which Union Ice Cream Co. of Nashville Induced 103 Art Students to Depict Ice Cream as Food Dessert, Selecting Six Best Drawings for Extensive Promotion Campaign

Idea "Sells" Public

MUCH satisfaction is felt by officials of the Union Ice Cream Co., Nashville, Tenn., over the outcome of an unique campaign to promote the popularity of ice cream as a food. Part of this campaign embraced a drawing contest among the various art classes of the city of Nashville. Prizes aggregating \$100 in gold were offered for the best drawings depicting ice cream as a wholesome, appetizing, satisfying food dessert.

Results of the art contest alone lead officials to believe their investment was most profitable in effectively advertising the importance of ice cream in the daily diet, the quality of "Union-made" ice cream in particular, and in the good will gained for their ice cream and the industry as a whole.

Approximately one hundred art students submitted designs. The contest was advertised in daily newspapers of the city, and much interest was created. The contest lasted three weeks. During that time students and teachers of local art schools visited the plant of the Union Ice Cream Co., and were escorted through the various departments by W. E. Drake, secretary-treasurer of the firm, which is one of the largest ice cream manufactories in the South.

BENEFITS of the campaign are summed up by the Wilson Advertising Agency, Nashville, which directed the campaign, as follows:

"Several angles must be considered. When a student enters a contest his whole family becomes interested. In this case they set out to find out why ice cream is a food. They found it and unconsciously "sold" themselves on Union ice cream.

"The students themselves are not likely to forget anything that requires at least several hours of labor and two weeks of anticipation on their part. They are the buyers of tomorrow, and earlier impressions are set deeper.

"When a student wins a prize and that drawing should happen to be put on display in the newspapers, the picture shows, or on sign boards, it is probable that very few friends or kin of that person will fail to have their attention called to it. These drawings, used as advertisements, have far more attention value than the ordinary run which greet the eye every morning. This is true because they are "newsy," they tell what somebody won, where and how; they contain that element which is the greatest factor of any story or any advertisement."

The campaign gave the Union company a solution to a problem that confronts ice cream manufacturers every winter—what to do to stimulate consumption.

Residents of Nashville waked one morning to see, in two Nashville papers, an advertisement announcing that prizes were offered for the best drawings conveying the idea of ice cream as a food. Heads of art departments of the different schools in Nashville received copies of a form letter the following day, this letter asking permission for the Union company's advertising agents to make short talks before the students. This was agreed to by a number of schools, but the public school officials demurred over "fostering any commercial enterprise," a step that was anticipated. But it so happened that the first party to accept the invitation extended in the advertisements for a tour of the Union plant was composed of teachers and students of a public high school. On this tour they received the same information concerning the company's contest that the advertising

representative had spread in among students of other schools.

THE contest closed December 10, so awards could be made in time for Christmas. The highest individual prize was \$25. The reason for such small prizes was to discourage professionals. There were 103 entries, the majority being excellent specimens of amateur art. Some 12 or 14 schools were represented, in addition to participation by several correspondence school students. One institute alone sent in 34 drawings.

Many artistic drawings lost because they failed to carry the message; because the lettering was poor or was too fancy to be legible; had no possibility of reduction to newspaper mechanical requirements; and other mechanical defects.

It is very interesting to note the great variety of ideas offered by the contestants. Though it was not a slogan contest, several worthy slogans were submitted, the best being "In Union there is Strength."

Several days after the close of the contest the entries were put on display at the windows of the Union Ice Cream Company. Prize winners were announced ten days later, December 20. After the awards had been made the drawings were re-arranged and put on display in windows in the very heart of the business district.

The next step on the schedule is to publish the drawings as advertisements in newspapers, on theater slides, and on sign boards—a step the company was preparing to take when this issue was ready to go to press. This will formally open the company's usual spring advertising campaign. (Cuts appear on page 14)



KELLOGG ICE CREAM COMPANY CHANGES HANDS.

F. E. Kellogg has sold his interest in the Kellogg Ice Cream Company, Burlington, Wis., to Edwin Hinchcliffe. Mr. Kellogg organized this company in November, 1919, and today this business has an output of over 100,000 gallons of ice cream a year. Kellogg's ice cream signs are scattered promiscuously throughout southern Wisconsin and northern Illinois, and it is claimed that "Kellogg" is as commonly used for good ice cream in that section as it is for breakfast food.

At the annual election of directors held recently, C. Johnson was elected to take Mr. Kellogg's position as manager, while E. Hinchcliffe was chosen sales manager and secretary.

Mr. Kellogg expects to engage in business in Burlington after a much deserved vacation.

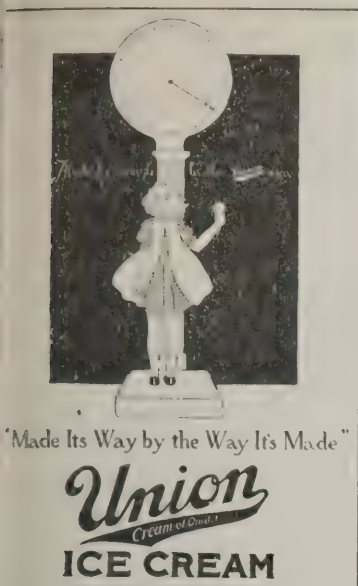


SAILORS LIKE ICE CREAM.

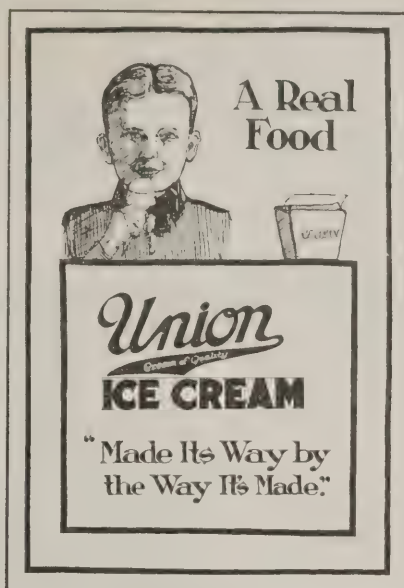
San Juan, Porto Rico—The blue jackets have an appetite for ice cream, and the fleet now assembled at Culebra is having its appetite satisfied at the rate of 600 gallons a day.

Getting the ice cream to the sailors was quite a problem. A purveyor, who supplied the fleet every winter at Guantanamo, had to move his plant to San Juan.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



First Prize.



Second Prize.



Third Prize.



Fourth Prize.



Fifth Prize.



Sixth Prize.

Prize-winning drawings in the contest of the Union Ice Cream Co. to select a standard model for advertising the food value of the company's ice cream.



W. H. BENDFELT.

WISCONSIN ASSOCIATION HONORS MILWAUKEEANS.

Two Milwaukee men were honored at the 1924 convention of the Wisconsin Association of Ice Cream Manufacturers. A. H. Graeszel of the Mansfield Ice Cream Co. was elected secretary, and W. H. Bendfelt of the Bendfelt Ice Cream Co. was elected treasurer. Milwaukee manufacturers were praised in convention speeches for putting the "Cream City" among the leading cities of the country in production, second to Philadelphia in quantity and "equal to the best in quality," to quote from the address of welcome by Milwaukee's official representative.



A. H. GRAESZEL.

Manufacturer Develops Consumption Through Own Store

Credit Problems, Indifference of Untrained Dealers, and Unprofitable Stops Eliminated by Isaly Dairy Co. by Operating Its Own Stores. Says Mechanical Refrigeration Made it Possible

Strictly Cash Basis

WHAT can be accomplished selling ice cream through retail stores especially fitted for dairy products and operated by men particularly trained to tell the story of ice cream, is illustrated in the experiences of the Isaly Dairy Co., manufacturers of ice cream and other dairy products at Youngstown, Ohio.

In 1920 the Isaly Dairy Co. gave up the manufacture of ice cream as a profitless undertaking, according to the system commonly followed. Dealers were not keeping their ice cream in good condition. Dealers were taking no interest in properly serving the ice cream. Dealers were taking no interest in selling ice cream. The only money made was by the dealers themselves. Collections were poor.

Then came the turning point. In the summer of 1921 the Isaly Company started its own retail ice cream stores. Since that time there has been no bad season. Business is done on a strictly cash basis, stores are on the busiest thoroughfares, located to cater to the automobile trade that passes their doors, also the trade of families in surrounding neighborhood.

These stores concentrate their efforts on ice cream sales, and it has not been found necessary to put on an advertising campaign of any kind, according to A. Isaly.

This bespeaks the good work that can be done toward developing ice cream consumption by men especially qualified to retail ice cream.

THE Isaly Dairy Company has been manufacturing dairy products since 1918. Until the summer of 1920 it confined itself to the milk and butter business.



Ice cream windows are attractively made up for the Isaly dairy products stores from salt of various colors.

"In 1920," says A. Isaly, "we went into the ice cream business, having a wholesale route of about fifty stops. We purchased a number of cabinets and packed the ice cream in ice. At the end of the summer we figured that we had made no profit on ice cream—if anything, had lost money. So about the first of October, 1920, we sold all of our cabinets and in the summer of 1921 started our own retail stores."

"The growth of our stores has been gradual, starting



Manufacturing Plant of Isaly Dairy Co.

ing with one and adding one or two at a time until the present time we have twenty-five in all. We are now handling our entire output of ice cream through them, having no other ice cream retailers.

"We have picked out locations for these stores very carefully. They are all new sites as our stores are stop-

Artistic Signs —at Attractive Prices

Nothing gets attention better for regular and special occasions than the right kind of signs for the purpose.

We make Enameled Metal Signs—Cloth Signs—Show Cards. All Styles—Any Quantity at Quantity Production Prices—delivered anywhere.

Send your ideas or sketches for samples and prices.

I. & M. Advertising Co.
Sign Department

73-75 W. MAIN ST.

LE ROY, MINN.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Make Your Tubs do 100% Service



When your Tubs begin to shrink and check and driving down hoops doesn't make them "stay put" you will find a sure and economical remedy in the

Gilmour HOOP MACHINE

You Can Bet Your Boots They Use Them.

TURNER CENTRE SYSTEM,
Auburn, Maine.
CROWN POTTERIES CO.,
Evansville, Ind.
HUBER ICE CREAM CO.,
New Albany, Ind.
MUTUAL CREAMERY,
Boise, Idaho.
PLAINVIEW CREAMERY,
Plainview, Texas.
ROSE ICE CREAM CO.,
Franklin, Penn.
CLOVERDALE DAIRY CO.,
Hutchinson, Kansas.
MARSHALL ICE CREAM CO.,
Albany, Ga.
CROSSFIELD ICE CREAM & CREAMERY CO.,
Gadsden, Ala.
TENNANT'S LIMITED,
Amherst, N. S., Canada.
FORT DODGE CREAMERY,
Fort Dodge, Iowa.
D. L. BRYAN,
Portland, Ind.
VAIR & BALKWELL,
St. Thomas, Canada.
STANDARD ICE CREAM CO.,
Chicago, Ill.
CREMERIES DES TROIS RIVERIES,
Three Rivers, Canada.
DURHAM ICE CREAM CO.,
Durham, N. C.

The inexpensive wire hoops are quickly applied by any man or boy. The extra service you will get out of tubs saved, will many times pay for the Gilmour Hoop Machine.

*Gilmour Users are
Gilmour Boosters*

*We will send the GILMOUR on 30 days
trial from date of shipment.*

GILMOUR HOOP MACHINE COMPANY

Rooms 115-116-117 Masonic Building

OWENSBORO, KY.

ly dairy products stores and they are the first of their kind in this locality.

"The stores are equipped with a two-ton ice machine. Each machine serves one ice cream cabinet, which holds about twenty-five five-gallon cans, one storage ice cream cabinet holding about fifty five-gallon cans, one wall re-

whipping cream, chocolate drinks, cottage cheese, kinds of cheese, and buttermilk. Stores located in downtown district sell cheese sandwiches.

"It costs about \$7,000 for us to equip the stores to we own ourselves," says Mr. Isaly, "and about \$2,000 for those that we operate on a commission basis."



A Dairy Products Window Display in One of Isaly Dairy Company's Retail Stores.

frigerator and one large storage refrigerator for milk, cream and cheese.

"Men in these stores are taught something about ice cream and its value as a food and its superiority over other food. The stores usually have twelve or fifteen different dairy products on sale at all times. These products include butter, milk, sweet cream, sour cream,



Interior View of One of Isaly Dairy Company's 25 Retail Stores Where Dairy Products Exclusively Are Sold.

He says mechanical refrigeration has made possible their success with the retail stores. He is sure that this venture is far advanced over the experimental stage and believes that with mechanical refrigeration, ice cream manufacturers in most any part of the country can follow this scheme with success. In Mr. Isaly's opinion, the outstanding requirements for successfully operating the retail stores are that products be of the highest type. He adds that the greatest difficulty in handling ice cream and dairy products by confectionery stores and retailers is that these products are not kept properly and that the blame ultimately falls back on the manufacturer.



IOWA MANUFACTURERS TREAT ORPHANS

P. J. Crowley, secretary of the Association of Ice Cream Manufacturers of Iowa, has received from A. W. Stubbs, superintendent of the Iowa Odd Fellows and Orphans' Home, Mason City, Iowa, a letter thanking the Iowa association for its donation of ice cream to the inmates of the home on Christmas Day.

At the farewell steak dinner at the Iowa convention at Mason City in December, money was raised to send ice cream to the orphans' home.

The superintendent's letter of thanks follows:

Mason City, Iowa, Dec. 29, 1913

Dear sir:

"Through the E. B. Higley Co. of this city, we have received the donation of ice cream which was donated by your association when they met in Mason City recently.

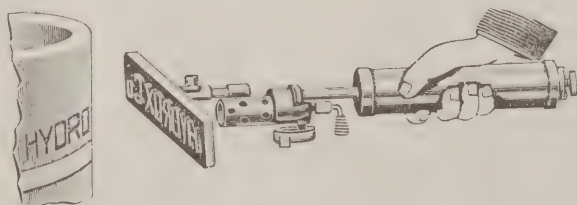
"It was a mighty nice thing for you to do, and I wish I had the descriptive power to tell you just how much it was enjoyed by every one of our large family, there was indeed a real Santa Claus for every child and plenty of brick bats for the older ones.

"Such acts of kindness spread sunshine along the pathway of the children, and make the road toward the setting sun of life just a 'bit' brighter for the old people. Thank you kindly.

With the best of good wishes for the success of your association, I am

Very truly yours,

A. W. STUBBS,
Superintendent



Positive Identification

avoids:

- Loss by theft
- Personal appropriation of your property
- Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands
help advertise
your business.

Priced as low
as \$14.00



MANUFACTURING CO.

MAYWOOD, ILLINOIS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Economy Cabinets

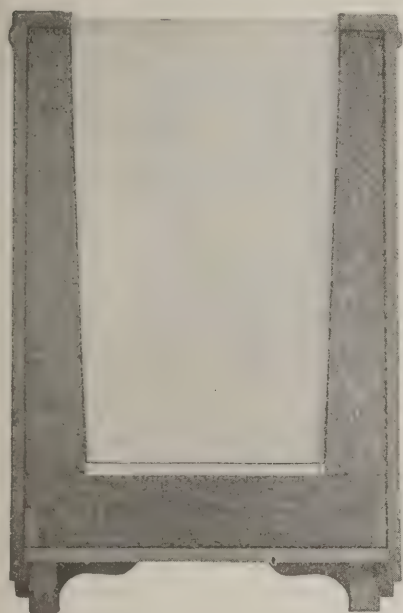
Dry Package Cabinets

Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



New Corkboard Cabinet

The manufacturers have come to realize that superior insulation means money saved on ice consumption. This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with 7/8" buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.



Tub Cabinets

This separate compartment cabinet is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage.

ALL Cabinets finished in highly polished mahogany.



Homer Manufacturing Co.
HOMER CITY, PENNA.

Rice Durfee Company
331 Dwight St., Springfield, Mass.
New England Distributors

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

NEW MOTOR-DRIVEN BABCOCK TESTER.

There has been placed on the market a motor-driven Babcock tester which, officials say, embodies several improvements in construction. The bowl, or bottle carrier, is made in two sections, the upper half being easily removable for inspection and cleaning.



Crepacco Type "K" Motor Driven Tester.

The machine can be driven either by hand or electric motor as desired, the driving mechanism being underneath the body of the tester. All gearing is of the spiral type, mounted in a grease tight gear box, producing a noiseless drive. The hand crank does not engage the gears when not in use and it is not necessary to remove it when operating by electric power. The weight of the tester proper or bottle carrier is supported upon a collar thrust ball bearing, giving the machine long life and ease of running. The bottle carrier is of high tensile strength steel, acetylene welded, insuring great strength, we are told. All parts of the machine, it is claimed, are interchangeable. The machine is made in three types: Combination electric and hand power, electric power only, and hand power only.

A folder describing this new outfit may be obtained by addressing the manufacturers, The Creamery Package Mfg. Company, 61 W. Kinzie St., Chicago, and mentioning this publication.

* * *

REFRIGERATOR BODIES FOR ICE CREAM MANUFACTURERS.

The Joseph Miller Company of Minneapolis, Minn., is building a line of Miller refrigerator bodies for ice cream manufacturers which is said by company officers to be attracting widespread attention. These bodies are built in seven sizes to meet requirements and run in body weights from 1,100 pounds up to 3,500 pounds and with an ice cream gallonage capacity of from 100 up to 500 gallons. This firm has been making rapid strides in progress and popularity among the trade, including many satisfied users of Miller bodies and some fine testimonials have been given by ice cream manufacturer. Bridgeman-Russell Co., a well-known Duluth, Minn., ice cream company, says, "We are using a Miller body delivering ice cream and find that it works very satisfactory, and so far has done splendid work." The Northland Milk and Ice Cream Company of Minneapolis, Minn., says, "We have found Miller bodies entirely satisfactory. We expect to change over three or more routes and the new equipment will be Miller bodies." The J. C. Vander Bie Co. of St. Paul, Minn., says, "After the initial charge of ice and salt of approximately five hundred pounds, it took no more than three ordinary pails of ice and salt to repack each wagon daily, and the temperature in the ice cream compartment was maintained at from six to eight degrees above zero." The Miller company will furnish its illustrated literature to

**YOU WANT TO INCREASE
YOUR ICE CREAM BUSINESS**

**KUNSMAN AD. SERVICE WILL HELP YOU
WRITE—RIGHT NOW!**

KUNSMAN, 528 Washington St., READING, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ice cream manufacturers who are interested in investigating the merits of its product.

* * *

HENRY C. MOTT.

Henry C. Mott, raw sugar buyer of The American Sugar Refining Company for more than a quarter of a century, died suddenly on Tuesday evening, January 24, at his home No. 428 Grand Avenue, Brooklyn. An attack of the grip on the Sunday before Mr. Mott's death developed into pneumonia and proved fatal just when there seemed to be every hope of his recovery.

Mr. Mott was 65 years old and had been in the sugar business for exactly half a century. He was an Englishman by birth, but became a naturalized American citizen. Entering the employ of The Decastro & Donner Sugar Refining Company as a clerk in 1874, he became an assistant of Mr. Havemeyer after the consolidation of the company with the Havemeyers & Elder Sugar Refining Company in 1887. In 1901 Mr. Mott was elected a director of The American Sugar Refining Company, a position which he occupied for nine years.

* * *

HUTCHINSON ICE CREAM COMPANY INSTALLS CHERRY EQUIPMENT IN NEW PLANT.

When the new branch plant of the Hutchinson Ice Cream Company, with headquarters at Cedar Rapids, Iowa, opened at Mason City, Iowa, this spring, it will be recognized by visitors as a Cherry installation.

The equipment will include two Cherry 50-quart freezer, two 500-gallon Cherry steel body aging tanks, one 500-gallon steel body Cherry batch mixer and pasteurizer, a Cherry three inch tubular cooler and a complete set of Cherry sanitary fittings.

Frank Ballantyne, formerly the proprietor of the Fore City, Iowa, Ice Cream Company, has been engaged by the Hutchinson Ice Cream Company as territorial manager for their North Iowa plant, and will have his headquarters at Mason City. Mr. Ballantyne sold his interest in his Fore City plant to the Hutchinson Ice Cream Company, and has since made the connection with them referred to above.

The Hutchinson Ice Cream Company now is using two Cherry freezers in their main plant and branches.

* * *

Elsewhere in this issue you can read the advertisement run by the Century Electric Company of St. Louis, Mo., who is offering a Century one-fourth H. P. motor which is particularly desirable for installation in the operation of refrigerating machines used for cooling ice cream cabinets. The motor is quiet in operation and is particularly suited to installations equipped with automatic start and stop control. The company handles a fine line of motors from one-eighth H. P. to forty H. P. and they are particularly adapted for use in the dairy industry. Their automatic start induction polyphase motor is by virtue of its characteristics of simplicity of operation particularly suitable for the operation of pumps, air compressors, refrigerating machinery for those installations where remote or automatic control is necessary or desirable. The type "SC" squirrel cage induction motor is usually selected where the starting duty is low, as in the case of agitators, blowers, ice crushers, in those installations where manual operation is feasible. The company will furnish attractive and instructive booklets to anyone interested in Century motors.

* * *

Announcement has been made that L. W. Peiffer, formerly with Paul Heath Co., now is handling the lines of the Star Extract Works and the Kay-White Co., 8 West Broadway, New York. Mr. Peiffer expects to make his headquarters in Los Angeles and concentrate his work in the coast states. In that territory he will handle the "Scotch Bo" lines of extracts, flavors, custards, and ice cream powders for the companies.

* * *

The G. W. Wardrop Co., manufacturers of Elpam, 40 Broadway, South Boston Station, Boston, announces the

Garry A. Benners of the Southern Sales Service, New Orleans, has been made southern sales agent for the Wardrop Company's Elpam flavor. Mr. Benners is president of the Dixie Icyers. He is the originator of the slogan "Eat ice cream every day—it's a health food." This slogan was adopted by the Mississippi association at its 1923 convention, and other associations have followed since.

The Hohmann-Nelson Co., manufacturing engineers, Eau Claire, Wis., has announced the sale to the American Schaeffer & Budenberg Corp., Brooklyn, N. Y., its important assets, including accounts receivable, orders in hand, trade marks, trade names, patents, good will, etc. Officials say that all tangible assets have been delivered to the Brooklyn Company. They feel that combining their line of Honeco Thermometers and temperature controllers with the line of similar and closely allied instruments and appliances of the American Schaeffer & Budenberg Co., will enable them to care for the needs of dairy plants of the country in a much larger way than has heretofore been possible.

The personnel of the Honeco organization including the resident, A. H. Nelson, and essential department heads, has been retained and will be greatly augmented by the engineering and manufacturing services of the Brooklyn company.

Since 1875, L. F. Grammes & Sons, Inc., 334 Union St., Allentown, Pa., has been serving the business men throughout the country with products of established quality at the right prices. In these 49 years of service, they have gained deserved recognition as the manufacturers of one of the largest, and most varied lines in the country. Their line of 5,000 products is classified in the following divisions: Ice cream and soda supplies, office supplies, signs and name plates, cabinet hardware, metal checks and badges, advertising novelties, metal stampings, metal turnings cigar mfrs. supplies, factory supplies, wire formings, shipping supplies, metal findings, nails and rivets, card holders, paper box mfrs., supplies, safety devices, nailing machinery, paper box machinery and printing machinery.

Grammes' have recently prepared an illustrated catalog showing a very complete line of equipment. Supplies and accessories for the ice cream, soda fountain, candy shop, luncheon, cafeteria, etc., which they will gladly forward to any one asking for a copy. See their advertisement on a page of this issue.

The Ramey Brokerage & Storage Co., Inc., of Brownwood, Texas, is operating one of the largest pecan shelling plants in the state of Texas outside the city of San Antonio. They are prepared to give ice cream manufacturers prompt service and quality goods on shelled pecans for brick and fancy ice creams. These pecans are reported as shelled from a new crop of Texas pecans. The company would like to get in touch with active brokers or specialty salesmen in territories where they have no representation. Brooke S. Ramey and Walter B. Wilson are the managers.

Branch offices have been established at Los Angeles and San Francisco at 610 Grosse Building and Rialto Building respectively by the Eskimo Pie Corporation of America, with headquarters in Chicago, officials announce. N. E. Horton is the Pacific coast manager, and he says the company is now prepared to supply the needs of the ice cream trade on the coast with wrappers from their offices in San Francisco and Los Angeles. He says the sale of Eskimo pie is increasing throughout the Pacific coast cities.

Announcement has been made by the Lipman Refrigeration Company, Beloit, Wisconsin, that officials have made connections with the following concerns to distribute their equipment: Safety Electric Service Co., Baltimore, Md.; Southwestern Refrigerating Co., Wichita, Kan.; L. P. Moore Co., 407 Shipley St., Wilmington, Del.

The Dairy Laboratories, 23rd and Locust Streets, Philadelphia, Pa., has announced the appointment of George Jaggard as assistant manager of the Philadelphia laboratory, working directly under the supervision of Dr. H. C. Campbell, director and manager. Mr. Jaggard assumed his duties on January 1. The new assistant manager is from a family that has for many years been identified with dairying, he himself having been employed in the dairy business for more than ten years. He familiarized himself with the phases of the practical operating end of the business in four years' experience in a large commercial dairy. Mr. Jaggard is a graduate of the University of Pennsylvania with a degree of bachelor of science in chemistry.

His new work will embrace field service in connection with the interpretation of results in their application to plant operation improvement, officials announce.

"HY-SPEED" MIXERS.

The photograph shown below is fairly descriptive of what is believed by its manufacturers to be a very ingenious and entirely new method of mixing liquids by a portable machine which can be clamped to any convenient tub or tank from twenty gallons up to one thousand in capacity.

This new method of utilizing "push-pull" propellers represents the latest scientific and most efficient means for the complete and rapid intermixing of liquids, it is claimed.

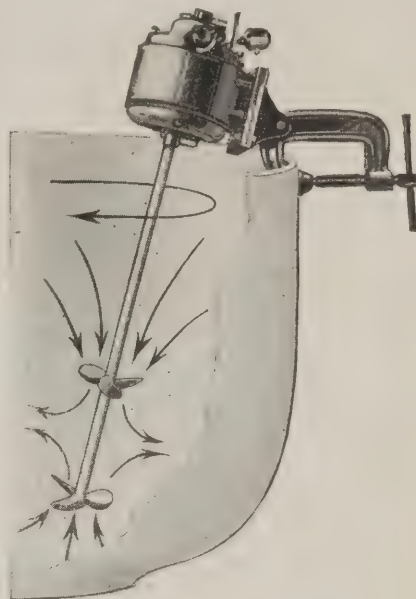
On the motor driven shaft are attached two propellers so positioned and pitched that the lower blade throws the liquid upward to meet the stream of liquid which the upper throws downward. This causes a complete intermixing of the liquid mass without the danger of splashing or spilling, as the streams are brought together beneath the surface of the liquid.

It is to be noted that all moving parts with the exception of the shaft are outside of the liquid and that an extremely small surface of the metal is exposed to the action of the liquid being mixed.

Any concern who is now mixing any kind of liquid, thick or thin by hand methods or the old fashioned type mixers, will find that the new Hy-speed mixer with "push-pull" propellers will pay for itself in a very short time and insure a much better article.

It is stated by the manufacturer of this device that one concern formerly required a man's time for three days to make up a heavy thick liquid, at a cost of \$15.00 for labor, which is now being mixed by a hy-speed mixer in three hours at a cost of \$.15 for electricity. This is just one example of the great value of a scientifically designed machine over the conventional hand methods which have been in vogue for so many years.

If any reader is interested in the above described device, which is sold in sizes varying from \$37.50 to \$110 each, the manufacturers' address will be given.



On another page in this issue of The Ice Cream Review you will find an advertisement announcing pure tin coating which can be painted on with a brush—a coating for all kinds of repair work—which will interest the ice cream manufacturer as it will save the necessity of sending his equipment away for such repairs, according to claims. The product can be obtained in powder and liquid forms and a pound is offered for trial, mailed prepaid, for one dollar. There will be many an odd job around an ice cream plant where such a coating will come in handy, according to the American Solder & Flux Company at 2910 N. 16th St., Philadelphia, Pa., where this material can be obtained. The company also handles Tinol, which is a solder in paste form and is ideal for radio work; in fact the company has a coating for all sorts of work from apparatus used in hospitals and hotels down to storage batteries where protection from acid fumes is important.

Robert P. Kehoe of 7 East 42nd St., New York City, is offering for sale equipment which will be of interest to the ice cream industry. A liquidation sale on a list of modern ice cream plant machinery which has been operated, it is said, for only a few months will enable the ice cream manufacturer to pick up some good equipment at the right prices. The list includes glass-lined mixing and storage tanks, and glass-lined pasteurizers, glass-lined milk tanks, vacuum pan, homogenizer, can washer, ammonia compressor, ammonia

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

condensers, brine cooler and pump, ice crushers, piping, etc. This company also carries a good used refrigerating and ice-making machinery stock. The company will give prompt attention and good service to any inquiries.

The Purity Paper Vessels Company of Baltimore, Md., manufacturing the well-known line of purity paper cans and pavesco paper milk bottles will exhibit its products along with appliances to more efficiently handle its containers at the coming Paper Industries Exposition, which will be held at Grand Central Palace during the week of April 7th to 12th, inclusive. The company will occupy booth space Number 65 at the exposition, and cordially extends an invitation to all those interested in paper cans and paper milk bottles to visit the booth for a discussion of containers and their particular application to the business in which the individual is interested.

W. R. Lenderking, vice-president and general manager of the Purity Paper Vessels Company, will be in New York during the entire time of the show, and the exhibit will be in active charge of Allyn G. Whitehead, supervisor of sales of the eastern district. The company also extends an invitation to those interested to use the facilities of its New York office at 342 Madison Avenue while visiting New York.

Announcement has been made by the Daigger Corporation, 54 W. Kinzie St., Chicago, through its manager, George L. Newman, of the addition to its sales force of Ben Ogden, Jr., treasurer of the Iowa Poodle Dogs. Mr. Ogden will cover the central states for the Daigger Corporation, it is announced. He has been identified with the ice cream industry for the past fifteen years.

The Circlet "T" is the name of the house organ issued by Tait Bros., Inc., manufacturers of ice cream and other dairy products, Springfield, Mass., which made its appearance in February. C. A. Reynolds is editor-in-chief. It is replete with a number of interesting items relating to dairy products.

J. H. Constantine of the Rice & Adams Corporation, Buffalo, has been transferred from the company's Chicago

office to their service department in the home office at Buffalo.

John A. Owen, Jr., associated for some time with the Thompson Malted Food Company of Waukesha, Wis., joined forces with the Purity Paper Vessels Company of Baltimore on February 11th. Mr. Owen will work the middle Atlantic states for the Purity Paper Vessels Company in direct association with Allyn G. Whitehead, sales supervisor in the territory, it is announced.

C. R. Hauk, secretary of the Oklahoma Wolf-hounds, announces that his firm has moved into its new home, and Mr. Hauk's new address is P. O. Box 988, Britton, Okla. He invites members of the Oklahoma Wolf-Hounds, the Oklahoma Association of Ice Cream Manufacturers and other friends to visit him.

Robert B. Hand has accepted a position on the technical staff of the Elyria Enameled Products Co. Mr. Hand is a graduate in chemistry of Wooster College. His training and previous experience are such as to fit him for valuable service in the application of enameled apparatus in the various industries to which his time will be devoted, Elyria officials say.

Max Donauer, who for several years was chemical engineer with the Elyria Enameled Products Co., recently resigned to accept the position of superintendent with the Robb-Ross Co., Sioux City, Iowa, manufacturers of a wide variety of food products.

Roberts Everett, for five years since its re-organization secretary-manager of the Association of Ice Cream Supply Men, announced early in February the opening of a personal office at 1328 Broadway, New York.

Mr. Everett is prepared to act in a consulting or general directing capacity for associated private interests in other fields, trade organizations or educational or other institutions in organizing, publicity and promotional matters.

Mr. Everett's responsibilities as secretary and manager of The Association of Ice Cream Supply Men remain unchanged. He will have with him, as may be required in personal activities, assistants of general corresponding or supplemental training and experience to his own, it is announced.

Announcement has been made that C. W. Smith, for many years with the Hudson Manufacturing Co., Chicago, has accepted the selling agency for the Grand Rapids Cabinet Co. of Grand Rapids, Mich. This in no way affects Mr. Smith's relations with the Hudson Manufacturing Co., he says. He covers the Southwest, operating from Dallas. Mr. Smith says the weather in his territory is very favorable for an early spring opening for the ice cream manufacturers. Manufacturers in Southern Texas, he adds, are optimistic over the outlook for 1924. Mr. Smith's son, Russell Smith, also represents the Hudson Manufacturing Co., in the Southwest.

The Tallassee Power Co., 2400 Oliver Building, Pittsburgh, Pa., is offering a list of equipment for sale which will be of interest to ice cream manufacturers. These goods are all new and have never been uncrated. Among the equipment are listed two Frick double cylinder ammonia brine refrigerating plants complete, two Perfection tubular cooler with a capacity of 4,000 pounds per hour, two Emery Thompson brine freezer tanks of 40 qt. capacity, with coils for hardening rooms, two Creasy ice crushers, belt driven, and also Cherry pasteurizers, vats, pumps, motors and numerous other equipment.

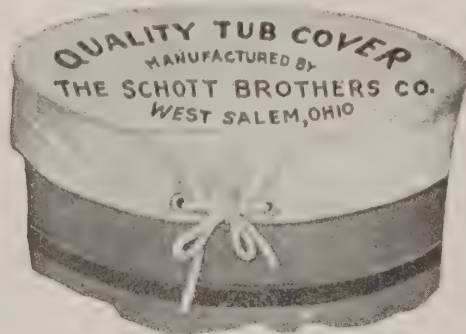
Tub Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.



Write us for quotations on your season's requirements NOW!

The Schott Bros. Co.
West Salem, Ohio U. S. A.

Patent Pending

Save Your Cabinet Linings

Don't let your dealers use any rough bar or iron pipe on your cabinets. Supply them with one these

Wizard Ice Rammers

Made of best seasoned hardwood. Protected on side and bottom with half-round tinned steel supported by six special rivets, waterproofed, gray enameled.

WRITE FOR SAMPLES AND PRICES

DAMROW BROS. COMPANY
FOND DU LAC, WIS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Vanilla—and Personality In Your Ice Cream

IN one particular, the various authorities on Ice Cream and the manufacturers of that product are in very close accord. All agree that the flavor of Ice Cream is the most important factor to be considered in scoring it as to appeal and quality.

Cosco DIAMOND E. VANILLA

[A Compound]

*"Three ounces to a forty-five pound mix imparts
a distinctive character to your Ice Cream."*

Has been specially designed to add personality to your Ice Cream, for use with Reconstituted Mix; a product which gives to your Ice Cream Richness and Strength without rankness and eliminates the very common "Condensed" taste.

A ten gallon keg at \$4.95 a gallon will demonstrate that it is really different.

Our guarantee allows you to return this Vanilla for credit should it not satisfy you.

*May we suggest that
you confer with us on
your Ice Cream Prob-
lems. Our trained Ice
Cream Specialists are
at your entire disposal
—without charge, of
course.*

SETHNESS COMPANY

*Manufacturers since 1880
Extracts, Colors and Fruits*

CHICAGO

Cosco

*For 44 years
the mark of
quality in Ice
Cream Prod-
ucts.*

Supply Association Completes Five Years of Activity

Re-election of Officers Follows Annual Meeting—Fair Practices Growth
Cited as Outstanding Year's Development

THE fifth annual meeting of The Association of Ice Cream Supply Men, since its reorganization in 1919, was held in New York City, January 14. Directors elected met after the meeting and re-elected O. S. Jordan, president; H. H. Miller, vice-president and Thomas D. Cutler, treasurer.

Comprehensive reports by officers and committees were approved with applause. The general atmosphere of the meeting and tenor of reports of work accomplished were those of President Jordan's statement that: "This organization has written a remarkable five years' history. I know that its record has been possible only through the steadfast co-operation of the whole membership, and I therefore make the keynote of my report one of congratulation to the wide membership for the splendid work it has made possible."

The president reported that "in members, in financial strength, and in industrial importance, the association is stronger today than a year ago. Each year for five years I have had the gratification of reporting that 'all is well.' Each year the 'all' has been more inclusive. So far as intelligent foresight can go, there is no dark cloud visible on the horizon of our businesses, of the organization, or of the industry to which we supply our products."

Summarizing briefly the development and operating field of the association, Roberts Everett, secretary-manager, told the meeting: "A little less than five years ago an organization meeting was held. Two or three months after that offices were opened; dues were collected from twenty-six members. By the next annual meeting there were 89; by the second, 86; by the third, 96; by the fourth, a year ago, 114; today there are 123 members."

"Five years ago it was realized that certain conditions faced by supply men were not right. It was also more or less definitely believed that big opportunities were ahead."

"Today the association is certainly third or fourth and some of its friends will say first or second among supply and equipment associations in the country, basing this rank on membership, finances, number of activities, their success and the or-

ganization's importance in the daily life of its industry. As merely one of its activities and without strain or fuss it recently conducted an exposition, the fifth or sixth in the country in rank among shows for manufacturers. In a quiet way more than one company in these five years has built up its business, or an ice cream department of its business, from comparative insignificance to volume by taking every-day advantage of the association's work. This is actual testimony from these members; and every member who has followed up the organization's work consistently and understandingly has shared an increase, or decreased the effects of depression when these have come. Moreover, through its informed spokesman the ice cream industry itself admits a tremendous stimulus to its energies from this association, and it has plainly benefited by the ethics and the enterprises supported here.

"Today the particular conditions rebelled against five years ago do not exist; and the opportunities then foreseen are largely realities. The association that you founded and support is enabling you to do business with less waste sales effort, to a greater market, in a friendlier atmosphere.

"On the one hand the law, on the other our members' making of many products instead of one and their common concern in a given market instead of in a given item, set a plain limit to what an equipment organization can do. Practical considerations affect the common market in which this interest lies—the ice cream industry—which automatically rule out some activities that the law and the nature of an equipment organization would otherwise permit. But within the limits of the law, the peculiar character of a supply or equipment association and common sense, the association has already been doing, for at least two years all of the kinds of things that it should do today.

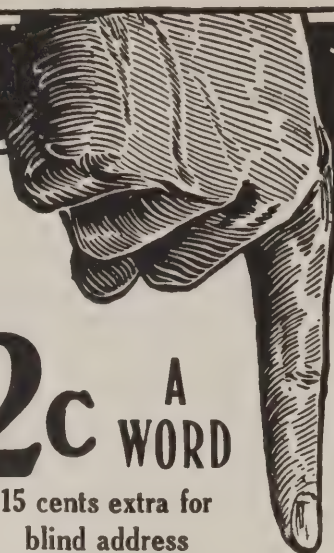
"In general terms the most important progression in 1923 has been the extension of insistence on common sense fair practices. Instead of a cold document in type called a fair practices code there has come to be in the last year more and more truly a living document called the fair practices code, its vitality derived from living men and companies and committees that have in themselves and others established a living sentiment to support it, live up to it and apply it practically to actual trade affairs. Gradually in the last year it has become evident that the association as an institution has begun to have a working, as well as a documentary conscience, an ethical substance that has a sensible relation to such things as daily sales, daily advertising and the general conduct of that great, common and important thing, the day's business.

(Continued on page 158)

WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

WANT

DEPARTMENT



2c A WORD

15 cents extra for
blind address

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

POSITION WANTED—Expert ice cream maker will be open for position Feb. 1st. 14 years experience. Handle any size plant. Handle men and get results. Want position in Southern states. Also experienced buttermaker. Address: R-46, The Ice Cream Review. 4-24

POSITION WANTED—12 years experience as foreman and manager of ice cream and milk plants. I am Pennsylvania state short course graduate, understand figuring and balancing ice cream mix, thoroughly experienced in all branches of the dairy industry, am capable of managing small or large plant, not afraid of work, can get results from help. Best of reference. Address: R-35, The Ice Cream Review. 4-24

POSITION WANTED—As helper in ice cream factory. Six months experience in buttermaking. Can handle both butter and ice cream. Dairy school training. Address: R-103, The Ice Cream Review. 5-24

POSITION WANTED—By ice cream maker with 15 years experience on plain or fancy ice cream. Address: R-102, The Ice Cream Review. 5-24

WANTED—Position as working superintendent in ice cream plant. Experienced in plants manufacturing from twenty to sixty thousand gallons yearly. Understand pasteurizing, use of viscolizer, homogenizer, emulsor, control of overrun, etc. Figure mix and do all testing necessary. Experienced in handling retail milk. Would consider position in ice cream and milk plant combined. Can handle compressor. Best of references. Address: R-38, The Ice Cream Review. 3-24

POSITION WANTED—As manager or superintendent with executive ability. Can take charge of all details in ice cream and milk. 8 years experience, 3 years erecting engineer. Would consider chief engineer position. First class reference. Address: R-115, The Ice Cream Review. 3-24

HELP WANTED

WANTED—Experienced manager who can handle men, promote sales and who possesses sound judgment to assume entire charge on hundred twenty-five thousand gallon growing plant in Indiana city of one hundred fifty thousand. General knowledge ice cream required though mix manufacture not as important as ability to operate efficiently and economically, hold co-operation of salesmen and make business grow. We want men of experience, ability and character with past successful record and will pay four thousand dollars and bonus and expect him to grow with business. In answering state age, nationality, school work, if any full details past experience and where, and general ideas. Replies confidential. Address: R-61, The Ice Cream Review. 3-24

FOR SALE—One 100-gallon capacity Cherry pasteurizer. A. J. Scott Co., 700 Cate Ave., Jonesboro, Ark. 3-24tf

WANTED—All superintendents, assistants and engineers to know there is an opportunity for you to engage in a good paying business in your community. There is no competition and the investment is small. Excellent profits are derived and you do not necessarily have to quit your present employment. Your knowledge is necessary and under your supervision this business can be successfully carried on. Let us send free sample and literature outlining our proposition. Just a few hours of investigation will prove there is a rare opportunity awaiting. Get in touch with us at once. Address: R-811, Ice Cream Review. 3-24tf

WANTED—Young man, single, with some experience either in creamery or ice cream manufacture, who will take position as helper with experienced creamery man who has had twenty-seven years experience in new established business in largest summer resort district in Ontario or Canada. We want a man who wants to learn and grow up with the business to a good steady position and who has from three to five thousand dollars to invest as working capital, interest paid on same. Steady position and reasonable wages to start April 1st. Address: R-41, The Ice Cream Review. 4-24

WANTED—Experienced ice cream maker; prefer one who is competent to solicit business also. Good proposition to right man. Town of seven thousand population. Address: R-119, The Ice Cream Review. 3-24

WANTED—Plain and fancy ice cream maker between March 1st and 15th. Give references and wages expected. Modern equipment used. Asselin Creamery Co., Norway, Mich. 3-24

WANTED—A thoroughly competent and experienced ice cream man of many years experience in commercial and fancy end. Would like to get in touch with party financially able to finance the operation of a fancy ice cream business in a town in Ohio, population 250,000, where the present caterer has no competition. References exchanged. Jack W. Martin, Sr., 1458 East 115th St., Cleveland, Ohio. 3-24

WANTED—Experienced ice cream and butter maker. Must be capable of producing quality products. References required. Alabama city of 40,000. Address: R-66, The Ice Cream Review. 5-24

WANTED—Man with technical training and several years experience in dairy industry is looking for an opportunity as production manager or field man in ice cream or city milk plant. Willing to invest in business. Address: R-59, The Ice Cream Review. 3-24

WANTED—Ice cream maker to take charge of manufacturing end of plant with output of about 50,000 gallons annually. Would prefer one who could become financially interested. Address: R-54, The Ice Cream Review. 3-24

POSITION WANTED

POSITION WANTED—As ice cream and butter maker. A practical dairy man. Can furnish references. Address J. V. Denham, Room 22, S. E. B., Columbia, Mo. 3-24

POSITION WANTED—Ice cream maker. Practical experienced man. Handle either brine or direct expansion freezers. Knows refrigeration and can take complete charge of small plant. Energetic and willing to work. Address: R-70, The Ice Cream Review. 3-24

POSITION WANTED—About April 1st, with creamery where ice cream, butter and other dairy products are manufactured, and where there is opportunity for advancement. Have had one year dairy farming at Mo. University and one year ice cream and buttermaking at Neb. University. Understand pasteurization, standardizing and making ice cream mix. Am 29 years of age and married. W. W. Dearing, 2731 Pearl Street, Lincoln, Neb. 3-24

POSITION WANTED—By married, middle aged man in modern ice cream factory. Not afraid to work. Understand standardizing, pasteurization and viscolizing. Thirteen years experience in ice cream making. One year in creamery. Can furnish best of references. Will go anywhere. Write Carl B. Johnson, 412 W. 5th Street, Marshfield, Wis. 3-24

POSITION WANTED—In modern dairy plant. Place for advancement in production or business end. College graduate majored in dairy manufacturing. Have had experience in ice cream plant. Best of references. Address: R-56, The Ice Cream Review. 3-24

POSITION WANTED—Qualified to take charge of growing business and operate it successfully. Four years technical, five years practical experience, handling dairy products. Three years in present location. Married, American born. Sound substantial proposition with future only considered. Small investment if advisable. Available March 1st. Address: R-52, The Ice Cream Review. 3-24

POSITION WANTED—As manager of plant superintendent of ice cream or milk plant. College graduate, 3 years experience as chemist and production manager. Married, age 30, good references. Address: R-129, Ice Cream Review. 3-24

POSITION WANTED—As chemist or ice cream maker. Technical training, 2 year experience, expert Mojonnier tester operator. Married, 30 years of age, best references. Address: R-130, Ice Cream Review. 3-24

POSITION WANTED—As foreman in middle sized plant by expert ice cream and butter maker with theoretical and practical knowledge of the latest ideas in the field of commercial ice cream and butter making. Have refrigeration experience and know how to handle plant most economically. Have best of references. Address: R-132, The Ice Cream Review. 3-24

BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITY—An old established and reliable flavoring extract manufacturer desires to communicate with men engaged in the ice cream trade who are in position to secure orders for flavoring extracts on a commission basis. A fine opportunity will be offered for establishing a permanent source of income. Address: R-328, The Ice Cream Review. 3-24tf

FOR SALE BARGAINS BUSINESS

FOR SALE—On account of poor health will sell my ice cream plant centrally located in city of Whitewater, Wis. Good building and machinery. In good territory, being only plant in city. Ice cream parlor and living rooms with all modern improvements in connection. Harvey Marr, Whitewater, Wis. 3-24

FOR SALE—Well established ice cream factory and bottling works in small city in central states. Large territory, splendid opportunities. A rare bargain. Address: R-101, The Ice Cream Review. 3-24

FOR SALE—A modern ice cream plant with some milk business, in a growing town, with compressor and hardening rooms. Address: R-57, The Ice Cream Review. 3-24

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MACHINERY AND SUPPLIES AND
BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 3-24tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 9 South Clinton Street, Chicago, Ill. 3-24tf

FOR SALE—Rebuilt machinery and equipment, good as new, such as pasteurizers, coolers, fillers, ice breakers, mixers, separators, homogenizers, viscolizers, washers, motors, etc. Let us know your needs. Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 4-24

FOR SALE—Mojonnier ice cream brick packaging machine, Model "B," very slightly used and guaranteed first class shape, with all attachments. 75 brick shipping and packing cans with covers. 100 ice cans, 200 pound size, 8x18x32 in., new, never used, with filling valve for same. Peterson Bros. Milk Products Co., Lexington, Ky., Box 341. 3-24

FOR SALE—Steel Brine Tank, good as new, size 10½ feet long, 3 feet wide, 6 feet high. Also 42—200 pound ice cans, can filler, and can hoist. For further particulars write to Hoekstra Ice Cream Co., Cor. Jefferson Ave. and Eugene St. S. E., Grand Rapids, Mich. 3-24tf

FOR SALE.
The Made Good Ice Cream Company of Tamaqua, Pa., offers the following items at greatly reduced prices:

- 75,000 Quart Carry Home Pails—Tape Handles.
- 50,000 Pint Carry Home Pails—Tape Handles.
- 10,000 One-half pint Carry Home Pails—Tape Handles.
- 17,000 Quart Sealrights.
- 1,000 One gallon Sealrights and Pack Trays.
- 1,000 One-half gallon Sealrights and Pack Trays.
- 150,000 Quart Brick Boxes (Standard.)
- 100,000 Pint Brick Boxes (Standard.)
- 200,000 Individual Brick Boxes.
- 12,000 Individual Brick Boxes (Plain.)
- 200 Assorted Grand Rapids Cabinets as good as new—for 5-gallon size cans.
- 20 New Grand Rapids Brick Cabinets.
- 3 Ice Cream Wagons with Keystone bodies—practically new.
- 1 Mojonnier Overrun Tester—in good condition.
- 1 De Laval Milk Clarifier—in good condition.
- 1 Ice Clarifying Outfit—in good condition.
- 2,000 Five gallon cans—Eastern styles.
- 2 Water Filters for ice manufacturers.
- 1 Milk Pump—Creamery Package.
- 1,500 Five and three gallon cans—Eastern style, in need of repairs.
- 100 Outdoor Signs—Large.
- 100 Pavement Signs.
- 15 Horses.
- 23,000 Five-ounce Dixie Cups.
- 6 Sets of Heavy Harness.
- 6 Gallons of Ward's Lime Crush.
- 6 Gallons of Ward's Lemon Crush.
- 6 Gallons of Ward's Orange Crush.
- 12 American Cheese color (1-gallon bottles.)
- 10 Gallons Pineapple Extract—Kohnstamm.
- 5 Cherry Extract—Blanke Baer.
- 10 Strawberry Extract—Blanke Baer.
- 5 Pineapple Extract—Blanke Baer.
- 5 Yum Yum Flavor—Favorite Mfg. Co.
- 6 Dozen cans of Raspberries—Favorite Mfg. Company.
- 58 Dozen cans of Grapes—Favorite Mfg. Company.
- 6 Dozen cans of Fruit Pudding—Crown Fruit & Extract Co.
- 25 dozen cans of Oranges—Crown Fruit & Extract Co. Address: Made Good Ice Cream Co., Tamaqua, Pa. 3-24

MR. ICE CREAM MAKER—LIQUIDATION SALE.

100 gallons vanilla compound at \$3.00 per gal. (3 oz. flavors 10 gallons ice cream). 10 gallons concentrated vanilla at \$2.50 per lb. (¼ oz. flavors 10 gallons). Egg color at \$2.00 per gallon. 3 lbs. gelatine that sold at 58 cents at almost half price. Samples furnished upon request. Address: R-47, The Ice Cream Review. 3-24

Send news items and personal notices to the "Review" and see how well they look in print.



FOR SALE—Two homogenizers, 2,000 gallon capacity. Also two viscolizers, same capacity. Rich Ice Cream Co., Buffalo, N. Y. 3-24

FOR SALE — Having bought another plant I offer 40 qt. Progress brine freezer, brine box and pump cheap. Charleston Dairy Co., Charleston, Ill. 3-24

FOR SALE—200-gallon DeLaval Emulser; 1,000 pound Chilly King double waterway cooler with stand. Dairy Supply Company, Minneapolis, Minn. 3-24

FOR SALE—One 3-ft. Rogers vacuum pan complete with pump and hot well. Never been used, will evaporate 700 to 750 pounds of water per hour, price \$1750. Address Crane Co., St. Paul, Minn. 3-24tf

FOR SALE—One five foot vacuum pump with two hot wells and vacuum pump complete. In fine condition and priced reasonable. The Findlay Dairy Co., Findlay, Ohio. 3-24

FOR SALE—One four foot Rodger's condensing pan, with vacuum pump, in good condition. Address: R-845, Ice Cream Review. 3-24

FOR SALE—6 100-quart Fort Atkinson freezers. Used 3 seasons, in fine condition. Bargain price to move quickly. Address: R-114, The Ice Cream Review. 3-24

FOR SALE
New Ice Cream Factory
and Dairy Equipment

- 2—"Frick" 6x6 Double Cylinder Ammonia-Brine Refrigerating Plants complete.
- 2—"Perfection" Tubular Coolers 4000 lbs. per hour.
- 2—"Emery - Thompson" Brine Freezer Tanks — 40 qt. capacity—with coils for hardening rooms.
- 2—54-V Creasey Ice Crushers, belt driven.
- Cherry Pasteurizers — Vats — Pumps—Motors and numerous other Equipment. Recently purchased.

NEW and NEVER UNCRATED.

Write
Tallassee Power Company
2400 Oliver Aldg. Pittsburg, Penn

MISCELLANEOUS.

FOR RENT OR SALE—A modern up-to-date dairy and ice cream plant. Fully equipped with all modern machinery including everything necessary for the running of an up-to-date dairy. Located in the heart of Cloverland, the coming dairy district of the U. S. For particulars address Sanitary Dairy, Houghton, Mich. 3-24

FOR SALE—2 belt driven Ft. Atkinson 40 quart freezers only used six months. Inquire Elgin Baking & Ice Cream Co., 414-420 McBride St., Elgin, Ill. 3-24

WANTED—Ice cream maker. Must be able to handle modern machinery. Give particulars in first letter. Elwell Cry. Co., Owatonna, Minn. 3-24

FOR SALE — Open top enamel lined tanks with agitator, 480 gallon capacity, \$400. Steam jacketed enamel lined tank with enameled agitator, 225 gallon capacity, \$700. Open milk cooler, 6 feet long, 22 pipes high, \$300. Charles S. Jacobowitz, 1382 Niagara St., Buffalo, N. Y. 3-24tf

FOR SALE—2-gallon brick ice cream pans, 5-gallon bulk shipping cans, good shape, 5-gallon shipping tubs, Farrington cooler, can drier. Prices on application. Address Geo. C. Mansfield Co., 4th and Poplar Streets, Milwaukee, Wis. 5-24

FOR SALE—One 3-cylinder 15-ton Continental compressor complete with 30-H. P. motor. Unit was installed new 4 years ago and is now in use in good condition. Necessary to replace with larger unit. Dairymen's Milk Products Co., Aniston, Ala. 4-24

FOR SALE—York refrigerating plant, six tons, 6x6 twin cylinder, enclosed, belt drive, with high side complete. Excellent condition. Berryman Bros., 305 Drexel Bldg., Philadelphia, Pa. 3-24

FOR SALE—Ice plant, Vilter, 7½ tons, vertical, enclosed, twin cylinders, belt drive, with 40 H. P. A. C. motor. Tank contains 150 100-lb. cans. This plant was in use but a short time and is complete in every detail. Berryman Bros., 305 Drexel Bldg., Philadelphia, Pa. 3-24

FOR SALE—One 15 ton compressor, horizontal, double acting and belt driven, in first class condition. Also, one 6 ton compressor, vertical enclosed with complete high side. Complete hardening room coils, brine tanks and pumps all in good condition, in an ice cream factory just shut down. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 3-24

FOR SALE—Two 40-qt. United States freezers, practically new; also Mojonnier over-run tester. C. A. Connor Ice Cream Co., Owosso, Mich. 4-24

FOR SALE—One 1,000 gallon Creamery Package Wizard vat for holding or pasteurizing, motor equipped, has 2½ inch pipe coils, used four months.

One Progress upright and one Emery Thompson brine upright freezer, capacity 10 gallons each.

One Fort Atkinson 3 brush can washer and sterilizer.

One Creamery Package white enamel 4 can capacity can drainer.

One Stevenson revolving door for 3x2 ft. opening; will accommodate four 5 gallon cans at once.

Two Stevenson Zero right hand doors—2 ft. 6 in. by 6 ft.

One Stevenson refrigerator door—3x3 ft.

One right hand 2x6 ft. freezer door.

One left hand 2 ft. 6 in. by 6 ft. freezer door.

One Bruce-MacBeth-Abbott 65 H. P. gas engine, 275 r. p. m. twin cylinders, 48x22 fly wheel; battery ignition.

One 400 gallon belt driven viscolizer.

These items are in first class usable condition. Prices right. Address Hoefler Ice Cream Co., P. O. Box 162, Buffalo, N. Y. 3-24

FOR SALE—Four 1,600-gal. tinned copper holding vats equipped with direct motor drive propeller agitation. Suitable for condenseries, creameries or ice cream plants. Priced for quick sale. Lawrence Ice Cream Co., 937 W. 21st St., Chicago, Ill. 3-24

ICE MACHINE BARGAINS — Various makes and sizes in A-1 order. Taken in on larger ones. Will erect and guarantee. Forn Refrigerating Company, 326 River Street, Chicago, Ill. 5-24

FOR SALE—One Type B Sealright filling machine, used only a short time. Does first class work. Address: R-133, Ice Cream Review. 3-24

FOR SALE — One 150-gallon capacity homogenizer, never used; guaranteed to be in perfect condition. Address A. Nielsen, 1619 N. Maplewood Ave., Chicago, Ill. Phone Brunswick 6945. 3-24

WANTED TO BUY

WANTED TO BUY—One four foot Rodger's condensing pan, with vacuum pump, in good condition. Address: R-845, Ice Cream Review. 2-24

WANTED—Practical working formula for an ice cream improver powder of the best quality; one that has been fully proven and found satisfactory to the ice cream trade, and that can be produced at a cost that will meet competition. Price of formula must be reasonable and guaranteed to produce desired result. All replies treated in strict confidence. Address R-827, Ice Cream Review. 3-24

MACHINERY WANTED—Ten gallon tub freezer and attachment, ice crusher, packing cans and tubs, steam tester, butter printer and boxes, and 500 lb. capacity churn. Address Sublette County Dairy Co., Pinedale, Wyo., Box 2. 4-24

FOR SALE CHEAP.

- 1—250 gal. per hour Manton-Gaulin homogenizer, like new.
- 1—100 gal. Creamery Package starter can.
- 3—10 H. P. flash type, gas fired, high pressure steam boilers.
- 6—8,000 gal. glass lined circular steel tanks.

HELLER-LOEB COMPANY,
143 W. Kinzie St., Chicago. 3-24

WANTED—Used direct expansion freezer. Must be in first class condition and priced right. State size. Address: R-94, The Ice Cream Review. 6-24

MACHINERY WANTED—Complete milk bottling plant, 500 gallons per day. Complete ice cream plant equipment. What have you to offer? Give full details and price in first letter. Address: Box 496, Cairo, Ill. 3-24

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

SUPPLY ASSOCIATION COMPLETES FIVE YEARS OF ACTIVITY.

(Continued from page 155)

"The development of such an insistence on fair practices by an institution is a protection of its good name. Probably no one or no force anywhere can successfully injure that good name so long as its own members, by unfair practices or their condoning, do not themselves imperil it."

Further stressing the fair practices attitude of the association, the secretary-manager commented on the appointment early in 1923 of a vigilance committee to co-operate with a similar committee of the National Association of Ice Cream Manufacturers. "Its field of vigilance has been advertising," according to Mr. Everett, "and in that field its work has been, to a large degree, merely a further form of fair practices enforcement. Its guiding document is, instead of the fair practices code, the declaration on advertising of the National Association of Ice Cream Manufacturers. The latter is not a mere catalogue of bad practices, but is also a statement and discussion of principles. The work of the vigilance committee has largely been the applying of these principles to specific cases of greatly varying character that have involved real or alleged mis-statements or injudicious or injurious statements in advertising to the ice cream industry. Its method of procedure and that of the board of directors in the latter's hearing of charges of violation of the code are different, yet the activities of each are parts of a general total, the maintaining of fair practices."

A number of matters of current interest to the industry and to the companies selling to it were discussed. By unanimous vote the determination of exposition policies for 1924 was left in the hands of the board of directors.

The following committee reports were submitted: Membership, by B. B. Scott, chairman; exposition, by K. W. Schantz, chairman; fair practices, by O. S. Jordan, chairman, vigilance, by W. L. Cherry, chairman.

Present and projected activities of the Salesmen's Club were outlined by President Thomas.

By unanimous vote the president was authorized to appoint a nominating committee which consisted of Henry Rosenstein of Thos. W. Dunn Co., John R. Wells, Cone Co. of America and N. M. Thomas, Cherry-Bassett-Winner Co. The committee suggested twenty-three nominees for election to the board of directors: O. S. Jordan, Brown & Shaw; Thomas D. Cutler, Ice Cream Trade Journal; H. H. Miller, H. H. Miller Industries Co.; John H. Mulholland, John Mulholland Co.; H. A. Keiner, Keiner-Williams Stamping Co.; B. B. Scott, K. W. Schantz, K. W. Schantz, Inc.; J. W. Hussey, Davis Cooperage Co.; Eric Scudder, Citrus Products Co.; L. B. Esmond, Essex Gelatine Co.; J. L. Nelson, C. Nelson Mfg. Co.; C. B. Robinson, J. B. Ford Co.; C. Mortenson, Standard Milk Machinery Co.; W. L. Cherry, J. G. Cherry Co.; S. E. Perkins, J. O. Whitten Co.; Albert McDougall, Allman Gas Engine & Machine Co.; David Michael, David Michael & Co.; Frederick C. Mathews, Frederick C. Mathews Co.; J. H. Stoddard, Dominion Chemical Co.; Wyn B. Morris, Barker, Duff & Morris, Edward Heller, B. Heller & Co., and H. S. Calvert, Elyria Enameled Products Co. and Robert Soule, Merrell-Soule Sales Corporation.

The result was the election to the board for a term of three years of O. S. Jordan, Thomas D. Cutler, H. H. Miller, John H. Mulholland and H. A. Keiner; for a term of two years of B. B. Scott, K. W. Schantz, J. W. Hussey, L. B. Esmond and J. L. Nelson; and for a term of one year of W. L. Cherry, Robert Soule, S. E. Perkins, Albert McDougall and Wyn B. Morris.

Following adjournment luncheon was served at the McAlpin Hotel.

Following the re-election of officers by the directors later in the day President Jordan announced the re-appointment of the following committees: Executive, O. S. Jordan, chairman, Thomas D. Cutler, H. H. Miller, John H. Mulholland and H. A. Keiner; exposition, K. W. Schantz, chairman, Albert McDougall, L. B. Esmond, Thomas J. Stewart and Roberts Everett; and the appointment of the following com-

mittees: membership, B. B. Scott, chairman, K. W. Schantz, J. L. Nelson, S. E. Perkins and Robert Soule; vigilance, W. L. Cherry, chairman, H. A. Keiner, Thomas D. Cutler, L. B. Esmond and Robert Soule.

Trade Literature

Readers interested in buying new milk or ice cream plant equipment will be interested in the 1924 Elyria milk equipment catalog.

This booklet is the most complete treatise ever published on glass enameled equipment, the Elyria company believes. It contains complete information on the operation and economy of Elyria storage tanks, pasteurizers, starter cans and auto truck transportation tanks. Accompanying this information are tables and specifications of the eight standard types of storage and aging tanks, the three types of pasteurizers, etc.

The last section of the booklet is devoted to a detailed discussion of the construction of these units. The various covers, valves and other fittings are illustrated and described. This book is illustrated throughout with installation photographs.

A copy of the booklet will be sent upon request of the main office of the Elyria Enameled Products Company, Elyria, Ohio.

* * *

U. S. FREEZER CATALOG.

The U. S. Freezer & Machine Corp. has just published a circular for the benefit of small ice cream manufacturers who might be interested in either horizontal or vertical ice cream freezers of small capacity, that is, 40 quarts.

The 1924 U. S. Freezer catalog is now ready to be mailed to all those interested in larger scale production of ice cream. This catalog contains many illustrations of modern wholesale ice cream manufacturing plants (including some 20 new ones from 1923) everywhere in the United States using freezers of all sizes and in numerous combinations from one to ten.

It also contains pictures illustrating all the types and features peculiar to U. S. heavy duty freezers, including cross sections to show their internal construction and operation. All of the new devices and latest improvements are described in detail.

* * *

F. W. Hyde is New York representative of the Zipp Mfg. Co. of Cleveland, Ohio. He operates from 112 Enterprise St., Rochester, N. Y.

* * *

The C. J. Tagliabue Mfg. Co., Brooklyn, N. Y., manufacturers of Tag industrial thermometers, has published its 1924 catalog, No. 904. This catalog lists the different recording and indicating instruments produced by the company, showing automatic controllers, recording and dial indicating thermometers, vacuum gages, mono gas-analysis, recorders, oil testing instruments, hydrometers, laboratory thermometers, and other products.

TEXAS CONVENTION PROCEEDINGS HELD OVER.

A great mass of convention material and special features this month is responsible for the omission of the third installment of the Texas Ice Cream Manufacturers' Association convention. The Texas convention proceedings will be continued next month.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

38.405-

EC

Ag. Sem.

The ICE CREAM REVIEW

30 years
of Progress
in New
England's
Ice Cream
Industry

UNIVERSITY OF MICHIGAN

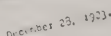
APR 2 1924



Volume 7, Number 9

MILWAUKEE, WISCONSIN—April, 1924

Two Dollars a Year

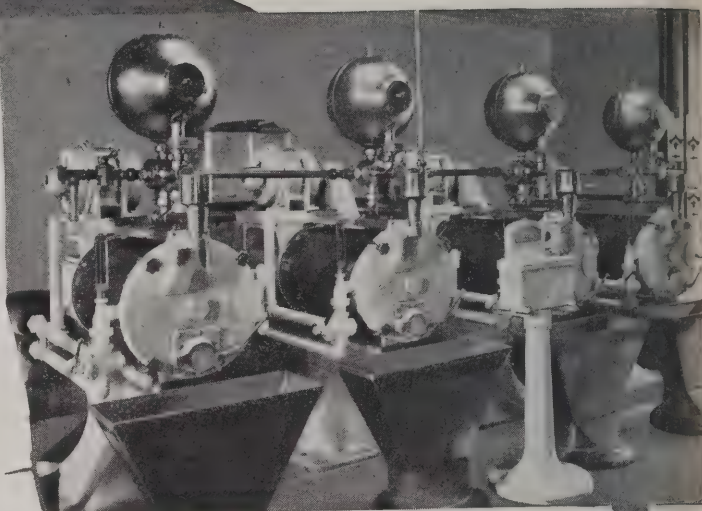


Cablegram - Cablegram Company.
Post Office.
Patent Office.

RECEIVED
JAN 11 1961
U.S. DEPT. OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D.C. 20535

[illegible][illegible]

7.11 Kuhn's 4

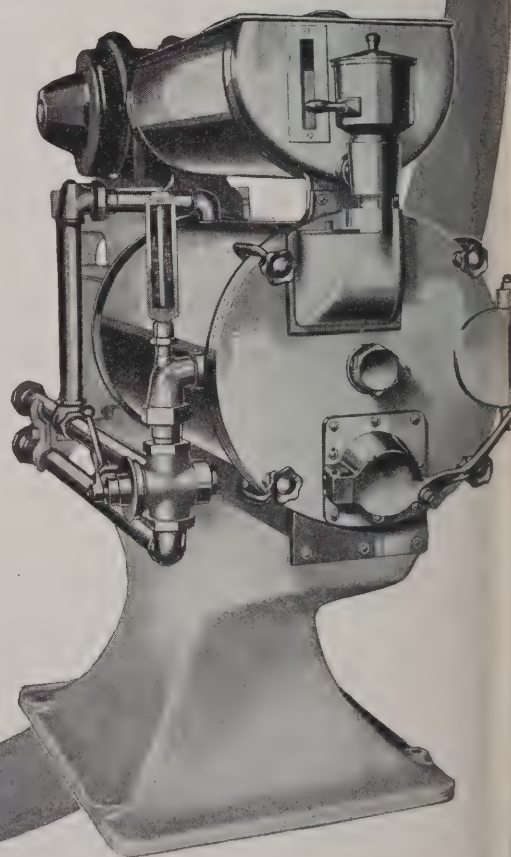


If you wish
Ignore the *favorable Comment*
of this Owner

But you can not ignore the many features that make Cherry Freezers—"the world's best freezers."

Study their mechanical advantages and these freezers will sell themselves even without the aid of outside influence.

J.G. CHERRY COMPANY
FURNACE REPAIR TOWNS
BY PHONE - BY MAIL - BY VISIT

National Advisory
of Tax Deputies

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

Index To Advertisers

	Page		Page
Abelsen & Son, D.....	153	Horine & Bowey Co.....	21
Acme Extract & Chemical Works.....	131	Hudson Mfg. Co., The.....	95
Allen Candy Co.....	129	Hughes Gelatine Co.....	160
Anderson Bros. Mfg. Co.....	59	I. & M. Advertising Co.....	53
Anheuser-Busch.....	51	Ice Sales Co.....	45
Ass'n of Ice Cream Supply Men.....	7	Impruv-Mix Co., The.....	44
Atlantic Gelatine Co.....	77	Insulation Sales Co.....	139
Baird Company, William F.....	69	International Co., The.....	115
Baker Ice Machine Co.....	68	Jamison Cold Storage Door Co.....	143
Barber-Goodhue Company, A. H.....	57	Jensen Creamery Machinery Company.....	135
Beehler Steel Products Co.....	80	Kay and Sons, Wm. E.....	38
Berger, Chas. A.....	13	Kehoe, Robert P.....	151
Bessire & Company.....	92	Kennedy Supply Co., N. A.....	147
Blanke-Baer Extract & Preserving Co.....	1	Kohnstamm & Co., H.....	34
Blanke Mfg. & Supply Co.....	18	Kunsmann.....	37-126-149
Bristol Company, The.....	67	Ladd Company, John W.....	70
Brooks Cabinet Co., Inc.....	24	Leffel & Company, The James.....	107
Buhl Stamping Co.....	39	Manning Mfg. Co.....	107
California Orange Juice Co.....	28	Manton-Gaulin Mfg. Co., Inc.....	25
Canvas Products Corporation.....	114	McKee Corporation, R. A.....	120
Cassell, W. W.....	94	McLaren Products Co., The.....	111
Century Electric Company.....	32	Michael & Co., David.....	36
Cherry-Bassett-Winner Co.....	37-105	Miller Co., The Joseph.....	109
Cherry Company, J. G.....	106	Miller Industries Co., The H. H.....	35
Cherry Company, J. G.....	Cover II	Mojonnier Bros. Co.....	156
Chittenden Turner & Co.....	76	Mono Service.....	61
Cincinnati Extract Works, The.....	129	Mulholland Co., John H.....	62
Citrus Products Co.....	65-66	Nafis, Inc., Louis F.....	53
Cleveland Fruit Juice Company.....	125	National Bundle Tver Co., The.....	152
Cochrane Corp., H. S. B. W.....	130	National Paint & Varnish Co.....	16
Connor Fountain Supply Co.....	29	Natural Dry Milk Company.....	55
Commercial Truck Co.....	81	Nelson Manufacturing Co.....	85
Cone Company of America.....	17	New Era Company, The.....	113
Consolidated Wafer Company.....	63	Nizer Corporation.....	100
Cork Import Corporation.....	132	Northwestern Corporation.....	119
Corrizzo Extract Co.....	155	Nutting Truck Company.....	71
Cotton Fibre-Wood Sales Co.....	138	Oakes & Burger Co.....	123
Creamery Package Mfg. Co.....	127	Pfaudler Co., The.....	91
Creamery Package Mfg. Co.....	Cover III	Purity Paper Vessels Co.....	30
Crescent Manufacturing Company.....	148	Richmond Cedar Works.....	101-102-103-104
Crown Fruit & Extract Co.....	141	Rice & Adams Corporation.....	145
Crystal Gelatine Co.....	116	Rogers, C. E.....	31
Damrow Bros. Company.....	164	Ryan & Timberman, Inc.....	151
Daigger Corporation.....	38-54-70-85-105-124	Ryan Manufacturing Co., Inc., G. R.....	163
Daigger Corporation.....	Cover IV	Sanitary Tinning & Mfg. Co.....	142
Daly Brothers.....	78	Sanisco Co., The.....	49
Decy Sales Co., R. J.....	46	Sealright Co., Inc.....	90
DeFoe-Colvin Mfg. & Japanning Company.....	159	Schall & Co.....	92
Delco Light Company.....	11	Schantz, Inc., K. W.....	74
Doering & Son, Inc., C.....	158	Schott Bros. Co., The.....	112
Drew Co., James F.....	162	Schroeder Lumber Co., John.....	145
Dry-Zero Insulation Co.....	48	Sethness Company.....	88-89
Dunn Company, Thos. W.....	147	Sinclair, Harold A.....	149
Elyria Enameled Products Co.....	117	Smith & Mann.....	40
Emery Thompson Machine & Supply Co.....	93	Solar-Sturges Mfg. Co.....	64
Eppelsheimer & Co.....	96	Stephens-Adams-Cyr Company.....	47
Eskimo Pie Corporation.....	131	Sterling Motor Truck Co.....	94
Essex Gelatine Co.....	54	St. Louis Gelatine Co.....	80
Everhot Mfg. Co.....	56	Stollwerck Chocolate Co.....	155
Ford Co., The J. B.....	135	Stout Mfg. Co.....	79
Fortune Products Co.....	96	Sutherland Paper Co.....	121
Franklin Sugar Refining Co., The.....	82	Tagliabue Mfg. Co., C. J.....	72
Frick Company.....	146	Taylor Instrument Companies.....	122
Fucoma Company, Inc.....	163	Texas Barrel Co.....	133
Gearhart Sales Cabinet Co., Inc.....	137	Thompson-Bremer & Co.....	98-99
General Laboratories.....	133	United Chemical & Organic Products Co.....	140
General Motors Truck Company.....	73	United Cork Companies.....	90
Geuder, Paeschke & Frey Co.....	144	United Iron Works, Inc.....	27
Gifford-Wood Co.....	127	U. S. Freezer & Machine Corporation.....	43
Glacier Co., The.....	150	United States Gelatine Co.....	124
Gould Cream Co.....	15	Viking Pump Co.....	118
Gowing-Dietrich Company, Inc.....	87	Vilter Manufacturing Co.....	165-166
Grammes & Sons, Inc., L. F.....	30	Want Ads.....	20
Grand Rapids Cabinet Co.....	75	Wardrop Co., Inc., G. W.....	19
Grothe Co., Inc., John J.....	33	Warner Jenkinson Co.....	61
Gumpert & Co., S.....	83-84	Weibatch Liquid Scale Co., Inc.....	26
Harris & Company, Arthur.....	108	Westerlin & Campbell Co.....	128
Heathized Products Co.....	97	Whitten Co., J. O.....	116
Homer Manufacturing Co.....	41	Wirfs, E. J.....	7
Hopwood Retinning Co., Inc.....	134	Wood Manufacturing Co., John.....	143
		Zipp Manufacturing Co.....	143



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



*The Seal is the symbol
of Safety-in-purchasing*

“THE ASSOCIATION, as an institution, has...a working...conscience, an ethical substance that has a sensible relation to such things as daily sales, daily advertising and the general conduct of that great, common and important thing, the day’s business.” *That “day’s business,” for supply companies, is to equip manufacturers to make at a profit more ice cream, good and honest ice cream, for the public’s purchase.*

THE ASSOCIATION OF
ICE CREAM SUPPLY MEN

1328 Broadway

New York City

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY
THE OLSEN PUBLISHING COMPANY
 H. P. OLSEN, President and Manager E. K. SLATER, Secretary and Editor
 Also Publishers of
 "THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

*We will not accept responsibility for the views or opinions expressed
 by contributors, nor for news sent us for publication, nor for
 statements made by advertisers in their advertisements*

Entered as second-class matter September 25th, 1917, at the Post Office
 at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
 Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
 North Carolina Ice Cream Manufacturers' Association
 Minnesota State Association of Ice Cream Manufacturers
 South Dakota Ice Cream Manufacturers' Association
 North Dakota Ice Cream Manufacturers' Association
 Oklahoma Association of Ice Cream Manufacturers
 Louisiana Association of Ice Cream Manufacturers
 Wisconsin Association of Ice Cream Manufacturers
 Mississippi Ice Cream Manufacturers' Association
 Nebraska Association of Ice Cream Manufacturers
 Michigan Association of Ice Cream Manufacturers
 Southern Association of Ice Cream Manufacturers
 Kansas Association of Ice Cream Manufacturers
 Association of Ice Cream Manufacturers of Iowa
 Arkansas Ice Cream Manufacturers' Association
 Texas Ice Cream Manufacturers' Association
 Poodle Dog Association of Iowa
 National Order of White Caps
 The Nebraska Cornhuskers
 Michigan Dairy Boosters
 Oklahoma Wolfhounds
 Kansas Jack Rabbits
 Minnesota Gophers
 Hoosier Wild Cats
 Texas Longhorns
 Missouri Mules
 Badger Flyers
 Dixie Flyers

APRIL 1924

IN FEATURING in this issue the development of the ice cream industry of New England, The Ice Cream Review is placing before its readers an account of progress that has been carried out along very thorough lines for stability. The story of the New England industry is a story of men who long ago realized that individually they could do little, while collectively they could eliminate from their industry everything standing in the way of advancement.

The front cover design this month depicts the growth of one of the country's great dairy products institutions over a period of thirty-five years. It might also be said that this design illustrates the strides of the New England ice cream industry as a whole from the days of the hand freezers to the present time of modern efficiency.

The gentlemen of the New England ice cream industry have a very interesting story in this issue for every man who wants to see quality, co-operation and business efficiency established as the cornerstone of the industry's plan of development.

WITH the birds of May poised for their flight, the question of the hour is, will this be a good ice cream year? It is very reassuring to note how many answer in the affirmative. A canvass of the industry, it is felt sure, would reveal that much is expected for this good year of 1924.

Many men who do not think they ever have discussed the matter with The Ice Cream Review already have told us that they are looking for a "big year." Very often The Ice Cream Review has occasion to "sound out" ice cream men to get an idea of just how the industry stands on certain points, but in looking forward to the opening of the spring drive, it was not necessary to do more than to read between the lines of letters written by men who did not know they were discussing the trade outlook at all.

The gentleman in Missouri, for instance, who wrote us that his new ice cream plant is in operation and running smoothly, did not realize that in his happy optimism over that new home he had built there ran a thread of enthusiasm which showed this gentleman to be looking for high tidal waves of good business. Since there were similar letters from many other states, it was easy to read of big expectations throughout the industry. A warm-hearted old friend from the Southland wrote that in spite of the most severe weather his section ever had received, his rheumatism was much better. A man's rheumatism ever gets better unless there is something to cause his good humor to rise, like a bright cloud of prosperity for instance.

We are in the habit of believing the weather has much to do with eating ice cream. No doubt, it does, but with the worst spring weather on record for many years, there was more ice cream eaten last spring than during any previous spring in history. None of us can say just what the weather holds in store this year, but it is felt sure that there is a spirit abroad in the ice cream industry which will not be denied.

There are many reasons to believe that 1924 will be the ice cream industry's year.



THE ice cream industry is rapidly working away from that unwise practice of loose credits. Elsewhere in this issue appears an article in which we discuss credit abuses at some length. For many years manufacturers have struggled under this burden, and it is generally agreed that this evil must go. When it reflects upon the many members of the industry who find themselves producing more ice cream with greater effort and increased investment and yet making less money, it is to be reminded that the time has come to chink up all the wasteholes through which profits are escaping. Regardless of how much advancement may be made in every other direction, this industry cannot survive and prosper without a careful check upon its channels of income and outgo.

THE Minnesota State Association of Ice Cream Manufacturers does not recognize any such thing as a season. Always it is the open season for these gentlemen to set themselves to work promiscuous of good things for their business. During the winter the Minnesota association, not content with an annual meeting, held district meetings to discuss means of keeping ice cream moving during cold weather. Long before the first rollicking call of the robins the Minnesota gentlemen were underway with plans for "National Cone Week."

The idea has been seized upon in many parts of the country, with cone manufacturers, of course, giving their cooperation. The plans of the Minnesota gentlemen, as outlined by W. W. Dunn, Jr., president of the Minnesota State Association of Ice Cream Manufacturers, call for having "National Cone Week" observed throughout the country, beginning on Decoration Day, May 30, and continuing through the next week.

This idea recommends itself to many manufacturers with whom The Ice Cream Review has been in communication as singularly promiscuous in many ways. In the first place, it seems generally agreed, it would make an auspicious starting point for the 1924 ice cream "season." Many people have regarded the cone merely as a container, and there is much good to be done by impressing upon the public that the cone also is a delightful food companion to the ice cream—an added appeal to the palate. Streamers have been prepared for ushering in "National Cone Week" with a "bang" on May 30.

There have been many suggestions for a "National Ice Cream Week," and they should be given serious attention. There is no reason why a "National Ice Cream Week" should not be held sometime this year, and in all succeeding years. Many other industries—and virtually all other food industries—have their special weeks. Why not the ice cream industry? This movement seems to be a step in that direction.

People mindful of what it means to launch a nationwide movement to attract the public's attention to a given product will watch with much interest the outcome of plans for "Cone Week," an idea originating among the wide-awake gentlemen of Minnesota. Score another victory for the Gophers.



WE HOPE that you fellows out on the "firing line" fully realize that The Ice Cream Review is edited, printed and published by folks very much like you, assuming that you are very ordinary folks. The bigger you are, the broader your vision and the more responsibility you are carrying, the more "ordinary" you are when measured by our measuring stick.

We like ordinary folks. We can meet and do business with the fellow who is all swelled up on his job like a poisoned toad, but we don't like to. We get away from him as soon as we can and we stay away from him as long as we can.

We enjoy knowing the problems of ordinary folks. We like to work with them and help them solve these problems. Occasionally we are able to really help them

over the rough spots and then we feel like we do on Sunday after making a special effort to get to church.

You folks who have visited us here know that we are a busy, happy bunch. We are busy creating ideas in a building where once beer was the sole product manufactured. We like it—we mean the work—and we wish that every reader of The Ice Cream Review could drop in on us and get acquainted.

Many are going to have the opportunity. Many will visit the National Dairy Show next fall and we want to, thus early, cordially invite you to come and see us. We are located on the same street as the big Auditorium, six blocks due north. Please put us on your calling list. We plan to put on our best bib-and-tucker for the occasion and we will be looking for company. We shall even wash the print shop towel. We shall want to see you just that badly. Now, please come.



WE GET a lot of fun out of this job. We have our trials, but the most of them melt away like the morning dew. The fellow who first said that "life is just one — thing after another" must have gained his inspiration in some job like this one.

We would miss the thrills of this job. We can sympathize with the fellow who laps up home brew solely for the "kick" that is in it. He misses the good old days. We go through the basketfuls of stuff that go across our desk looking for kicks. We get them—not the complaint kind necessarily, but the kind that give us a thrill and you feel that we must share with the rest of the folks in the office. We all have our fun out of it, and we notice the typewriters then travel at higher speed in order to make up for lost time.

A good friend in Ohio wrote us the other day, sending along a check. He had heard several times from the subscription department with those "please remit" appeals. He said, "Say, I have just begun to realize what you want of me. I've been reading over a lot of 'stuff' from you people and as near as I can get to the point you must want money. If you can't read this send it back and I'll send you another."

Now, in the first place we can read any letter in which a check is enclosed. Then when the writer puts a "kick" in his letter we will find it no matter to what length we must go in order to decipher his hieroglyphics. Like the Irishman who was determined to get the cork out of his whisky bottle even if he had to push it in, we are very determined about some things. For instance, it is right now just about quitting time and when we go home for dinner we are going to have some ice cream. If Friend Wife has not arranged for it we shall go right over to the drug store and get it. And it will be good ice cream, too.



MANGUS JOHNSIN lost a milking contest in Washington. Somebody ought to tell him that they know something about milking in the Capitol City,—and a lot of it that is not according to Hoyle.

THERE is considerable discussion in this issue regarding district meetings in the ice cream industry. The spread of this idea is one of the most noteworthy developments that have come about in a decade. Annual state conventions serve a very good purpose, but it is at the chatty, informal get-together meeting that the manufacturers best get in effective work that serves toward better understanding.

After all, in the ice cream industry, as in other lines of business, there is much hinging upon a common understanding. By understanding, we do not mean that ice cream manufacturers should draw themselves to one side and so operate as to injure another branch of industry, for manufacturers themselves are sensible enough to know that nothing benefits anyone unless it benefits everybody.

Years ago many manufacturers felt that they were alone in a great wilderness of wild doubts and fears, with no definite understanding of where they stood or what they could expect of their neighbors. Many times in the past a manufacturer has felt himself to be in the position of a man recoiling from a blow that he could not see—cringing from an enemy that never existed.

The principal thing that the district meeting does is to make members of the ice cream industry understand that the welfare of the manufacturers and the continued advancement of their industry depend upon knowing of each other and working together for common good instead of pulling, cringing and dodging in many directions. They teach us that there is nothing to dodge.



IF THERE is any lower form of animal life than that of a man who hides under a shroud of protection and bribes others to injure his competitors, it is not recorded anywhere under the list of double-D's—dirty digs. An ice cream manufacturing firm in the East complained, in a recent issue of its house organ, that certain young women suddenly and mysteriously began appearing at different soda fountains where its ice cream was served. Their tactics were much the same. One of these persons would order a plate of ice cream and dawdle over it until the soda stand was fairly well crowded with customers. Then she suddenly would discover that the ice cream she was eating was terrible, unwholesome, poisonous, and would shriek out her protests in such language that no one within the store would fail to hear. Always there ensued quite a scene, with no one passing up anything to be heard.

Scenes of this kind came about so suddenly, so frequently and were so similar in character that the firm manufacturing that ice cream was mystified. After noting that the ice cream in question did not so displease many other people—people known to be unbiased—this firm decided that some competitor had engaged a number of hawkers, who are low enough to do most anything for money. But, of course, that firm must have been wrong. Certainly no one could be base enough to do a thing of this nature. It is not conceivable that there

is a place in business for anyone so far beneath the contempt of a horse-whipper's lashsting. Of course, there are men who murder orphans, rob widows and slander women's fair names, but surely nothing like this contemptible thing could be done in business—not in the ice cream business, for it is even worse than the tactics of some of our dishonest oil men.

Men of honor just do not do these things, even though Anthony was generous enough to refer to Brutus as an honorable man after he assassinated Caesar.



IT WILL be noticed that the editorial pages of The Ice Cream Review have been extended. Sometime ago we realized that we could not cover all the things we like to tell our readers every month in the small space of two pages, and an additional editorial page was created. But there are so many different subjects to be discussed editorially that cannot be confined to short snappy editorials, it has been necessary since then to make use of the six pages that immediately follow the editorial pages. In this additional editorial space, it is our intention to work up discussions of important matters confronting the industry and to talk them over every month in just the same sort of way that you like to hear them discussed over a table surrounded by friends in the industry. The only difference is, our discussions are prepared after thinking over how men in different sections of the country view these matters, giving you the benefit of a complete digest of opinions.



IT IS not very easy to sing of a promised spring when there still is a lot of snow along the roadsides, but a few days can make a great change, and soon old Jack Frost will have vanished from the scene, leaving the flowers and the ice cream manufacturers in full sway. Wise manufacturers have not waited for spring to prepare for business, but on the contrary have been busy in late months with preparations to work up something more than the usual business that warm weather brings.

BULLETIN OF EVENTS

National Dairy Exposition—Wisconsin State Fair Grounds at the City Auditorium, Milwaukee, September 27 to October 1. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.

Southern Association of Ice Cream Manufacturers—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

National Association of Ice Cream Manufacturers—Twenty-fourth Annual Convention, New Orleans, La., November 18, 19 and 20, 1924. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 to 16 inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Ben H. Walker, Tacoma, Wash.

California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, San Francisco.

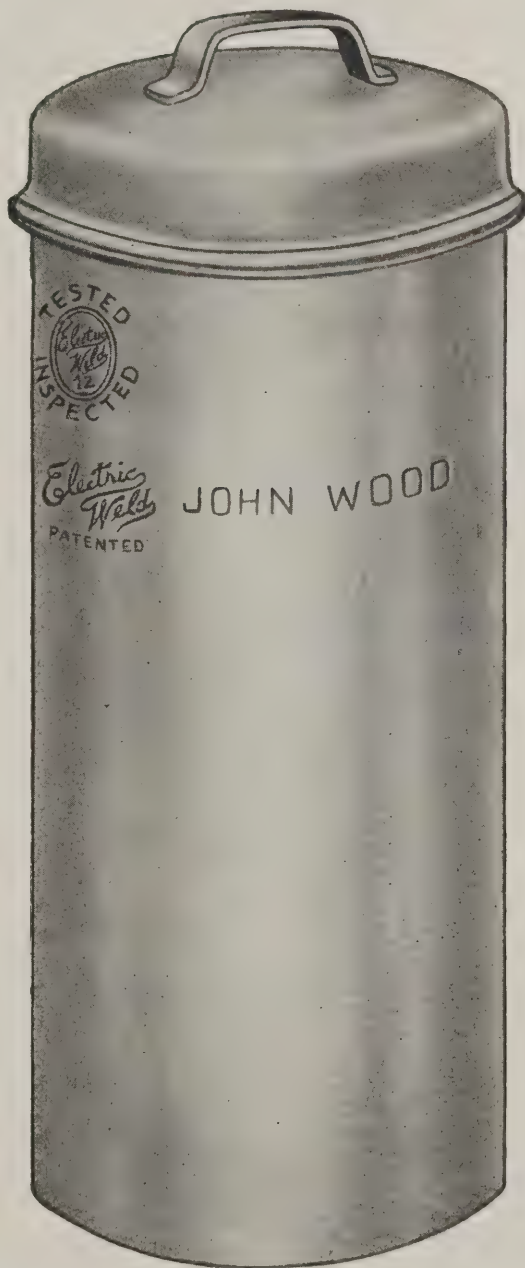
Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., some time in December, 1924. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles H. Berry, Pine Bluff.

*Electric
Weld*

THE CAN—YOU KNOW IS BEST



□
|
= =
No Solder
= =
|
□

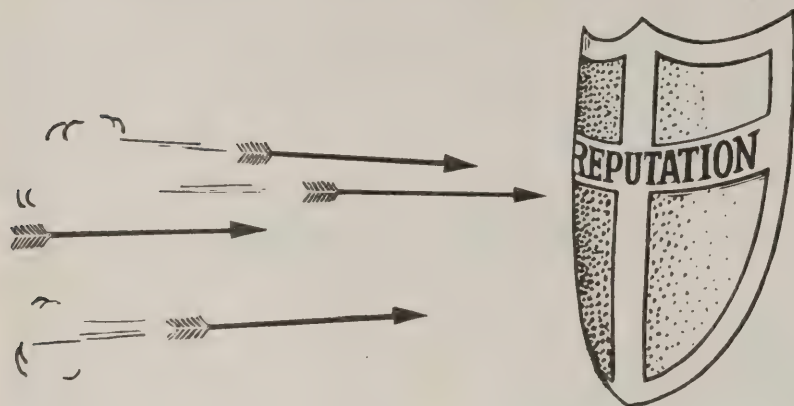
□
|
= =
No Leaks
= =
|
□

JOBBER AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY

JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PENN.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Darts from Our Friendly Enemies



Newspaper Stories Misrepresenting the Ice Cream Industry Should Be Promptly Challenged, Though They Sometimes Come from Well Meaning But Misinformed Men Who Stand High in Their Profession.

IT IS difficult to explain how men of high standing in matters concerning food industries can make so many blunders in discussing dairy topics. The ice cream industry really seems to be the greatest sufferer in this way. It is probably because the ice cream industry is most rapidly advancing over other branches of dairy manufacturing, but the public seems particularly willing to accept unfair charges against ice cream, its production, and its status as an industry.

Many find it difficult to understand that a food as dainty, appetizing and refreshing as ice cream can be sanitarily manufactured in up-to-date plants of the standard of those manufacturing other commodities, when, indeed, the ice cream factories of the country probably are far ahead of those of many industries, and are at least as sanitarily operated.

Several months ago the newspapers of Birmingham, Ala., carried, in startling headlines, the declaration that two children had died from being "poisoned" by ice cream. It was gratifying to learn that this report did not go unchallenged. As is the unfortunate custom of ice cream manufacturers throughout the country, many manufacturers operating in the Birmingham territory paid no attention to the inaccurate newspaper report, but an official of the Southern Association of Ice Cream Manufacturers wasted no time in getting down to facts. He wrote health officers in the Alabama city. This correspondence brought out the fact that one of the children did not even eat any of the ice cream served at the party where several had suddenly been stricken ill, while the ailment of the other was in no way traceable to ice cream. A newspaper correction soon was forthcoming.

DR. W. A. EVANS is regarded as one of the highest authorities on food industries in the country, being particularly well acquainted with the dairy industry. Men who know the work Dr. Evans has done in the interest of bettering conditions in dairy manufacturing are at a loss to account for the blunder he committed when he recently charged, writing for a chain of newspapers that patronize the Chicago Tribune's syndicate features, that "ice cream causes disease because of spoilage."

"There is nothing in the process of making ice cream which is destructive to bacterial life," Dr. Evans charged, adding—"If there is reason for milk ordinances and milk inspection, there is reason for ice cream ordinances—When ice cream ordinances were proposed a year ago the ice cream producers frowned upon them."

Several manufacturers of Minneapolis, Chicago,

cities in California, and other places where Dr. Evans' discussions are read, were prompt to register their protests and to set forth information which proved that the prominent physician had much to learn about conditions in the ice cream industry.

Now, the fact that Dr. Evans stands at the head of his profession made all the more damaging his charges against the ice cream industry, inaccurate though it was. Ice cream manufacturers many times have ignored false charges against ice cream in the newspapers, generally dismissing such occurrences with some such observation as, "Oh, everybody knows that is not true; people know how ice cream is manufactured."

We take much for granted in this life—all of s.

The average editor himself takes much for granted, and in this sense we speak from the viewpoint of the editor. Nobody, however, takes quite so much for granted as the average business man, particularly the ice cream manufacturer. The manufacturer understands his product and the process of manufacturing it so well that he gets it into his mind that everybody else understands his business just as well as he does. As a matter of fact, it is extremely unlikely that even a few of the next-door neighbors of the ice cream manufacturer know anything at all about the manufacture of this truly remarkable food dessert.

ONE of the most successful ice cream manufacturers in the country belongs to many civic and social organizations. He is recognized as a bright man among his friends in business. He has built up a splendid business organization. Yet, despite the fact that this gentleman mixes on free and easy terms with men who stand high in every walk of trade and profession, he was quite surprised one evening to hear one of his next-door neighbors, at a gathering of people, say, "What is that? Oh, you mean my neighbor—the ice cream fellow? Well, he isn't exactly in business, you know—he just makes ice cream."

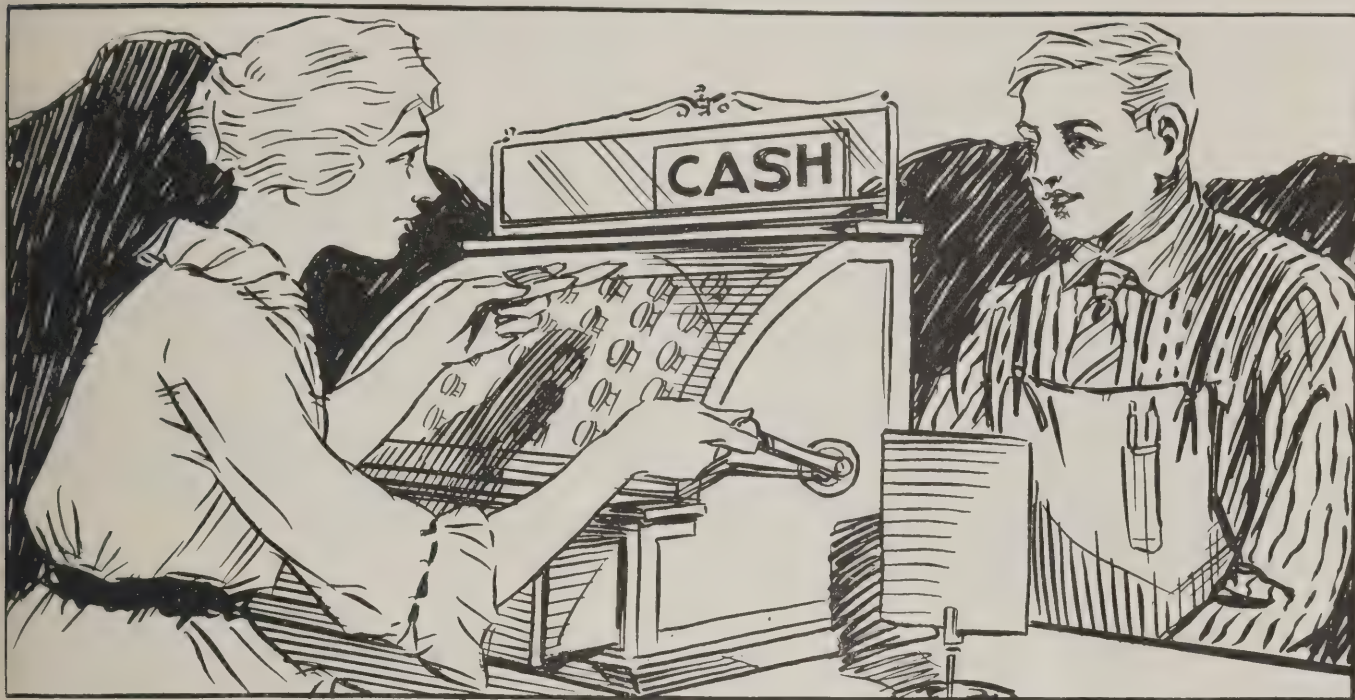
That gives us something to think about. It gave the manufacturer in question something to think about, and as a result, the next time his Rotary club called upon him to make a speech on the ice cream manufacturing business at a coming event—an invitation that he many times previously had evaded—he accepted. And he told the story of the ice cream manufacturing business as clearly as it can be told by a man whose heart rankles with realization of how little his line of business is understood and how little it is appreciated.

(Continued on page 46)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Cash Basis for The Ice Cream Industry

Collection Evils Long Have Menaced Welfare of Manufacturers. Widespread Elimination of This Abuse Sought on Eve of 1924 Campaign



CUTTING down credits and winning more business is the experience of several ice cream manufacturers who long ago recognized the pitfalls of the collection system but previously were afraid they could not eliminate this evil without greatly upsetting their business. It has been found that much of this dread of the credit bugaboo is nothing more than hokus-pokus, and that dealers can be made to understand that ice cream manufacturers must have their money promptly. The strangely interesting part of it is, manufacturers are finding that dealers not only will come across when told that the credit system is intolerable to them, but the dealers will take more interest in that manufacturer's product and "work" it harder, instead of becoming angry and looking elsewhere for his ice cream.

The collection evil is one of the most persistent that has ever confronted the ice cream industry. Manufacturers for years have groaned under the whiplash of inbusinesslike credit practices. It is one of the skeletons in the closet that most every manufacturer for many years dreaded to bring out for close scrutiny. Many manufacturers who by all the laws of business should have been making money have watched their profits melt out in the red-ink side of the ledger, with no apparent reason except that they were eaten up by the greedy lion of bad accounts.

It is evident that much of the nuisance of bothering over collections will be eliminated this year.

THE ICE CREAM REVIEW has conducted a survey of the situation and discovered that men who have made bold to beard the credit lion in his den, so to speak, have learned that dealers can be made to understand that there is no reason why the ice cream manufacturer should not expect prompt payment for his product and service just the same as the other men who supply the drug stores and delicatessens.

The strange psychology of the situation stands revealed when we see that the dealer who is reminded that he must pay his ice cream accounts immediately develops a greater interest in selling ice cream than ever before, and the manufacturer who makes his play for his money suddenly finds his dealer selling more of his ice cream and making more money for both the manufacturer and the dealer, without any losses through quibbling over accounts. It may be that the dealer, like most all human beings, better appreciates the product when the manufacturer himself shows appreciation of it. On the other hand, a dealer who knows that the manufacturer will not "crowd" him for payments often is tempted to pay little attention to the ice cream end of the business, and it is probably for this reason that so many dealers have tried to convince themselves that they handle ice cream just as a convenience to their customers and not so much for the profit.

It is a favor to the dealer to make him know that he must render unto Caesar. The dealer owes it to the manufacturer he represents as well as to himself to make every effort to dispose of more ice cream. He certainly owes the manufacturer the money due him for manufacturing and supplying the product.

The ice cream manufacturer who does not act to eliminate his losses through credits has no one but himself to blame for whatever unfortunate conditions come up. The experiences of manufacturers who have solved the credit problem show that the industry has reached that point in development where advanced business methods are necessary to every man who wants to be among those listed in the survival of the fittest.

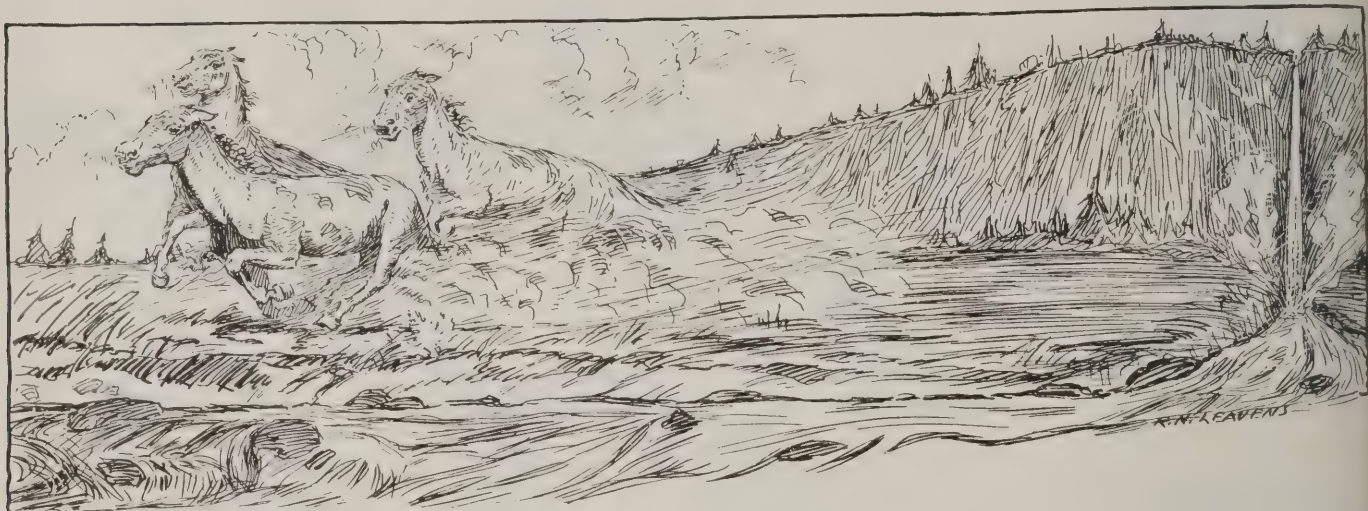
SPEAKING before the Illinois state convention the past winter, Z. G. Gassman, retiring president of the association, said:

(Continued on page 152)

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Hitching the South's Wild Horses to Industrial Development

America's Greatest Undeveloped Resources are in the Mountains, Where Lie Kingdoms of Unbridled Power, Hidden Hosts of Mineral Wealth, Unbounded Acres Favorable to a Gigantic Dairying-Scheme, and Uncovered Treasures of Mental Power



THE mountains to the southward are in labor. People who understand the sleeping power within those vast storehouses of energy are greatly interested in what is to be brought forth. It is generally understood that America's greatest undeveloped assets are in the mountains. Minerals of untold wealth lie virtually unscathed barely beyond the plows of men who have toiled for many years under grievous handicaps. "Wild horses" of unreckoned power are dashing uselessly over vast expanses of waste that should be one of this country's richest fields of development.

News in the public print indicating that the government is to make disposition of Muscle Shoals has quickened the pulses of people who have been studying this mighty flood and have been looking forward to its commercialization, or rather industrialization.

A far-reaching urge for development has been sweeping the South in recent years, especially in recent months. A section of the country that has produced some of America's greatest builders has, by one of the strange tricks of fate, been struggling for many years for a way out of the wilderness of problems in its own unbuilt domain. European nations in distress are referred to by foreign correspondents to newspapers as waiting for "a man on horseback" to lead them to better things. The South is trying to work out a way to control its "wild-horses" of power that are escaping in the form of the mountain streams. Steps are being taken for the development of the South's great mineral deposits—many of them minerals to be found nowhere else; all of them minerals for which American industries are waiting. Clays that for a long time have been shipped to foreign countries to be made into pottery and crockery are being studied to the end that these manufactories may be carried on in the Southern states, as also clays, for brick, tile, porcelain, bauxite for aluminum, etc.

The South is bending strong efforts toward the development of dairying. Dairy development was discussed at the past convention of the Southern Association of

Ice Cream Manufacturers. Despite the fact that different delegates spoke optimistically over the outlook for dairying, a few of the manufacturers could not see the wisdom of offering the co-operation of the Southern Association of Ice Cream Manufacturers to that end. The association let the matter rest.

DEVELOPMENT of Muscle Shoals is the burning topic of the hour in the states below the Ohio River, especially in that section where are located the states of Alabama, Mississippi, the Carolinas, Tennessee and the adjoining regions.

While most observers see in the development of Muscle Shoals an event that would open the way to new industries for the South and the upbuilding of farm prosperity through the distribution of cheap fertilizers, dairy manufacturers of the South are not unmindful of the particular impetus it will give to their own industry.

The ice cream industry will benefit in many ways, principally, of course, through the building up of prosperous farm and industrial conditions. More industries will mean more money in circulation. This will mean more day laborers for that section, and the working people buy the most ice cream. Men with steady wages will increase the outlet for ice cream.

Agricultural development, of course, is the base of prosperity, and with industrial progress added, the Southern ice cream industry will have created for it favorable conditions similar to those which have made for the advancement of the ice cream business in the Northern states, such as Pennsylvania, Maryland, Massachusetts, New York, Michigan, Ohio, and other states where industries are flourishing.

Many, many years before prosperous cotton conditions were brought to an end, Governor Hammond of South Carolina, in pleading for industrial development for his section, said:

"Investigation would show that only the nations that developed commerce and manufactures, in addition to

(Continued on page 52)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Five Features that make Frigidaire

ICE CREAM CABINETS

a Sound Investment

1. Quickly Saves Its Cost.

It eliminates trucking and delivery of ice. For the retailer it brings freedom from the muss and dirt of salt and ice—no shrinkage or return of soft cream—no cream too hard to serve—no repacking.

2. Security.

The entire financial, research and engineering resources of the General Motors Corporation are back of Frigidaire Ice Cream Cabinets.

3. Dependability.

The Frigidaire Ice Cream Cabinet has the same cooling unit that has been proved satisfactory and dependable in Frigidaire—the electric home refrigerator. Thousands of satisfied Frigidaire owners attest its reliability in service.

4. Flexibility.

The Frigidaire Ice Cream Cabinet is adaptable to conditions in any store. The mechanism can be installed at either end of the cabinet—in the basement, or elsewhere as desired. There is a complete line, 4, 6, or 8 hole cabinets, to meet every need.

5. National Service Organization.

It has always been the policy of the Delco-Light Company to provide adequate service facilities for all of its products. A nationwide service organization assures satisfactory service when and where you want it.

You will only buy Electric Refrigeration once—consider these Frigidaire features before you buy—and buy right the first time. Full details and prices will be sent on request.

DELCO-LIGHT COMPANY

Subsidiary General Motors Corporation
DAYTON, OHIO



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Ives Ice Cream Company, Minneapolis, Minn.

The Latest Ice Cream Plant in the Northwest

Specialized Service

Some larger plants embodying the Berger Specialized Service to which free reference can be made

Crescent Creamery Co.	-	St. Paul, Minn.
Minnesota Milk Co.	-	St. Paul, Minn.
Kemps Ice Cream Co.	-	Minneapolis, Minn.
Ives Ice Cream Co.	-	Minneapolis, Minn.
Hayes Ice Cream Co.	-	Minneapolis, Minn.
Metropolitan Milk Co.	-	Minneapolis, Minn.
Flynn Dairy Co.	-	Des Moines, Iowa
Waterloo Creamery Co.	-	Omaha, Neb.
Skoug Candy Co.	-	Sioux Falls, S. D.

For Ice Cream Making plants covering Buildings, Machinery and Equipment.

Twenty-five years experience in designing and supervising equipment of manufacturing plants using refrigeration.

CHAS. A. BERGER

Refrigerating Engineer and Architect

401 PHOENIX BUILDING

MINNEAPOLIS, MINNESOTA

Member—American Society of Refrigerating Engineers, American Association of Refrigeration.

Registered Engineer and Architect in the State of Minnesota.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.



Playing the Week End Specials

Public's Love for Special Privileges is Luring Many New Customers to Ice Cream Counters. Many Manufacturers are Cashing in by Featuring Certain Flavors for Certain Times Window Flavor Streamers Help.

THAT old-fashioned habit of trying to build up your business by beating the other fellow out of his business has gone by the boards, as the gentlemen in politics would say. In other words, wise men in the industry have learned that the business which really stays on the books and counts in that column where the little lady with the horn-rimmed spectacles writes dollar marks in black ink is that business which neither you nor your competitor previously had touched.

Ice cream manufacturers of the country now are just on the threshold of some very interesting adventures in a field of conquest thus far little developed, though thoughtful men in the industry have been working in that direction for some time. Selling ice cream to the people instead of to the dealer is a development that has come about only recently. It has been discovered that ice cream is much the same kind of merchandisable product as anything else offered in the marts of retail trade, and that many methods successfully employed by other business men apply equally as well to ice cream.

Many manufacturers have long realized that the public was not being told the story of ice cream; that is, no one was taking as much frenzied interest in selling America's greatest food dessert as in telling of the merits of certain kinds of tooth paste, the potency of certain patent medicines, and so on. These manufacturers were going to correct that condition just so soon as they could get to it, but first they had some important matters to attend to; certain manufacturers had some customers that they wanted.

Far-seeing manufacturers, however, are bending their efforts toward getting lots of ice cream moved over the dealers' counter. The idea of promoting special sales hits the public in a responsive way. Southern California is not the only part of the country where manufacturers are cashing on the public's love for special privileges. The "week-end special" is being played extensively in the East and the Middle West, and on the eve of activity for 1924, there are many promises that this idea will be seized upon generally in the country, with Southern manufacturers taking interest in the scheme.

PLAYING the "week-end specials" means nothing more than advertising a special flavor for one certain day or days. Newspaper advertising calls the attention of the public, and it has been found that window streamers advertising the flavor to be featured serve to catch and hold the interest of passersby.

The "week-end specials" were "worked" harder last year than ever before. The Crane Ice Cream Company of Philadelphia determined to try out the plan. Results were so satisfying that it was continued, and officials regard it as one of the company's best forms of advertising.

Another Pennsylvania firm, the Smith & Clark Co. of Scranton, tried out the plan successively in different cities where it had stops. This company liked so well the idea of the window flavor streamers with which to push its week-end sales that it has used the streamer out of season as well as in season.

The Leichtman Ice Cream Co. of Hazelton, Pa., reports that it had a greater volume of business last year than ever before, and declares that all of this came about simply because it made an effort to develop sales among the people who have been backward about taking ice cream. They are greatly elated over results of their "week-end specials," which brought a record business in spite of extremely unfavorable weather.

Many ice cream manufacturers believe the window flavor streamer, simple device that it is, has gone far toward solving the problem of greater gallonage. One of the great difficulties is in getting the dealers to use their display material. All over the land manufacturers have advertising material cluttering up their lofty musty and dusty, and are at a loss as to how to get rid of it. That is where salesmanship comes in. The manufacturer cannot expect to sell the public on the idea of eating more ice cream unless he can sell the dealer on the idea that it can be done. The "week-end specials," according to manufacturers who have tried out the plan, give a strong talking point for enlisting the dealer's co-operation. The dealer, as all other average human beings, is strangely interested in any proposition which means money to him. Once that he sees ice cream moving over his counter and money dropping in on the ice cream side of his cash register, he is vitally interested in any advertising material anybody wishes to have him hang in his window to call attention to ice cream.

AN IMPORTANT feature of the "week-end specials" is the fact that many customers find themselves cultivating the habit of buying the product advertised in this connection. It works for consistency.

The first step in any plan to build up sales at the

(Continued on page 49)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

fresh
from the factory



SUCH FRESHNESS—Right at your door

—and such freshness costs you no more.

Our new method of distribution makes it possible for you to get fresh Snow-Drift deliveries promptly—no matter where you are located.

You get Snow-Drift at practically the same price you pay for other milk—with the added feature of freshness.

With Snow-Drift you are assured of a fresh, high quality and absolute uniform milk.

Laboratory tests at each plant assure you of uniformity so that when you write Snow-Drift into your formula—you write Guaranteed Quality, Uniformity and Freshness unsurpassed.

Our 1924 contract will show you an actual savings in dollars and guarantees you prompt delivery of fresh uniform milk throughout the entire season.

Permit us to make you a trial shipment, or at least send you full information.

Gould Cream Company

718-720-724 Temple Court Building

MINNEAPOLIS

MINNESOTA



Spray POWDER Process

CONDENSED

SWEETENED—Skim or Full Cream (8%)

MILK

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

NATURAL BRAND SKIMMED MILK POWDER

And

NATURAL BRAND WHOLE MILK POWDER

are two products of established merit that are being used more and more by the ice cream and dairy trade. We are now making attractive contract prices for spring and summer delivery. Write us for our contract proposition.

BONER BRAND SKIMMED CONDENSED MILK

And

BONER BRAND WHOLE CONDENSED MILK

is packed in new paraffined hard wood cooperage and is guaranteed by us to run from 70 to 72% in total solids. Product is of smooth texture and of uniform quality.

We carry stocks of the above products in all the principal cities of the United States, so are in exceptionally good position to give you prompt and efficient service.

NATURAL DRY MILK COMPANY BONER & COMPANY, Inc.

(Both under same management)

Principal Office: 608 S. Dearborn St., Chicago
New York Office: 1270 Broadway

REPORT OF COMMITTEE ON REFRIGERATED CABINETS BEFORE OHIO ASSOCIATION OF ICE CREAM MANUFACTURERS.

February 1, 1924.

YOUR Committee on Refrigerated Cabinets have gone into this subject as thoroughly as the limited information and data would permit, and beg leave to report.

That, whereas, during the past few years certain expensive practices have grown up in the business of marketing ice cream in that a great many dealers have sought to have the manufacturer furnish refrigerated cabinets, without cost to the retailer, and to install said cabinets in the stores and business places of the said retailers at the expense of the manufacturer of ice cream.

And, whereas an effort is now being made, by the retailer, to induce the manufacturer to purchase at his own expense and to install in the places of business of the retailer additional and more expensive equipment for the marketing of ice cream.

And, whereas said equipment and refrigerated cabinets are requiring the manufacturer to withdraw large sums from his active capital and to invest it in further and additional equipment for the benefit of the retailer and are thereby working a hardship on said manufacturer, it is therefore the sense of this committee that the following recommendations be submitted to our membership with the object in view of curtailing the practice on the part of the manufacturer of furnishing refrigerated cabinets to dealers and, insofar as is practicable to discontinue said practice in places where it now exists.

Your committee offers the following suggestions as a formula for mitigating the abuses referred to above:

1. That during the year 1924 no manufacturer furnish, or cause to be furnished, to a dealer any cabinet for ice cream shipped by express, traction or conveyance other than in truck of manufacturer.

2. That no cabinet be introduced by any manufacturer of ice cream in a city or locality where not now in use.

3. That a reasonable charge be made against the retailer for water and current in the operation of said cabinet whether said cabinet is furnished by the manufacturer of ice cream or the dealer; that free service for water and current on the part of the manufacturer be discontinued.

4. That in view of available data that the cost of ice and salt for icing ice cream ranges from 5c to 8c per gallon, an allowance of not to exceed 10c per gallon may be made to dealers who furnish their own cabinets and power where icing service was formerly given.

5. Your committee asks for the adoption of the foregoing recommendations and for additional time for the consideration of the several important points involved. We ask that no new commitments in the furnishing of mechanically refrigerated cabinets or fountains to dealers be considered until your committee has made a most thorough investigation and has further recommendations to submit.

Respectfully submitted,


J. J. SCHMIDT, Chairman
J. H. SCHINDLER.
H. C. MOORES.
M. A. MAILANDER.
GEORGE STRONG.
EVERETT ANTRIM.
GEORGE HOREN.
JOHN HEMMER.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Warner-Jenkinson Co.

ST. LOUIS

Red Seal Vanillas



WE are now making 1924 deliveries on Mexican, Bourbon, All Bean Vanilla Extracts and Giant Compound at contract prices made last fall and winter. Present prices on these bean extracts are almost double. Customers who placed their contracts with us in time are therefore well satisfied with their bargain, and we are equally glad that we have been able to render them this service.

Contracts on bean extracts can now only be accepted at prices based on the vanilla market, and in quantities corresponding to any vanilla beans obtainable. The market is practically bare of supplies.

Imitation Vanilla Compounds

Contracts for 1924 can still be accepted on this class of goods. Prices are now 25% to 33% higher than last fall and we see no prospect of any decline. Raw material continues to advance.

OUR NEW BOOK

Ice Cream Carbonated Beverages

PRICE \$2.00

Published by the
Warner-Jenkinson Co., St. Louis

[A free copy will be mailed to any customer applying for one. Send in your application by postal card, or hand it to our salesman.]

Cost Accounting Systems

By HOWARD K. LEATHERMAN*

ACCOUNTING systems are now the subject of much discussion as pertaining to our industry and it is, therefore, behooves us to stop and ask ourselves, are we not doing our business and the industry as a whole an injustice, in the fact that this phase is being neglected. How easy it is for us to sit at our desk and make mental calculations. This is all in order if we have a study of actual costs and are in possession of substantial figures that will show this method to be correct. However, so often there is a discrepancy in our mental calculations.

All of you who have not at this time some system showing your costs from the time the batch is prepared and so on until the finished product reaches the consumer, are certainly working in the dark. Granted, you may be showing a very comfortable bank balance and your bills in good shape, but have you any method that will detect any excess operating expense, thereby making it possible for you to better such conditions and increase not only the efficiency of your organization, but also the final results?

For those of you who have a monthly system of operating report, the question arises, is the information contained therein, viewed in a perfunctory sort of way, or is the monthly story of progress taken rigid hold of by the managers, analyzed thoroughly, and then used as a basis for definite retrenchment or extension?

*General Auditor Cohn Ice Cream Co., Inc. Address before 1924 Annual Convention of New England Association of Ice Cream Manufacturers.

Have unit costs been worked out and studied as seriously and regularly as they should have been? A few items here and there have undoubtedly been studied, depending upon the particular hobby of a manager or superintendent. But it would be interesting to know to what extent statistics of real value have been built up, and used by executives who administer the practical affairs of operating.

From what has been written and said about costs per gallon manufactured, and costs per gallon of sales, an observer might conclude that with all this common unit of cost, operating expenses just begin and end. They probably do in some reports.

Every one of us spend each year monies to insure ourselves against various hazards and is there one of you who would not protect your business against a hazard of failure. One of the large credit rating houses says that four-fifths of industrial failures in the country are the result of faults or incompetence of one kind or another, and that ignorance of true cost of production is one of the most common.

A GOOD cost system properly conducted should enable the manager to operate with some assurance as to the final results. It should tell him what costs need special attention and enable him to gauge the efficiency if such exists. It should be his guide and counsellor in directing the activities of his business. On the other hand, care must be exercised that the system installed is not too complex and that the cost of secur-

(Continued on page 110)



Specify—

When ordering flavor for Maple-Nut Cream

ELPAM

If you are not using this flavor,
ask us for a **FREE SAMPLE**.

A trial will convince you of its
SUPERIORITY.

M A N U F A C T U R E D B Y

G.W. Wardrop Company, Inc.

450 Broadway

Boston 27, Mass.

G. W. Wardrop Co., Inc. 450 Broadway, Boston
27, Mass. Send Sample of **ELPAM** for trial
Name
Address
Cut off this tab
and mail.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*The secret of the Ice Cream Maker's success
lies in giving the people what they want.*

Delicious

CARAMEL ICE CREAM

is one answer to this all important question—
but it must be *delicious*.

Caramel Nut Ice Cream

is another winner of popular favor, increased
sales and profits.

Both of these delightful delicacies are easily made by
adding to your standard mix from four to six ounces,
according to color and flavor desired, of

BOWEY BRAND COMPOUND

CARAMEL FLAVOR

It will give your product that genuine cooked cream
caramel flavor, so popular with everybody. For Caramel
Nut add selected crushed dry nuts and the richness of
the result will be amazing.

Compound Caramel Flavor is economical to use. It costs
but 1¾ cents a gallon. Order a trial gallon by Prepaid
Express, price \$5.50. (Mention this special offer.)



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St.

CHICAGO, ILL.

Established 1895



J. W. CLOPTON.

Evangelism of Quality Sweeps South

Southern Manufacturers Steal Billy Sunday's Thunder
and Put Over Drive to "Hit the Sawdust Trail
of Quality." Better Ice Cream is Being
Made in South, "Evangelists" Say



H. A. CUSCADEN.

EVANGELISTIC methods to spread the doctrine of quality ice cream have been adopted by Southern ice cream manufacturers. Kentucky manufacturers stole some of Billy Sunday's thunder when they started out in February with a series of meetings to encourage ice cream manufacturers of Kentucky to "hit the sawdust trail of quality."

Quality was stressed as the Kentucky ice cream industry's greatest need for success at the two meetings of the Dairy Products Association of Kentucky in February, the first being held at Hopkinsville, February 15, and the second at Middleboro, February 20. These meetings were part of a determined movement to put ice cream "on the high plane where it belongs." The Southern Association of Ice Cream Manufacturers is encouraging meetings of this kind to hold interest in a high standard of quality.

The keynote of the Hopkinsville meeting was expressed by J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers. He declared in his address that "the greatest thing that is being done for the ice cream industry today are the regional meetings or as I might better express it, the neighborhood meetings such as we have here today."

"The time has come when the ice cream manufacturer must conduct his business along business lines and he must be too big a business man to let his personal prejudice and hearsays that come to him from various sources govern his business policy."

"The ice cream manufacturers of the South are also making better ice cream, and most of them are making better ice cream than is required by their state standards. This condition is brought about by the desire to increase consumption throughout the South, and this is being rapidly accomplished. Gentlemen, let's be neighbors instead of competitors."

ONE of the leading exponents of the evangelistic program in the Southern ice cream movement is Harry A. Cuscaden of the Cuscaden Ice Cream Works, Louisville, Ky. Mr. Cuscaden attracted much attention at the past convention of the Southern Association of Ice Cream Manufacturers at Little Rock in December, when he spoke on co-operation in the ice cream industry, speaking on the subject "What's Dumber than a Dumbbell?"

"We hope that the seed we are planting today will grow into a large industrial tree, with its branches extending all over the United States, and loaded down

with nothing but quality ice cream," said Mr. Cuscaden at the Hopkinsville meeting.

"Just a few years ago ice cream was considered luxury and was used only in the summer, or on special occasions. The mother who bought her children ice cream was considered extravagant. Only a few factories were in existence, and very little ice cream was made during the winter. Today, ice cream is a health food and is eaten summer and winter. It is the wise mother who feeds her children plenty of good ice cream. There are thousands of factories making millions of gallons of ice cream daily."

"There is no reason why in the next few years, Kentucky should not have the lead in quality ice cream."

Mr. Cuscaden said that in one sense the ice cream manufacturer is the public's doctor. He declared the manufacturer is selling a health food and that the responsibility is on his shoulders to see that the product he sells is absolutely pure. The men who would make bad ice cream were branded by Mr. Cuscaden as criminals, "and we don't want them in the industry," he added.

"There are three reasons why we should make good ice cream. First, because it is a health food and it is the right thing to do. Second, it will increase consumption and naturally make you more money. Third, because it is the law."

"Common sense tells us, that in making something to eat, a food, it must be good and wholesome, not injurious. If it is good the public will eat more of it, and in turn we will get a larger return on our investment. The ice cream industry is still in its infancy, and in the next five years we will see some big changes. Gentlemen, don't let Kentucky fall by the wayside, let's keep step with progress, and set a high mark in quality ice cream."

MR. CUSCADEN declared that ice cream manufacturers should read the trade journals. He said they were full of good information. He spoke of the good work being done by the dairy schools and colleges. Sarah H. Vance, director of Bureau of Foods, Drugs and Hotels, State Board of Health, addressed the manufacturers on "Laws and Standards."

At the Hopkinsville meeting the ice cream industry of London, Corbin, Harlin, Knoxville, Middlesboro, Kentucky, and Jellico, Tenn., was represented. The manufacturers voted to meet at certain definite periods to perfect the organization of a Regional Club.

(Continued on page 49)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

District Meetings Proving Popular

Quality is Discussed in South, While Iceless Cabinets Come in for Most Discussion in West and Middlewest.

DEVELOPMENTS in the ice cream industry are featured by the spread of the idea of district meetings. District meetings have been held in a number of states in recent years, but in the past few years activities of this kind have been especially noticeable. It is in the Middlewest and the South that the idea of district meetings is the most popular.

The idea of district meetings was especially encouraged at different state conventions during the past winter. The Southern Association of Ice Cream Manufacturers heard the idea praised at its annual convention, and at the convention of the Ohio Association of Ice Cream Manufacturers resolutions were adopted and district meetings were provided for in the new constitution and by-laws. These districts later on will be given a number, but for convenience are called Cleveland district, Toledo district, Cincinnati district, Athens district, Columbus district, Zanesville district, Wheeling district and Canton district.

Under the direction of Secretary W. A. Wentworth of the Ohio association, meetings have been held in that state at which the principal business pertained to the name of the districts and suggestions regarding the territory to be included, and election of a chairman and vice-chairman, which chairman shall serve as a member of the board of directors of the state association. It has been determined in each case to hold regular meetings approximately every month in each of the districts thus organized, to promote a better situation insofar as the ice cream industry in that territory is concerned.

"The iceless refrigerated cabinet has done much to further the idea of district meetings. At the meeting held in Ohio in February, much discussion was given to the iceless cabinet and in each district there was adopted a report of the refrigerated cabinet committee presented at the state convention. In some cases additional solutions regarding the distribution of iceless cabinets have been adopted at the district meetings. On the whole, however, there has been a uniform expression of approval of this matter," according to Secretary Wentworth.

THE committee's report provided for the use of cabinets to be confined, at least during 1924, to the territory which has already been opened up, either by the ice cream men or the manufacturer of the cabinet. "It is felt that there is ample territory in Ohio to provide an outlet for all the cabinets made in 1924 without going to the territory which would only cause tremendous inconvenience and uncertainties for the ice cream manufacturer," according to Mr. Wentworth.

Much attention has been given at the district meetings to the quality of ice cream, especially in the district meetings held in the Southern states. In the South the meetings were in line with the matter discussed at the Southern convention regarding a standard of quality to be upheld in carrying out the association's advertising program. Quality, however, has come in for much discussion at district meetings in the Middlewest.

Districts thus far organized in Ohio are as follows: Cleveland—J. H. Schindler, chairman, and Mr. Magel vice-chairman.

(Continued on page 124)

MILK

Evaporated and Condensed
IN CASES

Condensed and Powdered
IN BARRELS

Let us furnish your requirements of Powdered Milk, Sweetened Skimmed or Whole Condensed or Evaporated direct from factory or convenient warehouse stock. We take the entire output of several plants whose products have proven quality.

We have gained the distinction of having the largest distribution of milk products among the grocery and manufacturing trade of any selling organization in the country.

Eastern distributors for the M. P. A. Brand Spray Process Skimmed Milk Powder, made in California and today the second widest distributed brand in the country.

For convenience and economy of buyers we carry fresh stocks at following points:—

NEW YORK
BROOKLYN
BOSTON

NEWARK
JERSEY CITY
PHILADELPHIA

BALTIMORE
SAVANNAH
CHARLESTON

R. A. McKee Corporation

SPECIALISTS IN

MILK SELLING

261 Broadway

NEW YORK

Long Distance Telephone Barclay 0130-0131-0132

*Maintaining the Widest Distribution of Milk
Products in Eastern Markets*

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

1885

New England Ice Cream Industry

Thirty Years of Progress Through Quality and Co-operation

1924

Yesterday and Today in the New England Ice Cream Industry

TWO men in the ice cream industry in New England have a lot of fun every time they go to a convention and hear manufacturers talk over their troubles. It is not that these men themselves do not have any troubles in their plans once in a while, but they can look back over a span of thirty years and recall some real troubles, such as boiling the vanilla bean in cream to make vanilla ice cream, chopping ice by hand, working half of one night to fill a special order for twenty-five gallons of ice cream, an average of sixteen hours a day toiling over tub freezers operated by hand, and no definite time to go home, except to work until everything was done, and "everybody happy."

W. P. Sutton and C. E. Davis are the oldest members of the New England ice cream industry. The former is head of the Mansion House Ice Cream Co., Cambridge, Mass. Mr. Davis is head of the firm of Davis Ice Cream Co., of the same city.

THE foundation of the Mansion House Ice Cream Company, Cambridge, Mass., was started in 1886 in the old Mansion house, an old-fashioned New England tavern, at that time over 100 years old. Old-fashioned tub freezers, hand power, were used. The output was first served with meals as a dessert. Later an ice cream parlor was added, and then a catering department was included, all of which required a larger output of ice cream. The public liked the product and we were successful as the little business advanced. Several alterations and changes were made as we went along.

The wholesale end of the business started about 1894. A few local retailers requested that they be supplied during the summer season. Delivery was made in tubs,

no icing service in those days. The volume was small. The retailers would start to serve ice cream in June and discontinue in September.

THE original room where manufacturing was begun was about 12 x 20 feet.

"Our investment at that time was about \$300 to \$400," relates Mr. Sutton. "The greater part of the was in tubs and cans. In 1904 we decided to enter the wholesale market in a larger manner and that also proved successful. Gradually we discontinued all other branches of the retail business and in a short time we did not have room enough in the old place to take care of the flow of business we were receiving.

"We then wanted a new and larger plant so in 1907 we laid out plans for a new factory and in 1914 moved into our present building, 60 x 100 feet at three stories high. A garage is now connected, 45 x 10 feet, and two stories high. The upper floor of the garage is used for storage and repair shop for tubs, cabinets and cans.

"In the early days of our entering the ice cream industry, early in May we would get out the old hand freezer and make the necessary repairs, also the tubs, etc. We had no cabinets in those days. All the stock was carried in tubs. About the first of October we would close the ice cream department until the next spring.

"In the old days nearly all ice cream men had their secret formula. Fat solids, bacteria, etc., were not thought of. The national and local associations, with the assistance of our health officials, have been the means of bringing up the industry to where it is today.

For Lasting Satisfaction



York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.

CHICAGO, ILLINOIS

J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Bldg. Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Shrewd and Capable New England Ice Cream Manufacturers Use U. S. Heavy Duty Freezers Then Order More as Their Business Expands

The Turner-Centre System

The Turner-Centre System tried out a 120 Quart U. S. Heavy Duty Freezer in their Boston Plant. They found that under the same conditions the U. S. Freezer turned out finer grade of ice cream than all other freezers they were using at that time. So they ordered two more for their Boston plant, which is shown here, and also ordered U. S. Heavy Duty Freezers for their plants in Providence and Lowell.

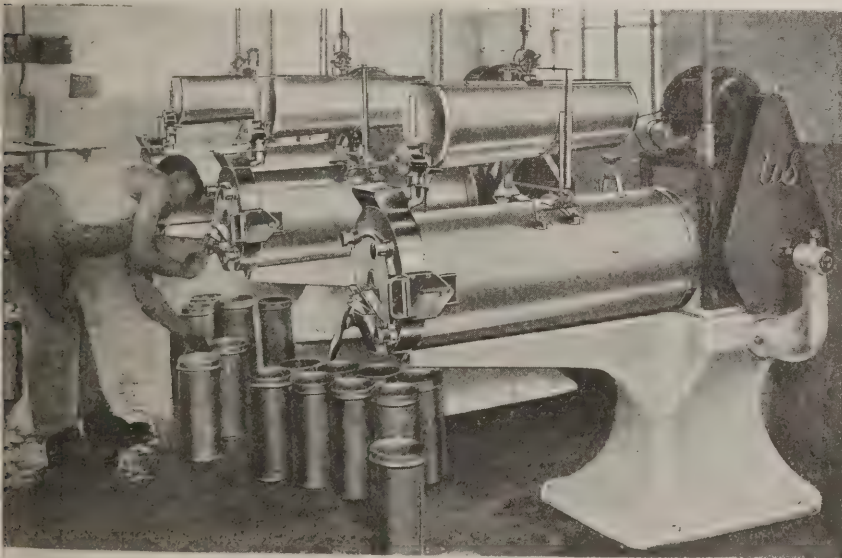


TURNER-CENTRE SYSTEM.
Plant in Boston, Mass.

Showing three 120 Qt. Capacity U. S. Heavy Duty Freezers.
They also use U. S. Heavy Duty Freezers in their
Providence and Lowell Plants. Note U. S. Automatic Batch Weighers.

The Maine Creamery Co.

The Maine Creamery Company of Providence, R. I., desiring to install new machinery the very best and most efficient kind, carefully investigated all makes of freezers in 1920. They finally selected the 120 Quart U. S. Freezer, and ordered one on a trial basis. This was so satisfactory, that they immediately ordered three more, making four altogether which they now use.



KELLEY ICE CREAM CO.
Plant in Providence, R. I.

The 3 Majestic 60 Qt. Capacity U. S. Heavy Duty Motor Driven Freezers they last ordered are shown here. Their original installation consisted of 3 Commercial 40 Qt. Belt Driven U. S. Heavy Duty Freezers.

The Kelley Ice Cream Co.

Mr. Kelley, of the Kelley Ice Cream Co., is a man of wide experience in ice cream manufacturing, and immediately selected U. S. Heavy Duty Freezers when he started the Kelley Ice Cream Company. His first installation consisted of three 40 Quart U. S. Freezers. The business grew rapidly, and he soon placed an order for three 60 Quart U. S. Heavy Duty Freezers. These are shown in the picture to the left.

What Cheer Creamery Co.

After having used two 120 Quart U. S. Heavy Duty Freezers for a year, the What Cheer Creamery Company got into a difficult situation on account of an overwhelming increase in their business during a hot spell. They called us up by long distance, asking us to send them at once another 120 Quart Freezer of exactly the same type they had.

Satisfied Successful Users Everywhere

We will gladly give you the names of those near you, so you can ask them what they think about U. S. Heavy Duty Freezers.

Write for complete information

State whether interested in Small or Large Horizontal Freezers, or in a 40 Quart Vertical.

J. S. FREEZER & MACHINE CORPORATION

100 North 11th Street and Driggs Ave.

No 50 a

BROOKLYN, N. Y.

Jobbers and Representatives In All Parts of the United States and Canada.

We will Gladly Arrange to Have One Call on You.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

product is made today in clean and sanitary, inspected factories. Ice cream is now considered a staple food product, where in old days it was thought of as a luxury."

THE Davis Ice Cream Co. entered business in April, 1885. All vanilla flavoring was obtained by boiling the bean in cream. Strawberry and pineapple juices were put down in season and kept in ice chests until used. The manufacturers started breaking ice in season and kept it in ice chests until time to use. There was a huge bin affair with a cement bottom in which the ice was kept, the ice breaker straddling the box to break the ice the right size with a large mall.

The old way was to put all merchandise in the cellar and then lift it out as needed. There was no Sunday work for several years, and the wholesale business was virtually unheard of until about 1890. The one horse used by the Davis Ice Cream Company in summer was put out for keep in the winter months. Power was then produced in the form of a water motor for 1 cent to

the 10-gallon freezer, it sometimes being necessary to give "a pull on the belt to bring a batch to completion." Later there was a gas engine large enough to run two freezers. The procedure was to freeze the batch, pull out the freezer and then dump all the ice and brine on the floor to run down into the sewer, then dump all the ice cream from freezers into 20-gallon cans. The mix then was iced up over night and dipped into separate 1-gallon and 6-quart cans the following morning. No can larger than one gallon cans were known for years in the wholesale business. Vanilla and strawberry were the only flavors.

IN 1900 E. G. Davis paid \$50.00 to be taken through one plant and afterward brought from New York an ice cream cabinet and 25 one quart double covered bricks which was the start of the individual brick business of Boston. About this date the first ice cream frozen by brine was made in Cambridge and was frozen in gude tubs with a coil of brine pipe around the inside and partly filled with a brine. It didn't prove very practical, according to Mr. Davis, but it was a good thought and developed fast until today.

* * * * *

"Quality" is Weapon of Ice Cream Manufacturers Down East

Spirit of Co-operation is Highly Developed. New England Association has Served Toward Progress of Industry

THE ice cream industry probably is in healthier condition than any other line of activity in New England. The progress and continued well-being of the ice cream manufacturing business is one of the bright spots in a situation that has greatly perplexed New England industrial leaders in recent years, what with the South taking away the New England mills, St. Louis gobbling up the shoe factories of the gentlemen down East, and the port of New York getting more than its share of the shipping.

Probably it is because the ice cream industry got an earlier start along the Eastern seaboard, but the fact remains that members of the industry in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut have been very alert in promoting the "frozen beverage" in public popularity, pursuing a rigid course of quality production in working to this end.

More than fifteen million gallons of ice cream were made in New England last year. The progress of the industry in that section is interestingly related in an

editorial that appeared in the Boston Evening Transcript at the time of the 1924 convention, which follows

"Embodied for all time in song and story is the roast beef of old England. Where is the poet to sing of the sweet and cooling influence of the ice cream of New England? The statistician is at work, but few can discover the poetry in figures. He is laying the groundwork for poet of more limpid measure, who shall tell the tale of ice cream in soothing and melting cadence. But the story of the statistician is no without interest. We read in connection with the proceedings of the New England Association of Ice Cream Manufacturers at their session in Boston that fifteen million gallons of ice cream were made in New England last year. Presumably it was eaten here. It represents consumption of about two gallons per capita.

"Here, perhaps, is food for cool reflection by that body of investigators Governor Cox would have appointed to study the New England food supply. The ice cream manufacturers say that their product is winning deserved recognition as food rather than as a mere means of tickling a parched palate. The fifteen million figure bears out the assertion. It is further explained that ice cream when not too cold is excellent breakfast food. Why not meet complaint that New England imports too much food by increasing consumption of ice cream? Here is home-made product, nutritious and pleasing to the taste. It appeals to youth and age. It is the solace of the invalid and the comfort of the man immersed in the affairs of business. In supply it is ubiquitous. Black-coated waiters serve it in dainty glasses at the tables of high-priced hostelry. It is compounded in weird—not to say alarming—combinations at countless soda fountains. And from the forests of the Aroostook to the shores of Long Island Sound the humble ice cream cone is in evidence.

"What, then, more appropriate than consideration of ice cream as an established element in the regimen of New England? And it is to be noted that the production of ice cream in this part of the country expands while the production of other foodstuffs declines. Not without interest is the name of this association now in session here. It is an organization of 'manufacturers.' The making of ice cream has taken its place among the major industries in connection with the food supply. It is conducted in many cases in large establishments equipped with devices unknown to the man whose knowledge of the process of making ice cream is confined to recollections of boyhood struggles with balky freezer. The ice cream manufacturer has along with his mechanical appliances developed his selling methods, as is shown by the fact where

DISCOVERED

A New Pure Orange Juice

No more Synthetics for Ice Cream Men

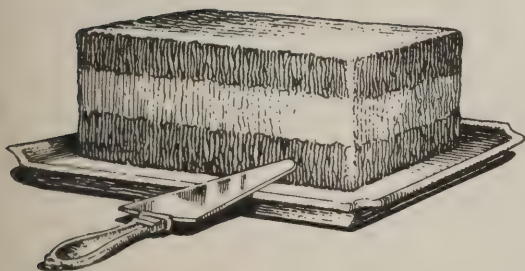
With our new process and new product you can make smooth Orange Ice Cream of pure orange juice, extracted from the fresh fruit, with the fibre in it. Particularly attractive for manufacture of brick Ice Cream. Guaranteed no ice particles, no lumps, also guaranteed pure. Territorial rights. Shipped in barrels with or without the fibre. Samples and prices on application. Get in touch with us at once.

CALIFORNIA ORANGE JUICE CO.
1367 East 7th Street Los Angeles, Calif.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*"Indispensable
for Your Specials"*

CONNOR'S QUALITY FRUITS



Try This!

Send today for a 10-gal-
lon keg of Connor's

MICHIGAN STRAWBERRIES

These are the choice of the season's crop — packed within 24 hours of picking, with pure cane sugar and nothing else — unrivalled in flavor and aroma.

10 Gallon trial keg \$2.20 per gallon (more attractive prices on quantities.)

Order today! Be prepared for the big season ahead!

THE way to secure the very peak of deliciousness in your "specials" is to use fruits and other flavoring materials on a par with the good ice cream on which your reputation is built.

CONNOR'S Fruits are as fine as money can buy. Many of them are from Michigan's famous fruit belt in the heart of which our modern plant is located. All are packed under ideal sanitary conditions by experts who know the exact needs of the ice cream manufacturer. Quality considered, prices are extremely economical.

The complete list of these quality products we are prepared to supply immediately include:

Orange Pineapple (red color)	Crushed Raspberries
Lemon Pineapple (yellow color)	Chocolate
Mint Pineapple (green color)	Caramel
Concord Pineapple (purple color)	Butterscotch
Broken Cherries, Maraschino Flavor	Roman Fruit Pudding
Crushed Cherries, Maraschino Flavor	Tutti Frutti
Crushed Strawberries	

Try the luscious Strawberries described at the left. This single test will convince you that you need a good assortment of Connor's Quality Fruits to boom this season's business. Order now!

CONNOR FOUNTAIN SUPPLY CO.

112 North Ball Street

OWOSSO,

MICHIGAN

the traveler may roam in these United States there is to be found this distinctively American product. Give the ice cream maker his due, not only as business man but, in many ways, as benefactor of all sorts and conditions of men."

While the New England states do not approach in volume anything like the production of those extraordinary states of Pennsylvania, New York, Maryland and Ohio, they are right in the top ranks in up-to-date plants, progressive business methods and sincere efforts to promote quality.

Some of the nation's finest ice cream plants are located in New England, and while the time long has passed when proud old Boston can be called the hub of the country, it is indeed the hub of a remarkably active ice cream industry, numbering among it many of the nation's leaders in this line of activities.

PROBABLY nowhere else in the industry is the cooperative spirit so highly developed as among the New England ice cream manufacturers. The idea of organizing the New England association developed at the first meeting of the National Association of Ice Cream Manufacturers. The National association many times has seen fit to draw upon its Yankee sons from down East for officers and committeemen.

New England ice cream manufacturers were present at the first convention of the national association, held at Memphis, Tenn., in 1909. It was several years following this meeting, that steps looking to a regional organization for the New England states were taken. A meeting was held on March 28, 1920 in the offices of the Davis Ice Cream Co. of Cambridge, Mass., and the following officers were elected:

President, J. N. Gurdy, Jersey Ice Cream Co., Lawrence, Mass.; vice-president, W. P. Sutton, Mansion

House Ice Cream Co., Cambridge, Mass.; secretary, F. Kronenberg, Neapolitan Ice Cream Co., Cambridge Mass.; treasurer, W. H. Snow, Snow Ice Cream Co. Somerville, Mass.

The meeting was attended by W. P. Sutton, J. N. Gurdy, W. H. Snow, E. G. Davis, Claude E. Davis, Frank Kronenberg, Harry C. Tait, C. G. Morris, Harry Harwick, Samuel Dolbey, F. W. Bartlett, T. D. Cutler and Dr. E. G. Eckert.

APPARENTLY this was about the time of standards etc., legislation as in one place there was a discussion as to whether bakers or confectioners should be admitted to the association. According to the minutes the principal agreement in favor of taking them in was that "they can help us fight."

It may seem rather strange to us at present to find that one of the members at the first meeting, suggested that ice cream be considered a dairy product. Apparently the industry itself hadn't determined whether ice cream was a confection or a food product.

The first annual meeting was held in 1911 with about 20 members present. From this time on the association has taken an active part in all things of interest to the industry in New England, working together, watching legislation and actively supporting anything that could build up the industry. As times have changed the activities have changed and there has developed a better and better spirit among New England manufacturers. During this time the New England manufacturers have supported the national association in every way possible. Last year at Cleveland there were 90 in the New England delegation.

It is felt that material progress has been made in the association work since the employment of an executive secretary in 1922. It has been possible to do things that were not possible on account of the time involved when a member secretary had the work to do.

From the start in 1910 the development has been steady until at the 14th annual convention held in Boston, January 22 and 23, 1924, there was a total registration of 317, 355 sitting down to the banquet.



Touched.

It was a soiree musical. A singer had just finished "My Old Kentucky Home."

The hostess, seeing one of her guests weeping in a remote corner, went to him and inquired in a sympathetic voice:

"Are you a Kentuckian?"

And the answer came quickly: "No, madam; I am a musician."—Montreal Gazette.

How's this for a LOW PRICE?

WOODEN ICE CREAM SPOONS

Tin Spoons and Fluted Ice Cream Dishes as low as \$1.25 a 1000, Bowl-Shaped Dishes \$15.25 a doz., Dish-Spoons \$2.75 a doz.,—Pails, Tubs, Cans, Cabinets, Freezers, Crushers, Testers, and hundreds of other big values are illustrated in our Catalog, Y-24, of Ice Cream and Soda Supplies. Did you get your copy?

SWAN BRAND

85¢

per 1000

DAY & ZIMMERMANN, INC.
Management

DAY & ZIMMERMANN, INC.
339 Union St.,
Allentown, Pa.



The Choicest Wood for Richmond Tub

Only the choicest white cedar trees from this gigantic swamp of a hundred thousand acres are used in fashioning the Richmond White Cedar Tub. Only a wood with tremendous moisture resisting qualities could survive under conditions like these. It's this extraordinary quality of wood that makes Richmond White Cedar Tubs so economical.

Order a lot and you'll agree.

RICHMOND CEDAR WORKS
Richmond, Virginia



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Back Up Your Flavor Specials With "Taste Appeal" Advertising



Put A Real Merchandising Idea Behind Your
Product This Season, Mr. Sales Manager

CUT out costly experiments. Get down to brass tacks. *Back* your sales force and dealers with the *identical selling idea* that "big time" manufacturers all over America are *using every day in the year*. THE WEEKLY FLAVOR SPECIAL has proven to be, beyond all doubt, the *biggest, the best, the hardest hitting gallonage producer* the Ice Cream trade has ever known. And our Beautiful Flavor Strips are to the "Special Flavor" what gas is to your car; what honey is to the bee; what salt is to food. They put the "Special Flavor" across and keep it put.

They *never* fail, which is something that can't be said about any other form of Ice Cream Advertising.

American Ice Cream producers spend thousands yearly for expensive Cutouts, Calendars, and other "good will" advertising. Yet you can't honestly *prove* that *one single dipper* of Ice Cream was ever sold through these mediums.

On the *other hand* FLAVOR STREAMERS will *never* lie idle in your stockroom. They are "*Selling Advertising*." The kind of advertising that you can actually "*see*" gets results from the *first day* used.

Your *salesmen* welcome them, *Dealers* ask for them. The *consumer* constantly *watches* for the special story they tell. And the big point is the consumer *buys, when, and WHERE* Flavor Streamers tell their story. Your request on firm's stationery speedily brings *all information*.

Ryan & Timberman, Inc.
Ice Cream Advertising WILKES-BARRE
Headquarters PENNSYLVANIA

Co-operation with Competitors Brought Success to New England Firm

By Co-operating with Neighboring Manufacturers, The New Haven Dairy Co.
Helped to bring About a Quality Standard that Increased
Popularity of Ice Cream

STRANGE as it may seem, the unparalleled success of the New Haven Dairy Company in the milk and ice cream field has been due entirely to co-operation with competitors as well as with the public. The records of this company, dating back to organization in 1906, bear out this claim to its fullest extent. Beginning business with a capital of \$65,000 the company purchased the assets of the New England Dairy Company, which had dismally failed. Today the capitalization is \$878,000, with branch plants in a number of cities. Of the original officers, Charles G. Morris and G. B. Platt still are at the helm, Mr. Morris as president and Mr. Platt as general manager.

The annual turnover in ice cream figures has been increased to over one and one-half million gallons, while the sale of milk, which was 493,298 quarts during the first year, stands at 5,025,649 for the past year.

In 1906 the company had an ice cream factory in New Haven and a distributing branch in Hartford. It bought land and built a modern brick factory in Hartford in 1909. In 1915 it did the same in Waterbury and New Britain. In 1916 it bought and remodeled a frame factory building in Meriden, and in 1917 at New London. It has just completed a brick and concrete building in

Bridgeport and it has shipping stations in Middletown and Norwalk. In every building were installed the most sanitary and efficient machinery and equipment which it could discover. It was the first ice cream concern in this state using a motor truck, and today it has in its service a fleet of 111 trucks and cars ranging from five ton trucks to the humble Ford delivery and salesmen's runabouts.

THE officers of the company have always been ready to assist any ice cream manufacturer in trouble of any kind. Magnanimous as this seemed there was some selfishness behind it. The aim was to get upon the market a product of high quality and clean public expectation, irrespective of who made it. Every improvement in method or manufacture was freely communicated to competitors. The company has been very successful in making such improvements and profited accordingly. The officers of the company also got busy on the other most important end of the program.

Ice cream was advertised extensively. The public was educated up to the point that ice cream was a pure and wholesome product, no matter who the manufacturer was. Of course they emphasized the fact that New Haven Dairy ice cream was best. The public soon was convinced of that fact and ice cream consumption increased by leaps and bounds, while the New Haven Dairy Company came in for more than its proportionate share of the business.

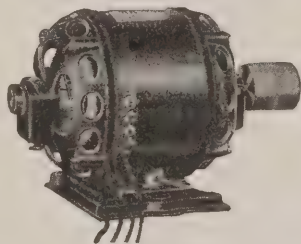
To maintain this condition the officers are putting forth every effort. Frequently the public is asked by way of street car and newspaper advertising to visit the factories. Thousands of persons have availed themselves of this opportunity. They invariably carried away the impression of white robed workmen and clean floor and machinery. Even though the New Haven Dairy Company can not make all the ice cream, the visitor realizes that it does make ice cream of highest quality.

The same spirit holds true of the milk end of the business. Thus there has been almost no friction among the producers. Not one of them is trying to injure the business of the other. The New Haven Dairy Company never fears to spend a dollar, part of which will help its competitors. These latter have come to realize that the policy of their friends is a sound one, and the result is uniformly high grade ice cream at all sales stands.

PIONEERS in the installation of machinery of special design, this company has continually urged others to do likewise. The result is that all manufacturers are saving money in the way of production cost which are in turn reflected in the cost to the consumer. Outstanding features are machine refrigeration, dry cold storage, sanitation and fly-proofing. In the main plant at New Haven the company has a battery of freezers, capable of making 120 gallons of ice cream in 14 minutes. Two of the branches have similar capacities.

Another method which proved of inestimable benefit to all concerned is the close co-operation with the supply houses and farms. Milk comes direct from the farm to the plants under special contracts, being brought

For Refrigerating Machines



Illustrating the
1/4 H. P. Motor

Century
REPULSION
START
INDUCTION

SINGLE PHASE MOTORS

are very desirable because they are exceedingly quiet in operation, have large shafts and bearings with oil ring oilers and brushes that will last for years of service.

THEY KEEP-A-RUNNING

One-Eighth to 40 Horse Power

Century Electric Company

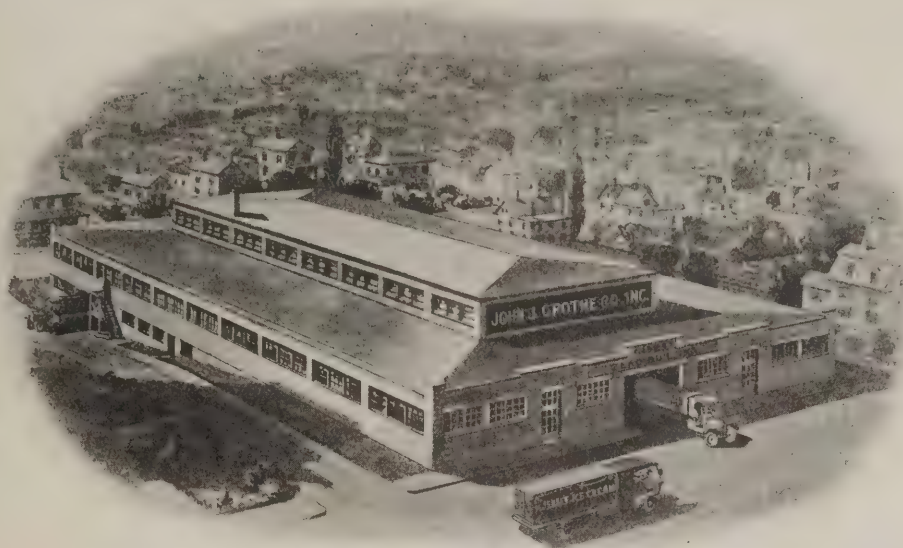
General Offices—1827 Pine Street

ST. LOUIS, MO., U. S. A.

SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Home of Zero Refrigerator Bodies



A follower can never be a leader. In 1860 we were leaders and after sixty-three years of satisfactory service, we are still leading.

As time progressed we progressed and developed the Zero Refrigerator Body which we believe to be the most practical and economical delivery body for the handling of ice cream. The years of experience, the results achieved and the statements from unquestioned scientific authorities should be a source of satisfaction for the Ice Cream Manufacturer when he is trying carefully to select the refrigerator body best suited to his needs.

269 Wholesale Ice Cream Manufacturers are now using Zero Refrigerator Bodies and 51 of these are New England Dealers.

We can give you service, guarantee every body sold to give temperature and we can make prompt deliveries.

Write or
Telegraph us
Today



1860



JOHN J. GROTHE COMPANY, INC.

—ZERO BUILDING—

WOBURN, MASSACHUSETTS

CLEVELAND

ST. LOUIS

ONTARIO

NEW ORLEANS

SACRAMENTO

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

daily on a train specially iced. Milk producers are vying with each other to get a contract from the New Haven Dairy Company, because it means an honest return and it also means less work for them.

By less work is meant that the company, by its special machinery, returns the cans to the farmers completely washed and dried. An idea of the extent of the employment of machinery can be gained from the fact that 20,000 milk bottles are washed every day. A special run is made on pasteurized milk. It is also

specially advertised, and the public today is learning that pasteurized milk is the only safe milk.

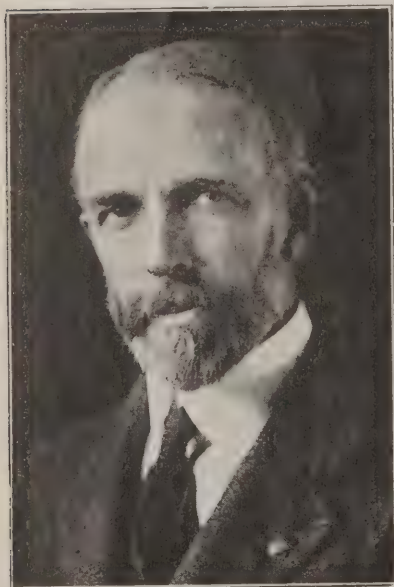
Many of its employes are experienced hands because they stay there, not only on account of humane treatment, but because they have an interest in the profits. A bonus is paid to employes annually, which is based on their salary for the past year multiplied by the number of years of service. The oldest employes may get a twelve per cent addition to their year's salary in a good year.

Development of Connecticut Ice Cream Industry

Insanitary Methods Outlawed in State That Has Made Tremendous Strides in Quantity Production Through Adherence to Quality

By CHARLES G. MORRIS*

IT WOULD be impossible for me to cover the progress made in the industry in this whole New England section. Since the beginning of my acquaintance with ice cream it has grown from a trifling to a great industry. From the time when the "slogan" first appeared in the agents' windows, "Take home a brick of ice cream—will keep hard one hour," to the



CHARLES G. MORRIS.

present universal use of ice cream in the home, seems a far cry, and yet it is a span of less than two score years in most New England cities. If readers desire a statement of present conditions in Connecticut, I can summarize them after a fashion.

At present Connecticut is fairly well represented among manufacturers of ice cream as to number. There are no less than nine of the more conspicuous concerns doing business in modern plants in this state with high ideals as to sanitary equipment and quality products.

Naming these in alphabetical order they are the Cebrook Ice Cream Company of Hartford; Hartford Ice Cream Company of Hartford; Huber Ice Cream Company of Bridgeport; Harris-Hart Company of New Haven; Millbrook Company of Middletown; New Haven Dairy Company of New Haven; Semon Ice Cream Company of New Haven; Tait Brothers of Springfield, Mass., who have a plant in New London; R. F. Worden and Sons, Inc., of Waterbury.

* Head of The New Haven Dairy Company, New Haven, Conn., and past president of the National and New England Associations of Ice Cream Manufacturers.

In addition to these there are a number of manufacturers of good repute who belong to the progressive group included in the local association work as follows: Vonetes Bros., Ansonia, Conn.; The Reichert Ice Cream Company, Bridgeport; The Rider Ice Cream Company, Danbury; The White Rock Ice Cream Company, Forestville; The Naugatuck Dairy, Naugatuck; Manchester Dairy Ice Cream Company, South Manchester; The Torrington Creamery, Torrington; Michael Whalen Conf. and Ice Cream, Waterbury.

IT HAS been the policy of the leaders in the state for many years to consider that there is always room for any manufacturer who goes into the business with the idea of making a better product than the rest of us. Such a one to be successful must sell at or above the average price. He must boost his own cream and by so doing he boosts the whole industry. The man who cuts prices or knocks his competitor will in the long run prove to have been cutting his own business throat, too, or knocking his own business in the head.

Moreover, in meeting clean competition the rest of us have to get out and do more boosting of the industry in general as well as our own product—which helps him, too. In the long run such a condition is good for all concerned and our general situation here in Connecticut shows that fact. So far as we know, the industry has developed to a steadily increasing volume of profitable business for all who are in it.

Physically our Connecticut ice cream plants compare favorably with any group I have seen in the United States—and this country leads the world in ice cream making. The larger plants are uniformly equipped with artificial refrigeration and are housed in beautiful work rooms. The best of them are fireproof construction, floors impervious to moisture, white tiled or cement plastered side walls and modern sanitary machinery at every point where labor can be saved and sanitation improved by its use. Probably fifteen or more of the ice cream plants in this state conform to this description. The rest are less pretensions, but are under a system of inspection by the State Dairy and Food Commissioner, which holds them to a reasonable degree of sanitary condition and operation.

Connecticut has outlawed the filthy cellar dump, where a few gallons of questionable mix is frozen to be peddled over a counter or on the streets. These places start up from time to time, of course, but are soon located and made to clean house or discontinue making so delicate a food as ice cream. The result is that on the whole our Connecticut ice cream supply is as good or better than that to be found anywhere in the country.

**YOU WANT TO INCREASE
YOUR ICE CREAM BUSINESS**

KUNSMAN AD. SERVICE WILL HELP YOU

WRITE—RIGHT NOW!

KUNSMAN, 528 Washington St., READING, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Model B. Mojonnier Packaging Machine in Plant of H. P. Hood & Sons, Inc., Cambridge, Mass., Packaging Pint Cartons. Note Chute for Conveying Arctic Sweethearts from Storage Overhead to Machine.



Model A Mojonnier Packaging Machine in Plant of Huber Ice Cream Co., Bridgeport, Conn. Note Spouts Conveying Cream to Hopper Compartments from Freezers on Floor Above. Machine Mounted on Casters so It May Be Moved.

Mojonnier

Ice Cream Packaging Machines

*have rapidly found favor among the progressive
New England Ice Cream Manufacturers*

No business is *too big*, or *too small* for a "Mojonnier." Built in seven models, a size to meet the requirements of any capacity plant, from our new Model D, which was especially designed for the plant with a limited output of brick or packaged ice cream, to our Model A for plants with a maximum output of packaged or brick ice cream. With any model machine the individual manufac-

turer is enabled to package economically and put out a package that is high-class in every way. From a sanitary standpoint his product will more than meet any competition and by making effective use of the sales advantages of the "Mojonnier" process in his community, the manufacturer is assured of a gratifying increase in business.

Write for booklet "Packaged Ice Cream of Quality"

Mojonnier Bros. Co.

MILK ENGINEERS

4601 W. Ohio Street CHICAGO

BRANCHES: NEW YORK CITY (Elmhurst) COLUMBUS, Ohio ST. LOUIS, Mo.

MANUFACTURERS OF THE FAMOUS MO JONNIER TESTERS AND VACUUM PANS

BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION. NEW ORLEANS, NOVEMBER 17-20, 1924.

Truck Transportation

Motor Truck Means Outlet for Dairy Products, Speeds up Service, Eliminates Unnecessary Handling of Products and Permits Dealers to Establish Transportation System Under Own Control

*By F. W. FENN**

THERE are three forms of transportation open to you men of the dairy industry, viz: Rail, motor truck and horse and wagon. The steam railway is adaptable for long distances, if it is feasible to ship ice cream long distances. The motor truck for distances up to 100 miles and the horse and wagon for short distances. The waterway does not offer possibilities for the transportation of your product for the reason that it is a perishable product.

I will try to compare the motor truck with the other forms of transportation and of course I will expect to show you how it can be used to advantage.

1. It gives a market outlet for your products hitherto unknown because of the distance between the producer and the market and the lack of transportation. I refer to the markets lying in the back country contiguous to your center of production. Many small towns may be made greater consumer territory through the motor truck as a transportation medium.

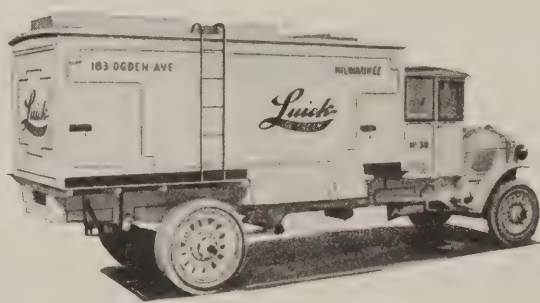
2. Transportation of your product to the consumer more quickly and in better condition than is possible under other forms of transport. It can be operated to suit your own convenience and is not subject to long delays.

3. Elimination of unnecessary handling involved

* With Service Motors, Inc., Rochester, N. Y. An address before Indiana Dairymen's Convention in December.

MILLER Refrigerator Bodies

"We SELL you one — you BUY more"



After using one Miller Refrigerator Body in 1923, the **Luick Ice Cream Company** of Milwaukee has purchased three more for immediate delivery.

THE JOSEPH MILLER COMPANY

*Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating*

919 Third Ave. North

Minneapolis, Minn.

when shipping by rail. Handlings reduced from four to six handlings to two.

4. Establishment of a more direct connection between the producer and the market. Permits of a direct manufacturer and consumer business at a distance from the factory.

5. Permits you to establish a transportation system directly under your own control, free from labor disputes, in which you have no voice of strikes and embargoes, and other delays which might seriously impair your business.

6. The substitution for the disinterested and limited liability of other forms of transportation on the short haul with an agency of your own which personally collects and distributes your product, thus performing marketing as well as transportation functions.

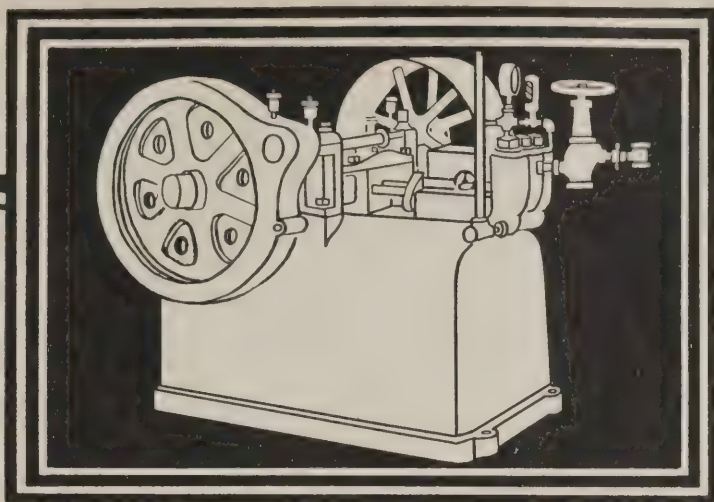
Of course many of you use horses and no doubt in many cases in your work the horse has his place, but I wonder if you have studied the motor truck and its possibilities as a profit producer? We will grant that on a crowded city street, where many horses are employed, a motor truck loses its chief advantage, that of speed, and that in a door to door proceeding the horse looms up and has a decided advantage over the motor truck, but it is possible to divert your motor truck to less crowded thoroughfares if you are endeavoring to reach points beyond the crowded business section, while if your deliveries are to outlying stores and are sufficiently distant apart, and I presume they are in your business, the horse becomes a more expensive proposition, as I shall endeavor to show you presently.

This is also true of the business section where traffic is at its highest point of density, provided the stops are far enough apart, and from my observation they should be in your type of business.

I presume many of you have asked yourselves the question, "Shall we install motor trucks or continue with horses?" I know it is hard to change from old established methods to new ones. As a boy I remember how hard it was for my grandfather who had been a farmer on a large scale all his life to change from oxen to horses and how he nearly killed a man who tried to sell him a mowing machine. For years during harvest he continued to employ fifty men with scythes to do work which could easily have been done with one man and a pair of horses. When he sold a ton of hay at the market price he could not understand that he had a high productive cost tacked on to his product and that he was not netting as great a profit as the man three miles up the road who was employing newer methods in his production.

NEWSPAPER publishers have found that news becomes old so quickly that they had to speed up the distribution of their papers or fall behind the times. Coal dealers found that they could haul greater loads with trucks, that the horse was falling down under the greater demands of the industry and the household that icy streets were a severe detriment to quick delivery and expanding business. Coal and newspapers are now dispatched in motor trucks, just as trains are sent out from the Grand Central Terminal. But you know the story, it is plainly written in every city and

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



"The Machine of Many Uses"

- | | |
|--|---|
| 1. There are more Viscolizers in use than ALL other similar machines combined. | high grade milk products are in demand. |
| 2. There is a Viscolizer in every State in the Union. | 4. Viscolizers are the most efficient machines on the market. |
| 3. There are Viscolizers in every foreign country in the world where | 5. Viscolizer Upkeep is Low. |
| | 6. Viscolizers run with least attention. |

National Distributors

John W. Ladd Co.

Detroit Columbus Cleveland
Cincinnati

Cherry-Bassett-Winner Co.

Philadelphia Baltimore Pittsburgh
Syracuse New York City

WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

on every street in those cities. The motor truck is displacing the truck in almost every industry.

In measuring the efficiency of the motor truck, the horse is usually employed as the standard of measurement. The yardstick of horse costs, the performance and endurance of horses, the radius of operation, time factors, etc. Before I attempt to present to you the merits of the motor truck and its possibilities in your industry, I should like to give you a few examples based on the measurements above referred to.

Hoard's Dairyman gives the following interesting comparison of the horse and motor truck in the hauling dairy products. It is a time plus cost study worth thinking about. Compiled from an average of 1,000 dairy farms answering with questionnaires.

Number of hours away from farm: Horses—7 hours 56 minutes; Truck—1 hour—54 minutes.

Number of minutes standing: Horses—54 minutes; Truck—26 minutes.

Average speed miles per hour: Horses—2.82 miles; Trucks—10.04.

Cost to deliver load, 28 cans of milk: Horses—\$7.56; Trucks—\$2.52.

Cost to deliver one can: Horses—\$.27; Trucks—\$.09.

The United States Department of Agriculture states that a truck makes 2.9 trips to .9 of a trip by a horse and wagon on the average and hauls 57 bushels of corn to 26 by wagon at a cost of 17 cents per ton a mile as compared with 49 cents by wagon. These figures are for this section.

When a team owner with a large equipment changes over to motor trucks and saves \$25,000 for instance, is it not an admission that in all likelihood by his

delay in accepting motor trucks sooner he lost approximately \$25,000 a year for several years?

A LARGE company in Pittsburgh had this experience. Had they known what their horses were costing them they probably would have made the change earlier than they did. They bought their first truck in 1919 and have purchased nine since. They have kept accurate cost records and this had brought the pleasant realization—I will quote what they said:

"Our records show that compared with delivery by horses our operation of these eleven trucks shows a net profit of not less than \$15,000, or reduced delivery cost of not less than \$20,000 a year."

In figuring team costs, this firm figures \$12.00 which covers feed and stabling a team of horses which includes stable boss and helper, driver, depreciation of wagons and harness, depreciation on horses, repairs and horse shoeing. They figure two heavy wagons at \$1,000, a set of harness with collars at \$140, making a total of \$1,140. Depreciation is figured at 12 per cent a year which averages \$.45 a day to the team. They figure that a team of horses weighing about 1,600 to the horse costs about \$700,000. One of their officials states: "Our records covering 150 horses show the average life of each horse to be 53.5 months." They should depreciate at the rate of 24 per cent in the \$12.00 a day cost.

This company does not figure cost of investment, superintendence, clerical help, office rent, telephone, stationery, office supplies and insurance which the company charges against its motor trucks. Furthermore each truck was graded with a tonnage delivered at the rate it costs to deliver by horses. They keep the truck moving day and night and have set up a record when one truck delivers in one day as much as can be delivered in a week with horses, or rather I should say, can be delivered by 20 horses, and when the streets are covered with ice they say it is nearer 30. A large retailer gives as reasons for change from horses to motor trucks the following:

Was losing business to competing firms which use motor trucks. Found that trucks were displacing horses in nearly every line. Found that he could cover twice the ground with trucks than he could with horses. Found that he could reach distances which were never within his reach before. Found they brought more business, and made more frequent deliveries and gave better service to the customer. With proper care trucks could be kept on the job every day 24 hours if necessary and a horse only half of that time. Never kept horses but feels he lost money with them and saved money when he installed his motor trucks. Found that each truck replaced three horses and cut down number of men on the payroll. Found that his investment in trucks has yielded big dividends in money saved but that the greater dividends have come in the way of increased efficiency in his delivery service and greater satisfaction of customers; to all horse users he says "Use Trucks."

(Continued on page 40)

Liquidation Sale

Only a few items left at this modern ice cream plant that was operated for only a few months:

- 2—2000 gal. Pfaudler glass lined mixing tanks.
- 6—2000 gal. Pfaudler glass lined storage tanks.
- 1—500 gal. Pfaudler glass lined mixing tank.
- 1—1000 gal. Pfaudler plain glass lined tank.
- 1—6 ft. Mojonnier copper vacuum pan with pump.
- 4—Champion No. 11-H ice crushers, hopper type.
- 100 ton Brine Cooler—1080 sq. ft. cooling surface.
- 75 ton Brine Cooler—791 sq. ft. cooling surface.
- 1100 gal. per hr. Whitlock hot water heater.
- 1000 gal. per min. Barhorn Cooling Tower.
- 20 stands De La Vergne Atmospheric ammonia condensers, latest type.
- 12x10x10 Pennsylvania air compressor.
- 35,000 lineal ft. of 2" and 1 1/4" hardening and ice storage room piping with bends.

Write or wire for quotations.

We own the largest stock of good, used refrigerating and ice-making machinery in the United States.

Send us your inquiries.

ROBERT P. KEHOE

7 East 42nd Street

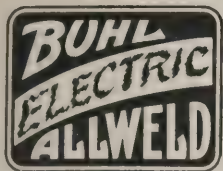
New York, N. Y.

Telephones: Vanderbilt 9594-9595

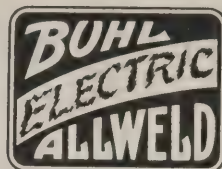


See Outside
Back Cover

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The New Solderless - Rivetless



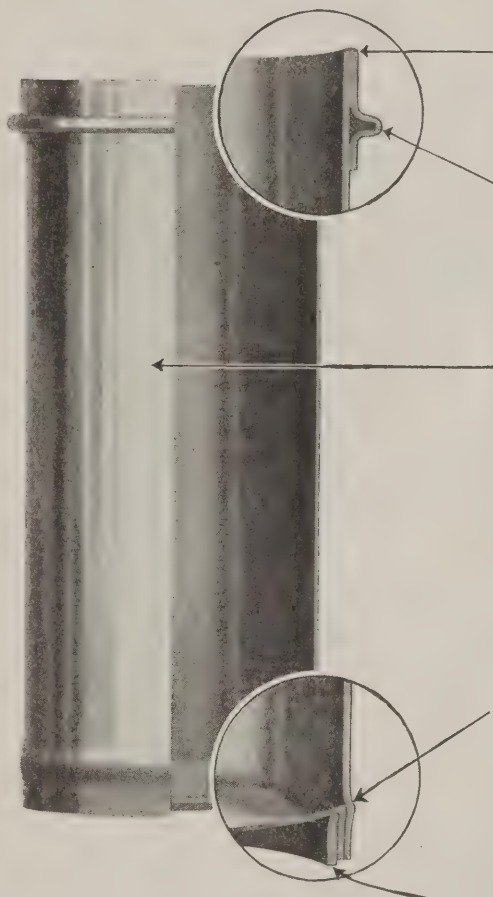
Ice Cream Packing Can

RELATING to riveted and soldered Ice Cream Cans "Buhl Quality" has for thirty-five years been the standard upon which real worth and value have been measured. The same confidence will apply to the new "Buhl Electric Allweld" Ice Cream Cans.

"Allweld" Cans are assembled complete before tinning. They are then thoroughly and smoothly "Hand Tinned" by immersing into several baths of absolutely pure molten "straits" Tin. This protective coating or plating of tin along with the special steel used, made under a formula known to have exceptional rust resisting qualities, insures a Can capable of withstanding the corrosive effects of salt and brine.

"Allweld" Cans are made throughout of the best steel procurable—of a very stiff nature (not overly hard) but just the right temper to withstand the severest service—difficult to dent thus insuring "Allweld" Cans retaining their original form and capacity.

Should it be desired to retin the "Allweld" Cans after long service it can be done easily without disassembling.



Beaded Top Hoop
—Electrically welded to cylinder, cannot be removed—forming double thickness absolutely sealed tight into solid mass at top edge by tremendous pressure.

Extra prominent bead—easy to grip—edge sealed tight—no solder.

Cylinder side seams continuously electrically welded—much superior to gas welding as does not crystallize metal. Smooth and sanitary—no solder.

Bottom pressed to side of cylinder with 200,000 pounds pressure by a special process avoiding fracturing or crystallizing the steel. Electrically welded to cylinder—no solder—perfectly smooth, no crevices. Flange of bottom extends to bottom edge of cylinder.

Bottom hoop—heavy gauge band steel expanded on inner flange of bottom forming triple thickness of heavy steel at bottom, protecting bottom edge from damage. Bottom hoop electrically welded to can. Perfectly tight—no opening.

Patent applied for.

No Rivets

No Solder

No Leaks

Made in the popular sizes—Prompt shipment direct from Detroit Factory or from one of our nearest distributing points located in every principal City throughout the United States and Canada.

BUHL STAMPING CO.

DETROIT, MICHIGAN

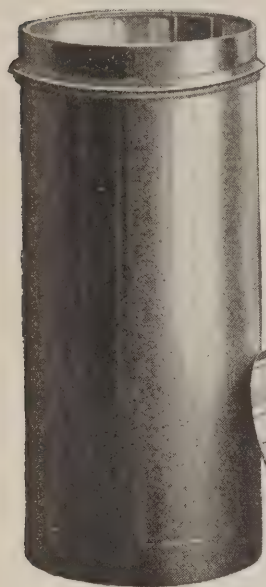
MAKERS OF

Highest Grade Ice Cream Cans, Milk Cans, Dairy Tinware

Large Stock carried in every principal City in the United States and Canada

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

Tin-Okeh



-the Leading
WELDED
Can

**Heavier
Stronger
Easier to Re-tin**

A Running Mate of the Famous Solar Soldered "Ultra"

THE Solar Tin-Okeh is built for those who want a stronger, heavier welded can that can be easily and perfectly re-tinned — by one of your own workmen.

The Tin-Okeh has the powerful, triple folded top band—thicker, heavier and stronger. It has a 16 gauge top— and the strongest bottom and chime ever built on an ice cream can. The Tin-Okeh is water-tight before it is tinned. No seams to re-solder—it can be re-tinned in your own plant.

"Tin-Okeh" is the can for you—if you prefer a welded can. It's stronger, gives longer service—and pound for pound it is 10% lower in price.

If you want a soldered can, choose the Solar "Ultra"—the most popular ice cream can made.

Write today for full information.

SOLAR-STURGES MFG. CO.

Established 1864

Chicago, 838 West Congress St.

New York City, 50 Church St. San Francisco, 103-5 Clay St.

SOLAR
ICE CREAM CANS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

It is made up of the following items: Depreciation interest on investment, insurance, garage, driver's salary, taxes, license, maintenance, etc., while variable includes tires, gas and oil.

Ton mile costs are important when carrying a full load and certain distances. The formula, distance plus time, plus load, is a good measure with which to compare the horse and the motor truck. A ton mile is one ton carried one mile, just as five tons carried one mile is a five ton mile. The comparison shown in the U. S. Department of Agriculture's figures tell the story. We can refer you to full and comprehensive data on cost if you will call on us. Before approaching a truck dealer a thorough survey should be made to determine the present and prospective business moving in both directions throughout the year. Experts are available at the truck factory whose duty it is to co-operate with you and help you to get this information. They are trained to give information of this kind.

The capacity of the truck should be somewhat in excess of present needs. If the tonnage is available for full capacity loads, it is cheaper per ton mile to operate a four or five ton truck than a two ton truck. Study carefully the leading types of trucks and consider on trucks of proved merit.

In deciding on a truck be guided not solely by first cost, but secure figures on cost of operation and upkeep from operators of the various trucks, but be sure that they keep accurate costs and not imaginary ones. The truck of highest initial cost may be the cheapest in the end. Sufficient funds should be raised to pay cash for the trucks. It is the cheapest if it can be accomplished. If you are ever in doubt on what to do, or desire an information, we hope you will remember that we are entirely at your service.

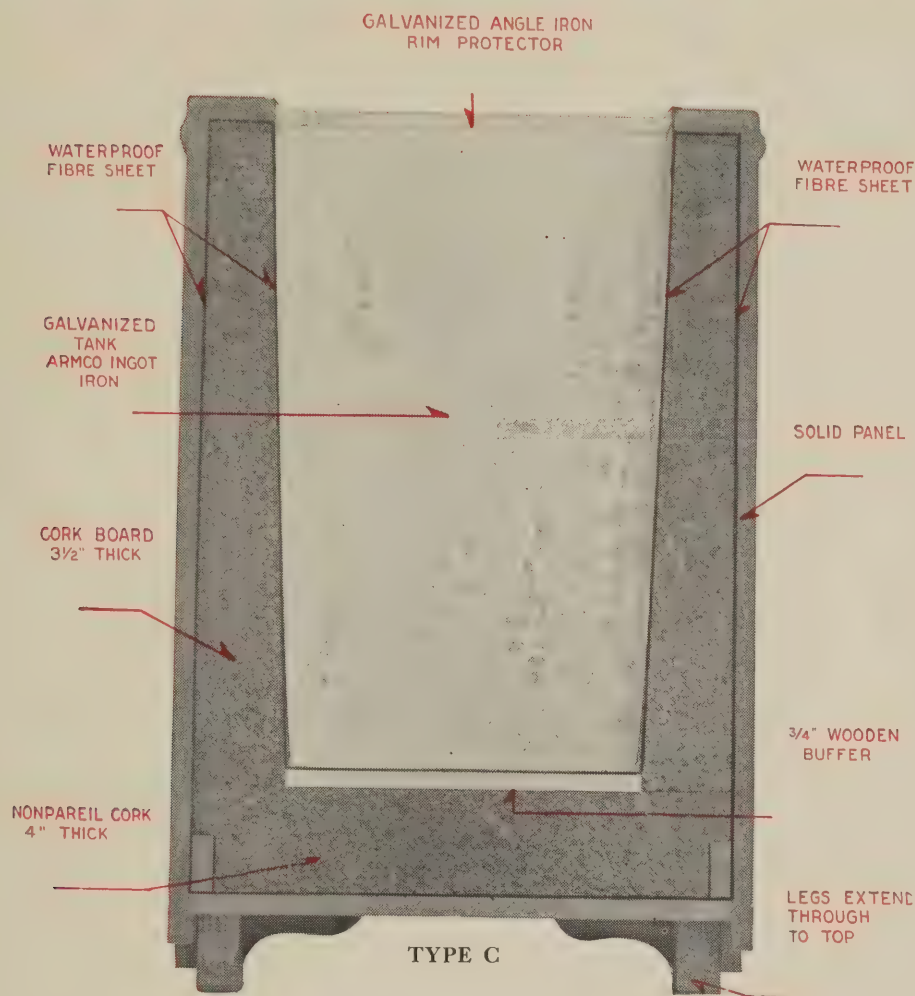
Now in your business it is highly important that you very carefully take into consideration all of the factors which enter into the transportation of your product. What is the present tonnage, length of service and what prospects have you for obtaining new business in towns as far away as 60 to 75 miles? Is the business big enough in any direction to warrant you hauling a trailer like capacity to the truck? If your truck happens to be one of five ton capacity, it can pull a trailer of equal capacity, or even greater capacity, for the motor truck has a greater draw bar pulling capacity than has for carrying. So, also there is built into every good truck a reserve capacity or a margin of safety. Some operators mistake this reserve or margin and grossly overload their machines beyond all good principle.

I know of many two-ton trucks that are carrying five and seven ton loads. It is not common sense to do this for the springs and axle are not built for it nor is the engine powerful enough to get away with it. It was built for two tons. Then again, the state will not allowed such loads on narrow tires. They break the road surface.

YOU WILL find that these same things will hold good in your business if you give the trucks a fair chance and for the sake of your business I urge you to investigate. It is highly important that costs, fixed and variable, should be kept from the moment you shift to truck operation. Your transportation costs are just as important to you as are the costs of manufacturing your product. The subject of costs is a big matter to bring up right here and an explanation of them would consume a lot of time. Fixed costs go on all the time whether your truck is moving or standing in the garage.

(Continued on page 136)

MOST ECONOMICAL OF ECONOMY CABINETS



This ECONOMY CORKBOARD CABINET has created a sensation among the ICE CREAM MANUFACTURERS who have come to realize that superior insulation means money saved in ice consumption.

In addition to having superior insulation this cabinet has a tapered trough, conserving the ice and at the same time giving more insulation where the brine accumulates. This cabinet is equipped with cylinders, making it easy to replace a can of cream at any time.

Every MANUFACTURER owes it to himself to give this cabinet a thorough trial. Place your order now, increase your sales, by having your ice cream kept in the best condition with the least possible ice consumption, and INCREASE YOUR PROFITS.

This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with 7/8" buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.

Tub Cabinets. This separate compartment is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage.

Dry Package Cabinets. Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition, having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.

Homer Manufacturing Co.,

331 Dwight St., Springfield, Mass., New England Distributors



IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

An Automatically Refrigerated Ice Cream Plant

Automatic Refrigerating Control Used in Plant of Manchester Dairy Company

By H. N. PORTER*

COMMERCIAL progress is evidenced by the increased volume of business and profit, but intelligent management is more strongly emphasized by improvement in processes. All of these factors are in strong evidence in the business progress of the Manchester Dairy Company of South Manchester, Conn.

From a volume of 10,000 gallons of ice cream in 1917, when their first automatic refrigerating machine was installed, to a volume of 60,000 gallons in 1923 is substantial growth. Eighty per cent of the business is within a mile and a half of the plant.

In 1919 a new building was erected which provided for a capacity of 2,500 gallons of ice cream a day. Two hardening rooms having storage capacity of 1,500 gal-



Manchester Dairy Ice Cream Co., So. Manchester, Conn.

lons were provided. In addition to this an ice storage room, cream storage room and combination ice making and brine storage tank were arranged for. All of this service was handled by a refrigerating plant consisting of two units—one of eight tons and the other of four tons capacity, all under complete automatic control, regulated by a thermostat located in one of the hardening rooms. In 1922 the building was doubled in size, increasing its capacity to 100,000 gallons.

The feature of this new building was the careful attention to design so as to minimize the labor required to operate the plant. A site was selected on a side hill. The entrance to the rear of the building is at the second floor and at this point the ice storage room is located. About 100 feet to the rear of the creamery building is located the ice house, in which natural ice is stored during the winter. This ice is brought by gravity to the ice storage room from which supplies are taken as required for the packing of ice cream to be shipped out. The ice crusher is located on the same floor as the ice storage room and delivers crushed ice to the manufacturing and packing floor. The handling of the ice, therefore, from the ice storage room to the tubs is entirely by gravity.

The cream room is likewise located on the second floor and supplies are delivered to the second floor entrance.

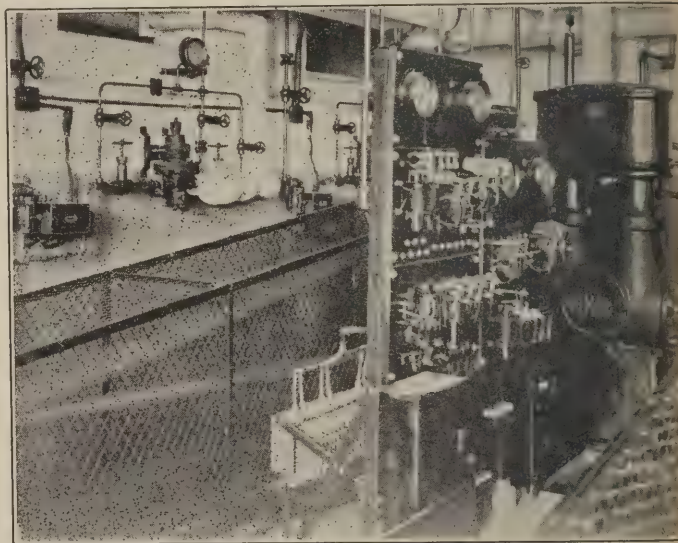
The mixing tanks, of which there are two, both being glass-lined jacketed tanks, provided with propeller agi-

* With The Automatic Refrigerating Company, Hartford, Conn.

tation, are located in the floor directly above the freezer room. The mix is, therefore, taken from the cream storage room and made up in the glass-lined tank. The mix is usually made up the day previous to the time of freezing and is held in these jacketed tanks at the proper temperature by means of brine circulation through the jacket.

When ready to freeze, the mix is piped directly by gravity to the freezers.

The hardening rooms are located on the freezer floor. These are arranged with coil-pipe shelves and are held at 0 degree to -5 degrees.



Automatic Switchboard, Compressor, Gauges, Motor Control Valves and Thermostatic Expansion Valve.

After hardening, the tubs are iced on the first floor (ice and salt being brought from the floor above by gravity) and the loading of delivery trucks is handled from a platform at the hardening room floor level.

BUSINESS grew so rapidly that in 1922 the building was doubled in size, increasing its capacity to 100,000 gallons, and it was necessary to replace the automatic four-ton machine with a sixteen-ton machine of the same make. Co-incident with this, the latest design of automatic control was installed on the refrigerating equipment. At the same time two additional hardening rooms had to be provided for.

THE unique feature of this automatic control is the arrangement of control devices in such a way that individual temperature regulation is secured on each of the services. Each pair of hardening rooms is controlled individually, the brine temperature and cream and ice storage rooms are controlled from another circuit and provision is made for cutting in a brine cooler during the periods of heavy freezing duty. Thus there are four parallel circuits of ammonia expansion.

Each circuit is controlled by a thermostat located at the proper point. One pair of hardening rooms will serve as an example. The feed of liquid ammonia to this circuit is governed by a motor operated liquid stop valve actuated by a thermostat located in one of the two

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.



hardening rooms, the first room of each pair being provided with a three-valve bypass for final regulation of temperature. When the hardening room warms up to 0 degree the thermostat opens the motor operated liquid valve. The ammonia is expanded through a thermostatic expansion valve in series and on the coil side of the liquid stop valve. Ammonia is permitted to flow into these coils until the temperature is brought down to 2 degrees below zero, when the thermostat operates to shut off the liquid supply. This performance is duplicated on all four circuits.

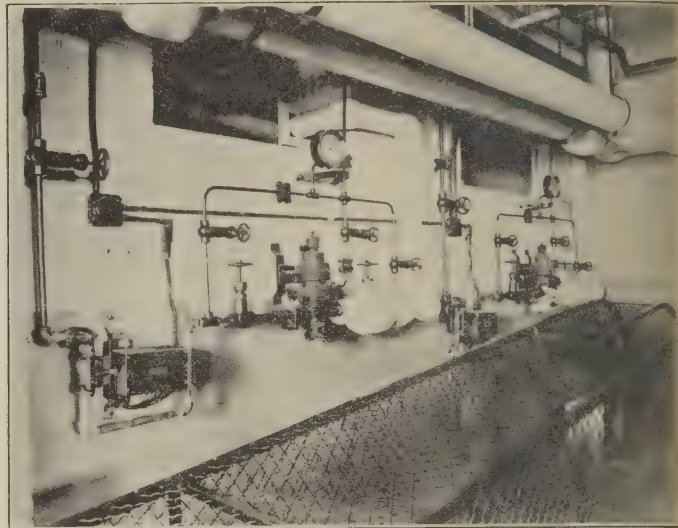
The ammonia compressors, on the other hand, are controlled by a regulator which operates to maintain a suction pressure within five pounds of a given point at all times regardless of the condition of feed of ammonia into the coils. When the pressure in the suction line rises to 12 pounds gauge, the compressors are placed in operation. The compressors operate until the coil pressure is brought down to 5 pounds gauge, when the machines are shut off until the pressure builds up again.

This system provides absolutely individual control of the temperature of each of the services and back pressure control of the compressor insures most economical operation.

AUTOMATIC refrigeration of this type not only insures proper temperatures at all time, but virtually eliminates attention to the refrigerating machinery. The unique and careful design of this building, with respect to gravity handling of the product and the placing under automatic control of the refrigerating apparatus enables one freezer man to perform not only the freezing operation and the supervision of shipping, but the same individual also looks after the refrigerating equipment. No

engineer is employed and no attendance is provided after the dairy closes for the night. Temperatures are maintained day and night under automatic control and a large volume of brine is always ready at the proper temperature for freezing the next morning.

Fourteen electric motors, ranging from 1/2 H. P. to 30 H. P., are required to drive the various units of



Automatic Thermostatic Expansion Valves, Gauges and the latest type of Motor Control Valves. The latter are in the rectangular boxes.

equipment, but even with the capacity of 100,000 gallons yearly, the power cost averages only a little over \$2,000 a year. The use of electrical energy eliminates the necessity of engineers and fireman, and the well designed layout of the equipment permits handling a large quantity of ice cream with six men, whereas similar size plants with non-automatic refrigerating equipment and less convenient layout requires eighteen or more operators.



NEW ENGLAND ASSOCIATION TO HOLD SCORING CONTEST.

The May meeting of the New England Association of Ice Cream Manufacturers will be held at Springfield, Mass., and members of the association will accept the invitation of Professor Judkins to hold a scoring contest at the Massachusetts Agricultural College the day following the meeting. This was decided upon at the February meeting of the association. The association also decided that since members have not held an outing for some time, the secretary be instructed to write the Poland Springs hotels in Maine and find out costs, etc., and see if arrangements could be made to hold the September meeting there, with the idea of having an outing as well as a meeting in Maine.



The cost is little, the results are quick and satisfactory, "The Review" Want Ad way.

Do Your Hardening Rooms Keep in the Cold

OUR insulation experts will be glad to show you many novel ways of preserving the low temperatures while transferring ice cream to and from the hardening rooms, and how to make your insulation more effective.

?

Pure
Cork Board
Granulated
Cork
Jamison
Refrigerator
Doors

Ask Now—No obligation to you

Insulation Sales Co.

Builders' Exchange
MINNEAPOLIS, MINN.

PRINTING

Anything from a Card to a Catalog

The Olsen Publishing Co.

Fifth and Cherry Sts.


Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Reflect ! Reflect

on the undisputed merit of
Impruv-Mix

Consider also, the wonderful progress made by this product since its introduction in 1916.

There
is a 
Reason

Its superior degree of satisfaction—its pleasing effect as a Cream Impellent—its effectiveness as a neutralizer of milk tastes, has made Impruv-Mix indispensable to all who desire supreme quality Ice Cream.

The tempting taste tells the tale

Dippers of chocolates and caramel manufacturers have recently adopted Impruv-Mix, because of its intensifying properties. Impruv-Mix works effectively in your Chocolate Ice Cream mix—increases richness of flavor.

Submit complete Ice Cream formula with order. We will without obligation give you our expert's opinion and full directions.

THE IMPRUV-MIX CO.

2460 Amsterdam Ave.

NEW YORK



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DARTS FROM OUR FRIENDLY ENEMIES.

(Continued from page 8)

WE TAKE too much for granted. Sometimes the editors of this publication are prone to pass up a misunderstanding with the observation that, "Oh, well, folks know what we are doing here."

That makes us better appreciate the position of the newspapers that recently carried Dr. Evans' inaccurate charges. It is not that the newspaper people wish to misrepresent anything. The average newspaper man is pretty much the same sort of chap as all the rest of us, when you weigh him down to the heart's core. It would be asking a whole lot of him to expect him to be as familiar with every subject he discusses as are the men who have spent many, many years studying and working over the specific matters relating to each specific subject.

But it is bad business for us to follow the habit of taking anything for granted. Ice cream manufacturers of the country should not fail to register their protests and put the newspapers on the right track every time the industry is misrepresented in any way. For if a man who stands as high in his profession as does Dr. Evans is ignorant of conditions in the ice cream industry, surely the ordinary layman does not know better.

Close on the heels of Dr. Evans' article—and probably inspired by it—there appeared in the Chicago Tribune several disagreeable and alarming paragraphs regarding ice cream. These paragraphs appeared in a column conducted as a daily feature by Frank Ridgeway. Mr. Ridgeway, too, seemed to be unaware that pasteurization has been incorporated into the laws of most every state to safeguard ice cream against bacteria.

ELSEWHERE in this issue we are relating how manufacturers in different parts of the country are showing every evidence of interest in maintaining a high standard of quality in their industry. Of course, the proof is not required for people who closely follow the activities of associations of ice cream manufacturers. Ice cream associations in the few states that have a pasteurization law have for several years bent every effort toward getting such a law passed. In some instances it is because of lack of co-operation by health officials themselves that such a law has not been passed. It has been necessary for the ice cream manufacturers themselves to do much educational work among the health officials, the associations often going out of the way to get these officials to speak at their conventions and help discuss plans for keeping on a high plane the industry that holds such an important position in the lives of men, women and children.

If medical gentlemen who interest themselves in the affairs of dairy manufacturing would give to the ice cream industry the co-operation which the industry cordially invites, instead of injuring the industry by the advised criticism laid before the public, they would find that the ice cream manufacturers not only are struggling to keep their product safe and wholesome but are eager to give their support to any suggestion for protecting purity in ice cream production.

The average ice cream manufacturer is as good natured as the average layman, but it begins to wear on the nerves when so many people high in the medical profession insist upon discussing phases of dairy topics which they are unfamiliar, nearly always managing to take a slap at ice cream while so doing.

IN a recent issue of a publication called Health Facts we find an article entitled, "Ice Cream—A Gastronomic Graveyard," by Dr. Axel Emil Gibson of Los Angeles, Cal. This gentleman, who no doubt is widely regarded among his friends as an authority on the subject, tries to tell his readers why it is dangerous to eat too much ice cream.

It is noticeable that he writes entirely from his own views in the matter, never citing an example of a child or grownup who has suffered from eating "too much ice cream." Also, he does not take the trouble to tell the number of instances where children and grownups alike have built up rugged health from freely and consistently partaking of the frozen beverage.



COLORADO ASSOCIATION IN SESSION.

Members of the newly organized Colorado Association of Ice Cream Manufacturers were making arrangements to meet with the associations of creamerymen and creamery fieldmen of that state at Pueblo on March 13, as this issue of The Ice Cream Review was ready to go to press. The ice cream association's board of directors accepted the invitation to a joint convention issued by The Colorado Creamery Butter Manufacturers' Association and the Fieldmen's Association.

A tentative program announced March 13 provided for a meeting of the ice cream men's board of directors at the Vail Hotel, at 11 o'clock the morning of March 13, a luncheon at the hotel at noon, a special meeting at 2 o'clock, and a get-together banquet at 6:30, members of all associations participating.

Edward L. Carlson of Denver is secretary of the Colorado association.

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news
regarding this subject :-:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue
Room 555 New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS
WIRFS AIRTITE GASKETS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PLAYING THE WEEK-END SPECIALS.

(Continued from page 14)

tain is to get the public interested. The newspaper the accepted medium. In this connection it must be stated that ice cream manufacturers cannot put together a few words and clauses about ice cream, food value, etc., for you will never hear a child say, "It's such a splendid food, daddy, buy me some ice cream." The food thought should be in the ad, but above everything else there must be that which will create the desire. This quality is commonly called the "appeal." A manufacturer began to advertise his chocolate ice cream. He told why it tasted so good and where the things that went to make it came from and just how they were blended. Then he took his strawberry ice cream and told them about that; he told the people just why it tasted so good.

The ice cream manufacturer had caught the right idea. A wide-awake fellow began featuring "week-end specials," advertising a certain special flavor on one specific day or days. Perhaps it might have been fig walnut ice cream. People were told how good fig walnut ice cream was; the dealer featured it. There was a great volume of sales on fig walnut ice cream that day.

IT IS thought that the week-end special will in time come to be the daily special. People will learn to eat at least one plate of ice cream every day. Perhaps there might be one big special each week-end, but window streamers showing chocolate, strawberry or some other standard flavor might be shown on other days just for the suggestion which they make to the minds of the people through exciting their sense of taste. For here truly in this picture form is the very best expression of the "taste appeal." To see the very things that go into the ice cream to make it so good makes people hungry and creates sales. Here is certainly the most effective use of the taste appeal and wide-awake manufacturers are using it more and more.

An idea of what to expect of the spread of the "week-end special" plan this year is gained from the announcement by one of the distributors of window flavor streamers, Ryan & Timberman, Inc., Wilkes-Barre, Pa., that this firm alone expects to distribute several million streamers in 1924, with thousands of orders already booked.



EVANGELISM OF QUALITY SWEEPS SOUTH.

(Continued from page 22)

The co-operative movement of Kentucky received a great impetus a few months ago with the organization of the Louisville Club of Ice Cream Manufacturers.

The North Carolina Ice Cream Manufacturers' Association for some time has been holding "revival" meetings to keep the association spirit flaming and to promote the quality idea.

The Georgia association meets four times a year to talk over better ice cream. Regional meetings also are held in Mississippi and Arkansas.



The Real Question.

Wife: "Do you know that you haven't kissed me for weeks?"

Prof. (who is absent minded): "Good heavens, who've I been kissing then?"—Wisconsin Octopus.

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

Bigger Ice Cream Sales



Develop Volume Sales with Sealright Containers

There's more profit to you in volume sales!
There's more profit to you in steadier sales—
year-round sales!

By packaging your ice cream in Sealright Containers, you can develop volume sales, and steady sales. Because Sealright Liquid-Tight Paper Containers assure 100% leak-proof, drip-proof, crush-proof and complaint-proof "carry-home" service that appeals to customers, and helps dealers build up a regular trade.

All popular sizes from the 1/4 pint and 1/2 pint to the gallon size and One-Time-Use Paper Packing Tray. Can be filled direct from freezer or by Sealright Ice Cream Filling Machines. No special mix required. Write for samples and a copy of our free book "Selling Ice Cream the Sealright Way." This book tells the complete Sealright story.

SEALRIGHT CO., INC.,

Dept. 26-AK

FULTON, N. Y.

Also makers of Sealright Pouring-Pull and Ordinary or Common Milk Bottle Caps and Sealright Paper Milk Bottles

Sealright

Liquid-Tight

Paper Containers

This Sealright window transparency identifies the manufacturers or dealers with Sealright Service. Sealright national advertising teaches the public to buy their ice cream where they see this sign. Send for free samples of the transparency and attractive window pasters.



South Dakota Manufacturers Meet

Large Attendance and Interesting Discussions Feature
Annual Convention at Watertown

THE fourth annual convention of the Ice Cream Manufacturers' Association of South Dakota was held at the Hotel Lincoln, Watertown, S. D., Feb. 19 and 20, 1924. An unusually large attendance and manifest interest served to culminate in one of the best meetings in the history of the organization.

The first number on the program was a talk by Prof. C. D. Dahle of the University of Minnesota. Professor Dahle has as a background considerable data on experimental work done by him at the dairy department of the University of Minnesota. He stated that defects in early times were virtually always present and were of many kinds. Due to experimentation and development of the industry it is possible today to make a uniformly high grade ice cream with but occasional defects in flavor and body. It is always advisable to avoid high flavor.

Most manufacturers today are against acidity or the use of starters. Development of viscosity in the ice cream mix is due primarily to the further solidification of fat and gelatine. It is also to some extent due to the swelling of colloids such as serum solids, skim milk powder, etc. Defects of body consist of graininess, soggyiness, and sandiness. The question of total solids was emphasized as being very important. Variations range from 30 to 40 per cent but the proper range should be from 34 to 38 per cent. Sandiness in ice cream is caused by too high serum solids. High serum solids content means generally high milk sugar percentage.

The presence of the high percentage of milk sugar causes sandiness which is the settling out in the ice cream of the lactose crystals. In the experiments conducted at the

University of Minnesota by Professor Dahle, any mix containing over 8½ per cent lactose produced sandiness. Avoid too much condensed milk or too much skim milk powder. Lactose is present in large quantities in these elements and there may not be water enough present in such mixes to hold the lactose in solution. Corn sirup, rennet, etc., which have been used to overcome sandiness, do not seem to have proved satisfactory.

THE convention of the ice cream manufacturers was continued Wednesday morning, February 20. R. F. Flint of the Bridgeman-Russell Co., Sioux Falls, discussed the subject of a charge for ice cream containers.

He stated that it was almost impossible to get dealers to hold any definite agreement concerning empty ice cream cans and tubs. His opinion was that there should be laws requiring the washing and return of these as well as milk bottles. Following Mr. Flint's discussion the convention was favored with an exceptionally good paper on "Ice Cream Engineering" by R. Schwart of the Ives Ice Cream Co. of Minneapolis.

The convention ended with a parent satisfaction to all. The members expressed themselves being highly pleased with the program and several invitations were extended from some of the better towns of the state to the association for next year's convention.

C. C. TOTMAN,
Secretary-Treasurer,
State College Dairy Dept.
Brookings, S. D.

1924 Officers and Directors

PRESIDENT

I. J. Bibby, Brookings

VICE-PRESIDENT

W. G. Arlt, Rapid City

SECRETARY-TREASURER

C. C. Totman, Brookings
Replacing T. H. Wright, Jr., now
of Cedar Rapids, Ia.

DIRECTORS

F. J. Herrick, Mitchell; E. E. Skoug, Sioux Falls; W. C. Gagnon, Huron; E. R. Carpenter, Aberdeen; M. Langenfeld, Watertown.

LEGISLATIVE COMMITTEE

R. F. Flint, F. J. Herrick and
W. G. Arlt.

Water and Lactose Content as Factors in Developing Sandiness.

Fat	S. S.	Sugar	Gel.	T. S.	Water	Lact.
8	10.8	12	.5	31.3	68.7	5.84
14	10.8	15	.5	40.3	(59.7*)	(5.84)

(*Low water content caused sandiness.)

Time for Appearance of Sandiness.

Gel.	Hard. Room	Retail Cabinets
.5 %	10 days	5 days
1.0 %	21 days	10 days
2.0 %	26 days	10 days

Varying temperatures or heat shocking hasten the development of sandiness. A practical mix for S. D. requirements might have the following composition:

Fat	S. S.	Sugar	Gelatine
14	10	12	15

This has 8.5 per cent lactose concentration and will avoid sandiness.

A CORRECTION.

In the February issue of The Ice Cream Review published a report of the Indianapolis convention of the Indiana Manufacturers of Dairy Products. Our reporter, in discussing the work of the committee on standardization of pipe fittings, said that the "inside" diameter had been adopted as standard. He made several other erroneous statements in three short paragraphs.

We are reproducing that part of the report which should have read as follows:

The outside diameter has been adopted as standard and in order for users to assure that they are getting the standard fitting, they should specify "STANDARD FITTING" when ordering so that there will be no mistake. It is the general opinion that the sanitary fitting will be universally in use within the course of a very short time. The fitting will be placed on the market by all manufacturers not later than the first of May.

Those using inside diameter fittings will be able to install the standard fitting by means of adapters or in cases where more than one plant is operated, by diverting the inside diameter fittings from several plants to one or fewer plants until the complete turnover into the standard fitting has been accomplished.

One of the largest milk dealers and users of fittings has stated that in their numerous plants by following this plan that they believe they will be able to have the STANDARD FITTING in universal use in less than a year.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



In Service for St. Louis Ice Cream Co.,
St. Louis, Mo.

MECHANICAL CABINETS?

HAVE you decided to equip your customers with mechanical cabinets? Or are you contemplating this step? In either event, changes in your delivery equipment will be necessary.

The ABC Refrigerator Body is ready. ABC Wholesale Delivery Bodies have been designed and perfected especially to supply mechanical cabinet routes. Send for information and prices.

This latest design of the ABC Refrigerator Body has the same qualities by which all Anheuser-Busch-built ABC Refrigerators are distinguished:

Better construction and consequent longer life;

Remarkably low ice and salt consumption in the refrigerating system;

The very best metal lining, and most advanced water-proofing of roof and exterior;

Thorough insulation throughout, of the finest corkboard.

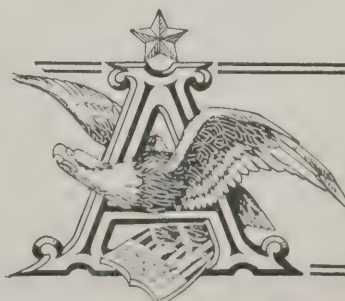
A.B.C. REFRIGERATOR MOTOR TRUCK BODIES AND WAGONS

ANHEUSER-BUSCH, BUILDERS

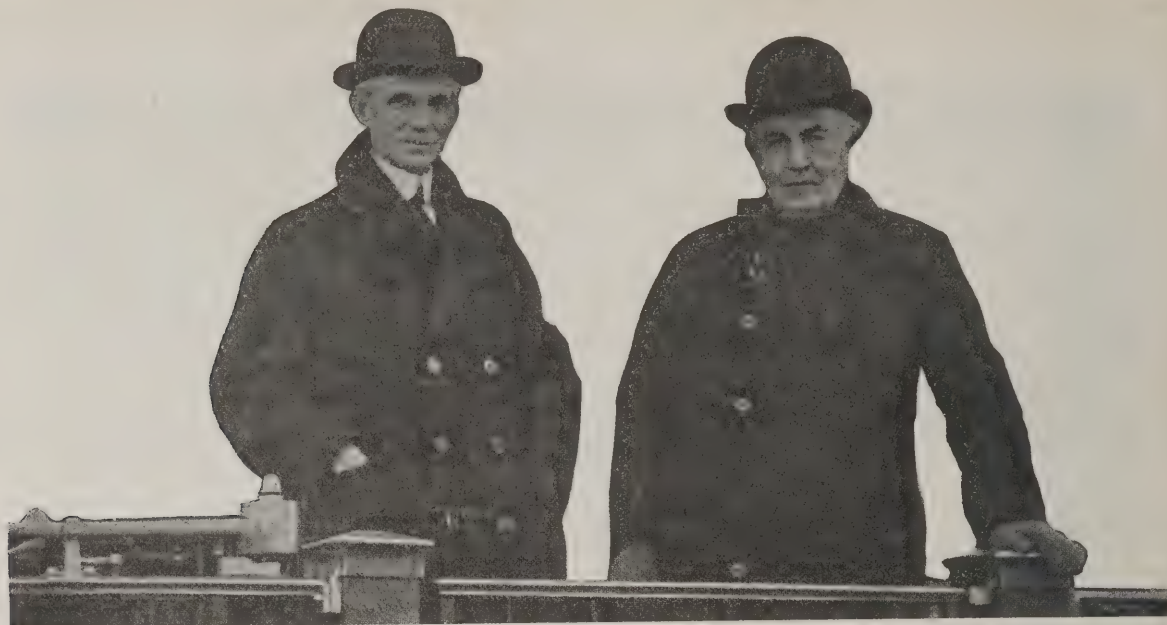
ST. LOUIS, U. S. A.

PAUL W. & GUY F. MINNICK
280 Madison Ave., New York
Eastern Sales Representatives

CANAVAN MOTORS CORPORATION
Westinghouse Bldg., Los Angeles 216 U. S. Nat'l Bank Bldg., Portland
401 Wells Fargo Bldg., San Francisco 617 Pioneer Bldg., Seattle
Western Sales Representatives



WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.



America's Financial and Electrical Wizards—Henry Ford and Thomas Edison—snapped leaving Muscle Shoals together.

HITCHING THE SOUTH'S WILD HORSES TO INDUSTRIAL DEVELOPMENT.

(Continued from page 10)

agriculture, were prosperous. Wider range and additional pursuits are needed to awaken all dormant intellect and energy. God speed the day when...our Clay clubs and Democratic clubs will be turned into societies for the advancement of scientific agriculture and the promotion of mechanic arts."

Every other condition is favorable to the development of the ice cream industry in the South, except for the fact that the manufacture of ice cream, being a comparatively young industry, has allowed the soft drink and candy industries to claim for themselves much of the trade that ordinarily would be easier to attract to ice cream. Long seasons of warm weather are in the favor of the manufacturers in the South, as also a type of population that eats the most ice cream in other sections. Industries requiring skilled workmen will mean more earning-power for the white population, and although the negro is undeniably fond of ice cream, social conditions are such that it is not altogether profitable to reach the negro trade, as the class of stores open to negro patronage is not of the neat, sanitary type that the ice cream manufacturer likes as distributing places for his product. For this reason the building up of the white man's earning power will mean more than anything else to the ice cream industry.

The establishing of industries in the South in recent years has been regarded by many in the Northern states as a movement calculated to take industries from the North to the South, especially in the case of New England, which has steadily been losing textile mills to the advantageous section below the Ohio River. But the Muscle Shoals scheme will make it possible for the South to build up industries from within, without unduly bothering itself about manufactories successfully established elsewhere.

Muscle Shoals promises not only to put the South in better position for creating the industries it has struggled for for many years, but its development also would insure advancement for the industries already in operation. Streams of wealth would pour into the states affected by the project through the many additional advantages to be offered for industries in a section al-

ready greatly favored for industries, with high-type labor, inexpensive land, inexpensive building material, and without the hindrances of labor dictators. Add to these advantages power cheap and powerful, and an ideal condition is apparent.

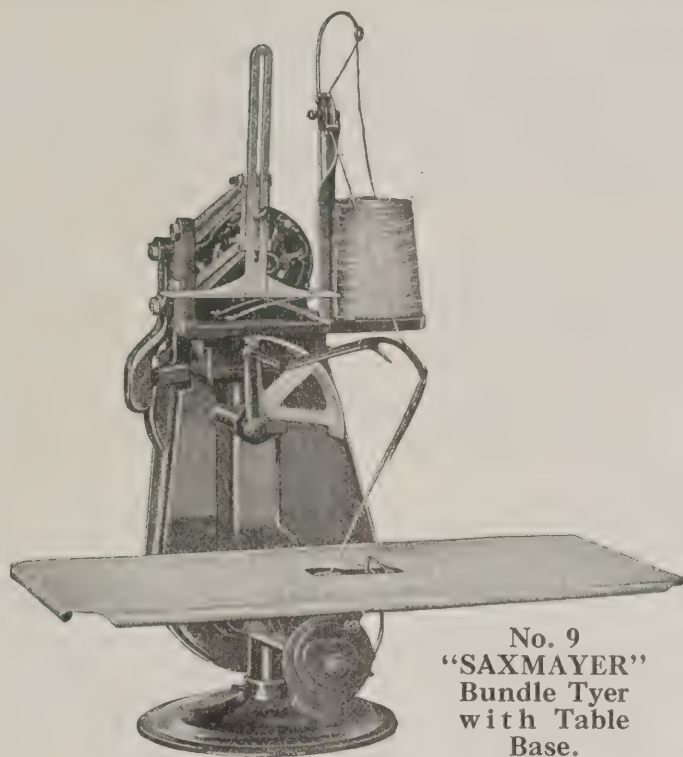
The greatest thing to be said for Muscle Shoals' possibilities is the fact that Henry Ford, probably America's greatest financial wizard, has held on for a long time to his effort to acquire control of the Alabama project. Moneyed men are seldom interested in anything that does not promise great financial returns, and the Detroit manufacturer is not noted for wasting time with things that do not offer great returns.

MUSCLE Shoals is that stretch of the Tennessee River, 37 miles in length, where the river, running virtually in a straight course, spreads out in lac formation, though without the smooth surface characteristic of the lake. A vertical fall of 137 feet in the 37 miles creates throughout the length of the shoals a current so strong that the entire 37-mile stretch might be called the "rapids."

Along this whole course, except for many pools here and there, the river is only from two or three inches to two or three feet deep. Many so-called "tow-heads" are formed by the rocky bottom jutting out in places and in time gathering enough drift and soil in the midst of the rushing current to produce vegetation, ranging in size from a half dozen reeds that have fought for and succeeded in gaining a foothold, to small islets, some of which have attained the dignity of islands which justify cultivation, producing hundreds of bushels of the finest Indian corn with less cultivation than would be possible on any other than this rich alluvial soil. Muscle Shoals is situated between Lauderdale and Colbert counties, Ala., more than 200 miles above the mouth of the Tennessee River.

Within this 37 mile area is stored up force from which can be developed approximately 600,000 horsepower of energy. Controlling this energy will mean the broadest and most thorough kind of development of the states located in that territory, from the Carolinas to Mississippi, from Mobile on the Gulf to Tennessee and the adjoining region. Industrial development of

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



No. 9
"SAXMAYER"
Bundle Tyer
with Table
Base.

A Thoroughly Practical Tying Machine

Does Better Work—Saves Money

If you have never seen a "Saxmayer" Bundle Tyer at work you cannot imagine how much faster and better it will do the work of several hand tyers.

Fool Proof

No experienced operator is needed. Any boy or girl can learn in five minutes.

Automatic

No operation is required except passing the packages over the platform. The machine automatically does the rest and ties packages of various sizes without special adjustment.

Saves Twine

Every knot is firm, neat and uniform, and there is no waste string—a big saving in itself.

Runs Electrically

You can attach to any light switch. The machine is easily moved from place to place. Either floor or table base.

The minute you put a "Saxmayer" at work you can count on saving the wages of one or

more persons, according to the amount of tying you have to do.

As anybody can operate it on a moment's notice, your worries in the tying department are over as soon as a "Saxmayer" is installed.

Ten Days' Free Trial

We feel that the best way to judge the merits of the "Saxmayer" for your individual work is a trial in your own plant, and we will gladly ship you a machine for 10 days' trial without obligation.

Write us to send it on.



A "SAXMAYER" at work
in the Lawrence Ice Cream
Co., Chicago, Ill.

The National Bundle Tyer Co., BLISSFIELD MICHIGAN

most intensive kind is sure to follow the harnessing of this hydro-electric energy.

The government has already spent \$40,000,000 on the erection of Wilson Dam, which extends nearly one mile. Dam No. 3 was built at a cost of \$8,000,000. Three locks were erected by the government in connection with these dams at a cost of \$15,000,000. The Detroit manufacturer, of course, proposes to reimburse the government for these expenditures, in addition to paying a yearly "rental" of \$1,680,000 as interest on capital invested.

When completed, Dam Number Two will back water up the river sixteen miles to the proposed location of Dam Number Three. Owing to the fact that there is much less fall to the river above this point, there will be no comparison in the size of the lake it will form to the one formed by Dam Number Two, for Dam Number Three will back the water up the river about seventy miles, and the obstructions to navigation made by the Shoals will pass into history forever.

In addition to navigation in the river, the formation of this lake will add a total of sixty miles of navigation to its tributaries, adding to navigation in all a virgin navigable water line of more than four hundred miles in extent, making it and its contiguous territory accessible from the sea. Take the sea shore to the mountains, creating an inland lake whose every foot of shore would make a health resort, on whose banks, boulevards, residences and factories would spring up like magic, with both power and transportation at their doors, making possible Ford's great plan of "the factory carried to the country."

It is proposed to provide for the manufacture of fertilizer and its sale to farmers at approximately 8 per

cent above the actual cost of production, the furnishing at cost of production of 100,000 horse-power for the manufacture of fertilizer, and the furnishing of power for the operation of the locks and navigational facilities.

IT WOULD be difficult fully to visualize what the utilization of Muscle Shoals really means to the South. The Tennessee Valley has been likened by some writers to the Rhine territory, and the power of Muscle Shoals has been compared to Niagara.

It is a section rich in agricultural possibilities in raw materials, which include timber, coal, limestone, copper, iron ore, bauxite, brick clays, slate, and virtually every essential factor necessary to industry. This is to say nothing of the fact that textile plants in this territory would have cotton galore at their very threshold.

The French Broad River is one of the most beautiful streams in the world. It pours out of the mountains of North Carolina and is joined about four miles above the city of Knoxville, Tenn., by the Tennessee River. Many other streams join the Tennessee before it reaches Muscle Shoals. Leaving Knoxville, the Tennessee River flows in a southwesterly direction through the southern portion of Tennessee to Chattanooga. After forming the Moccasin bend at this point, it winds about the foot of historic Lookout Mountain and enters the state of Alabama. Turning westward, it cuts across the entire northern extremity of Alabama, virtually one county deep, leaving the counties of Jackson, Madison, Limestone and Lauderdale, on its northern bank, thence back into the state of Tennessee, this time picking out a northerly direction across the entire state and a portion of the state of Kentucky, emptying into the Ohio River at Paducah.

The Muscle Shoals proposition is one of the great assets of a section that fairly bristles with wonderfully undeveloped resources. It was unfortunate that the South, in its early settling, had to be built up as a great cotton-growing country, with the order of things worked out so the South would produce the cotton and allow New England to manufacture it. When conditions in the cotton fields were revolutionized many years ago, it was found that in the new order of things industries were highly necessary. To get the industries under way in the South is a condition that the Southern states have been fighting very hard to bring about in the last several years. The development of Muscle Shoals will mean more industries for the South, and those industries in turn will mean opening the way for the development of the great mineral resources of that section.

IN SPEAKING of latent assets we shall turn our attention to what the South is doing for dairying. Dairying is being urged upon every hand. That many civic and agricultural leaders are working earnestly to convert the South's thousands and thousands of acres of pasture land into grazing land for purebred

“*Sx*”


Edible Gelatine

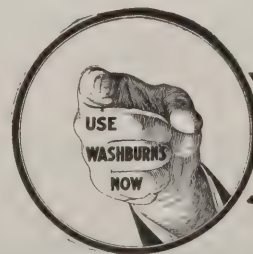
CARRIES A UNIT VALUE
THAT IS

Constant, Dependable Economical

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street	CHICAGO 94 Board of Trade	ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue	SAN FRANCISCO Second and Brannan Streets	
ATLANTA Haynes Street	LOS ANGELES 747 Warehouse Street	PORTLAND, ORE. 405 Hoyt Street





See Outside
Back Cover

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

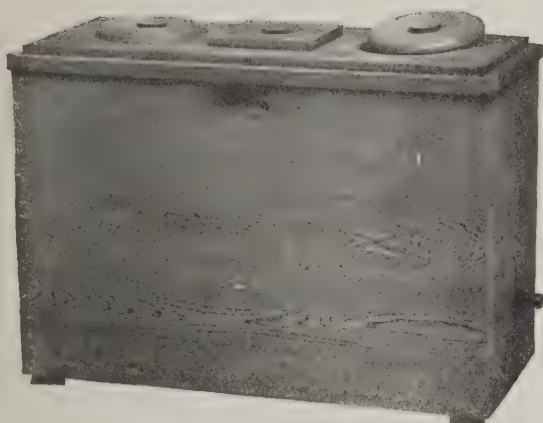
NELSON

Ice Cream Cabinets

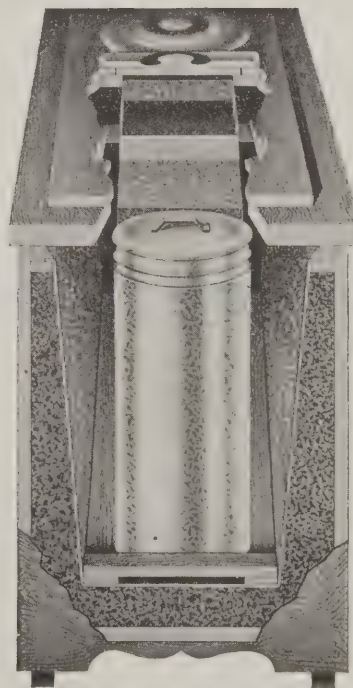
STANDARD
FOR 30 YEARS

Furnished in Independent Wood Compartments
—Wood Lined trough and Metal Lined trough
types in Bulk — Brick and Combination.

CORK INSULATION
REDWOOD CONSTRUCTION
PERFECT BRASS DRAIN



Metal Lined Combination Cabinet



Cross Section Metal Lined
Combination Cabinet

OUR OFFER

Any responsible ice cream manufacturer—particularly wholesale ice cream manufacturers and dealers—may order from 1 to 100 Nelson patented Ice Cream Cabinets, place them in practical use, and after thirty days, if not entirely satisfactory, return at our expense for freight, both ways.

"Confessed the best when put to test"

C. NELSON MFG. CO.

2306 Division Street

St. Louis, U. S. A.

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

dairy cattle. It will be recalled that early in this discussion it was mentioned that the Southern Association of Ice Cream Manufacturers decided at its past convention that it was a separate organization from dairying and therefore would take no part in the development of dairying except insofar as its members could offer encouragement.

In the mountains of the South, which have been referred to many times as America's greatest undeveloped asset, are vast areas of undeveloped land, much of it natural pasture land, with grass growing for the greater part of the year. In these mountains—many of them eking out a bare existence from the unprofitable growing of cotton—are men of the finest strain of this nation's pioneering blood.

Many men of the mountains have climbed over their obstacles and achieved success in all cities of the country, in all walks of life. Some of them have become the heads of America's greatest industrial and financial organizations. They have fought with credit on every American battlefield; won fame in every court of justice; attained high ranking in every profession; have made valuable contributions to every art.

In the mountains of the Southern states still flows the blood of Washington, Lincoln, Andrew Jackson, Patrick Henry, Lee, Jefferson and many other heroes of history. In those mountains are men with mighty minds—men of a sound aristocracy of character—who are waiting for developing forces that will help make them stronger factors in the nation's upbuilding.

Every day these men carry on labor sufficient to build an empire. Right at their elbows, so to speak, are valuable assets for a gigantic system of dairying that would bring about the greatest economic stability

for the Southern states and the advancement of human living conditions.

There is no minimizing the South's wonderful mineral assets, but it is interesting to see what dairying can do for people who take it up earnestly.

In 1921, dairy production in Wisconsin, the world's greatest dairy state, far overshadowed the mineral production of the entire country for that year. All the gold mined in the United States in 1921 was not enough to pay for the cheese Wisconsin produced that year. All that gold fell \$10,000,000 short of equalling the value of the butter made in Wisconsin that year. All the gold and silver mined in the country in 1921 could not have paid Wisconsin dairymen for their butter and cheese. Wisconsin's dairy production that year was worth much more than twice as much as all the iron ore mined in the country. The value of all of Wisconsin's dairy products—butter, cheese, ice cream and condensed milk—was greater in 1921 than the nation's entire output of iron ore, copper and gold.

And the greatest thing about dairy development for the South would be the upbuilding of farm prosperity, the bettering of conditions among the farmers of the mountains and lowland.

The South is moving in many directions for the development of its latent resources, and in addition to the harnessing of its vast water-power and the uncovering of its mineral deposits, it will be very interesting to see what these different forms of development shall do for dairying and the development of the real power that lies dormant in the mountains—the mountain people, truly America's greatest undeveloped asset.



LARGE ICE CREAM PLANT IN NORTHWEST.

A. Robbins, formerly of Winnipeg, has selected Tacoma, Washington, for the establishing of a large ice cream manufacturing plant. This decision was reached, Mr. Robbins says, after a careful survey of business opportunities in Pacific Coast cities. In association with prominent business men, Mr. Robbins has completed negotiations for the reorganization of the Victory Ice Cream Co., and announcement has been made of the erection of a quarter million dollar ice cream plant. The completion of this plant will make Tacoma the large distributing point for ice cream in west-central part of Washington.

The Victory Ice Cream Company's building is now under the course of construction at 615-617-619 East 25th Street and according to reports, the plant will be modern and the most sanitary type of equipment will be installed, making this one of the most complete and up-to-date ice cream manufactories in the Northwest. The plant will occupy three full floors, each 80x136 feet in dimension.

Officials advise that a product of unequalled merit will be manufactured, and that quality will be first consideration.

Among the features of the new establishment will be new silver-lined ice cream freezers, modern sharp roof space of 14,000 gallons of ice cream with glass-lined storage vats and walls of 10-inch pressed cork and tile, automatic electric ice cream cutter, new modern packing machines which will eliminate the touching of the finished product by hand, electric washing and sterilizing machines for equipment, thus assuring the strictest sanitation.



For the sake of your business, for information and profit, read the advertisements in this publication.



Positive Identification

avoids:

- Loss by theft
- Personal appropriation of your property
- Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.



MANUFACTURING CO.

MAYWOOD, ILLINOIS

Priced as low as \$14.00

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

AN ENGLISH VIEW OF OUR MILK INDUSTRY.

by W. R. McEwen, Advertising Manager, J. G. Cherry Company, Cedar Rapids, Iowa.

Very often it is the outside viewpoint that gives us the true perspective of our business. We become so deeped in the details we do not have the wider vision afforded the man who sees our problems from the "side-ness."

There is pretty good evidence of that fact in a recent article by J. Gillard Stapleton appearing in an English trade paper devoted to the interests of the dairy industry in England. Some of the points made by Mr. Stapleton are well worth the serious consideration of the milk trade here in the states. One in particular he brings out is the matter of "cream line." He writes on the subject as follows:

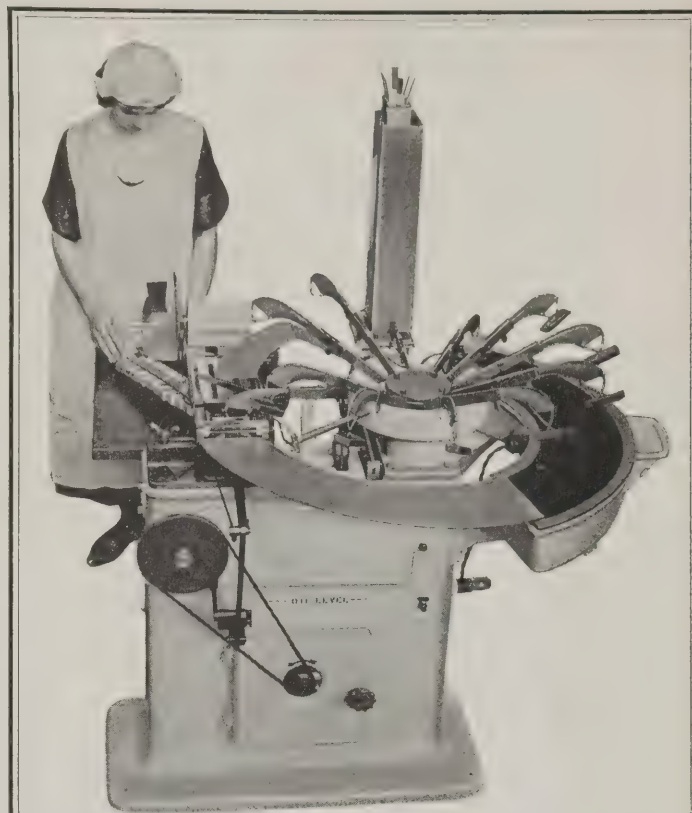
"On examination, it appears that one of the chief reasons for low temperature pasteurization in America is the competition of distributing firms to obtain a big cream line. This competition for a deep cream line appears to the writer to be based on wrong principles. The calf certainly cannot wait for a cream line when it takes its milk in its natural state from its parent, and the existence of a layer of cream when delivered to the consumer provides the consuming public with an easy means of robbing the milk of part of its cream, and as this is illegal for the distributors to remove cream from the milk it logically follows that indefinite robbing of the milk of its cream, by the public, should if possible be prevented, and certainly the public should not be encouraged to do so."

As Mr. Stapleton writes, it is a simple matter to pasteurize at a temperature that will insure a deep cream line. Distributors in all parts of the country are doing so, and with good reason, for the housewife, in nine cases out of ten, bases her opinion of the richness of the milk she buys on the depth of the cream line. Every distributor knows this "measurement" of the value of milk is erroneous, but the public has been educated to look upon a deep cream line as the measure of its richness, so he strives to make his a deeper one than that of his competitor, and his driver salesmen are urged to talk this feature to their trade. It was a mistake in the beginning but has grown to the point now where it will require herculean efforts to swing public opinion back to the normal way of "measuring" the value of the milk they purchase. But is it too late to make the change?

Won't it be advisable, even at this date, to begin educating the public to the right way of determining the value of milk? The work the National Dairy Council is doing can be and should be adopted as the basis for switching the public thought on this subject—in the writers' opinion.

The competition for the deeper cream line is going to lead to a situation, as regards proper pasteurization, that will ultimately develop to the point where city health authorities will insist on different control methods and the result will be publicity that is certain to do an endless amount of harm as regards the consumption of whole milk—for the public will lose confidence and much of the good work already accomplished by the National Dairy Council will have been wasted.

It seems to us this is a subject that is worthy the serious consideration of the International Association of Milk Dealers and should be put on their program for discussion at the next meeting of the organization and for their consideration, by correspondence, among their members, before the next convention.—Editorial April Cherry Circle.



No Half-Way Work on this Machine

When an Eskimo Pie
leaves an

ANDERSON Eskimo Pie Machine it's "COMPLETE"

the only further handling
that is necessary is pack-
ing in a delivery box.

It Cuts—Dips—Wraps

and at the rate of 100
dozen an hour.

If it is economy in cost
you need to make a 5c Pie
a success—You'll find it in
the Anderson Pie Machine.

SEND FOR CATALOG

Anderson Bros. Mfg. Co.

1923 Kishwaukee Street
ROCKFORD, ILLINOIS

A Plant That Attracts the Public

Officials Have Put The Human Touch Into the \$1,000,000 New Home of the Globe Ice Cream Co. at Los Angeles

THE value of the "human touch" is being appreciated in the ice cream industry as the industry advances. Leading ice cream manufacturers for some time have understood the importance of making the public feel in close touch with the ice cream plant.

Every night during the opening week the plant was ablaze with colored lights. Special arrangements made it possible for the plant to be illuminated every evening. The interior is done in cream white, as Mr. Comey has erected a huge battery of colored lights in each room



Modern Plant of Globe Ice Cream Co.

The new home of the Globe Ice Cream Company, which recently was opened to several thousand visitors at Los Angeles, Cal., is designed not only to make people feel at home while there, but also to make the plant attractive from the outside. The plant is one of the most

which gives the most pleasing effect when seen from the outside.

The new factory was constructed at a cost of \$1,000,000. It is entirely of concrete and rises by the side of the former building of the company. The executive



Freezing room, equipped with Davis-Watkins freezers. Walls are all white glazed tile, while ceiling is in cream enamel. Reader will note flood lights installed on top of brine lines and along front of windows for electrical display purposes at night. This room is on display to public.

complete of its kind in the country. Its mechanical arrangement is thoroughly orthodox as regards the manufacture of a pure, wholesome product with the most modern equipment.



Automatic platform for loading crushed ice, salt and ice cream in 5-ton refrigerator truck.

offices of the firm are located on the second floor. New types of windows have been installed in every room where light is needed. Each is about twelve feet square and the result has been a daylight plant in every respect. The new plant was opened to the public on March 1, 2, 3, 4, 5 and 6, each evening from 7 to 11 p. m. During

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



GLASSINE LINED & PRINTED



JOHN H. MULHOLLAND CO.

1033 Chestnut Street

Philadelphia, Pa.



ICE CREAM PLATES

LINED AND PRINTED.

PLAIN

Fluted
Square
Round
Deep

— All Hot-Pressed —

ICE CREAM SPOONS

BENTWOOD
FLATWOOD

Plain

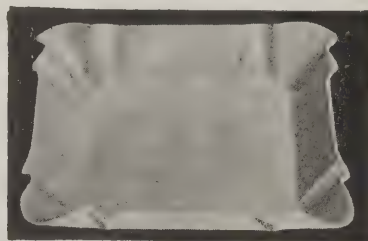
Branded

Packed

1000

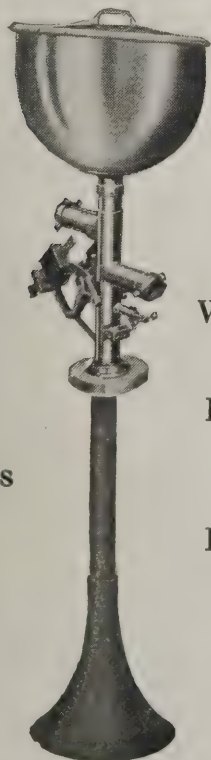
100

48



The Weibatch Scale

Saves 50% of Your Operating Labor



Send
Us
Size
of
Freezers
You
Are
Using

One
Weibatch
Scale
Between
(2)
Freezers
Any
Make

PATENTED

Pull A Batch By Weight. Eliminate Waste

Weibatch Users KNOW THEIR COSTS AND SAVE MONEY

Do You?

Don't Guess

The Weibatch automatically weighs off an exact number of pounds and passes it into your freezers.

The Weibatch recorder gives you correct figures of quantity used against shipments.

The Weibatch will give you detail of Mix used any time of the day.

Help you detect any mysterious SHRINKAGE.

LET US PROVE IT

Write for our Circular, Price List and Guarantee.

Weibatch Liquid Scale Co.

GRAND RAPIDS, MICH.

that time the factory was visited by about 175,000 people. Entertainment was provided. A. A. Comey, who is vice-president and general manager of the company, advises The Ice Cream Review that approximately 250 manufacturers from all parts of the country have visited the



White glazed tile entrance to hardening rooms. These hardening rooms have holding capacity of 20,000 gallons.

plant since its opening date. Will E. Keller is president of the company.

THE present investment in the new Globe Ice Cream Co. represents \$775,000. The factory occupies a ground space facing Jefferson Street of 200 feet, and on

Hill Street the plant occupies a space of 300 feet in length. The present capacity is 12,000 gallons of ice cream every 24 hours, while the ice manufacturing department has a capacity of 250 tons daily. In addition there is a daily ice storage of 12,500 tons. A private



Department for pasteurizing, homogenizing, cooling and ripening. A battery of six 1,000 gallon, glass-lined steel tanks are in operation in this room. Interior of this room is finished in cream enamel and same is visible from outside.

railroad spur connects directly with the Globe factory.

The exterior color scheme of the factory proper is snow white, trimmed in black, while the interior color scheme is completely laid out in cream and silver gray. The factory proper contains approximately 75 per cent

Do You Realize How Much Time, and Therefore Money, You Can Save by Reading Your Milk and Cream Tests with the

Nafis Improved Dividers? **QUICK—ACCURATE—DURABLE**



The patented feature makes the curved end grip the neck of the test bottle and hold firmly in the graduations. The needle point permits accurate reading.

If you have not tried them, order them today from your jobbers. If they do not stock NAFIS GLASSWARE write for our catalog and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glass Apparatus
for Testing Milk and Its Products

17-23 North Desplaines St. Chicago

ASK THE MEN WHO USE IT



One corner of laboratory, showing Bert Stevenson, chemist, making laboratory tests on the Mojonier tester.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



*Of course they are not the
cheapest—they are the Best*

CREMOS cost more than ordinary cones. WHY? Because beyond question they are the finest cones made. The best soft wheat flour, and cane sugar, the purest milk and vanilla maintain the superlative quality of Cremos. Only our tremendous production keeps the price so reasonable. The extra quality costs a trifle more—1% of the retailers selling price and is worth it many times over. The proof of that is the fact that more Cremo Cones are bought each year than any other cone.

CREMO CONES Crisp—Delicious—Double-Thickness—
more than mere containers for ice cream

THE CONSOLIDATED WAFER COMPANY

Please address nearest factory
2628 Shields Avenue, CHICAGO, ILL. 515 Kent Street, BROOKLYN, N. Y.
105 Front St., East, TORONTO, CAN. 2426 So. Howard St., DALLAS, TEX.

The Largest Cone Manufacturers in the World

Boost National Cone Week
May 30—June 6

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

New Boston Headquarters

*for Nationally Known
Ice Cream Equipment
and Supplies*

January 1, 1924, inaugurated the opening of a new Boston supply house—the STEPHENS-ADAMS-CYR COMPANY, composed of the Frank B. Cyr Co. of Malden, Mass., with Willis C. Stephens and Orlando Adams, both of the Rice and Adams Corporation of Buffalo, N. Y.

Their office and warehouse are temporarily located in Malden, Mass., the office address being 52 High Street.

A new combined office, show room and warehouse is being erected in Charlestown and will be ready for occupancy about July 1.

Direct representation, and prompt and efficient service are given on

J. G. Cherry Ice Cream Freezers and Coil Machines;

Rice and Adams Washing and Sterilizing Machines for Ice Cream Cans, Covers and Moulds;

Rice and Adams Milk Can Washing, Sterilizing and Drying Machines;

Elyria Enameled Products Company Glass Lined Storage Tanks;

Viscolizers, ice cream cans, coolers, tubs, cabinets, trucks and copper jacketed kettles.

Stephens-Adams-Cyr Company

52 HIGH STREET
MALDEN, MASSACHUSETTS

window space, thereby guaranteeing a daylight factory.

The plant is considered by visitors to be one of the finest, most modern, most sanitary, and most immaculate factories now operating in the United States. Sixteen large refrigerator trucks are at the present time operating in the delivery department; one hundred employees are on the payroll. The garage is most modern. Approximately 400 customers are being served in the city of Los Angeles. Beautiful gardens decorate the front entrance, and the process of manufacture is on display to the public as they walk along the sidewalk, or drive by in their automobiles, and this idea alone has proved very



Department for weighing and inspecting sweet cream.

valuable advertising. From early evening until midnight the entire plant throughout is illuminated in gorgeous colors, these colors being changed every week, and the least that can be said about the Globe plant, day or night, is, it is really spectacular.

"Hundreds of manufacturers from all over the United States have visited this plant, and they have all proclaimed it to be a wonderful institution." A gentleman who has inspected the plant reports to The Ice Cream Review: "To be honest, words cannot explain the elegance of Southern California's new Globe ice cream plant. Thousands of visitors monthly make trips through this institution. At the front entrance signs are on display inviting the public to visit the Globe plant."

"Will E. Keller and A. A. Comey are to be congratulated indeed for erecting such an elaborate and high class institution, and in all probability plants in other cities throughout the United States will be similarly built or erected."



You'll make better ice cream if you get "The Ice Cream Review."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ident,
A. BENNERS,
ited Fruit Bldg.,
w Orleans, La.



Address all
communications to
P. N. MILLER, Jr.,
Secretary,
2913 11th Avenue,
Birmingham, Ala.

WORD FROM ADOLPH SKINNER.

Winejah Sanatorium,
Asheville, N. Car.

ixie Flyers:—I want to thank you for those nice
s you have been so kind to write me, and it would
given me great pleasure to have been with you at
ittle Rock convention.

veral of the boys have been to see me, and it sure
lots of pep into a person who is laid up for repairs,
trust that they will keep it up.

always look forward to receiving The Ice Cream
w, as it tells me all the news, and what is going
over the country.

Yours very truly,

ADOLPH SKINNER.



SPECIAL ANNOUNCEMENT OF MILWAUKEE'S SECTION FOR 1924 NATIONAL DAIRY SHOW.

Executive Committee of the National Dairy As-
sion announces that the 1924 National Dairy Expo-
will be held at Milwaukee, Wisconsin. The dates
September 27 to October 4.

Wisconsin will be host to the people of the industry
has made her great and will prepare a week for
ing that will mark an epoch of progress. It is the
ion of the people of Wisconsin to dedicate a period
all to a thorough and complete study of the dairy
ry through exhibit and forum, and through the
ing together of the dairy people of the nation,
view of rendering a great national service for the
ry.

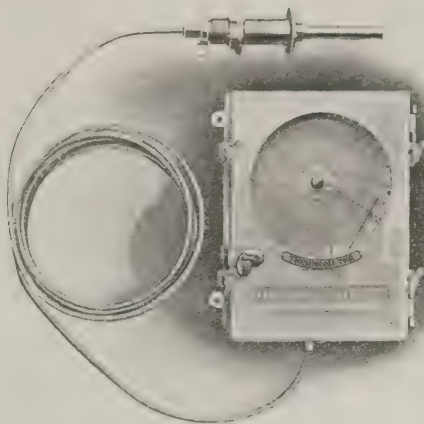
State Fair Grounds and the city Auditorium in
ukee afford the facilities for a program that will
ried out by the leaders of dairy agriculture from
state. The city of Milwaukee has reserved its
otel capacity, which means that from September
to October 4th every hotel is obligated to house
airymen of the nation. The city affords an un-
ed hotel service, from the Ritz quality to the most
nical, and a plan is being devised to insure a dis-
ion of the service so that each visitor may secure
ommodation he desires.



ICE CREAM INDUSTRY LEADS IN EMPLOYMENT.

Ice cream and confectionery industries lead the
ries of the country in increased employment for
onth of October, 1923, according to statistics com-
by the U. S. Department of Labor through the
of Labor, concerning volume of employment
h the month of October. These statistics were
ed of 7,233 representative establishments in fifty-
manufacturing industries, covering 2,434,247 em-
s, whose total earnings in one week in October
65,731,632.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.



What goes on while you are away ?

While gone for the day or out visiting
your dealers, opening up new locations
or settling disputes, the ice cream man-
ufacturer with plenty of Bristol record-
ing instruments about his plant has a
definite check on what has been going
on during his absence.

From the first temperature of the pas-
teurizing process, all down the line to
the hardening room, the Bristol Silent
Watchmen show their handwriting on
the wall. Their graphic charts tell
where efficiency is being maintained
and where someone has been negligent.
Their undisputable "evidence" keeps
those inclined to need watching on the
job while you are gone.

Let a Bristol representative
show you many practical ways
to use Bristol Recording instru-
ments to advantage for check-
ing efficiency and manufactur-
ing processes. No obligation
for the asking.

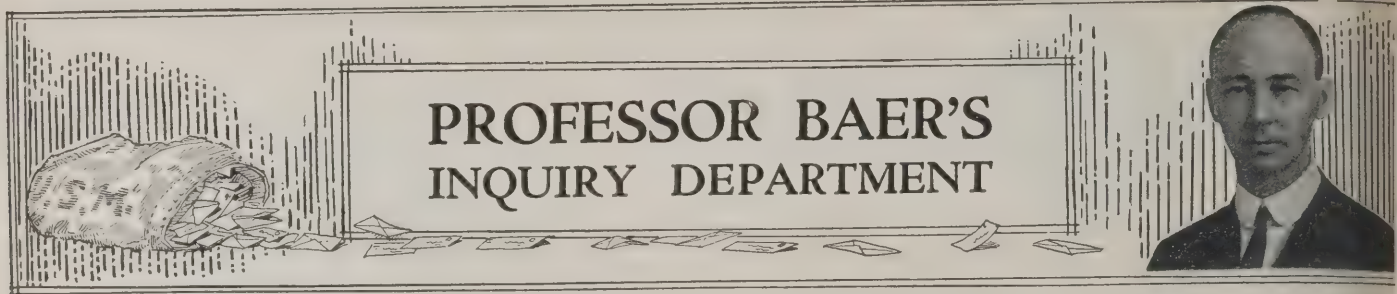
THE BRISTOL COMPANY

Waterbury, Conn.

BRANCH OFFICES:

Boston New York Philadelphia Pittsburgh
Detroit Chicago St. Louis San Francisco

TRADE MARK
BRISTOL'S
REG. U. S. PAT. OFFICE



Replies to Inquiries

Dear Sir:—Please tell me what formula in your "Ice Cream Mix" I can use to produce a 20 per cent butterfat finished product ice cream.

Reply: There is no formula in this booklet for a 20 per cent fat cream.

I would suggest, however, that you use one of the formulas which appears to be suitable, and re-arrange the amount of cream to milk used so that the butterfat content will be increased, or I shall be very glad to work over any one of these formulas for a 20 per cent butterfat if you will indicate which one of these formulas will suit the ingredients your customer has in mind.

Dear Sir:—I would like to know what kind of pasteurizer batch mixer and cooler, and kind and style of ice cream freezers would you use for factory of capacity of 1,000 gallons per day? Is the viscolizer a success? Can you make first class ice cream from sweet butter instead of cream?

Reply: In a general way, I might suggest to you that the ordinary batch pasteurizing vats containing the coil

is probably the best suited for pasteurizing the ice cream ingredients. The ordinary horizontal cooling coil or a correct size Chilly King cooler would possibly serve the purpose of cooling better than any other method. The so-called baked glass enamel batch mixers and storage vats are superior to the ordinary copper tin vats for the mixing and storage of ice cream mix. They will not only last longer, but are also better from the standpoint of keeping them in good sanitary condition.

The type of freezer I would select would be the horizontal type batch freezer. You probably need three or four freezers to freeze a thousand gallons per day. Relative to the viscolizer this machine or a homogenizer would be indispensable in a plant the size you mention.

It is perfectly possible to make a first class ice cream using a reconstructed mix made from butter and with the use of milk powder, providing, of course, that your sweet milk is of good quality, not having any bad flavor and that your ice cream powder is fresh, sweet and entirely soluble having no rancid flavor.

Dear Sir:—We are giving below the mix we were using during the summer:

- 15 lbs. skim powder.
- 54 lbs. sweet condensed. (44% sugar, 27% S. S.; total 71% solids.)
- 57 lbs. sugar.
- 3 lbs. gelatine (seems to be very strong.)
- 11¼ lbs. egg powder (added before pasteurizing). (9 per cent solids.)
- 2¼ lbs. Impruv-Mix.
- 63 lbs. butter. (84% fat.)
- 406 lbs. milk. (4% fat.)

601½

The mixes were made part of the year by new men who, we think, may have made mistakes in weighing but we are not sure. Part of the ice cream rolled badly while other made from the same formula showed little of it. Our gelatine is an imported product. In case the cream is permitted to melt the effect of the gelatine is quite noticeable at the bottom of the dish.

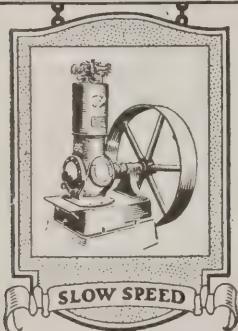
Part of the summer we used some honey in place of a small part of the sugar, it also was added to the mix before pasteurization.

For this next summer we expect to use the following mix:

- 7 lbs. sweet condensed.
- 2¼ lbs. skim milk powder.
- 10 lbs. sugar.
- .4 lbs. gelatine.
- .5 lbs. egg powder.
- 80 lbs. of 14½% cream.

Going over the mix very carefully, I am absolutely of the opinion that too much stabilizer and improver was

BAKER



System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65D It's chock full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.

Omaha, Neb.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Prompt Deliveries of Baird Refrigerator Bodies

IF YOU need a refrigerator body *in a hurry* telephone or telegraph us. We can ship a body in the lead within six days after receipt of order, and unusually favorable circumstances assure us of excellent deliveries by the Railroads.

AND REMEMBER that BAIRD REFRIGERATOR BODIES are light in weight, that they maintain three degrees below zero, and that every piece of wood and insulation is thoroughly waterproofed so that they always remain light, the insulation is always 100% efficient, and decay cannot take place.

THE SEAMS in BAIRD BODIES are welded and re-galvanized after welding. By welding, the two pieces of metal are fused together and actually become one piece, permanently resisting vibration and preventing leaks. Other 1924 improvements are thicker sheet metal, amply supported with angle irons, regular refrigerator door fasteners, stronger hardware, and lighter and better hatch covers.

BAIRD REFRIGERATOR BODIES were always the best, and are now better than ever.

William F. Baird Company

OFFICE: 401 Chamber of Commerce, BOSTON, MASS.

FACTORY: WINCHESTER, MASS.

the cause of your trouble. It is possible that your gelatine was stronger than you supposed it to be and the amount of gelatine you used along with the apparently large amount of your improver was the entire cause of your trouble. I am sure that the mix which you contemplate using next season, and as indicated in your letter, will not only give you a very satisfactory product, but will also prevent the "rolling" of your cream when dipped at the fountain.

Relative to the use of honey, I do not see where you would profit by its use, since there is plenty of good cane sugar available. I know of a number of factories, however, who are using honey in the making of special ices and sherbets, and appear to like it better than sherbets made entirely with sugar.

There is no advantage in using salt in an ice cream mix, although a good many of the older school of ice cream makers are using just a small amount of salt in the mix, claiming that it assists in bringing out the flavor. We have no experimental work, however, showing that salt does do that and I would personally not recommend the use of any salt.

* * *

Dear Sir:—We want you to criticise this mixture and offer suggestions:

410 lbs. water.

138 lbs Butter (82 % Fat content)

42 lbs Skim Milk Powder.

106 lbs Cane Sugar.

5 lbs. Gelatin (Swifts AA Grade)

120 lbs. Evaporated Milk (Mansfield's Milk of Johnson Creek, Wis.)

We pasteurize the water, butter and skim milk powder together and run through De Lavel emulsor at 140

degrees temperature after standing for thirty minutes at this temperature in mixing vat. When cooled to 50 degrees we add sugar, gelatine, vanilla and Heller's Meloine. Then cool to 40 degrees and let stand for 18 hours before freezing. We use a 40 quart Cherry freezer, horizontal type, and have brine 6 degrees in freezer. Before we freeze we cool to 34 degrees in mixing vat.

Our ice cream does not seem to be smooth enough or creamy. How much ice cream should such a mixture make? What can be done to make a better ice cream from this mix?

* * *

Reply: You will find the calculations of your formula given below in table one where you will notice it figures out 15 per cent butterfat instead of 12 per cent.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
410.0 lbs. water
138.0 lbs. butter, 84 %	115.9	115.9
42.0 lbs. skim powder	39.9	39.9
106.0 lbs. sugar	100.7
5.0 lbs. gelatine	4.7
120.0 lbs. evaporated milk	9.6	21.6	31.2
821.0 lbs.	125.5	61.5	292.4
Per cent	15.3	7.5	35.6
Per cent sugar	12.9

I am suggesting in table two a formula which contains a higher per cent of serum solids in order to balance the ingredients properly.

Table Two.

800 lbs. Mix—12% Fat, 9% Serum Solids—13% Sugar.			
Ingredients	Fat	Serum Sol.	Total Sol.
160.0 lbs. evaporated milk	12.8	28.8	41.6
104.0 lbs. sugar	98.9
5.0 lbs. gelatine	4.7
99.0 lbs. 84% butter	83.2	83.2
46.0 lbs. skim powder	43.7	43.7
386.0 lbs. water
800.0 lbs.	96.0	72.5	272.1
Per cent	12.0	9.0	34.0

I am also sending you a copy of our mixing and freezing room report showing the figures on this report.

You also inquired relative to the use of an emulsor as compared with a viscolizer. While the emulsor can be used to get a satisfactory product from butter, powder and water, the viscolizer or homogenizer will reconstruct these products much better and make a smoother ice cream.

I notice that in your description of the method of processing you add the sugar and gelatine after emulsifying. It would be better if you could emulsify all the ingredients including the sugar and gelatine. You will in that way get a much smoother ice cream than when you add these products after emulsifying and cooling. You would do the same if you used the viscolizer instead of an emulsor. After processing, your mix should be cooled to about 40 degrees and kept at that temperature at least twenty-four hours before freezing. Eighteen hours aging is hardly long enough to get a good smooth product.

Leffel^{Scotch} Marine Boilers

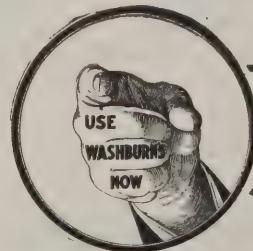
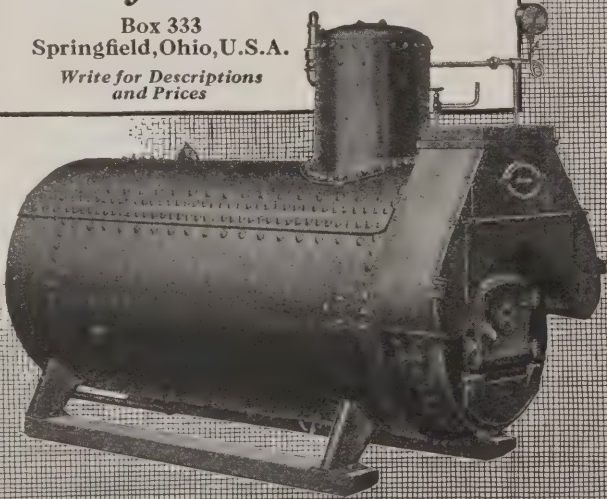
THESE Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers are quick, steady steamers designed especially to meet the demands for intermittent steam power in the Ice Cream, Creamery and Dairy industries.

They come complete with skids and all necessary fittings, occupy less space and are more powerful than other boilers of the same sizes. Minimum time and labor are required to operate them. Users report average fuel savings of 35 to 50 per cent. Made in 12 sizes, 6 to 100 H.P. Meet requirements of all State boiler laws.

The James Leffel & Co.

Box 333
Springfield, Ohio, U.S.A.

Write for Descriptions
and Prices



See Outside
Back Cover

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The O. & B. Triangular Packer serves as a container both in the shipping tub and in the cabinet. This saves much can-washing, re-icing and retinning of the containers.



Increase Your Sales

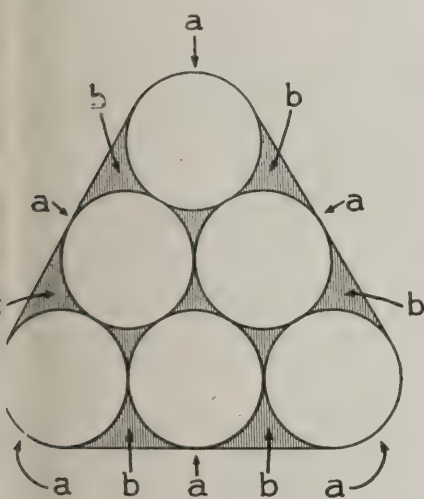
With the O. & B. Triangular Packer

In the diagram below, "A" indicates the direct contact of each Sealright container with the sides of the packer. "B" shows the cold air spaces between the containers.

This arrangement gives perfect refrigeration. It insures the cream reaching the user's hands in perfect condition.

The tub and cabinet illustrations show clearly the ample icing space surrounding the packer.

Each Triangular Packer holds 18 quarts, or combinations of quarts, pints, and half pints.



THERE is no question that *bulk ice cream* packed by the factory in air-tight packages that are also thoroughly cold will solve your problem of selling *the home trade*.

Successful factories everywhere are educating their trade to the use of fibre containers.

Users are *instantly served* and need not wait for cream to be packed by the dealer.

There is *no loss of cream* to dealer.

User *prefers* bulk ice cream, and that is what the dealer may now sell him *in the fibre package*.

When packed in O. & B. Triangular Containers, cream in fibre packages keeps *perfectly hard* even after user has them in his home.

The net result of the above is *more home sales*; and that, Mr. Ice Cream Manufacturer, is *important to you*.

Better order a sample dozen Triangular Containers *today*.

DEPARTMENT "D"

Made Only By **Oakes & Burger Co. Inc.** Cattaraugus, N.Y.



Established 1873

Fifty Years of Honest Equipment

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



Pacific Ice Cream Manufacturers' Convention Proceedings

Important Trade Topics Discussed at Vancouver, B. C., Meeting

(Continued from March issue)

Holdom Discusses Packages.

"Packaged Ice Cream" was a subject exceptionally well handled by Gray D. Holdom, sales manager of Menasha Printing & Carton Company. Here are some of the facts and views as stated by Mr. Holdom: "There are a number of fundamental reasons why packaged goods have been so successful and these reasons are as applicable to ice cream as to any other product. First, and foremost, the package establishes the identity of a product that cannot otherwise be marked or labelled and should be used for this purpose in the advertising of the product. Second, the improved sanitary conditions under which the product may be handled between the manufacturer and the ultimate consumer. Third, better distribution methods and quicker turnover can be had through the use of advertised packaged goods.

"Adoption of the dry pack method of distribution is, to my mind, the solution of the problem now being experienced by many ice cream manufacturers. We used to buy flour from a barrel and other products in the same way, but packaged foods today are found in most every country. Nationally manufactured food products are leading the sales throughout the country and manufacturers of ice cream who want to get greater distribution must have another method of selling their product other than in bulk.

"According to information I have obtained there were between 210 and 225 million gallons of ice cream produced in 1923. Ice cream men have built this distribution through dealers and there will be no further growth unless per capita consumption can be increased.

"It is only in recent years that selling has been given much attention by the ice cream industry as the technical side had received much greater attention.

"The average weight of a quart of bulk ice cream dipped will be about 26 to 27 ounces. I have known of this weight running up as high as 31 ounces. The average weight of a quart ice cream is approximately 18 to 19 ounces, and these figures are based on approximately 100 per cent

overrun. This difference in weight is due to two things, difference in an exact measured quart as against an over measure in the case of a dipped quart, and second, but greatest in importance, I believe, that fact that an additional shrinkage is made in dipping through the loss of incorporated air content. The difference in texture in brick and bulk cream at times is very noticeable and can be accounted for in the difference in handling both in the factory and retail store. The difference in flavor is unquestionably due to, first, loss of flavor through hardening in small units, in the case of brick cream, and the heightening of flavor in the case of bulk ice cream through the lessening of incorporated air content in dipping.

"The price differential between bulk and packaged or brick ice cream averages about 25 cents and the retailer favors the packaged product. There is also a difference in weight of bulk and brick of about 20 per cent.

"It took over twenty years to put over packaged butter but you know what it is today. The cheaper methods of handling packaged goods by the new equipment that is on the market means that eventually ice cream will be delivered to the consumer in package form, which the average buyer prefers to the bulk method."

Committees Appointed.

Nominating committee:—Geo. W. Weatherly, chairman, F. N. Martin, Sam Stray.

Resolutions committee:—S. J. Simonson, chairman, L. M. Powers and Guy Herrick.

Auditing committee:—E. A. Burt, George Exley and P. M. Gregory.

At the business session held Wednesday morning, December 5, the following new members were accepted:

Highland Dairy, Mt. Vernon, Wash.

Valley Dairy, Sedro Wooley, Wash.

Penticton Ice & Storage Co., Penticton, B. C.

Olympia Creamery Co., Olympia, Wash.

Yakima City Creamery, Yakima, Wash.

Hood River Apple Vinegar Co., Hood River, Oregon.

Hollywood Manufacturing Co., Seattle, Wash.

W. P. Lux, Mt. Vernon, Wash.

Wenatchee Creamery, Wenatchee, Wash.

Northwestern Creamery, Ltd., Victoria, B. C.

Purity Ice Cream Co., Seattle, Wash.

U. S. Gelatine Co., Milwaukee, Wis.

Pacific Coast Retinning Co., Seattle, Wash.

Wood Brothers, Santa Cruz, Cal.

The following directors, recommended by the nominating committee were elected: W. V. S. Robb, J. F. Dunne, S. J. Simonson, Guy L. Herrick, Geo. W. Weatherly, G. S. Helphrey, D. M. Dorman, P. M. Gregory, F. N. Martin, A. R. Hoy, Bert H. Walker and E. M. Raymond.

Resolutions Adopted.

WHEREAS, we learn with profound sorrow of the death of F. A. Dillabaugh recently, therefore be it

RESOLVED, though it is impossible for the members of this association to give adequate expression to the sadness with which we learn of the loss sustained by a loving wife and family, and be it further

RESOLVED, we extend to them our deepest sympathy with assurance of heartfelt appreciation of the keenness of their grief.

WHEREAS, the California Dairy Council has made it possible for our esteemed friend, Sam H. Greene, to be with us at this convention and deliver to us such an eloquent address, therefore, be it

RESOLVED, that we extend our sincere thanks and appreciation to the California Dairy Council.

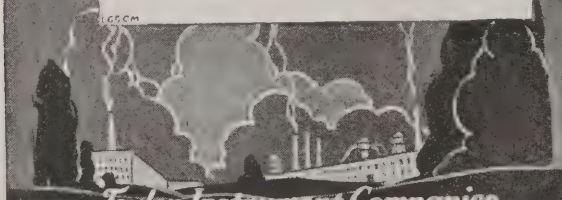
WHEREAS, the Vancouver ice cream manufacturers and their ladies have provided the members of our association

Tycos

TEMPERATURE INSTRUMENTS
INDICATING - RECORDING - CONTROLLING

supply that control so essential to processes where consistent results must be obtained. Tycos Temperature Instruments in the ice cream industry are invaluable on brine tanks, ice cream freezers, chocolate melters and in the hardening room. Here Tycos Recorders will supply accurate records of both time of process and temperature.

Ask for our catalog Part 500 A. It is a valuable reference book for ice cream manufacturers.



Taylor Instrument Companies
ROCHESTER N.Y.

There's a Tycos or Taylor Temperature Instrument for Every Purpose

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"GMC trucks are seven steps ahead"



Opens New Markets—Increases Profits

The reliability of GMC trucks, their ability to travel roads impassable to other trucks and their high speed on good roads enable GMC owners to enlarge the range of profitable delivery and the economy of GMC operation leaves a materially larger proportion of earnings for profit.

GMC trucks embody seven special features of construction that definitely set them seven steps ahead in the motor truck world. Surplus power is provided without increasing the size of the engine, without sacrificing road speed and without adding in any way to running expense. Low maintenance cost and uninterrupted service are assured and indefinitely long life is possible because of exclusive GMC improvements. Constant brake adjustment, perfect cooling and unusually efficient lubrication are maintained by other special GMC features. In many essential points GMC is different and every change from the ordinary principles either materially increases the earning power of the truck or reduces the cost of its operation and upkeep.

GMC construction—GMC special features and what they mean to you in actual hauling advantage are fully explained in the free GMC catalogue. Actual photographs illustrate each feature—models are shown and specifications given. We have a copy ready to send you. Let us have your address and we will send it at once. Use the coupon below.

GENERAL MOTORS TRUCK COMPANY

Division of General Motors Corporation
PONTIAC, - - MICHIGAN

General Motors Trucks



MAIL THIS TODAY

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Please send me literature on GMC trucks including your booklets "Seven Steps Ahead."

Name

Business

Address

City..... State.....

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

ciation with lavish and interesting entertainment, therefore be it

WHEREAS, We learn from our members, who attend thanks and appreciation.

RESOLVED, that we extend to them our most sincere thanks for the recent Pacific Slope Dairy Show at Oakland, California, of its importance to our industry, be it therefore

RESOLVED, That we pledge the support of our association to the Pacific Slope Dairy Show and strongly urge our members to attend.

WHEREAS, the supplymen attending our convention have been of invaluable aid and assistance in many ways and have provided a pleasant evening's entertainment, therefore, be it

RESOLVED, That a sincere vote of thanks be extended to them all.

WHEREAS, The officers of our association have unselfishly devoted their time and energy to the constructive program of the past year, therefore, be it

RESOLVED, That each member exert every effort to co-operate with them.

WHEREAS, Having learned of the untimely death of L. H. Hawley, father in law of Jay H. Kugler, our field secretary, be it

RESOLVED, That the members of our association extend to Jay H. Kugler and his family profound sympathy in their loss.

The Ice Cream Review Thanked.

WHEREAS, The trade publications, representing the ice cream industry have been very generous in the space devoted to our association and its work, therefore, be it

RESOLVED, That we extend to them a vote of thanks.

WHEREAS, The Ice Cream Review has taken a keen interest in the development work of our association therefore, be it

RESOLVED, That our association thank The Ice Cream Review most heartily.

* * *

A meeting of the new board of directors followed the business session, when the following officers were elected:

W. V. S. Robb, president.
Geo. W. Weatherly, 1st vice-president.
D. M. Dorman, 2nd vice-president.
Guy L. Herrick, 3rd vice-president.
Bert H. Walker, secretary and treasurer.
Jay H. Kugler, field secretary.

* * *

A reclassification of dues was made, as follows:

10,000 gallons or under yearly,	\$7.50
10,000 gallons to 50,000 yearly,	15.00
50,000 gallons to 100,000 yearly,	20.00
100,000 gallons to 200,000 yearly,	30.00
200,000 gallons to 300,000 yearly,	40.00
300,000 gallons or over yearly,	50.00

F. N. Martin, Geo. W. Weatherly and Bert Walker were appointed as a committee to devise ways and means of assisting British Columbia members to oppose the four and one-half per cent tax on ice cream in Canada.

Final Session Wednesday Afternoon.

"Your Plant and its Possibilities" was the subject of William Dreyer of the Acme Ice Cream Co., San Francisco, which he handled in a very thorough and helpful manner. Many new features in efficiently operating the plant were brought out by Mr. Dreyer, as well as charts, which will be published in detail in coming issue.

* * *

Paul Heath in his address on The Mix and Result Desired went into his subject in an exhaustive manner which cannot be quoted in this issue, but will be published in full.

* * *

"Plant Administration and Uniform Cost Accounting" by E. A. Burt of the Weatherly Ice Cream Co. Portland. Quoting Mr. Burt, "Your profit is added to the gross price to get your selling price. This is the most important part of getting at your correct selling price.

"Losses sustained at the end of the year can generally be directed to the overlapping of routes, loss through excessive use of ice, salt flavor and other products, which must be taken into strict account if you don't want them to appear in the profit and loss column at the end of the year.

"Control of supplies is vital to profit. We place all of our supplies in a stock room under lock and key and they are issued only on signed requisition.

"Each truck that leaves our plant is charged with the number of gallons of cream, the salt and ice carried and on return of the driver this is checked and recorded on a report sheet kept entirely for that purpose. We also check our hardening rooms daily, keeping a record of cream going in and out. When every employee knows he is being checked up he is more careful.

"The cost of delivery is the biggest item in our business. A truck generally goes out with a full load of cream, salt and ice. It generally comes back with most of the ice cream but none of the salt and ice. By doing away with frequent deliveries to the same dealer and educating him to obtain his required amount at one specified time in the day, causing no inconvenience to him in his place of business and saving us a double delivery cost, another material saving can be effected.

(Continued on page 76)

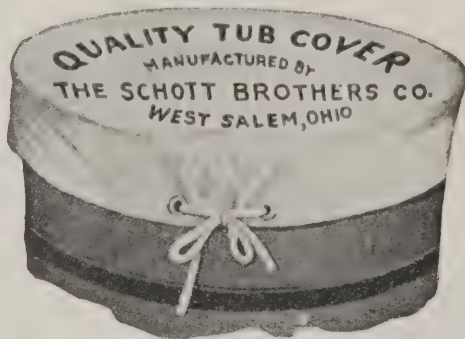
Tub Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.



Write us for quotations on your season's requirements NOW

The Schott Bros. Co.
West Salem, Ohio U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Grand Rapids
ICE CREAM CABINET OF QUALITY

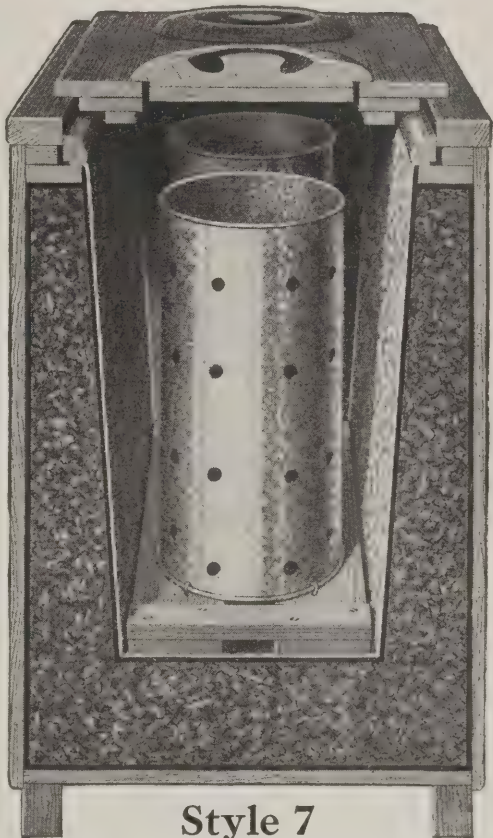
You Know You Are RIGHT When You Invest In GRAND RAPIDS ICE CREAM CABINETS

YOU pay for just one thing when you buy ice cream storage equipment—and that is SERVICE.

Absolute assurance of **medium service**—many years of efficient, trouble-free, low-cost service—is yours **in advance** when you standardize on Grand Rapids Ice Cream Cabinets.

Why is this so? **Because** Grand Rapids Cabinets have so unfailingly made good over a long term of years that they have built the largest business of its type in the world. **Because** the utmost in scientific refrigeration and time-proof quality is built into these cabinets. **Because** this company stands “four-square” back of its products and always has practiced this policy.

It is worth a great deal to know in advance that you are RIGHT, that your investment in cabinets is both safe and advantageous to your business. You can take the first step in this direction by sending today for a catalog of our complete line, including those two famous models, the Style 7 and the ZERO Brick Cabinet.



Style 7

The Most Highly Developed
Ice Cream Cabinet Ever Built

Catalog on Request

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,
CENTRAL SALES OFFICE AND WAREHOUSE, - -
NEW YORK STATE SALES OFFICE AND WAREHOUSE.
NORTH WESTERN SALES OFFICE AND WAREHOUSE,
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS

- MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
CHERRY-BASSETT-WINNER CO., 10 E. 16th St., NEW YORK, N. Y.
CHERRY-BASSETT-WINNER CO., 400 Canal Street, SYRACUSE, N. Y.
- A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
- C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

"Good service and good quality can be maintained by making a periodical ice and service charge, as well as a weekly cabinet charge. A dealer should pay for service after delivery of ice cream. The dealer doesn't expect this service from the soft drink man, nor does the butcher when he receives his meat and poultry. Why should the ice cream manufacturer?"

"If we would all stop to consider that ice and salt amount to nearly as much as all other delivery costs, including drivers' salaries, we would have a universal service charge to take care of this abuse. By having a weekly service charge of \$1.00 a route with forty stops means a revenue of \$2,080 a year. Five such routes would amount to over \$10,000. Is this not worth considering?"

"Cost accounting with accuracy and uniformity is the big factor in which the ice cream industry has made but little progress. Only occasional manufacturers have given this phase the consideration which its importance justifies. Costs can hardly be standardized as materials vary in price in different localities. A system properly designed and executed by experts would be excellent for the association to adopt and have followed by every member."

"There are four divisions considered in our cost accounting, namely:

A—Ice cream costs.

1. Materials.
2. Production labor.
3. Factory overhead.

B—Delivery costs.

1. Wages and commission.
2. Truck expense.
3. Cabinet expense and depreciation.
4. Ice and salt.

C—Selling costs.

1. Salesmen's salaries.
2. Salesmen's expenses.
3. Advertising.

D—Administration.

1. Officers' salaries.
2. Offices, salary and expense.
3. Other overhead."

* * *

C. H. Palmer, president of the Dairy Machinery Co., Seattle, spoke upon "Your equipment, its care and protection," in which Mr. Palmer urged the ice cream manufacturers to give more attention to the proper handling of plant equipment, investigation of worn parts which can only be caused by negligence and improper care.

* * *

W. V. S. Robb, the president, in his closing remarks said: "We can only accomplish those things worth while when the full support of the membership is obtained. This is no better exhibited than in a convention where a program is arranged where the interest will maintain itself."

"I have been re-elected president as I believe no one else would accept the office, but I want to stress the importance of realizing and considering that we are not in business just to fatten the purse. Each must undertake to fit himself properly by functioning as a unit in

industry in whichever industry he is engaged. It has been said that the trade association movement is overdone but those who die deserve to die."

"Good fellowship has drawn us together as part of an industry which certainly justifies our existence."

* * *

Notes and Entertainment.

George York, Seattle manager of the J. B. Ford Co. exceeded his past reputation at conventions by shouldering the responsibility of entertainment for the supplymen. On Monday night during the convention the supplymen entertained the manufacturers with a dance, cabaret and refreshments, which proved to be one of the most enjoyable parties ever held. Dancing was interspersed with various entertainers and Vancouver Follies, which concluded with the appearance of George York dressed in true Scotch kilts and sporran, accompanied by his faithful caddy (Jay Kugler) both of whom deviated slightly from the Scotch by a black face impersonation. York ably demonstrated his technique at golf by several difficult drives, such as shooting an egg from under a golf ball, another from the caddy's toe and finally by total destruction of Bill Dreyer's borrowed watch, which was later recovered, much to the relief of said Dreyer.

* * *

On Tuesday night the Vancouver manufacturers entertained with an old fashioned barn dance that completely lifted any formality that existed in any of the members or guests. Each man wore a red bandana handkerchief and a farmer's straw hat, the ladies wearing aprons and poke bonnets. The hall was unique in decorations through the liberal use of baled hay as seats, harness and the usual implements that are seen around a barn being much in evidence. Apples and doughnuts were wheeled in in the good old wheel barrow and cider was passed out direct from the barrel.

* * *

The official banquet and dance on Wednesday night closed the convention. M. R. Sherwood of Vancouver was toastmaster and kept up the interest of everyone throughout the evening.

Presentation of the association's golf trophy was made to George York, who won it in the contest on Sunday preceding the convention. The Vancouver manufacturers provided a gold medal as second prize, which was won by W. C. Loughlin, but as Mr. Loughlin had been called away the previous day the medal was not personally presented.

One of the most interesting numbers presented during the banquet was staged by two Scotch pipers, one being champion of British Columbia. They were assisted by two Scotch lassies, who were excellent dancers.

Bert Walker remembered that the "Campbells (Camels) Are Coming" was a famous old Scotch piece, which he had the pipers pipe, while he followed throwing packages of Camel cigarettes to every guest. Bert bought the hotel cigar stand out of every Camel cigarette they had and added by-play to the evening that brought much applause.

* * *

The ladies' entertainment was in the capable hands of Mrs. Bert Hoy of Vancouver, who arranged the program of tea, theater and card parties for each afternoon.

* * *

Vancouver ice cream manufacturers left nothing undone to provide for every wish and comfort of the visiting manufacturers. With Bert Hoy as chairman and assisted by Messrs. Weller, Exley and Sherwood there was not an idle moment or a wish not generously and speedily provided for.

(Continued on page 82)

Write for the new

Ice Cream Powder Preparations

Improve
Ice Creams
and Ices at
reduced costs

Supplied only in
100 lb. containers.

HELP

Richness
Smoothness
Viscosity
Ageing

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,

LONG WHARF

Importers

BOSTON, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

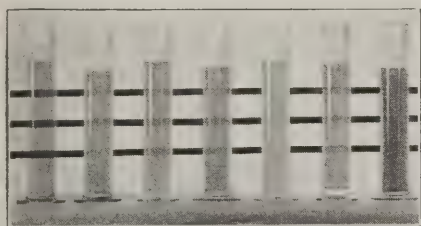
For Body and Texture — Atlantic

Gelatine is the mainstay of your product. It must be good—dependable. Don't involve yourself in uncertainties with this important feature of your manufacturing.

We have developed a gelatine of exceptional clarity, purity and high viscosity. And so painstaking is our manufacturing process that the quality is always uniform.

It is Atlantic super-clarified Gelatine!

It passes pure food requirements in every state in the Union. It is made from a selection of the very finest materials under a specially developed process. Safeguard texture by using Atlantic super-clarified Gelatine.



The test tube at the left contains Atlantic Super-Clarified Gelatine. Note its clarity—its high viscosity.

**"Purest and Best—
It Stands the Test"**

A Few Pounds Will Tell the Story

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches:

Chicago: Suite 510, 118 N. LaSalle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE

1923 Was Normal Year

Production Estimated at 270,877,984 Gallons. Year Was Marked by Many Retailers Giving Up Policy of Freezing Their Own. Mounting Cost of Doing Business Keenly Felt By Manufacturers

By L. O. THAYER

ICE CREAM STATISTICS FOR 1922-1923.

Comparative Figures.

	1923	1922	Increase
Total output for U. S.—gals.....	270,877,984	242,288,000	28,589,984
Total, wholesale factories—gal.....	232,381,044	203,308,000	29,072,044
Total made by retailers (Est.).....	38,496,940	38,980,000	†483,060
Wholesale price @ \$1.09 a gal.....	\$253,295,337	*\$227,744,960	\$25,550,377
Retail value, total, @ \$1.96 a gal.....	530,920,848	†518,496,320	12,224,528
Value, wholesale plants.....	235,802,366	227,401,962	8,400,404
Wages and Salaries, wholesale plants.....	186,958,757	173,109,961	13,848,796
Total per cent increase in output for 1923 over 1922.....			.118
* 1922 price, \$1.12 a gallon.			
† 1922 retail price, \$2.14 a gallon.			
‡ Decrease.			

FOR the first time in several years the ice cream industry had a more or less normal year, measured by the good years in the dim past. While the increase in gallonage was .118 and for 1922, 11 $\frac{1}{8}$ per cent there was more of normality throughout the country than for many years previously. We have to go back three years for a decrease, and the good business of 1923 will enhearten the manufacturer, for it is the second good average year in succession.

There have been too many off years in the last decade, caused by one thing or another, for the peace of

mind of those in the business. When a steady, if not large increase, is recorded for two years in succession it leaves hope for the future and the memory of the past struggles and worries is softened. The ice cream manufacturer can smile on the threshold of a new year in anticipation of another good year.

We are speaking now of gallonage and not saying a word about profits at this time. That is another story. Years ago the average manufacturer talked nothing but gallonage. He went to conventions and when asked how he was doing, replied: "Well, I went so-and-so over last year." He was as proud as Lucifer if he could report an increased gallonage. The manufacturers have got away from that line of talk, from bitter experiences in the last few years, but there still is a healthy desire to know the gallonage as of yore.

In gathering the statistics for any industry there must be some term to express growth or loss, and in ice cream it is gallonage. The output is the thing the professors, the statisticians and the convention speakers love to talk about, and therefore this yearly review is eagerly awaited to ascertain the state of the industry. As there is and can be no possible means of knowing the per cent of increase in profits, except for the Internal Revenue Bureau sharps, our statistics have to deal with an intangible figure to show the state of the industry. It probably means even less to the manufacturer than it does to the men who delight in figures, but it does serve to furnish a record of accomplishment which is interesting to all.

The government departments most interested never fail to use these figures when referring to the growth of America's pet dairy industry. Much was said at the recent World's Dairy Congress about ice cream, and the foreigners sat and listened with mixed feelings of awe and mystery. As these foreign delegates talked and went about, their amazement grew, but I will venture to say that not one of them to this day realizes or knows what ice cream means to the people of this country—consumers, farmers and business men. The subject was beyond them. One delegate of prominence in his own land talked as if he thought the Americans were plum nutty about this ice cream; but it was noticed that he stowed away several dishes a day, and it is a safe bet that this is the one story he is telling at home of the strangest thing he found in the New World.

It does seem queer that we should consume 8 to 9 quarts of this national dish per capita in a year while

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

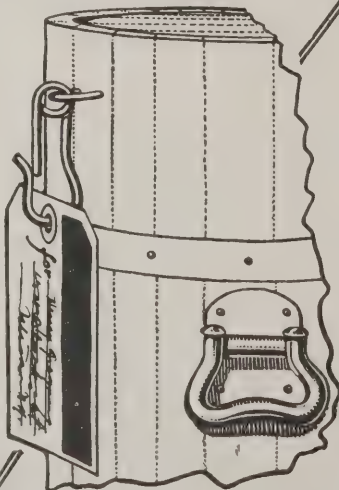
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Character Cartons for Ice Cream are made in any style or size including individual slice cartons, in any number of colors, from the highest quality sulphite box-board produced in our own paper mills. A heavy wax-enamel finish adds to the good looks of these durable, well-made cartons.

We have a number of superbly executed stock-designs that might interest you. A postal request will bring samples and prices.

Character Cartons for Ice Cream

QUICK proof of the higher quality, the lower price, and the effective advertising value of Character Cartons for ice cream is yours for the asking—without obligation of any kind on your part.

You don't even need to write a letter. Just pin your present carton to this advertisement, marking on the margin the *number* of cartons on which you desire an estimate, and mail to us.

The proof will come to you in *one* letter containing *prices* and samples of our work. We leave the rest to your good judgment.

Sutherland Paper Co., Kalamazoo, Mich.



Sutherland Paper Co.

Kalamazoo, Mich.

Makers of Character Cartons for ice cream, butter, bacon, sausage, lard, oleomargarine and cheese

dairy countries far older seem hardly to know about the delicacy. Such countries as Holland and Denmark, where dairying is supposed to be at the top, know very little about the sweet. It is true that the large hotels serve it, made in the French way, but the common people, and the children, know not the delights of the frozen sweetness.

Of course there has been some progress abroad in ice cream, and the recent congress no doubt will give an impetus to consumption, but for a generation we shall be noted as "the crazy people who eat frozen cream." The farmers of this country ought to rise up and pass resolutions for the ice cream manufacturers, for this craze has given the dairy business a far greater measure of profit and success than anyone has given it credit for. A Hollander farmer of Wisconsin told some of the delegates from his land at the dairy show that ice cream had made him rich beyond anything he ever dreamed in the land back home. He sold nearly all his cream to ice cream plants, got more for it than he could from any other buyer, and most of the skim went to the condensary for the same ultimate purpose.

When it is realized that of the 23,000,000 milk cows in this country, one in 25 of them are working day in and day out to supply ice cream to the masses it ought to set foreign dairymen thinking. The 4 per cent of milk that finds its way into the ice cream factories means the profit to dairying. Without this outlet and with no ice cream dairying would be in a sad state.

So it is a pleasure to be able to collect and collate reports, figures, conversations and other statistics each year to set forth just how the great ice cream industry is getting along. When we are able to state that, after careful weighing of facts and conservative figuring, the industry has gone ahead and sold millions of gallons

more than for the year before, then indeed it is pleasure—so, hurrah for the gallonage, for the time being. Let us hope that the toilers made as much more on the increase as ever.

Retailers Giving In.

It will be noticed that the manufacturers ate in the retail make to some extent. Many retailers went back to buying rather than going to the bother of making their own. A distinct play has been made by manufacturers in certain cities to gain this retail trade. In many cities large retailers have been forced to make their own goods because they wanted a better quality than the wholesalers were willing to provide. That is the excuse the retailers offer in most cities, but it is not always true. For instance, the average wholesale ice cream in Philadelphia is far better than the average run of retail make and from the price reduction there the retailer has very little cause to make his own. With 10, 11 and 12 per cent ice cream selling for a dollar an under, and with free ice and service, it is difficult to see where the retailer is better off in making his own. He also gets the benefit of extensive advertising.

In New York City, the largest center of retail store make in the country, the quality of ice cream made is not as good as the average wholesale make, at this time. Things are changing in the metropolis and they will change faster in 1924. A nice little ice cream war is on and it will be a good one while it lasts. Not only quality and price will change, but selling will be keener. It is expected that many retailers will be won over to the factory product. It must be set down that the retail make in the greater city is above 2,000,000 gallons a year, which is quite some output.

The figures on the wholesale and retail prices in the table at the head of this article will be instructive. Just a word about them. It was difficult to arrive at an average on either quotation on account of the widely varying prices sent in from different parts of the country. In some fair sized cities ice cream has been sold as low as 85 cents a gallon. Yep, and as far as the writer knows these men have staved off the sheriff. In some large cities the wholesale prices were from \$1.20 to \$1.40, and in a few instances, \$1.50 a gallon. The highest figures were for brick. The Philadelphia price was around a dollar all the year.

While the writer believes in the lowest price possible to the consumer, consistent with a good profit, it hardly seems possible that 10 per cent can be made for the year at a dollar and under. An ice cream manufacturer is entitled to 15 per cent profit when he gets it, for goodness knows he has many years when he is lucky to get out whole. There are so many hazards

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

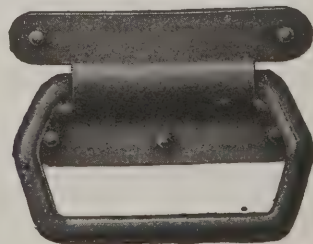
Factory, Stamford, Connecticut

NEW YORK

CHICAGO

LOS ANGELES

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Eighteen miles daily over a hilly route in ice cream delivery work

"And operating much more economically than any other type of trucks in our experience."

This is what Mr. J. A. Williams, President of the Williams Ice Cream Company of Scranton, Pa., said about his 3½ ton C-T Electric Trucks. Then he added:

"Our experience has been decidedly satisfactory. The trucks will go anywhere we want them to when the roads are passable and within range of their battery capacity."

The Williams Ice Cream Company operates in a city of hills. Their routes extend through the residential hill section and into the center of the city. Four of these routes are served by C-T Electric Trucks and their reliability under severe working conditions is vouched for by Mr. Williams.

Many successful ice cream manufacturers are depending upon C-T Electric Trucks to cover their many-stop city routes. They are placing their delivery equipment on a sound economical basis by purchasing C-T Trucks and adding to their fleets as their business grows.

Ask us for Gould Audited Reports on C-T Electric Trucks in Ice Cream delivery. Learn how other ice cream manufacturers are profiting by the use of C-T's.

"All of our C-T Electric Trucks have proved very satisfactory."

HENDLER CREAM-ERY COMPANY.

"During three seasons we have spent on the C-T Truck less than \$450 for upkeep and repairs."

CRANE ICE CREAM COMPANY.

"We would not hesitate to recommend the use of the C-T Electric Truck."

WILLIAMS ICE CREAM COMPANY.

"Gas truck repairs average 12 cents a mile as against 6½ cents for the C-T in ice cream work."

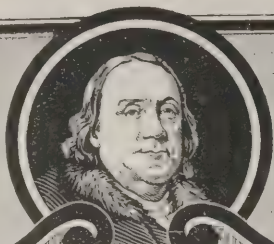
ABBOTTS ALDER-NEY DAIRIES.

Commercial Truck Company Philadelphia
for eighteen years builders of

C-T ELECTRIC TRUCKS

They take the long costs out of short hauls

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.



Insure Increased Profits

By using, for ices and sher-
bets

FRANKLIN
INVERT SUGAR

It is non-crystalizable, non-
fermentable and water-
white.

The
**Franklin Sugar
Refining Company**

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

in the business that 15 per cent profit ought not to be considered extortionate.

Knowing the general wholesale prices in nearly every city of 75,000 population and up and with a little guessing at the small cities we arrive at the wholesale price of \$1.09. If this is off the actual average for the country it will be found only a cent or two under.

The same process was carried out with the average retail price, and this figure is more likely to be several cents out of the way than the wholesale price. In many of the Atlantic and Middle West cities bulk ice cream could be bought in hundreds of stores for 45 cents a quart; a small percentage sold for 40 cents; probably a half of them asked 50 cents a quart; and only 15 per cent of the stores charged 55 and 60 cents. In many small places the prevailing price was 45 cents. So this average figure of 48 cents cannot be far out of the way. The retail price was quite a drop from that prevailing in 1923. For four years the retailers made more money than the manufacturers, and they held back trade by keeping prices high too long; but constant hammering at them showed that the policy of smaller profits and more business was sound. The drop of four cents a quart in retail prices, the 5-cent cone and the 5-cent bar had a lot to do with the increased gallonage in 1923. But the manufacturer got back a little of that velvet he has been missing for five years.

Valuation of Plants.

Another thing ought to be pointed out—the valuation of plants. It is reaching figures that ought to be studied. When a dollar investment can turn out only \$1.10 in sales it is time to call in the efficiency man or a guardian. There is one vital thing the industry is facing, and which is the biggest menace meeting it, the high cost of increasing business. Think it over.

Fifteen years ago, when a 10 to 20 per cent increased gallonage came upon a man, all it cost him was another wagon, a few cans, tubs and a dozen cabinets, yes, and a bit more ice and salt. Now the same man is lucky if he gets off with an expenditure of \$10,000 to \$25,000 for that small increase in business, which may pay a net profit a gallon, but most likely will not.

On all sides is heard the whine of the manufacturer: "We did more business than last year, but we do not seem to be able to make any more profits." It's true, and pity 'tis, 'tis true. We have a long way to go to make this a scientific business, but we will get there in the near, coming years.



PACIFIC ICE CREAM MANUFACTURERS' CON- VENTION PROCEEDINGS.

(Continued from page 76)

A California delegation to the convention composed of 14 active and associate members left San Francisco November 30, arriving at Vancouver Sunday, December 2. Several of the party learned much about dollar limit and one member with a drawing room provided an excellent brand of fruit juice en route.



THE PERFECT MAN.

There is a man who never drinks,
Nor smokes, nor chews, nor swears;
Who never gambles, never flirts
And shuns all sinful snares—

He's paralyzed!

There is a man who never does
A thing that is not right;
His wife can tell just where he is
At morning, noon and night—

He's dead!—Exch

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DAIRY INDUSTRY SHORT COURSES CLOSE WITH LARGE ATTENDANCE.

The Dairy Industry Short Courses in Market Milk, Butter, Cheese and Ice Cream closed at the branch of the College of Agriculture, Davis, Cal., on Thursday, Feb. 14, with the largest attendance of any previous year. There were eighty-five enrollments in the various courses, representing men from twenty-nine counties in California and representatives from seven states.

The California Butter, Cheese and Ice Cream Makers' Association held its annual meeting on Feb. 14th, the last day of the short courses. The name of the organization was changed to the California Dairy Industries Association, since many of the members were milk plant operators who are engaged in other branches of the dairy industry, not included in the former name.

The association conducted judging contests in which the members judged the quality of butter, cheese, milk and ice cream. M. A. Salis of Bakersfield was first in market milk; Glenn Barrass, University Farm Creamery, Davis, was first in butter; H. C. Watson, Alturas, was first in cheese, and C. Wreden, University Farm Creamery, Davis, was first in ice cream. Glenn Barrass, butter-maker at the University Farm Creamery, was the highest individual in the judging contest and is to have his name engraved on the silver trophy donated by Orchard Farm.

In the afternoon, Prof. L. J. Richardson, head of University Extension, told the association of the increased tendency toward adult education. He described the methods now being employed by England and other countries, and said that he believed some of their practices would soon be adopted in this country. He was followed by B. H. Rawl, assistant general manager of the Golden State Milk Products Co., who addressed the association on the subject of "Working Together," and pointed out what function each individual must play in the organization. Dr. C. L. Roadhouse, head of the Dairy Industry Division, presided at the annual banquet in the evening; Prof. E. D. Merrill, newly appointed dean of the College of Agriculture, for the first time attended a function of this kind and told of his plans for carrying on the scientific work of the college. The meeting also was addressed by S. H. Greene, secretary-manager of the California Dairy Council, and by former Dean Van Norden and B. H. Rawl. L. A. Raffetto, retiring president of the association, presented the prizes to the winner of the dairy products judging contest.



WOULDN'T GIVE IT UP.

Miss Cora was taking her first trip on the train. The conductor came through and called for the tickets. Cora dilly gave up her ticket.

A few minutes later the butcher-boy coming through asked, "Chewing gum!"

"Never!" cried Cora bravely—"You can take my ticket, not my chewing gum."



See Outside
Back Cover



The New Era Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten day's trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.	{John W. Ladd Co.
Columbus, Ohio		
Cleveland, Ohio		
Cincinnati, Ohio		
Philadelphia, Pa.	{Cherry-Bassett-Winner Co.
Baltimore, Md.		
Pittsburgh, Pa.		
New York City		
Syracuse, N. Y.	{J. G. Cherry Co.
Cedar Rapids, Ia.		
St. Paul, Minn.	{A. H. Barber-Goodhue Co.
Chicago, Ill.		
St. Paul, Minn.	{Geo. W. Prising Co.
San Francisco, Cal.		
Salt Lake City, Utah	{Cannon Supply Co.
Louisville, Ky.		
Boston, Mass.	{Standard Milk Machinery Co.
	{Wright-Ziegler Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

What Constitutes Quality?

Logical Way of Determining Importance of Characteristics Necessary to
Make Good Ice Cream is to Give Them Numerical Value—Relation of Acidity to Quality—Relation of Overrun to Quality—Use of Dehydrated Egg Yolks as Filler

THERE is no food product that is more variable than is ice cream. Not only does its chemical composition and food value vary greatly, but its physical makeup and palatability also vary. If this industry is going to prosper as an industry, those engaged in it must do their utmost to make the name "ice cream" mean something.

What constitutes quality in ice cream? It is not the intention of this paper to discuss fat standards, overrun or weight standards, but I should like to say that a legal standard is supposed to set minimum and maximum limits and it does not attempt to furnish a recipe for the ideal composition of ice cream.

There are certain characteristics necessary to make ice cream good. It seems to me that one of the most logical ways of determining the importance of each of these various characteristics is to give them a numerical value; in other words, make up a score card rating these various characteristics according to their value toward giving quality to ice cream, keeping in mind the ideal, the characteristics of which would have a total value of 100 points.

There are numerous score cards that have been used by various institutions and individuals. The one which we use is of our own compilation, but it is quite similar to others in use. There may be some who would give different values from those which we have given the various characteristics, and they may do so if they wish, but at the same time we will have something definite to deal with and we will be able to understand each other.

The following score card is one which we have found to be very useful in making comparisons in our experimental work:

Flavor	50
Cleanliness of flavor	20
Richness	20
Flavoring material	10
Body	40
Texture	25
Resistance	15
Color	5
Package	5
	100

THE appearance of the package and the color of the ice cream are important and must be considered because of their effect upon the salability of the product. However, just as the old saying goes, "nine-tenths is in the eating of it." The characteristics which affect the palatability must receive the greatest consideration. Therefore, these receive ninety points. As will be noted, the flavor is considered as being important enough to receive fifty points. Of these fifty points, twenty are allowed for cleanliness of flavor, twenty for richness of flavor, and ten for the quality of the flavoring material

* Head of Department of Dairy Husbandry, University of Illinois. Address before Illinois convention.

Factors Which Produce Quality

By PROF. H. A. RUSHES*

ness of texture and resistance or standing up quality. The body of the ice cream is very important not only from the standpoint of its carrying quality, but from the standpoint of aiding flavor in giving the desired palatability. Therefore, forty points are allowed for body, twenty-five of which are allowed for texture and fifteen for resistance. Not only must ice cream have a fine close texture to be smooth, but it requires a certain resistance in order to give the perfect velvety body, and the standing up quality which is so necessary. However, too much resistance is almost as undesirable as it is enough. Ice cream should not be gummy or sticky but it should have that mellow creaminess which is pleasing.

As you will note, there are no points in the score card allowed for composition. However, the richness of flavor and the texture and resistance are dependent upon both the chemical and physical composition of the product. Different consumers have different ideas regarding the richness of the product, and hence no definite fat standard is used in the score card, but the fat content must meet the legal standard or it can not be legally called ice cream. However, the fat contents really only one of the important characteristics of a good ice cream. No matter how rich the product may be, if the ice cream does not possess the other characteristics to the proper degree, it will be a product having inferior quality.

It is not intended that the score card should be used every time one desires to judge a certain lot of ice cream. But the score card does add definite values to the various characteristics that go to make a good product, and it should form a basis of good judgment, and make the criticism more understandable.

* * *

RELATION OF ACIDITY TO QUALITY IN ICE CREAM.

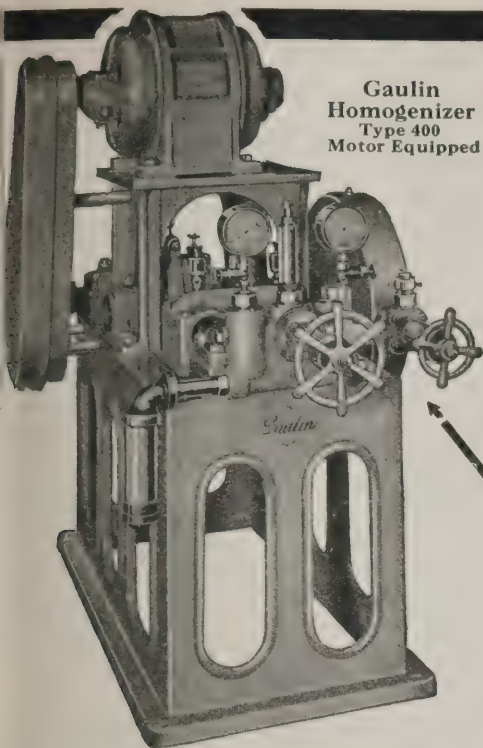
By Prof. P. H. Tracy.**

ALTHOUGH acid is ordinarily present in the ice cream mix in relatively small amounts, it has an important bearing upon the quality of the finished product. For a proper understanding of the acidity factor in ice cream making, one should know something of the effect of the acid and the approximate amount that is ordinarily contained in the fresh mix, as well as the effect upon the quality of the ice cream of increasing or decreasing the acidity. In other words, the ice cream maker should be able to answer these two questions: First, How much acid does the freshly prepared mix ordinarily contain? Second, Are there any advantages to be gained by increasing or decreasing the acidity of the mix?

(Continued on page 90)

** First assistant in dairy manufacturing, University of Illinois.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Gaulin
Homogenizer
Type 400
Motor Equipped

More Than 100% Gain in Efficiency with this New 2-Stage Gaulin Valve—

THE Manton-Gaulin Mfg. Company's latest development in homogenizing devices is the Gaulin 2-STAGE VALVE. Unquestionably, this device is far in advance and superior to anything of its kind on the market today. Efficiency, long life and adaptability are built into it and leave nothing to be desired.

Over 100% Gain in Efficiency— Absolute Control of the Mix

Not only is the homogenizing efficiency increased over 100 per cent with the 2-stage Gaulin, but in addition it is now possible to so effectively control the mix that the degree of homogenization and the body of the mix after homogenizing bear no relation to each other. In other words, the product may be thoroughly homogenized and yet be as light in body as when it left the pasteurizer, or it may, at will, be made so heavy and viscous, that it will not run over the cooler.

Unnecessary to Limit Degree of Homogenization

Thorough and complete homogenization is essential to a smooth, velvety product, but up to the present time the advantages of thorough homogenization have been denied many ice cream manufacturers due to the fact that too heavy a body resulted if the pressure was increased sufficiently to obtain a thoroughly homogeneous product.

With the 2-stage Gaulin it now becomes possible to manufacture a finer grain and better quality ice cream, and at the same time tremendously increase operating efficiency.

With all these advantages in addition to the fact that the 2-stage valve has been proven over 100 per cent more efficient than the single Gaulin Valve, which for years has been the Standard of Efficiency, it will be readily seen that the Manton-Gaulin Mfg. Co. has developed a valve which is the most conspicuous advance ever recorded in the history of homogenizing. *Ice cream manufacturers can't afford to be without it.*

With the increased economy in manufacture due to greater production, we are enabled to equip the Gaulin Homogenizer with the 2-stage valve, at no increase in price.

We can recommend the Gaulin Homogenizer absolutely as a money-saver and money-maker in your plant—won't you let us tell you more about it?

Department B

"The HOUSE with the GOODS and the SERVICE"

GOWING  **DIETRICH**
COMPANY — — — — — INCORPORATED
Everything For the Handling Syracuse N.Y., U.S.A. Of Milk and its Products"

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

ADVANTAGES of the New 2-Stage Gaulin Valve

- Over 100 per cent gain in efficiency. Comparative tests show 150 per cent greater reduction in size of fat globules with the 2-stage Gaulin than was possible with the single Gaulin Valve.
- Permits using a lighter mix and eliminates waste of time and materials caused by handling an extremely heavy and viscous product.
- Viscosity or body of mix absolutely under control.
- Unnecessary to limit degree of homogenization—"The more complete the homogenization the finer the finished product"—*Government Bulletins*.
- Its increased efficiency produces a finer ice cream at no increase of power consumption.
- All the foregoing advantages obtained with no increase in price.

Manufacturer's Guarantee

The manufacturers of the Gaulin Homogenizer positively guarantee that the Gaulin 2-Stage Valve will produce a better emulsion than any other homogenizing device on the market today.



DELFT

The World's Best Food Gelatine



HAROLD A. SINCLAIR, 160 Broadway, New York

"Price is a relative term—Quality always a concrete fact"

Distributors

- W. G. AHERN
40 Court St., Boston, Mass.
- H. A. JOHNSON CO.
221 State St., Boston, Mass.
- C. E. RIDDLE
Emerson Tower, Baltimore, Md.
- CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
- CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
- BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
- O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
- LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
- CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
- W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

What DELFT Has Done for Users of Gelatine

Do you remember the uncertain and unsatisfactory condition of the gelatine industry before DELFT entered the field?

Compare it with present conditions, when every shipment of DELFT Gelatine is accompanied by a scientific analysis of its contents; when every shipment is guaranteed free from harmful and liquefying bacteria when delivered; its color and clarity and strength *absolutely uniform*.

The example of DELFT has been followed by others, resulting in the raising of standards throughout the trade. But the ideals which gave DELFT its leadership will continue to keep it *the World's Best Food Gelatine*.

Send for Samples and Prices.



Harold A. Sinclair

Reprint of Article from the Scientific American, March, 1924 Issue

The Gelatine You Eat

How the Pure Food Laws Restrict the Raw Materials of which It Is Made

By A. G. Ingalls

GELATINE, that exquisite confection that melts away in the mouth into cool, fragrant nothingness is assimilated by the stomach quicker and with less effort than any known food. Hospital physicians, as well as hospital patients are so well aware of this fact that it finds a large place in the diet of the sick. That those who are well owe it almost goes without saying. When the appetite palls and we seem to crave nothing at all, gelatine by some magic, slips down the throat and leaves a sense of well-being without a sense of qualm. In food value it is almost equal to sugar and like it, it supplies heat and energy to the body without burdening the digestion with proteins. Gelatine is not only a well-earned dessert but it is food.

The quaint old Dutch city of Delft, noted for rare porcelains is also noted for its manufactures of gelatine. To its quays come tramp ships laden with cargoes of bones from India; while other ships carry to the United States large consignments of gelatine that has been made from these bones. More gelatine is used by the United States than all the rest of the world put together, for we are the greatest consumers of ice cream in the world and it is a fact that over 90 per cent of the commercial ice cream made in this country contains gelatine. The next time you eat ice cream remember that one of its important constituents probably came from India and was derived from animal bones.

Bones from India? Bones of what? Not old bones bought of the rag-pickers! No, gelatine of the kind that is made in the Netherlands is made from the carefully selected shin-bones of the East Indian water buffalo. This is not the buffalo that once roamed the "Great American Desert" in seemingly inexhaustible numbers. It is not even a wild animal. In India the water buffalo takes the place of the horse. It is the principal farm animal. It is domesticated. But the Hindu does not eat water buffalo—any more than he eats beef. Buddhism forbids either the eating or the killing of all animals and it is because of this religious taboo that ninety thousand tons of sun-bleached and de-fatted buffalo bones are available annually for the manufacture of gelatine, as well as of bone buttons and Japanese ivory carvings.

Gelatine is found in the bones of most animals, as well as in certain of their tissues and membranes, and its easy availability derives from the fortunate fact that while insoluble in cold water, it is easily soluble in hot. When cooled, it forms a jelly which is able to include within its mass from five to ten times its own weight in water.

In a chemical sense, ignoring the highly important considerations of freedom from harmful bacteria and certain chemicals introduced in manufacture, common glue is not greatly different from gelatine. However, little pains need be taken to insure that glue should be germ-free. Its essential quality is its stickiness. As long as it is sufficiently sticky it makes little difference what part of the animal, nor what that matter, what animal, it comes from. Glue is often decidedly offensive to the nostrils because there is no particular need to keep out the bacteria that produce decay. Almost any pure food will decay—unless steps are taken to prevent



One of the chemical laboratories in a Dutch gelatine manufactory, where gelatines are tested.

it. But instead of saying that gelatine is a sort of glorified glue, let us say that glue is often a debased and unclean gelatine. Many of the manufacturers of gelatine also make glue, generally in separate factories or in separated parts of the same general factory group. By their knowledge and equipment they are better able to make it than others, but they are decidedly careful about keeping these two branches of manufacture unscrambled. Otherwise the pure food laws would reach out for them in short order. Gelatine imported from the Netherlands is made from clean raw material and the processes take place in as clean an environment as only the scrupulously, insistently clean Dutch people know how to maintain. The old joke about the Dutch housewives getting down on their knees and scrubbing the very sidewalks is based on fact—they do it. It is difficult to see how the husbands of these ever-scouring, irrepressibly energetic Dutch women can derive any solid comfort or repose from their home life.

The full process of making gelatine requires from four to six weeks of continuous day and night work. First, the sun-bleached, degreased bones are treated in a vat for several days in a weak solution of muriatic acid. Gradually the mineral matter in them, such as calcium or lime phosphate, and the carbonates of calcium and magnesium are dissolved out, leaving behind the material which contains the gelatine in its unfinished condition. An experiment which is analogous to this process may be tried out by any one by placing a bone from the table in a weak solution of hydrochloric acid and leaving it several days. The instructive part of the experiment consists in the discovery, made after the solid matter is gone and a soft glutinous core is left, that bone contains so much within itself that is not bone. As much as 60 per cent of the volume of some bones consists of gelatine.

The residue that remains in the vat after the treatment with acid is next washed many times with pure filtered water. The purpose of this is to remove practically all of the chemical compounds formed when the acid unites with the minerals forming the rigid part of the bone. Just as in careful chemical work, clean, filtered water is used for this purpose.

Following this the stock is treated many times with lime water, removing any fats that may be present, and at the same time loosening the fibers and releasing the gelatine. Then the stock undergoes several

washings and goes to the vat for the next process, which is the boiling.

The purpose of the boiling is simply to extract the gelatine, since it is soluble in hot but not in cold water. After the first boiling most of the gelatine rises to the top, where it is drawn off. Several successive boilings at increasing temperatures (necessitating that the liquid be contained in a tight boiler in order that higher temperatures may be arrived at) free practically all of the gelatine. Of course, the strongest gelatine comes off with the first boiling, just as by far the most of the coffee is extracted from the coffee grounds with the first water.

The gelatine which has been drawn off is now run through pipelines into a specially cooled room where the thin, hot liquid soon cools into a jelly-like mass. It is then cut up into sheets and placed on nets over wooden frames which are conveyed to a long alley through which a strong current of hot, dry air is blown. The purpose of this is to remove the moisture in the sheets, and the greater part of it is removed there. This puts them in condition to be ground up, ready to be packed in the common granulated form for use. The long process of manufacture is now completed.

But before it is put out on the market the gelatine must be tested and graded. Each run is tested independently by several chemists, and these tests are of two general kinds. One has in view the determination of the number of bacteria, if any, present; the other, the percentage of unessential chemicals contained. In both these regards the gelatine must conform to the rigid requirements of the pure food laws of the United States, as well as the often more rigid requirements of individual States such as, for instance, Pennsylvania and North Dakota. It is claimed that the gelatine imported from the Netherlands is higher in purity than the requirements of the American pure food laws demand.

Gelatine is without doubt known by most of us as a dessert. But there are other outlets for it that are still more important. Most of it is used in the manufacture of ice cream in the United States than for any other purpose, this immense industry accounting for 8,000,000 pounds of gelatine annually. This amounts to about double the quantity consumed as a table jelly. The American candy industry uses another three million pounds every year.

In addition to these uses, gelatine is found in a large and varied list of commercial products. A few of these are pharmaceutical products such as capsules and coated pills prescribed by the physician. Not a photograph could be taken, not a motion picture shown without gelatine, although the gelatines used to coat the photographic film need not be as pure as those which regale us after a hearty dinner. The standard set by the Federal food laws for food gelatines permits, out of one million parts (not one thousand) only 30 parts of copper; 100 of zinc; 20 of lead; 350 of sulfur dioxide; and 1.4 of arsenious oxide, or less than one part in 700,000 of the last named. But many table gelatines are now made so carefully that they contain only one-fiftieth of these mineral allowances. Thus they are fifty times as pure as Uncle Sam requires them to be.—Paid Advertisement.

How Much Acid Does a Freshly Prepared Mix Ordinarily Contain?

A certain amount of acidity is present in all normal milk products. Milk freshly drawn from the udder has an acid reaction, due to the presence of certain acid phosphates. This is termed apparent acidity, which in herd milk averages about 0.14 per cent. But the acidity with which the ice cream manufacturer is most concerned is called real acidity and is due to the action of certain bacteria which form lactic acid from milk sugar. However, the term acidity usually includes both apparent and real acidity.

The amount of acid in any milk product depends upon the age of the product, the treatment and care which it has received, and its solids not fat content. Since lactic acid is contained in the milk serum, and since certain of the serum solids have an acid reaction, there is a direct relation between percentage of milk solids not fat and the acidity. It is for this reason that 40 per cent cream which contains about 5.5 per cent milk solids not fat, contains less acid than does the milk from which it is skimmed, which has about 8.7 per cent milk solids not fat. As lactic acid is only slightly volatile, there is also a close relation between the percentage of acid and solids not fat in condensed milk products.

So it is to be expected that all normal milk products will contain a certain amount of acid. Since ice cream mix contains a mixture of milk products such as cream, milk, and condensed milk or milk powder, the mix will contain some acid. The amount of acid in a freshly prepared mix will depend upon the acidity of the different milk products from which it is made and the relative amount of each used. A mix with 10 per cent

fat and 15 per cent milk solids not fat has a higher acidity than has one made from the same products but containing 15 per cent fat and 10 per cent milk solids not fat. This condition results from the direct relation existing between acidity and the percentage of milk solids not fat. When the mixed milk received at the plant averages about 0.16 per cent acid the freshly prepared mix should contain approximately 0.0175 per cent acid for each per cent of milk solids not fat, assuming, of course, that the milk is properly handled and cared for before it becomes a part of the ice cream mix.

Are There Any Advantages to be Gained by Increasing the Acidity?

To answer this question, it is necessary to know the relation existing between the amount of acid present and the following factors:

1. Viscosity of the mix.
2. Overrun.
3. Texture, resistance and flavor of the ice cream.

At the University of Illinois we are conducting an investigation of the use of the homogenizer in ice cream making. As a part of the preliminary work on the project we made some study of the acidity problem, the results of which throw some light upon the points just mentioned.

THE effect upon the viscosity of the mix of the presence of different amounts of lactic acid is shown by data in Table 1. A batch of mix was divided into 50 pound lots, and the acidity was standardized by the addition of lactic acid. The mixes were then homogenized at a 2,000-pound pressure and held over night at about 35 degrees F. Just before freezing, the acidity and viscosity of each batch were determined. The acidity determinations were made by titrating 9 grams by weight of the mix with tenth normal sodium hydroxide. The viscosity determinations were made with a 17.6 cc pipette and were conducted in the room in which the mixes were stored.

Table 1. Effect Upon Viscosity of Increasing the Acidity.

Mix No.	Acidity per cent	Viscosity second
Series 1 1a (control)	0.205	431
1b	0.240	236
1c	0.275	44
Series 2 2a (control)	0.225	349
2b	0.275	80

These data show that the addition of lactic acid to the mix had a tendency to decrease the viscosity.

In order to compare the effect of reducing the acidity

Have YOU done it?

Inspected your refrigerating equipment,—checked it up against sales and considered whether it is sufficient and in good enough shape to carry through the coming season without trouble and the resultant loss of business.

Right Now

—make it a point to get in touch with one of our engineering staff who will gladly check things over with you and make recommendations whereby you can no doubt save considerable money.

No obligation for the asking. "Sterling" Service is as good as Sterling Refrigerating Equipment. Investigate now.

UNITED IRON WORKS, Inc.

KANSAS CITY, MO.

OFFICES IN ALL PRINCIPAL CITIES

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring

ANY HOLIDAY

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulpes and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

--- and the Americans have their ice cream!

But how many times is the impulse to eat ice cream acted upon? How much more ice cream could be sold if it was as easy to handle as a bar of chocolate or a package of chewing gum? The nature of the product prevents it from reaching the same degree of perfect "ease-in-handling" as the chocolate bar, but the use of

Purity Paper Cans

overcomes most of the difficulties of handling.



One Ice Cream Manufacturer says:

"I buy Purity Paper Cans for the simple reason that they make an ideal package. They provide a package that anyone can take home wrapped and one in which the cream will keep for a sufficient length of time to enable the customer to take it with him and have it for lunch or parties."

Develop your package business by using Purity Paper Cans! Sell your ice cream all ready for your dealer to hand to the customer! Package at the plant! But by all means be sure your dealers have Purity Paper Cans for their carry-out sales!

SAMPLES AND PRICES ON REQUEST

The Purity Paper Vessels Company

BALTIMORE, MARYLAND

New York Office: 342 Madison Avenue—Suite 526AA, Canadian Pacific Bldg.

Also makers of the famous line of PAVESCO Paper Milk Bottles.

ity with the effect of increasing it, the amount of acid in different lots of the same mix was standardized by the addition of either sodium bicarbonate or lactic acid, depending upon whether the acidity was to be raised or lowered. The work was conducted in the same way as explained above. Representative results are shown in Table 2.

Table 2. Comparison of the Effect of Sodium Bicarbonate and Lactic Acid Upon the Viscosity of the Mix.

Mix No.	Treatment	Acidity per cent	Viscosity seconds
Series 3	1a Neutralizer added	0.05	81.5
	1b Neutralizer added	0.10	31.4
	1c Control	0.20	16.0
	1d Acid added	0.28	13.2
Series 4	2a Neutralizer added	0.05	127.0
	2b Control	0.23	17.0
	2c Acid added	0.27	17.0

It is evident from these data that neutralizing the acidity had a greater effect upon viscosity than increasing the acidity, and that the tendency was for the viscosity to decrease with an increase in acidity.

In the light of the data in Tables 1 and 2, it seems reasonable to conclude that within certain limits an increase in acidity tends to decrease the viscosity. This no doubt is due to the tendency of an acid to destroy an emulsion. Of course, it would be possible to increase the acidity to such an extent that the casein would be precipitated, thereby increasing the viscosity. However, the injurious effect upon the quality of the ice cream would make such a procedure out of the question.

SOME ice cream makers believe that a certain amount of acidity is necessary in order to obtain the desired overrun. That such is not the case is shown by the data in Table 3.

Table 3. Relation of Acidity to Maximum Overrun.

Part I. Effect Upon Overrun of Increasing the Acidity.			
Mix No.		Acidity	Overrun
1		0.205 (control)	128
	1a-1	0.205	128
Series 1	1b	0.24	115
	1b-1	0.24	120
1c		0.275	107
	1c-1	0.275	115

Part II. Comparison of the Effect of Sodium Bicarbonate and Lactic Acid Upon the Overrun.

Mix No.	Treatment	Acidity	Overrun
Series 3	1a Neutralizer added	0.05	145
	1b Neutralizer added	0.10	180
	1c Control	0.20	160
	1d Acid added	0.28	155

These data show that although in some cases there was a tendency for the addition of acid to decrease the maximum overrun, in general there was very little relation between acidity and overrun. The same thing is shown by the following averages, which were secured from fifty-seven batches of homogenized mixes, varying in acidity from 0.05 to 0.34 per cent and having an approximate composition of 10 per cent fat, 12 per cent milk solids not fat, 12 per cent sugar, 0.5 per cent gelatin and 0.5 per cent vanilla.

No. of Batches	Range of Acidity	Average Overrun
24	0.05—0.14	142.2
17	0.20—0.24	149.5
16	0.25—0.34	148.0

It may be concluded, therefore, that increasing the acidity of a mix will not increase the overrun.

3. The Effect of Acidity Upon Texture, Resistance and Flavor in Ice Cream.

Samples were taken from each of the 81 batches frozen during the investigation, for the purpose of comparing the quality of ice cream differing only in the amounts of acid present. The samples were all taken when an overrun of 100 per cent had been obtained. A score card was used in judging the samples, which were criticized by four members of the department. The data show that in general by increasing the acidity in a mix the texture of the ice cream became slightly less smooth and the resistance was decreased somewhat. On the other hand the data indicate that neutralizing the acid in a mix improved the texture of the ice cream and increased the resistance.

In general, the flavor of the ice cream containing about 0.2* per cent acid was the best. Neutralizing below 0.1 per cent usually resulted in a soapy flavor. Often a strong alkali flavor that could be detected in the freshly frozen ice cream to which neutralizer had been added would not be noticeable after three or four days.

* The mixes used in this investigation contained approximately 12 per cent milk solids not fat.



WE MANUFACTURE THEM

Let us give you a quotation on
your next order for

**ICE CREAM PAILS AND
CARRY OUT CANS**

Quality and Workmanship Count

In the BESCO Ice
Cream Pails and
Cans we have both

We carry a complete line for the ice cream maker

BESSIRE & COMPANY
INCORPORATED

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA

**Ice Cream and Dairy
Plants**

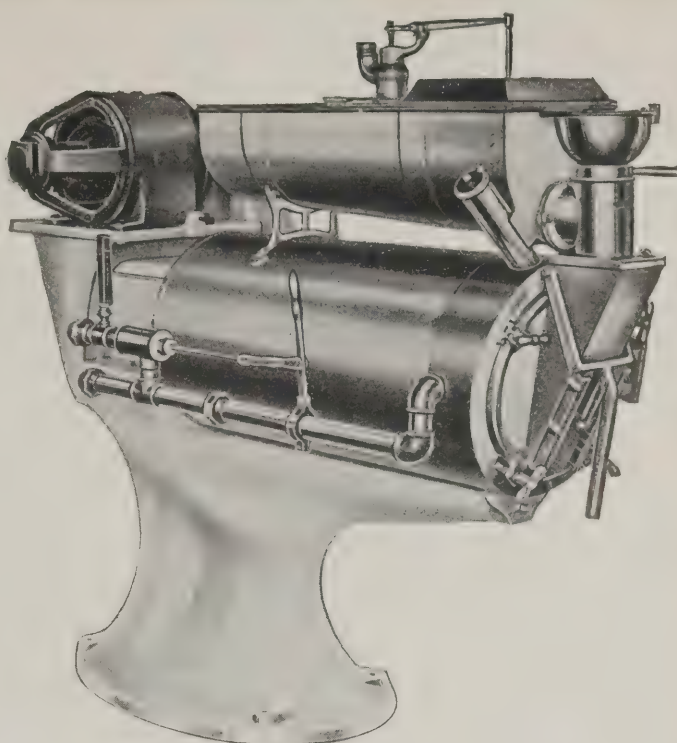
K. W. Schantz, Inc.

Architects and Engineers

BUFFALO - NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THESE three big features assure rapid filling of the freezer from the cream can, quick admission of fruits, flavors and syrups without waste, and swift emptying of frozen cream. The BIG fruit hopper—The BIG cream inlet valve—and the BIG slide gate for emptying frozen cream are exclusive advantages found only on the Emery Thompson Horizontal brine ice cream freezers.



— FRUIT HOPPER
— CREAM INLET VALVE
— SLIDE GATE

Order Now

Write for the catalog, and order now. We are prepared to make prompt shipment of all sizes in horizontal machines. All Emery Thompson horizontals are equipped with the new ideas mentioned on this page.

PRICE LIST

40 quart horizontal, belt drive	\$ 775.00	60 quart horizontal, motor drive	1500.00
40 quart horizontal, motor drive	1080.00	80 quart horizontal, motor drive	2000.00
60 quart horizontal, belt drive	1200.00	120 quart horizontal, motor drive	2500.00

A DISTRIBUTOR NEAR YOU

SEE one of these machines in the show room of a nearby distributor, or watch one at work in a factory. Then you'll know why Emery Thompson operators are so uniformly successful.

EMERY THOMPSON MACHINE & SUPPLY CO.

271-275 RIDER AVENUE

NEW YORK CITY

Increasing the acidity by the addition of lactic acid caused the ice cream to have a less desirable flavor.

ALL milk products, even when fresh, contain a certain amount of titratable acidity. The amount of acidity in a mix depends upon the percentage of milk solids not fat which it contains, and the care and treatment of the mix, as well as the care and treatment given the milk products from which it is made. Assuming the mixed milk received at the plant to have an average acidity of 0.16 per cent, a freshly prepared mix should contain about 0.0175 per cent acid for each per cent of milk solids not fat. Neutralizing the acid in a mix increases its viscosity, whereas, increasing the acid decreases the viscosity. Increasing the acid in a mix does not increase the overrun. An increased acidity usually results in poorer texture, less resistance and a less desirable flavor in the ice cream.

The data presented lead to the conclusion that in order to produce high quality ice cream, the mix should be treated in such a way as to retard as much as possible the development of lactic acid.

Relation of Overrun to Quality in Ice Cream.

The amount of overrun that should be obtained in the freezing of ice cream is a debatable question. One of our leading manufacturers instructs his ice cream maker to obtain about one hundred per cent swell. Another manufacturer, located in a nearby city, limits his overrun to sixty-five per cent. On the other hand there are some who disregard the overrun factor entirely and draw the ice cream whenever it appears to be properly frozen. There are still other manufacturers who intentionally incorporate so much air in their ice cream that it has the consistency of snow. They are men who cause

the retailer and consumer to lose faith in the integrity of the ice cream industry as a whole.

Relation of Overrun to Texture and Resistance.

During our experimental work at the University of Illinois we took samples of ice cream with different amounts of overrun for the purpose of determining the effect of overrun on quality. The samples were scored after they were properly hardened. Representative data of this work are given in the following table:

Comparative Scores of Ice Cream of Different Overrun.

Series	Sample	Fat M.S.N.F. Overrun			Texture	Resistance
		%	%	%	Perfect Score	Perfect Score
I	1	8	8	75	25	25
	2	8	8	100	18	12.5
	3	8	8	120	17	12
	4	8	8	150	15	11.5
II	1	10	12	75	14	11
	2	10	12	100	22.5	15
	3	10	12	125	22	15
	4	10	12	150	19	13
	5	10	12	175	18	11
III	1	14	10	55	16	10
	2	14	10	75	23.5	14
	3	14	10	100	24.5	14.5
	4	14	10	125	25	15

From these data it is seen that there was a direct relation between overrun and the texture and resistance of ice cream. A decrease in overrun usually caused a smoother texture and increased the resistance. In some cases the resistance was so great at the low overrun that the ice cream was "doughy." This accounts for the lower resistance score of sample No. 1, Series III, which had a 55 per cent overrun and a 14 score, than sample No. 3, Series III, which had a 100 per cent overrun and a 15 score.

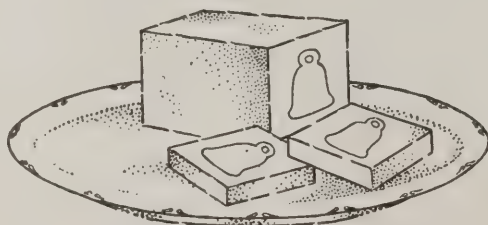
It is also evident from these data that the amount of air incorporated should be gauged, in part at least, by the composition of the ice cream. The lower the milk solids, the less overrun there should be in order to make a satisfactory product. By comparing the score of sample No. 2, Series I, which contained eight per cent fat and eight per cent m. s. n. f. and had an overrun of 100 per cent, with the score of sample No. 4, Series II, which contained 10 per cent fat and 12 per cent m. s. n. f. and had an overrun of 150 per cent, it will be noted that the scores are very nearly the same, the difference in composition being offset to a great extent in this case by the difference in overrun.

That there is a lower limit to the amount of air that

EASTER AND JUNE WEDDING SPECIALS

IN CENTER MOLD DESIGNS

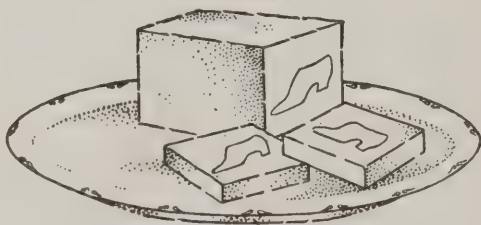
BELL



For that EASTER or JUNE WEDDING

Price \$1.35 each or \$16.00 per Doz.

SLIPPER



WEDDING SLIPPER

Price \$1.35 each or \$16.00 per Doz.

ORDER NOW through your Jobber or write

W. W. CASSELL, Vincennes
INDIANA

Ask the user — about

ST. LOUIS GELATINE COMPANY'S



"St. Louis to the Front"

Pure - Hy - Grade
**GELATINES, GUMS
AND
ICE CREAM
POWDER**

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis

Missouri

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Hudson's
No. 52 SPECIAL
 A Vanilla Flavor of Superior Quality
 and Strength

When Summer Comes

In less than 60 days what is expected to be a "bumper" ice cream season will be on. There'll be no time then to test the merits of flavoring extracts. **Now is the time to do that.**

When you buy vanilla flavor you are interested in not more than three essential point, viz.:

Does it have a smooth, velvet, delicious, want-more true vanilla taste?

Will it freeze out in the hardening room?

How far will it go, or how long will it last?

The claims of HUDSON'S NO. 52 SPECIAL—that "it tastes better," "lasts longer," and "will not freeze out" have been substantiated by ice cream men all over the country for nearly 40 years. We make those claims to you and are willing to prove them entirely at our risk.

HUDSON'S FAMOUS ICE
 CREAM FLAVOR, CONCENTRATED No. 52

Six times stronger than Extract
 \$25.00 per Gal. Special prices in quantities

HUDSON'S FAMOUS ICE
 CREAM FLAVOR No. 52
 SPECIAL

\$5.00 per Gallon.....in Barrels
 \$5.50 per Gallon.....In Kegs

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
 President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

should be incorporated in some ice cream is shown by the data in the third series of mixes. At 100 per cent overrun the texture and resistance both received a perfect score. At 75 and 55 per cent overrun the ice cream was less smooth and the resistance had increased to such an extent that the product had a gummy consistency. In this case an increase in the amount of overrun improved the quality of the ice cream. It is evident, therefore, that a certain amount of overrun is necessary in order that the ice cream shall have the best quality.

NO SET rule can be given as to the proper amount of overrun because of the fact that there are so many different factors that may affect the quality of ice cream. For instance, an unhomogenized ice cream with a 90 per cent overrun will not have the same texture and resistance as a homogenized product of the same overrun and composition and made from the same ingredients. Neither will an ice cream containing skim milk powder be comparable to one in which superheated condensed milk is used. Since ice creams of the same composition may vary in quality the manufacturer should study his own conditions and by experimentation determine the proper amount of overrun for his particular product. As overrun has such an important bearing upon profits as well as upon quality in ice cream a safe rule to follow is to incorporate the maximum amount of air that will result in an ice cream having the desired texture and resistance.

The Use of Dehydrated Egg Yolks as a Filler in Ice Cream and Their Relation to Quality.

Fresh eggs have long been used in ice cream as they were thought to improve the flavor and body of the finished product. During recent years, however, the

high price of fresh eggs has prohibited their use in the mix. Interest in this product is now being revived through the development of methods of dehydrating the fresh eggs which has made available for use in this country the cheaply produced eggs of China.

Both the spray and drum processes are used in the manufacture of dehydrated eggs. The processes are somewhat similar to those used in the preparation of milk powder. Both the dehydrated yolks and albumen are to be obtained but the yolks are used to a greater extent in ice cream than is the powdered albumen.

The powdered yolks contain from 50 to 60 per cent fat and about 95 per cent total solids. About six dozen yolks are required to make a pound of the dehydrated product.

At the suggestion of the Illinois Association of Ice Cream Manufacturers, we have begun an investigation of the use of dehydrated egg yolks in ice cream. For this purpose a comparison was made of the ice cream prepared from the same mix but containing different amounts of egg yolk. Mixes with three different amounts of milk solids were used, one with 8 per cent fat and 8 per cent milk solids not fat, one with 10 per cent fat and 12 per cent milk solids not fat, and a third containing 14 per cent fat and 10 per cent milk solids not fat. In each series a comparison was made between the ice cream containing no egg yolk, one containing four ounces, one containing six ounces, and one containing eight ounces, per 50 pound batch.

An attempt was made to secure some information relative to the effect of the different amounts of egg yolk upon the following factors:

1. Viscosity of the mix.
2. Overrun.
3. Texture and resistance of the ice cream.
4. Flavor of the ice cream.

Viscosity of the Mix.

The data obtained, so far, do not warrant the drawing of definite conclusions relative to the effect of the powdered egg yolk upon the viscosity of the mix. When the yolk was added to the mix after homogenization the viscosity was sometimes decreased and other times increased. However, in most cases in which it was added to the mix before homogenization the viscosity was decreased.

Overrun.

Usually those mixes to which the egg yolk was added after homogenization yielded a lower maximum overrun than those to which no yolk had been added. However, reverse results were obtained when the yolk was

ESKIMO PIES

If you are making 5 cent Pies you need a Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" produces a thin shell-like covering, has a delicious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

"THINFLO" was used on the Anderson Eskimo Pie machine at the Cleveland Convention.

Manufactured By

Fortune Products Company

416-422 S. Desplaines Street
CHICAGO

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Winter Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What Is Heathization

By a Leading Manufacturer

"Heathization" is the science of keeping air out of food products. Being interested in candy, you doubtless know that by far the larger percentage of marshmallows consists of tiny bubbles of air. Butter contains 10 per cent of air by volume in imprisoned bubbles, and ice cream must contain quite an appreciable quantity of air bubbles or bubbles of some other atmosphere, else it would be a solid, frozen block of sweetened cream ice wholly unpalatable.

Air is very damaging to foods, especially when it is permanently sealed within the food mass. Air damages a bottle of preserved fruit. That is why our good housewives are so careful to seal it air-tight. When you bite into an apple and expose the pulp to the air, the chemical action of the air turns the apple brown very quickly.

Now Heathization is the new science of keeping the air out of bread, butter, ice cream and certain kinds of beaten candies and instead of air, a natural food atmosphere is employed. This atmosphere is a pure, dustless, sterile atmosphere called carbon dioxide. It occurs in natural spring waters and in sparkling wines. It constitutes the atmosphere that occupies the bubble space in rising bread. Carbon dioxide constitutes three parts in every ten thousand parts of the air we breathe. These three parts are what nature draws through the pores of the plant leaf, and there in nature's food laboratory under the influence of direct sunlight acting upon the chlorophyll of the plant leaf, we have plant fiber built up so that all food for the human family is really carbon dioxide combined with moisture and mineral salts within the plant leaf.

Not only does nature build up food products from carbon dioxide, but she protects them from air. The apple skin, the orange peel and the shell of the nut all protect food from the air. Heathization imitates nature in protecting bread, butter, ice cream and certain forms of beaten candies from the deterioration that arises by virtue of air being incorporated.

The Department of Agriculture early established that it was the 10 per cent of im-

prisoned air in butter that was the great cause of butter deterioration.

The food scientist Heath, of Chicago, devised means of conducting the manufacturing operation in an atmosphere of carbon dioxide, the same atmosphere which is bought by perhaps 100,000 fountains in the United States where carbonated beverages are dispensed.

Here are some of the advantages of Heathization over the ordinary methods of manufacturing in air:

1. Heathization intensifies the flavors, making a good ice cream taste better through the use of the process. It would also intensify any bad flavor. Thus, only the manufacturers of good ice cream can use this process.
2. While air destroys vitamins, Heathization preserves them. This has been proven by animal feeding tests.
3. While air fosters bacterial development in foods, Heathization has proven to be an inhibitor. In actual tests of our own ice cream, we find ten times as many bacteria in ice cream made in air than we have in Heathized ice cream made from the same mix.
4. Heathized ice cream is a much more sanitary product. This, of course, is perfectly obvious, inasmuch as impure bubbles of air are kept out.

Heathization, then, is the science of making cleaner, purer foods of better flavor, lower bacterial content and better nutritional value.

There is nothing that any ice cream manufacturer cannot imitate us in doing up to the actual freezing process, which in the instance of ordinary ice cream is done in air. At this point we part company with those manufacturers of ordinary ice cream inasmuch as we go to the expense of buying this pure, invigorating, natural food atmosphere at a great cost to us. We do this because we want the bubble portion of our ice cream to be pure and clean, just as we insist that our liquid mix in all its handling be protected by every scientific safeguard.—Advertisement.

The New Ucopco Trade-mark And What it Stands For



Ucopco Wheel

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



When filtered, the liquid Gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patented process requires less than 5 minutes to dry Gelatine. The old tunnel drying process requires 16 to 48 hours.

Gelatine consuming industries have long been familiar with the UCOPCO Red Drum as it appeared in our advertising in the past. With the perfection of UCOPCO WHEEL DRIED GELATINE, it seems advisable to employ as a trade-mark a semblance

of the machine which has revolutionized gelatine making and so greatly improved the product. Let our new trade-mark, which appears on every barrel, be your guide in selecting gelatine. It stands for unparalleled purity and quality.

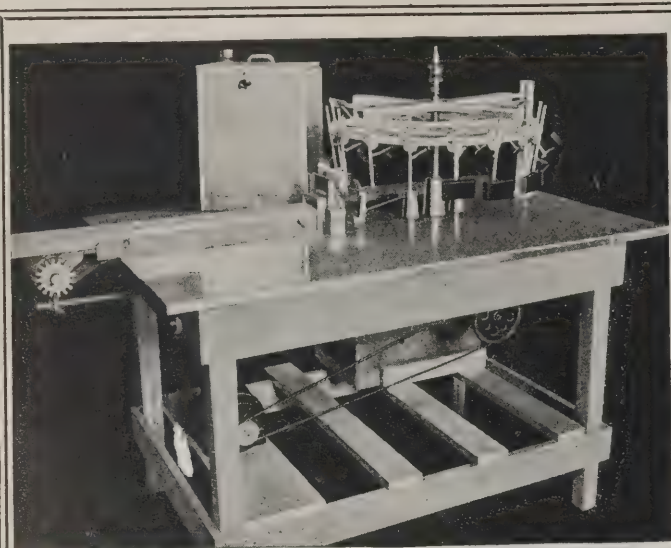
United Chemical & Organic Products Company

Home Office: 4200 South Marshfield Avenue, Chicago

Branches: NEW YORK DETROIT NEW ORLEANS SAN FRANCISCO MILWAUKEE

Dried Gelatine

BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.



Keeping Down the Cost of Production

MAKING PROFITS ON

5c Eskimo Pies

FOR OVER

250 users in United States,
Mexico, Australia, France,
Panama, Canada and
Argentine Republic

More than 250 ice cream manufacturers are making money on the 5c Eskimo Pie because they are getting a production up to 120 dozen per hour on the

Northwestern Ice Cream Cutting and Dipping Machine

Furthermore the cost of installation is low

\$375.00 complete

including motor and electrically heated tanks, adjustable to 5c and 10c bars.

Write for full particulars and list of users.

Northwestern Corporation

BOX 18

MORRIS - - ILLINOIS

added to the mix before homogenization, although in no case was it impossible to get 100 per cent "swell."

Texture and Resistance.

As might be expected the solids contained in the egg yolk had a tendency to improve the texture of the ice cream and increase its resistance. The addition of the egg yolk seemed to be more beneficial in the case of the ice cream containing the smaller amount of milk solids. This was probably due to the fact that in the ice cream containing 22 and 24 per cent milk solids the proportional increase in solids was much lower than in the case of the ice cream containing 16 per cent milk solids.

THE addition of egg yolk usually caused the ice cream to have a slightly richer flavor. Here again the increase was most noticeable in the low testing mixes.

The yolks also added a pronounced "egg flavor" to the ice cream which was very displeasing when as much as eight ounces were used. The flavor could be readily detected even when the minimum amount of four ounces was added to the mix. Heating the yolk in the mix at 150 degrees F. for 15 to 20 minutes helped to eliminate a part of this flavor.

In order to get the opinion of a group of individuals relative to the flavor of ice cream containing powdered egg yolks, 67 different people were given three samples of the experimental ice cream to judge. The ice cream was all made from the same mix. One batch contained no yolk, another contained four ounces, while the third contained six ounces of the yolk. The summarized criticisms of this group of judges is as follows:

	Control	4 Oz. Per 50 Lb. Batch	6 Oz. Per 50 Lb. Batch
Number placing first...	24	21	21
Number placing second...	19	24	19
Number placing third...	19	17	26

Fifteen of those who preferred the ice cream with no yolk chose that with four ounces next. Five had no preference for either the control or that containing four ounces over that containing six ounces, while one person could see no difference in the three. These data seem to indicate that although the 67 judges varied considerably in their tastes, the tendency was for most of the people to prefer the ice cream containing the smaller amount or no egg yolk.

From the data obtained so far it might be concluded that there is some tendency for a small amount of egg yolk to improve the body of the ice cream and increase its richness. However, the ice cream manufacturer should not lose sight of the fact that the same thing can be accomplished by additional milk solids. The use of filler is justified only when it has food value and can be economically used without detracting from the quality of the ice cream.



Two revenue officers drove up to a farm house in the Kentucky mountains, and seeing a little boy standing out in front, said, "Son, where is your father?"

The boy replied, "He is over at the still."

The officers smiled and one of them said to the boy "I'll give you a dollar if you show us the way over there."

The boy replied, "All right, I'll do it for a dollar."

"Well, come on, show us where it is."

But the boy said, "Where is the dollar?"

"We'll give you the dollar when we come back."

The boy replied, "I don't reckon you-all is coming back."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FAR WESTERN MANUFACTURERS PLAN JOINT CONVENTION.

Arrangements Made for Pacific Slope's Greatest Ice Cream Gathering Next Winter.

Arrangements have been made for what is believed will be the greatest gathering of Western ice cream manufacturers ever held on the Pacific Coast. The decision has been reached to hold a joint convention of the Pacific Ice Cream Manufacturers' Association and the California & Southwestern States Ice Cream Manufacturers' Association at Oakland, Calif., on December 10, 11 and 12, 1924. This decision followed conferences and negotiations which have been in progress during the past few months.

An invitation for the Pacific Ice Cream Manufacturers' Association to hold its convention at Oakland was extended by the California & Southwestern States Ice Cream Manufacturers' Association, following the latter organization's convention at Catalina Island last January. At that time the California ice cream men accepted the invitation of the California Dairy Council to meet in connection with the Pacific Slope Dairy Show.

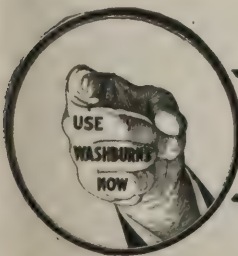
Other organizations to meet at the same time are the Supply Men of the Pacific Coast Ice Cream Industry, the Pacific Slope Dairy Show, the dairy councils of the Western states, and the dairy divisions of the agricultural colleges and agricultural departments of the Pacific Coast states.

Officials say this will be the first time that the cooperation of all the dairy forces on the Pacific Coast will have been brought together with one object—"the substantial and proper advancement of an industry which is coming to occupy an important place in the economic and agricultural development of this coast."

The ice cream convention program will be arranged jointly by the two ice cream associations. It is promised that it will be most constructive and educational. The subjects will cover the development of the ice cream industry of the Far West, which has made remarkable strides in recent years, and also will bear upon the ever-changing problems in manufacture, distribution and merchandising which confront the industry in that section.

An important feature of the convention will be a complete exhibit of ice cream manufacturing equipment and supplies to be conducted by the Supply Men of the Pacific Coast Ice Cream Industry. This exhibit, officials promise, will afford ice cream manufacturers an opportunity to inspect and compare, without loss of time, the newest and best in the way of machinery and materials which contribute to the successful operation of the modern ice cream factory.

The Pacific Slope Dairy Show is representative of the entire dairy industry of the coast. It will be held in Oakland, December 10 to 16 inclusive. Oakland was chosen because it is the most centrally located city having adequate facilities.



**See Outside
Back Cover**

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

The BESTOV CALENDAR

EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER

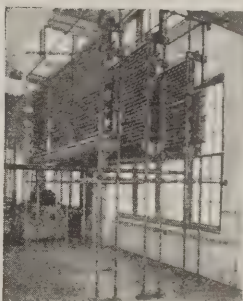
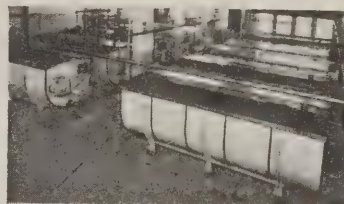
Convincing Proof!

The largest ice cream plant in the world has just been equipped with:—



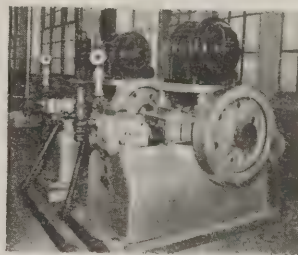
39 Cherry Freezers and Thomas Batch Measures.

12 Cherry Batch Mixers and Pasteurizers.



3 Bestov Tubular Coolers with Expansion Sections.

2 Viscolizers.



and other machinery.

The Breyer Ice Cream Company, Phila., selected the Cherry-Bassett-Winner Company to furnish the machinery and the C-B-W Service Department to install it in their large new plant, the largest in the world.

Draw your own conclusion!

Cherry-Bassett-Winner Company

1918 Market St., PHILADELPHIA
BALTIMORE · PITTSBURGH · SYRACUSE
33 So. Charles St. 1139 Penn. Ave. 400 Canal St.
10 East 16th St., NEW YORK CITY

Edible Gelatine in Ice Cream

THOMAS B. DOWNEY, Ph. D.*

THIS paper is a presentation of newly acquired knowledge regarding "Edible Gelatine," with especial reference to the nutritive value in ice cream as influenced by the gelatine contained therein.

A discussion of the food value of ice cream, from the standpoint of the composition of the mix, is particularly opportune, because the public has become extremely interested in the dietetic value of various food products. People are diverging from the old custom of surfeiting themselves with heavy indigestible foods; they are now planning their daily diets in a systematic manner by the standards of the newer knowledge of nutrition. Therefore, it becomes increasingly necessary that the enterprising ice cream manufacturer have available for the public all facts regarding the nutritive characteristics of this product.

The National Dairy Council has presented to the public the results of dietetic studies on milk; and now milk is used liberally by all classes of people of all ages. Previously, the general public had considered milk as a food for babies only. While milk is not a perfect food it is perhaps the best single food, considering the well balanced proportions of proteins, carbohydrates, fats, mineral salts and vitamins which it contains.

In the past, the estimation of the food value of ice cream has been based solely on the content of milk sol-

* Industrial Fellow, Mellon Institute of Industrial Research, University of Pittsburgh, Pittsburgh, Pa. An address delivered before the National Association of Ice Cream Manufacturers, Cleveland, Ohio, October 22, 1923.

ids and sugar and little consideration has been given to the relatively small amount of gelatine present therein. That the influence of gelatine upon the food value of ice cream is exceedingly important has been proved by feeding experiments which have been conducted during the past year. It is important therefore to consider the chemical and physical behavior of gelatine in the ice cream mix, and to discuss the broad principles involved in the use of gelatine in food products.

The properties which make gelatine an efficient stabilizer are the ones which cause it to aid in the digestion and absorption of foods. These properties result from the colloidal character of gelatine and are shown in the emulsifying and stabilizing effects which it produces. In ice cream, gelatine forms a thin film about the small ice crystals produced during freezing and prevents their growth to larger sizes. That is, gelatine stabilizes or protects ice cream; the chemist therefore terms gelatine a "protective colloid."

A familiar example of the lack of protective colloid is found in the souring of milk. Bacteria change the milk sugar to lactic acid which coagulates the casein forming curds. When gelatine is present in milk the casein is "protected" and the addition of reasonable amounts of lactic acid does not coagulate the casein. The emulsifying action of gelatine can be illustrated by the shaking of a mixture of oil and water. Violent shaking may be resorted to, but the oil and water will separate from each other after standing. However, if an emulsifying agent is present, the oil is dispersed through the water in tiny globules and remains as such when shaking ceases. That is emulsifying agents, such as gelatine aid in the formation of emulsions by stabilizing them.

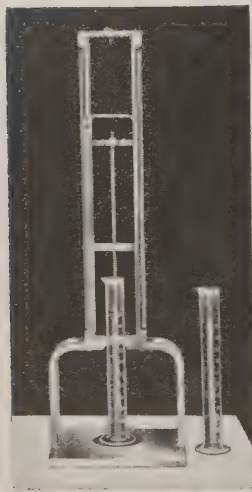
Thus when ice cream or milk without a stabilizer is taken into the stomach the casein is coagulated into more or less dense flocks or curds by the hydrochloric acid and rennin present in the gastric juice and the fat present in the emulsoid state, are carried down, to a large extent, by the casein.

Gelatine Acts as Protector.

Fats in these casein curds make them tough and leathery and difficult of digestion. Since these masses must be completely dissolved by the juices of the stomach and intestines before the body can absorb the food, large amounts of energy must be expended in the digestive processes. Otherwise much of the food eaten may pass unchanged through the intestines. However, where gelatine is present in ice cream it acts as a protector and renders the casein insensible to quantities of acid and rennin which would otherwise have caused dense curds.

On the other hand, the digestion of ice cream which contains gelatine is strikingly in contrast with the conditions described above. When ice cream containing gelatine passes into the stomach, curdling of the milk casein may be prevented entirely. If coagulation does take place, the flocks are loose and the digestive juices easily dissolve them. Furthermore, gelatine is a pepsinogenic substance, that is, one which increases the flow of gastric juice. When the food is passed from the stomach into the intestines, the gelatine remaining as such aids the pancreatic juices by keeping the fats in the finely divided emulsified condition. In the intestines the dig-

NOW--Test Your Gelatine



Put a Burke Gelatine Standardizer into your laboratory and *know* all about every grade of gelatine sample submitted.

Perfected by Professor Burke of Oklahoma and used by him in his experiments on gelatine.

Two past-presidents of the National Ice Cream Manufacturers Association are using the Burke Standardizer and heartily endorse it as a money saving instrument.

Price complete with six test tubes—\$50.00
Sold on thirty day trial. Order today!

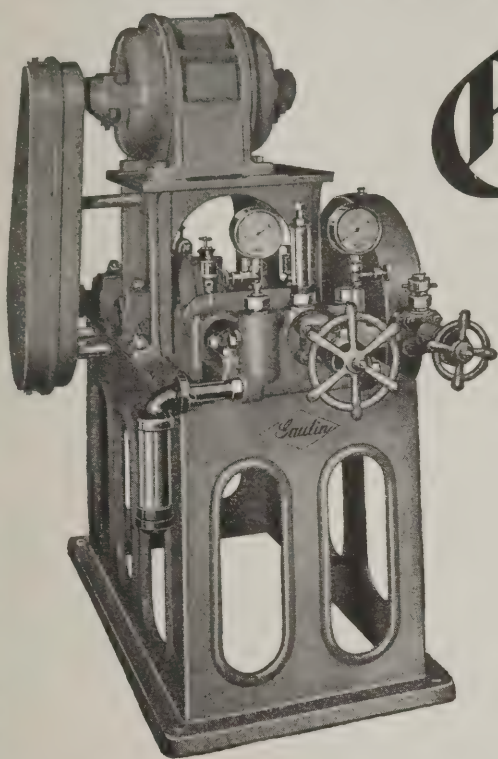
J. G. CHERRY COMPANY
CEDAR RAPIDS, IOWA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

An Absolute

Guarantee

of a Better Ice Cream



The Gaulin Homogenizer
Type 400 Motor Driven
Equipped with 2-Stage Valve

Manufacturers
Manton-Gaulin Manufacturing Co.
Boston, Mass.

Sole Distributors
Manning Manufacturing Company
Rutland, Vt., New Haven, Ct.

Actual tests made with
the GAULIN 2-STAGE VALVE
have proven that—

- The viscosity or body of the finished mix is absolutely under control regardless of acidity.
- The mix may be homogenized finer than ever before, thereby producing a smoother and richer tasting ice cream.
- No increase of power consumption.

The Gaulin 2-Stage Valve is the only device on the market which can control viscosity, and the correct viscosity is just as essential as thorough homogenization

Literature describing the 2-Stage Valve in detail will be sent upon request



Guarantee: We absolutely guarantee that the Gaulin 2-Stage Valve will produce a finer ice cream than has heretofore been possible.

MANTON-GAULIN MFG. CO., INC.

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

tion of food is completed and the nutritive portions pass through the intestinal walls into the blood stream. Gelatine itself is easily digested and its nutritive value also is secured. It is at once apparent that ice cream containing gelatine is easily digested and readily assimilated.

The maximum food value has been secured by the body with a minimum expenditure of energy. Consequently, it is of interest to examine the data secured from the feeding experiments referred to above. It is believed that these data demonstrate that gelatine enhances the nutritive value of many foods, and particularly of dairy products and cereal grains.

The animals used in these experiments were albino rats. They are omnivorous, like humans, and experience has shown that the results of feeding experiments obtained with them are comparable with those observed with human beings. Furthermore, the albino rat lives only about three years and in a comparatively short time the investigator can form conclusions applicable to the life cycle.

In these experiments a litter of young animals were taken shortly after weaning. Half of the litter were placed on a ration containing gelatine, the other half on the same ration without gelatine. The animals were fed daily and were weighed each week. A record of the weight of food consumed was also kept.

(The speaker showed a number of growth curves and photographs of animals, and of hospital patients.)

Increases Milk's Nutritive Value.

These feeding tests have demonstrated that the addition of one per cent of gelatine to milk has increased the nutritive value of milk from twenty to twenty-five per cent. Gelatine has favorably influenced the ability

of the animals to reproduce and give milk to their young. The animals whose food contained gelatine were healthy after six months; the animals on milk alone were losing health and vigor.

Also, it is evident that the addition of one per cent of gelatine to a mixture of egg and milk has increased the nutritive value of this food combination. The animals on the food containing gelatine grew at a normal rate on a smaller consumption of food. In addition to this, these animals bore normal young, which in turn grew at a normal rate on the gelatine and milk and egg diet. The animals fed on milk and egg without gelatine consumed a larger amount of food for equivalent gains in weight and they did not raise healthy, normal young.

From these experiments, it is obvious that gelatine has increased the food value of milk and a combination of milk and egg to a remarkable degree.

Indeed, the results were of such significance that experiments were carried out in co-operation with a large hospital in Pittsburgh. In this hospital one per cent of gelatine was added to the milk formulas upon which certain infants, under one month old, were failing. These babies had been losing weight and vitality from 10 to fourteen days after birth, because of their inability to retain their milk food or to digest the little that was retained.

When one per cent of gelatine was added to the babies' milk food, they were able to digest it and regurgitation ceased, dense curds were no longer passed in the stools, and the infants returned to normal health and growth. It is thus apparent that gelatine rendered the milk food acceptable to infants which were in an exceedingly delicate condition with badly deranged digestive processes.

Demonstrate Value of Gelatine to Ice Cream.

These findings are of great importance to the ice cream manufacturer, as they demonstrate that the small amount of gelatine in ice cream is decidedly advantageous. There can be no doubt that gelatine in ice cream makes a product acceptable to children, hospital patients and adults with deranged digestion, who would otherwise have difficulty in securing the nutritive value contained therein.

It should not be assumed that the value of gelatine in the dietary is dependent entirely upon its action as a protective colloid and emulsifying agent. Gelatine is a protein food which supplements the protein deficiencies of many food combinations.

The proteins of many cereal grains do not supply adequate amounts of all the fundamental units (amino acids) which are essential for the normal development of animals. The data shown above demonstrate that gelatine supplies these protein deficiencies in bread and wheat products, rolled oats and pearled barley—cereal grains which are used extensively in the dietary. Gelatine is particularly rich in lysine, an amino acid intimately connected with growth stimulation. For this reason its incorporation in certain food combinations is highly desirable.

In the use of gelatine, the ice cream manufacturer is not employing an unknown food. Gelatine is used in many other food industries as well as in practically every course of the modern table. Approximately four million pounds of gelatine are used annually by the hospitals and housewives for making desserts, salads, cereals, soups, etc., while the confectionery and baking industries consume similar amounts in their many different products.

(Continued on page 110)

The Harris Gelatine Mixer

Double jacketed. Made of Copper.
Easy to keep melted mass at
correct temperature. Agitator
keeps mass uniformly in motion.

Sturdy
Construction
Easily Cleaned

Write for prices on these
standard mixers.

Submit your
special requirements
for our quotations

Arthur Harris
& Company

212-218 Curtis Street
CHICAGO, ILL.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

The H. H. Miller
Industries Co.

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



These facts show that gelatine as a food enjoys a wide popularity. The old misconception that gelatine did not impart additional food value to ice cream and that it might be considered as a filler or adulterant have been removed.

The position of gelatine in the ice cream industry is well established, as shown by theoretical deductions, by practical experience, by laboratory experimentation with

animals and by clinical evidence obtained in the hospital.

The great ambition of the ice cream industry is to raise ice cream from the dessert class to the position of an essential food. Naturally, this can only be accomplished by presenting the true food features of ice cream to the people. The fact that gelatine enhances the food value of ice cream is proving one of the important stepping stones in the accomplishment of this purpose.

Cost Accounting Systems

(Continued from page 20)

ing the detailed information is not greater than any gain that may result from its operation. Complexity is no assurance of accuracy, and an over complex system may not only secure results that are useless, but may be an actual hindrance to rapid production

You are all systematic and insist on a proper accounting of your cash. But what do you do about the sugar? How many of you know what becomes of every bag or barrel of sugar? It is just as easy to keep track of your sugar as it is to keep track of your cash, and

DO NOT ICE CREAM CO. INC. FORM NO. 10-12

BRANCH

MONTH _____ 192

STATEMENT OF EARNINGS AND OPERATIONS

SAME MONTH LAST YEAR	PRESENT MONTH	Statement of Profit and Loss	PRESENT MONTH	SAME MONTH LAST YEAR	— MONTHS THIS YEAR	— MONTHS LAST YEAR
SALES	SALES	Average				
		ICE CREAM SALES				
		Less for Returns and Allowances				
		Net Ice Cream Sales				
Per gallon sold	Per gallon sold	Operating Revenue				
		Operating Expenses				
		Net Earnings				
		MISCELLANEOUS INCOME				
		Merchandise				
		Rent				
		Ice-Kist Bars				
		Total Miscellaneous Income				
		Net Profit or Loss				
		OPERATING EXPENSES				
		Average				
Cost per gallon made		MANUFACTURING				
		Superintendence				
		Hono.				
		Condensed Milk, Plain				
		Condensed Milk, Sweet				
		Sugar				
		Syrup				
		Flavorings				
		Colors				
		Powders				
		Parchment Circles				
		Lubricants				
		Fuel				
		Power				
		Refrigeration				
		Wages, Mix, Freeze and Hard				
		Wages, Boiler				
		Repairs, Boiler				
		Repairs, Compressors				
		Repairs, Mixers				
		Repairs, Freezers				
		Repairs, Cool and Hard Equipment				
		Repairs, Buildings				
		Laboratory				
		Supplies and Expense				
		Total Manufacturing				
		Finished Product				
		NET MANUFACTURING				
Cost per gallon sold		DISTRIBUTION				
		Superintendence				
		Wages, Packing				
		Wages, Brick				
		Wages, Shipping				
		Boxes and Parchment Papers				
		Burlaps, Paper and Twine				
		Salt				
		Ice				
		Fuel				
		Power				
		Express and Drayage Delivery				
		Express and Drayage Empties				
		Telephone and Telegraph				
		Repairs, Ice Crushers				
		Repairs, Cans				
		Repairs, Tubs				
		Repairs, Buildings				
		Can Washing				
		Supplies and Expense				
		TOTAL DISTRIBUTION ACCOUNT				
		Totals Forwarded				

through too much red tape, however, system is not red tape and red tape is not always system, in fact it rarely ever is.

it is also just as easy to keep track of everything ee. That is what is meant by system, a regular order of things governed by rules and general laws.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The BEST Vanilla Sells the MOST Ice Cream

Make their appetites
work for you

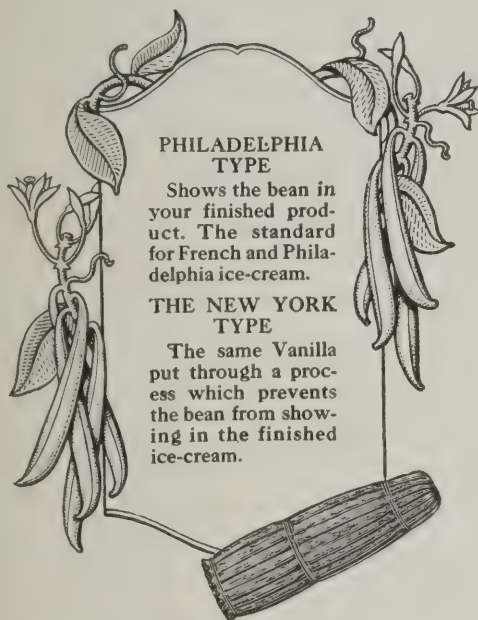
It is a demonstrated fact that people unconsciously eat more Vanilla ice cream when it is flavored with

MICHAEL'S Mexican Vanilla Powder

"America's Favorite"

This mellow-mild, Mexican Vanilla Bean Flavor is so delicate and delicious that your customers will eat and eat and eat and *repeat* on Vanilla. Twenty-five per cent increase is average! And Michael's Mexican does not kill the rich flavor of the butter-fats in your mix. Send for sample "on suspicion."

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.



Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice cream you ever tasted, return the remainder at our expense, and we will cancel the charge. Do this, by all means.



IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

THE system now in use by our company is about four years old, and has been given quite a lot of our attention. It is a very flexible one. By that I mean that at such time as the industry as a whole adopt a uniform system that will enable a clearing house to give us costs for comparison (all computed on the same basis), we can drop in line, by simply re-arranging our

twenty-four pages, which report reaches the manager's desk around the twentieth of each month.

Before giving you a rough outline of our system from the chart, I would say that it is not my intention to try to make any impression that it is better than your own, but if I am able to show you anything new or anything that will further the good cause, so well

COON ICE CREAM CO., INC. FORM NO. 12

BRANCH _____ MONTH _____ 192

STATEMENT OF EARNINGS AND OPERATIONS

SAME MONTH LAST YEAR	PRESENT MONTH	Operating Expenses, Continued	PRESENT MONTH	SAME MONTH LAST YEAR	___ MONTHS THIS YEAR	___ MONTHS LAST YEAR
GALLONS	GALLONS	Average				
Cost per gallon sold		Totals Forward				
		COMMERCIAL				
		Office Salaries				
		Office Supplies and Expense				
		Expense Collection				
		Total Commercial				
		NEW BUSINESS				
		Salaries				
		Soliciting				
		Advertising				
		Cabinets				
		Supplies and Expense				
		Total New Business				
		GENERAL EXPENSE				
		General Supervision				
		Insurance				
		Taxes				
		Expense, General				
		Expense, Extra				
		Legal Expense				
		Rent				
		Uncollectable Accounts				
		Depreciation				
		Total General Expense				
		Total Operating Expenses				

classifications, possibly consolidating one or more, or changing the name of some classification. And inasmuch as our method of finding costs are along the lines of modern cost finding, we can change our system over night.

The cost of operating the system is less than a mill per gallon of sales, and our monthly report contains

and good. We as members of this or any other association should at all times be willing to share our knowledge with one another. This, I believe, is the most essential factor to promote our welfare as individuals and as an association. And, if our association has not at this time a cost accounting committee, I am of the opinion that there should be one to work in connection with the national association, and let the New England association continue to show its usual spirit of going forward, thereby accomplishing many things for the betterment of its members and the industry as a whole.



STOUT

Schroeder — Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



■■■

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. MILWAUKEE, WIS.

Coon Ice Cream Company, Inc. Branch Month of _____ 1924

Truck No. _____

Make Year Mfg. No. Eng. No. License No.

Model Advertised H. P. Cylinders Carburetor

Capacity Weight Refrigerator Body Capacity

DATE	MILEAGE	Gal Gas	Oils	Grease	REPAIRS AND MAINTENANCE		2 Drivers' Time		OTHER EXPENSE		Gallons Sold
					Amount	Character	Driver	2 Up	Amount	Character	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											
16											
17											
18											
19											
20											
21											
22											
23											
24											
25											
26											
27											
28											
29											
30											
31											
Totals											
COSTS		This Month		This Year		This Month		This Year		Total	
Gasoline						Running Cost				Total Purchased	
Tires						4 Wheels Driving				Last Cost New P. O. B. Factory	
Greasing						Repairs				Present Book Value	
Repairs										Driver	
Tires - replace										Driver's Wage	
Other Expenses										Condition	
										Rate Car Sold	
										Amount Received	
										Sold to	
										Replaced by	
Running Cost						Total Cost					
Miles Run										Miles Run	
Cost per Mile										Miles Run	
Gas. Use used											
Miles per Gal											

1. Tires.
2. Repairs on driver.
3. Tires, and repairs.

Fill up sheet for cars discontinued to show cumulative figure.
Show entering entry on final report of any car discontinued.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Our Very
Modern 4-Acre
Home

A One-Day Visit to Detroit **Gives You Three Years' Experience In Iceless Cabinet Operation**

OUR splendid new 4-acre home is headquarters for information on every phase of the iceless cabinet situation. Our staff of ice cream, electrical, refrigerating and chemical engineers is unequaled in America. Their actual experience in the problems which you face, covers even more than three years.

You can freely have their advice on the following subjects:

- (a) Proper construction of iceless cabinets.
- (b) Tests an iceless cabinet must pass to prove itself.
- (c) Various plans of issuing them to retailers.
- (d) Establishment of proper iceless cabinet maintenance service.
- (e) Operating expense of iceless cabinets.

- (f) Adaptation of routes, vehicles, man power, etc.
- (g) Effect of iceless cabinets on distribution costs.
- (h) Our deferred payment plan of purchasing iceless cabinets.

These points and many others can be discussed with you here, not on the basis of theory, but on the basis of our unprecedented experience and remarkable mass of data.

In addition you can inspect over seven hundred actual Nizer installations in Detroit—and hundreds of others in nearby towns and cities.

Come to Detroit now. It will pay you well. You can gain three years' experience in a day—and be under no obligation to us. You owe it to yourself and your Company to make a thorough investigation of the iceless cabinet proposition.

Nizer Corporation

7424 Mackie Avenue, Detroit, Michigan

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

Proceedings of the Wisconsin Convention

(Continued from March issue)

F. B. Riley of the Detroit Creamery, Detroit, Mich., delivered an interesting discussion of mechanically refrigerated ice cream cabinets. Mr. Riley's paper will be published in a later issue of *The Ice Cream Review*.

Mr. Klueter: Pasteurization as a safeguard to public health. It is to be understood that the material presented is to serve as a basis for discussion only and is not at this time to be taken as indicating the position of the dairy and food department with respect to the passage of legislation pertaining to pasteurization of all dairy products used in ice cream, or perhaps requiring the pasteurization of the mix before freezing.

There has been considerable work done on the subject of bacteriology of ice cream. At a hearing before Dr. C. L. Alsberg, chief of the bureau of chemistry, U. S. Department of Agriculture, very comprehensive reports on the subject were presented by Prof. John Gordon, Prof. Samuel G. Prescott, Dr. F. G. Heinemann and Dr. Hubert D. Pease, and at about the same time, Dr. W. B. Hammer of Iowa completed and published his work on bacteria in ice cream. A. C. Baer, of the University of Wisconsin in 1916 published a bulletin on ice cream making. This latter work deals more largely with chemical work but will be of some assistance in considering our subject.

No doubt, most of you are familiar with the fact that there is a law in Wisconsin requiring the pasteur-

ization of skim milk, butter milk and whey produced and distributed as a food for men or domestic animals. This provision of law may have suggested to some of you the advisability of considering pasteurization in connection with ice cream. I do not feel it necessary at this time to go into the merits of the law. This matter has been before the public of this state for at least three years. It has been presented at two sessions of the legislature and was sponsored by those interested in preventing the spread of bovine tuberculosis. From what I have been able to learn about the spread of this disease I feel that the present law is justifiable as a preventative measure. The passage of this law was not sponsored by the dairy and food department but was put into that department for enforcement.

This brings us now to a consideration of the passage of legislation concerning the pasteurization of all dairy products used in ice cream or of the mix. As one engaged in the enforcement of law, naturally the first question that presents itself to me is: Is there an evil to be corrected? At the present time I do feel myself qualified to answer this question in the affirmative and furnish the necessary proof to support such an answer. This question is brought out as being of fundamental importance in attempting legislation and therefore should be carefully and thoroughly considered. In the passage of the present law requiring pasteurization of by-products there was abundant evidence of an evil to be corrected.

Searching for a plausible cause for legislation requiring pasteurization I find Dr. Hammer makes the following statement:

"While the number of outbreaks of disease traced to infected ice cream is small, when compared to the number traced to milk, it is large enough to have attracted the attention of those interested in the public health." Newman (1904) says, "Some dozen outbreaks of disease have been attributed to the consumption of ice cream," and then he mentions specifically three outbreaks of typhoid and one epidemic in which the symptoms were concluded to be characteristic of poisoning through foods. Chapin (1910) writes as follows: "Sedgwick and Winslow collected records of four outbreaks of typhoid fever due to the use of ice cream and another has been reported by Barras."

An idea of the relative importance of infected ice cream as a cause of typhoid fever may be obtained from Trasks compilation: "Out of 179 epidemics of the disease reported as spread by milk, ice cream was given as the infective medium in three. Buchanan (1910) a list of English epidemics traced to infected ice cream, reviews four outbreaks of typhoid fever, one of scarlet fever, one of diarrhoea, and three of ice cream poisoning."

I HAVE been unable to find so far any recorded report claiming to have proof of the transmission of bovine tuberculosis to human beings through ice cream. It is, however, admitted that bovine tuberculosis is transmissible. Knowing as we do from thousands of experiments that milk and cream are ideal products for a rapid and luxuriant growth of bacteria and that there are instances in which it is claimed there is indisputable evidence that the disease has been transmitted to uninfected herds of cattle and other farm animals, through

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC WISCONSIN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Several Thousand Doors Waiting!

AS a matter of **service**, and as a measure of "preparedness," our stock-room is constantly maintained with the maximum number of Jamison Type Cold Storage Doors ready for immediate shipment.

Suppose you were in a hurry for Doors. Suppose it were absolutely necessary that old doors be replaced with new ones quickly. Suppose it were necessary that doors be obtained immediately for installation in an addition to your plant.

These suppositions often become **facts**—and especially so at this season of the year. With the coming of Spring, comes the yearly "clean up, fix up" period—a time when the plant is usually gone over from front to back—from top to bottom—making repairs where ever necessary in order to maintain peak efficiency.

Cold storage doors, especially, are subjected to unusually heavy wear—and, while they sometimes can easily be repaired, in the majority of the cases it is more logical to replace them completely.

It is for just such necessary emergencies that we maintain this large stock of standard sizes of Jamison Doors. They are waiting here for you—ready to be shipped out the day your order is received. This saves time—several weeks time! And where is it that time doesn't mean money?

As part of this "Stock for Immediate Shipment" service, we issue weekly a Stock Sheet showing the sizes and number of doors in stock each week. This will prove invaluable and we suggest that you allow us to put you on our list to receive it regularly.

If you haven't received our new catalogue No. 11, write for it. You will find it the most interesting 74 pages of cold storage door information you have ever read, with reproductions of doors, blue-prints of construction details and tables telling door numbers in stock and their dimensions. You will want this as a guide in ordering the necessary doors during your repair season. Address Desk No. 6, please.

JAMISON COLD STORAGE DOOR CO.

Hagerstown, Md., U. S. A.

Jamison Doors
*for better
refrigeration*

skim milk, butter milk and whey, it would seem some action seems justifiable. The lack of positive evidence of transmission of the disease to human beings may well be due to the character of the disease. Tuberculosis is not a disease like typhoid, scarlet fever, and septic sore throats that break out in the epidemic form, hence is not so easily traceable to its source. It is slower in development and so, especially because of a longer time between infection and the appearance of the disease than is the case with the other diseases, there is less possibility of fixing the source.

LET us now take up some of the benefits to be derived by the industry from a pasteurization law. That public confidence would be instilled in the industry and

its product ice cream, I believe is beyond successful contradiction. Let me pause here just a moment to remind some of you that though but a few years ago you would have it that ice cream was only a dessert and not a food, it is today accepted as one of the nation's most important foods.

The benefits to the quality of ice cream from pasteurization are of importance. I speak now of proper pasteurization followed by rapid cooling and proper storage; and especially of proper raw materials for pasteurization and subsequent manufacture. Let no one be deceived into believing that pasteurization may or should be used as a renovating process. Its legitimate use is the destruction of pathogenic or disease producing bacteria and as an aid in improving the keeping qualities of good clean raw materials for future use.

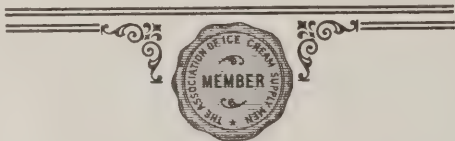
Any other use than those mentioned would certainly prove a positive injury to the industry. It is well known that bacteria thrive in both milk and cream, so also do yeast, and that undesirable flavors develop where their growth is not checked and controlled. All of you know from experience that fresh cream should be properly aged or matured and here is where pasteurization of fresh clean cream and milk may be used to advantage. Unpasteurized cream, as thousands of experiments show, is very high in bacterial count. Records of bacteriological work on cream show bacterial counts as high as several hundred million per cubic centimeter. Such cream, in my opinion, is unfit for use in ice cream but had such cream been properly pasteurized while fresh it might have been of excellent quality.

THE claim has been made by some that pasteurized cream does not produce an ice cream of as good body and texture as does the unpasteurized cream. This claim has been entirely disproved by the work of Baer at the University of Wisconsin and others. In fact, as I have pointed out, pasteurization of clean raw materials, milk and cream, make possible proper ripening and maturing of cream.

It has been the belief of some that cold and especially the temperatures of the hardening room kill bacteria. This belief has been disproven by scientific investigation. It is true that bacteria growth is inhibited and retarded by cold but not destroyed. I think the results of some of the bacterial work on ice cream might be of interest and benefit and I will present some of the data.

Grades and Strength

CRYSTAL Edible Gelatine is graded and priced strictly according to jelly strength, the only true indicator of the stabilizing and water absorption value of gelatine — especially in ice cream.



Crystal Gelatine Co.

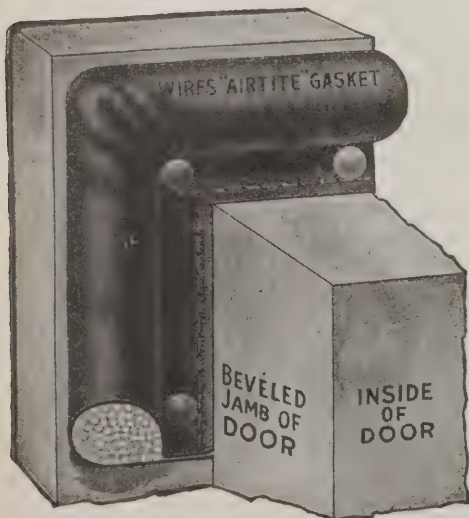
121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
ST. LOUIS

PHILADELPHIA

CHICAGO
SAN FRANCISCO

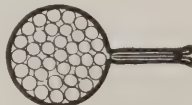


\$STOP COLD-AIR LEAK\$ WITH

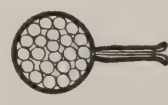
WIRFS WATERPROOF "AIRTITE" CUSHION GASKET

FOR REFRIGERATORS AND COLD STORAGE DOORS. AIRTIGHT SECTIONAL COOLING ROOMS. REFRIGERATOR-JOINTS, RAILWAY COACHES, DWELLINGS AND ALL OTHER PURPOSES REQUIRING AIRTIGHT, DUSTPROOF, WATERPROOF, OR NOISELESS MEANS OF CLOSURE-CONTACT

MADE IN 4 SIZES;
(ANY LENGTH)



NO. 1 LARGE



NO. 2 MEDIUM



NO. 3 SMALL



NO. 4 SPECIAL

SIMPLY TACK ON—TURN THE CORNERS! [SEE CUT]

REGULARLY FURNISHED WITH BLACK RUBBERIZED CASING; CAN ALSO BE HAD WHITE RUBBERIZED CASING

GET SAMPLES AND PRICES, STATING SIZE AND QUANTITY NEEDED.
WILL SAVE YOU MANY DOLLARS.

E. J. WIRFS 105 So. 17th St., ST. LOUIS, MO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Buy A 300 Special

for these reasons:

1. A better product can be produced in a 300 Special. This bold statement has been proven in scores of dairies.
2. Sanitation is possible only by cleaning equipment and keeping it clean. This unit has no coils or other cumbersome parts on the inside, and this, coupled with the character of the surface of Elyria glass-enamel and the construction of openings, makes it a truly "sanitary" vat.
3. Simple construction means lower maintenance costs. The only moving part is the small impeller agitator.
4. Less floor space is required. The 300 Special occupies only about one-half as much room as a coil vat of equal capacity.
5. Economical operation results from few repairs and a saving of labor and fuel.
6. Insulation is an Elyria feature worthy of consideration, both with regard to efficiency in heating and the preservation of the outside paint. Operating conditions in the pasteurizing room are greatly improved because of less heat radiation.
7. Standard interchangeable accessories are now found on all Elyria units. The advantages are apparent. Motor and pulley drives are interchangeable.
8. Durability is to be looked for in all equipment. You will find the 300 Special will become a permanent addition to your plant.
9. Lower prices, obtained through standard design and quantity production, place this unit well within the reach of any plant owner.
10. Immediate shipment can be made from a large stock of machines equipped with either motor or belt drive and with angle stem or recording thermometer.



Write today for complete information and prices!

The Elyria Enamelled Products Co.

Elyria, Ohio

Branches in principle cities



ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

Texas Convention Proceedings

(Continued)

Vice-President Mathewson: Professor A. C. Baer of the Oklahoma Agricultural College will now give us a talk on ice cream. I am sure you will all be glad to hear what Mr. Baer has to say.

* * *

THE ICE CREAM INDUSTRY OF OKLAHOMA.

By Professor A. C. Baer.

IT IS always a pleasure for me to meet with the ice cream manufacturers of Texas. I am glad to be with you today.

For the last two years I have not been as close to the ice cream manufacturing industry as I should have been. Our dairy husbandry department at the college has been enlarged, and this has taken up a great deal of the time which otherwise would have been devoted to the manufacture of dairy products.

The past year the ice cream industry has made its usual progress. I have seen figures showing that the ice cream production now is greater than it ever was before. In the southern half of the United States the production has increased about twenty per cent. This is at it should be, for the consumption of ice cream has not been as great in the South as it should be, in proportion to the consumption in the North. In the North, the consumption of ice cream has been above that of the country as a whole. Cincinnati, for instance, was said a few years ago to have the greatest per capita consumption of ice cream. We hear of other cities

claiming the greatest per capita consumption, especially in the North, and the time has come when the South with its warmer climate should have the largest per capita consumption of this product.

The increase over the entire United States is reported at about ten per cent. No doubt the dry law has had a great deal to do with the increase in demand. Carbohydrates formerly taken from the glass are now taken from a dish or an ice cream cone. People who formerly depended upon the brewers and distillers to furnish refreshment, are now looking to the ice cream manufacturer for it. The candy man has also received his share of the business which formerly went to the brewer, as evidenced by the increase in the consumption of candies.

Throughout the entire world we find the ice cream manufacturing business is increasing. In England, for example, the demand for ice cream has increased about 75 per cent in the past two years. Large, modern plants are being constructed in England, some of them with a capacity of over 1,000 gallons of ice cream a day. Ice cream was little known in the countries of Europe before the war, but the production of it was stimulated by the American soldiers who demanded real ice cream instead of the "cream ice" formerly made in Europe, until now the European manufacturers are abandoning their old name of cream ice and adopting the American name, ice cream.

Australia, known throughout the world as a great butter producing country, is becoming a large producer of ice cream. It is also spreading to South Africa. Just a short time ago I had a letter from a former student who is working for a company operating in South Africa, and he said his company plans to establish a modern plant there, and he wanted me to send some good boys down there to help him. A couple of them decided to go, and were going to send a wire stating they would come, but found it would cost the \$2.83 a word to send a cablegram, so they concluded it would be best to write instead. A young Japanese who attended the University of Wisconsin is now operating the largest ice cream plant in Japan.

Ice Cream Development Is World Wide.

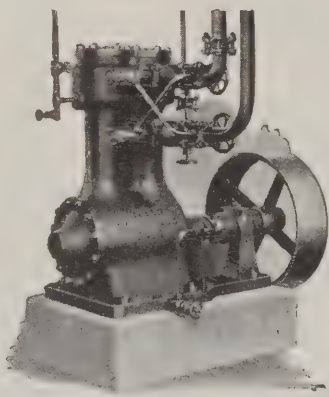
So we find the ice cream business growing rapidly over the entire world. The foreign countries are depending upon America to furnish the ideas, as well as the equipment and much of the supplies for their new industry, and we will have a tremendous influence upon the manufacture of ice cream and other dairy products in the old world.

Some foreign countries are 2,000 years behind times in the handling of dairy products, while others, like Australia and New Zealand, are advanced as far, if not farther than this country in the making of butter. We do not think of Australia and New Zealand as great dairy countries, but it is a fact that butter is being produced there on a more intensive scale than it is here in America. New Zealand is especially noted for its dairy industry. New Zealand farmers use more milking machines in proportion to the number of cows than we do in this country.

However, I would build my talk to you this morning around the quality of ice cream. Quality is a word that may mean little, or it may mean much. To you it should mean much, for a uniform high quality of ice cream is what you all should produce. The ice cream of

Head of Dairy Dept., Oklahoma Agricultural and Mechanical College, Stillwater.

Vilter Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

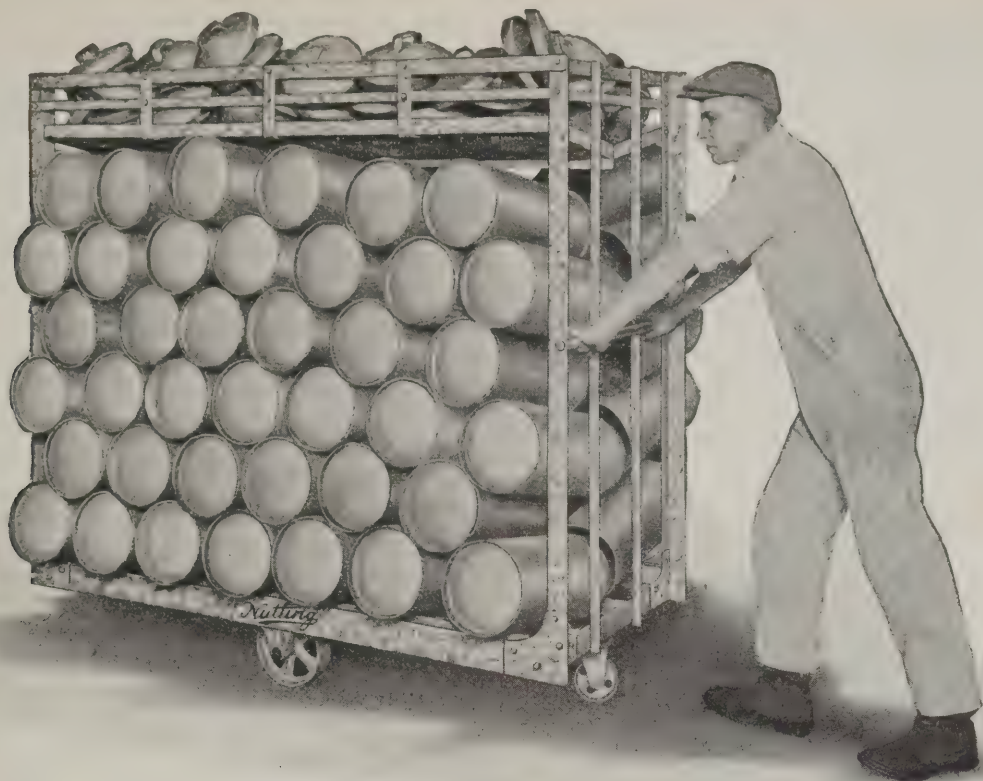
Let us submit quotations on your requirements
—no obligation to you.

The Vilter Manufacturing Company
ESTABLISHED 1867

830 Clinton Street

Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



It saves labor costs *and* lasts for years

YOUR empties are piled right, drained thoroughly, counted automatically, take up less space and are rapidly moved by the

Nutting

ICE CREAM CAN TRUCK

Busy, progressive plants have found this truck provides the quickest and most efficient way to handle their ice cream cans.

Furthermore, they have found that this solidly-built, rustproof truck will give years of service without trouble or repairs. *Note the features of its construction.*

New Low Price (30x66 in.) Top rail included, \$52.00
F. O. B. Faribault or Chicago.
(Less without the cover-holding top rail)

Order from your jobber or write us for Bulletin C-6 showing this and other Nutting Floor Trucks for the Dairy Industry.

Features of Strength

1. Extra heavy construction of galvanized steel.
2. Riveted like a boiler and specially braced at the corners.
3. Heavy wheels with spokes ribbed both ways, and with flat faces to save floors.
4. Rolled steel axle, with no bolt holes to weaken.

Features of Convenience

1. Easy running—ball bearing swivel casters.
2. Can guide in center of truck lines up first row of cans—for quicker loading.
3. Cans piled slanted; no slop before washing; well drained after washing.
4. Balance type for easy turning.
5. Full 6-inch top rail holds all covers of a load of cans.

NUTTING TRUCK CO., 1203 DIVISION ST.
FARIBAULT, MINN.

Floor Truck Specialists Since 1891

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring.

THIS VALUABLE FEATURE IS
PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE
UP-TO-DATE



HANDLE
"McLAREN'S"

The McLaren Products Co.

PEORIA
ILL.

DAYTON
OHIO

KANSAS CITY
MO.

South is not what it should be. We are criticized by men of the North for making a poor quality product. They tell us that our cream in the South is not fit to eat. This, of course, is not true, but we should be making a product that is beyond reproach, and one that will stand the test of time.

One reason for our not making the quality of ice cream we should have is that throughout the South it is not realized that competition and quality and price are big factors in the business. When competition makes it necessary to use lower quality raw materials, the best uniform quality cannot be maintained.

Ice cream of the South ought to be of more uniform good quality. We could gather samples of ice cream made in 100 different cities, and find no two samples alike. We would have a great variety of flavors, color and texture. We would have a hundred samples of vanilla ice cream with as many different flavors of vanilla. If we could get the vanilla manufacturers to make a standard vanilla flavoring, we could get uniformity on that point. If the gelatine we use were uniform in quality, our ice cream would be uniform in stability, and if our raw materials were uniform in flavor and quality, we would have greater uniformity in flavor and quality of the ice cream. A hundred different ice cream makers may have a hundred different ideas about making the ice cream, another factor in our lack of uniformity.

We cannot, however, expect to attain uniformity in the manufacture of ice cream as we have reached in the making of butter and cheese. The making of butter and cheese is a simpler process, fewer ingredients enter into its manufacture, and uniformity can therefore be reached to a very high degree.

The question might be asked as to why ice cream should be uniform in quality. Some of you may say you do not want your ice cream to be like your competitor's, for you want to build up the demand for your own particular kind of ice cream. You may want to have a great difference in flavor, texture, etc., in order that the people of your community will recognize your own ice cream when they taste it. Ice cream is becoming known throughout the entire world, and in order to make it just as popular as possible among the people it should be of the highest quality and uniformity it is possible to maintain. People living in one city should be able to obtain ice cream in another city of just as uniform good quality as they can find at home. They should find the same quality in one state as in another and the same quality in the old world as in the new and by thus cultivating the desire of the people for a uniform good quality of ice cream, the maximum per capita consumption throughout the entire world can be obtained.

The best and most uniform quality of ice cream can be made when fresh raw materials are available and you ice cream manufacturers should encourage the production of milk in your communities by using just as much of the surplus during the summer months as you possibly can. You help yourself to make a high quality of ice cream, and you lay the foundation for better quality for the years to come. Good raw materials are to a great extent responsible for the high quality of ice cream made in Milwaukee. Ice cream manufacturers in that city have available the best quality of fresh raw materials. There are big dairy herds under the care of farmers who make a specialty of producing good quality milk, farmers who know how to produce milk of good flavor, and take proper care of it till it is delivered to the manufacturer.

Of course, the raw milk must be purchasable at a reasonable figure, and the ice cream manufacturer can

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

not compete with the milk dealer at present prices of finished dairy products, and pay for raw milk the same price as the milk dealer pays. Yet, the milk dealer cannot profitably use all the surplus during the summer months, which should be available to ice cream men at a figure they can afford to pay for it. Usually this surplus milk can be purchased for less money during the flush season.

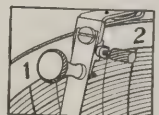
About sixty per cent of the ice cream made in this section is a reconstructed product, and chiefly because of the scarcity and higher price of raw materials. Production of milk here should be encouraged at all times, in order that the best quality of ice cream may be made. Farmers get discouraged, and justly so, when they must sell the product of their cows for sour cream prices. There isn't enough money in dairying that way to justify their increasing and improving their herds, unless a fluid milk market is provided for them.

There has been quite a bit of agitation along this line in Oklahoma recently, and we have been criticized for not making a market for whole milk in Oklahoma. This is quite a problem, and I have given considerable thought to it. Cheese factories have been suggested as a partial solution, but we would then have to solve the problem of curing and marketing the cheese. In this country it would be necessary to provide refrigerating for the cheese curing rooms, which would be very expensive, and would make it impractical to establish cheese factories. The best solution of the cheese factory problem that I have found is to establish cheese factories to take care of the fluid milk, and have a central curing plant, to which the little factories could ship their cheese every day or two, thereby doing away with the need of expensive equipment for refrigeration.

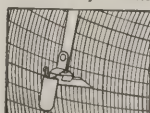
Before we establish cheese factories in Oklahoma, however, we must look around for a market for our cheese, and we must educate the farmer to produce a better quality of milk. Milk of the highest quality is needed to manufacture a good uniform quality of cheese. The farmer must take care of the milk, cows' udders must be cleaned before milking, the farmer must learn to use plenty of hot water for the cleaning and sterilizing of pails, cans, coolers and other utensils. The farmer must also learn the necessity of proper feeding. I saw cows last May that were being milked, and I wondered how they could give milk at all, they were so thin. They were of the good dairy type, the type that will milk off every ounce of flesh they can spare, but the best of dairy cattle will not yield the farmer a living wage and profit unless they are properly fed.

And in order to produce the best quality of ice cream, we must have the good quality milk that I have just been talking about. The milk must be handled in the most sanitary manner possible, and ice cream manufacturers should try to get this whole milk. It should not be necessary to use cheaper ingredients in the manufacture of ice cream. I would rather see the ice cream manufacturer use a good quality of ingredients and charge \$1.50 for his ice cream, than to use poorer quality products and sell it for 90 cents. I know of ice cream factories that have built up a wonderful business on quality alone, and they charged from ten to twenty-five cents a gallon more. The people appreciate quality. I will believe that ten per cent of butterfat is sufficient for our ice cream, but there are many factories making cream of a much higher fat content, making big sales, and getting a good price for it. Some factories in the East are making a 20 per cent butterfat product, and have built up a wonderful business for this quality of cream.

The chief point in favor of the ten per cent ice cream is that it is a more nearly balanced food product. I do not mean that it is a better quality product so far as



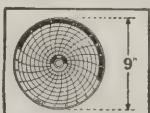
1—Pen Pressure and Position Adjustments



2—Fountain Pen Point



3—Fixed Pivot



4—One Size Chart



5—One Turn Chart Holder



6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.

TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.

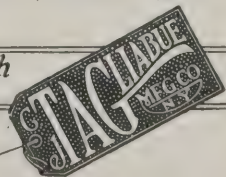


Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769



the ingredients are concerned, but it more nearly meets the demands of the human body for fats, sugars, and minerals.

There are many other things I could talk about in connection with ice cream, but they are old subjects. We have been discussing overruns, temperatures, acidity, and these problems are not solved by any means, but I haven't anything new to present to you along this line just now. No one knows all about overrun. For instance, just a short time ago I had a letter from a man up North who said he couldn't keep his overrun down below 150 to 160 per cent. He explained his procedure to me thoroughly, and I suggested to him that he weigh a quart of his mix, and then weight a quart of his ice cream, and see if his calculation of overrun was OK. He wrote back that his first figures were a mistake, and that some adjustments had to be made on his overrun tester.

Only a few years or so ago we thought it was necessary to develop acid in the mix in order to obtain the necessary viscosity of the mix, but experiments have proved that this belief was unfounded. It is not necessary to develop acid in your mix in order to obtain a good overrun. We have found that ageing the mix without acidity produces a better overrun than aging the mix with a high acidity. The low acid mix will retain the air much better. I was quite sure of this as far back as 12 years ago, and experiments since that time have proved the theory to be correct. If any of you would like to experiment along this line yourselves, take five samples of cream each one, two, three, four, and five days old, in which the acidity has had an opportunity to develop slightly, and you will find that the low acidity cream will whip much easier than the others. If you have any doubts, it is an easy matter to take a few

samples and try it yourself. A year ago last summer I made more than one hundred of these tests, and found that high overrun was obtained from a mix with a low acidity, and that it is not the acidity, but the longer ageing that gives the mix its property to retain air.

The amount of gelatine, the quality of gelatine, and the method of adding it to the mix also have some influence on the overrun, which also makes the overrun harder to control. In this state the overrun is not of so much consequence, but in the state of Kansas they have a law which requires that ice cream must weigh 4.75 pounds per gallon. Ice cream factories in Kansas cannot comply with the law, for the overrun is too difficult to control. One can of ice cream may weigh 4.6 pounds to the gallon, and the other 4.9 pounds, and it may have been made in the same factory, under identical conditions, and from the same batch of mix.

Another question is sanitation. It would do no good to pasteurize the mix and use the best of methods if the mix is allowed to become recontaminated after pasteurization. Extreme cleanliness must be practiced, in order to hinder as much as possible the growth of bacteria. There has been no definite standard for the bacterial count in ice cream fixed, but the American Dairy Science Association is about to agree on a content of 20,000 per cubic centimeter. This count, of course would be approximate, for it is impossible under present methods to count the bacteria accurately. In most factories it would be impossible always to produce ice cream with a bacterial content of less than 20,000, but the monthly average should be less than that. It would mean that a man could not have a count one day of 20,000,000, and 10,000 the remainder of the month, for his average would be many thousands above the standard.

The bacterial count of ice cream is of much value being not only a check that the manager can have on the ice cream making processes, but it shows him how his employees are handling his product from the sanitary point of view, and gives him a good idea of the quality of raw materials he is using. In 98 per cent of the cases the milk from unclean cows produces a bad flavor in the ice cream, and the bacterial count is a most effective means for its detection. A bacteriological test provides a check on the cleanliness of utensils on the farms and the ice cream factory. Utensils must not only appear clean, but they must be bacteriologically clean, in order to produce an ice cream with a low bacterial count. This point cannot be too strongly impressed in the minds of the help in the ice cream factory, for it is one point that can be made to produce or to fail to produce a high quality product.

Pasteurization Is Essential.

Pasteurization of dairy products is so essential that we have laws requiring it, but the public do not know that pasteurization is absolutely necessary in order to provide absolutely safe butter, market milk or ice cream. Even some of our physicians do not know, and do not believe that dairy products should be pasteurized. I can give you an example of this from my own personal experience. An athlete at the university was talking to a physician, and remarked that he was drinking lots of pasteurized milk. The physician told him to quit and drink raw milk instead, for the pasteurized milk did not have a single vitamin left in it. The student asked me what I knew about it, and I told him that the statement was absolutely untrue, and to tell that doctor he hasn't read anything in the last ten years. E. McCollum, discoverer of vitamins says, that if all vitamins at all are destroyed in the process of pasteurization of milk, one-quarter of a teaspoonful of orange juice a day would furnish the body with all the vitamins lost through the pasteurization of the milk.



THIS Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since it was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel

Patented Jan. 21, 1923

rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.

Texas Barrel Co.
HOUSTON, TEXAS



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

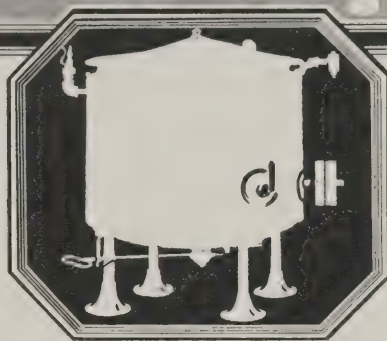
WHO USES THE "PFAUDLERETTE"?

THE surest test of the success of a new unit is to be found in the rapidity with which it is adopted by the trade. On top of this is the calibre of the users. Our sale of the "Pfaudlerette" has never been larger than it is now. (Production for both February and March was double that of January.)

Here are some of the buyers of "Pfaudlerettes" during the last 60 days:
(this advertisement dated March 15, 1924)

Clearwater Co-op. Creamery,
Clearwater, Minn.
Quality Creamery Co.,
Spartansburg, S. C.
Yakima, Dairymen's Assn.,
Yakima, Washington.
Golden Star Dairy Co.,
E. Liverpool, Ohio.
Frank Strzepa,
Holyoke, Mass.
Johnstown Sanitary Dairy,
Johnstown, Pa.
Maurice Casey,
Springfield, Mass.
American Milk & Cream Co.,
Oneida Castle, N. Y.
Corbett Ice Cream Co.,
Cheyenne, Wyo.
Ohio Valley Dairy Co.,
Martins Ferry, Ohio.
Flynn Dairy,
Des Moines, Iowa.
Lyman Johnson,
Wyandotte, Mich.
Winn & Russell, Inc.,
Seattle, Wash.
Breakstone & Levine,
Grand Gorge, N. Y.
Clover Dairy,
Whitehouse, N. J.
The Sumner Co.,
Akron, Ohio.
Ft. Dodge Creamery Co.,
Ft. Dodge, Iowa.
D. H. Ewing's Sons,
Louisville, Ky.
Independent Milk Co.,
St. Paul, Minn.

McLeansboro Creamery Co.,
McLeansboro, Ill.
Independent Dairy Co.,
Seattle, Wash.
Jasper Co. Co-op. Creamery,
Jasper, Minn.
Michigan Agri. College,
Lansing, Mich.
Culhane Dairy Co.,
Huron, S. D.
Blumer Products Co.,
Monroe, Wisc.
Elgin Dairy Co.,
Ft. Dodge, Iowa.
Marshall's Ice Cream Co.,
Marshall, Minn.
Duchess of Devonshire Dairy,
Cullompton, England.
Ideal Ice Cream Co.,
Paragould, Ark.
Brookshire Ice Cream Co.,
Meridian, Miss.
Burdan Bros. Inc.,
Pottstown, Pa.
Fraser's Milk Products Co.,
Fraser, N. Y.
McTavish Bros.,
Victoria, B. C. Can.
B. S. Boyd & Co.,
Cannonville, N. Y.
Smith Dairy,
Orrville, Ohio.
Henry W. Ochs,
New Brunswick, N. J.
Royal Ice Cream Co.,
Tacoma, Wash.
Connor Ice Cream Co.,
Coshocton, O.



\$675
f. o. b. Rochester, N. Y.

—buys the "Pfaudlerette," a complete 300 gallon glass lined pasteurizing unit. You need not buy extras. It is ready to install.

Specifications include:

Tank complete (shell of 5/16" steel) glass lined.

Equipped with:

Standard Spray Coil and Brine Strainer.
Sarco Steam Trap
Standard Flush Valve
Angle Stem Thermometer (recorder may be had at extra cost)
Vacuum and Pressure Gauge
Pop valve
Pressure Regulator
Impeller Agitator with tight and loose pulleys
Conical Copper-tinned Cover
Standard lugs and pipe legs

Check on the coupon below the operation in which you are interested. Details will be sent without obligation.

THE PFAUDLER CO., 217 Cutler Building
ROCHESTER, NEW YORK

The World's Largest Makers of Glass Lined Steel Equipment

Branches in Main Centers

MEMO

Please send details on "Pfaudlerette" used as:

☐ Pasteurizer

☐ Buttermilk Tank

☐ Starter Can

☐ Ice Cream Aging Tank

☐ Storage Tank

☐ Cream Ripener

Send details on other glass lined equipment as follows:

Name

Street

City or Town

I.C.R.4-24

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

It might be interesting for you to know that since I began answering inquiries through The Ice Cream Review five years ago, I have received 1,979 letters from ice cream factories regarding their methods of making ice cream, and that 42 per cent of them have come from the southern half of the United States. They have come from every state in the Union except four, and twelve per cent came from Wisconsin. Inquiries also came from eight foreign countries. The general type of inquiry is about the same as five years ago, indicating that new factories are being established and that our experience up to five years ago is not quite so generally understood as we might suppose.

* * *

Vice-President Mathewson: If there are any questions any of you would like to ask Professor Baer I hope you will take advantage of the opportunity you now have.

Mr. White: Some time ago we solicited the support of the food and drug department at Austin to get our pasteurization law and we found that the dairy commissioner was against it. The commissioner was supposed to be with us here at the convention and give us a talk but he has failed to arrive. We would like to have him here today to debate with Prof. Baer the question of pasteurization. We hope to be able to have him on our program the next meeting and if we can, we will have Professor Baer come down again and raise the question of pasteurization on the floor.

Prof. Baer: If you wish to have me debate with the commissioner in regard to pasteurization, I would like to have you advise me a few days in advance as I have a couple of trunks full of medical journals and pro-

fessional papers that I would like to bring with me. It seems that the health authorities are not keeping up with the latest developments. If pasteurization of milk kills the vitamins in milk, why is it that people in Chicago, New York, Philadelphia and other cities where pasteurization has been enforced for several years, do not die by the thousands. Surely people in these cities are just as healthy, if not more healthy than they are in cities where pasteurization has not been required. I do not understand why men in charge of the health department of the states and cities should insist that raw milk is just as good as pasteurized milk as a food.

Mr. Boedeker: Which do you consider best, 10 or 12 per cent serum solids?

Prof. Baer: Not over 10 per cent. If serum solids are nice and fresh it is all right to put in 12 but if you put in over 12 you are passing the danger point and are liable to have sandy ice cream.

* * *

Vice-President Mathewson: We are going to have talk now from Mr. Boedeker on ice cream cabinet. Mr. Boedeker has devoted considerable time and study to the iceless ice cream cabinet and I am sure you will get a great deal of information from him. He is going to talk to you from the standpoint and viewpoint of the large manufacturer who has considerable delivery expense.

(To be continued next month)



DISTRICT MEETINGS PROVING POPULAR.

(Continued from page 25)

Canton—B. A. Milliken of Youngstown, chairman, and E. H. Campbell of Salem, vice-chairman.

Zanesville—John Hemmer, chairman, and H. S. Dassel, vice-chairman.

Athens—J. J. Schmidt of Athens, chairman, and E. Cox of Portsmouth, vice-chairman.

Toledo—R. L. Graham of Lima, chairman, and W. Gleason of Bryan, vice-chairman.

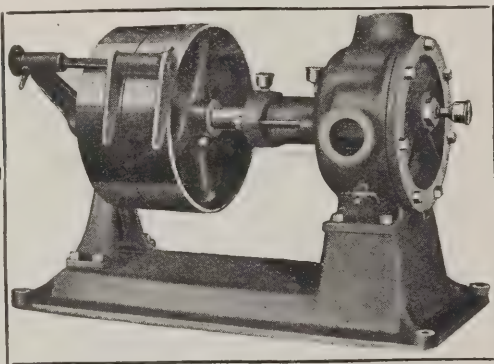
Dayton—L. E. Ellis, chairman, and P. E. Benne, vice-chairman, both of Dayton.

Cincinnati—W. C. Shorb of Cincinnati, chairman, and Frank French, Cincinnati, vice-chairman.

Columbus—L. F. Monte, Marion, chairman, and M. Jewell of Mt. Vernon, vice-chairman.

DISTRICT meetings were held in Kansas in February at Grand Bend, Wichita, Cherryvale, Concord, Topeka and Manhattan, with a scoring contest at the last named place.

The North Carolina association likes the idea of holding district conferences. The Georgia association holds four a year. The manufacturers of the mountain states, where no association exists, hold conferences of this kind once in a while, as also the manufacturers of the Pacific Northwest.



VIKING—The Practical Pump

For pump users who demand dependability and economy of operation.

The VIKING is self-priming and delivers a steady stream under varying heads. This eliminates all splashing and pounding.

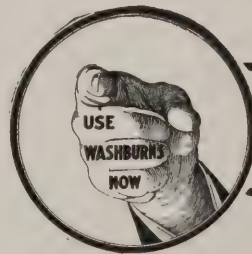
Only two moving parts—no valves, springs or other trouble-makers.

Get the Viking catalogue. It's yours for the asking.

VIKING PUMP CO., Cedar Falls, Iowa

VIKING PUMPS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



See Outside
Back Cover

A Bold Sweeping Offer

WOULD you like to receive an assorted dozen No. 10 cans of our ice cream fruits and flavors that are new to you?

A few of these products are listed in the coupon below. Have you ever tried Toasted Nut Paste, Butter Scotch, Black Walnut, Fig Walnut, Harvest-Moon Special and other items?

These flavors are being used by ice cream companies in all parts of the country. They are not experimental in any sense, but they may be new to you.

Here is our bold, sweeping introductory offer. Make up an assortment of one dozen No. 10 cans from the list in the coupon. If any item is unsatisfactory, you need not pay for that item. Deduct it from the invoice and remit only for those items that are satisfactory.

Fair enough? Then check your assortment in the coupon and mail it to us.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of the celebrated Honeymoon Special, Maple Concrete, Black Walnut, Egg-Nog and many other flavors. Write us for complete list.



Mail Coupon to **THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.**

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Toasted Nut Paste | <input type="checkbox"/> Butter Scotch | <input type="checkbox"/> Improved Strawberries | <input type="checkbox"/> Orange Pineapple |
| <input type="checkbox"/> Black Walnut | <input type="checkbox"/> Nut Caramel | <input type="checkbox"/> Cocoa Paste | <input type="checkbox"/> Red Raspberries |
| <input type="checkbox"/> Mixed Fruits and Nuts | <input type="checkbox"/> Holiday Pudding | <input type="checkbox"/> Peaches | <input type="checkbox"/> Fig Marmalade |
| <input type="checkbox"/> Fig Walnut | <input type="checkbox"/> Dry Mixed Nuts | <input type="checkbox"/> Honeymoon Special | <input type="checkbox"/> Harvest-Moon Special |

Gentlemen: Enter our order for one dozen No. 10 cans of assorted items as checked above. (Entire cost will be less than \$25.00 if the assorted dozen calls for twelve different flavors.)

Company _____ Buyer _____
City _____ State _____

Proceedings of the Ohio Convention

(Continued from March issue)

PROFESSOR Stoltz briefly outlined the work of the College of Agriculture, and especially those branches that have to do most with the dairy interests. The university has furnished men now employed in some of the most progressive ice cream plants in Ohio, and practically all other states. Men produced by the college are equipped not only to perform duties in the laboratories, but they are furnished with the fundamentals in business necessary for the development of a department or plant manager or an executive. Professor Stoltz cautioned the ice cream manufacturers against expecting a man fresh from college to immediately become proficient in plant operation. He says these men may not be better managers than non-college men when they begin their work, but their college training helps them to develop more rapidly, and to grasp and handle situations to better advantage.

The college has done little experimental work in ice cream recently. An investigation was conducted with the view of determining the number of profitable and unprofitable stops served by different ice cream manufacturers. Seventeen factories, representing 750,000 gallons of the icecream sold in Ohio during August, 1923, reported. The following table shows the result of the investigation.

Gallons of ice cream served per customer	Number of stops	Gallons of ice cream served each (average)	Per cent of total sales
120—or more	1937	241	69.3
90—120	623	101.95	9.4
60—90	937	73.44	10.2
Less than 60	1951	37.76	10.7

One company had over 90 per cent of their sales fall into the first class. Another had less than two per cent fall into the fourth class.

Professor Stoltz urged the elimination of the unprofitable stops. These usually demand at least three kinds of cream, which remains unsold so long it is no credit to the ice cream manufacturer when it does finally reach the consumer. One manufacturer offered the opinion that he could afford to have the small dealer come to his plant for his cream and give it to him absolutely free of charge and he would not lose any more in that way than he does at the present time making free deliveries, and giving free service.

The address of Dr. Luther P. Howell on "Ice Cream as an Essential Factor in Infant's Feeding" will be published in an early issue.

Concluding the program of Thursday afternoon was the address of E. Elmo Martin of Cleveland on "Just Business." It is Mr. Martin's business to lead the Elmo Martin Service, Bulkley Building, Cleveland, advisors with executives in sales costs and sales analyses, training of department heads and executives, etc. His talk was chiefly on the executive, and his duties as a leader of a teacher to delegate authority to carry out his wishes to subordinates. He is a firm believer in placing responsibility with authority upon employees, and the use of the kind word of appreciation instead of the harsh word of reprimand.

Hon. Arthur McWilliams, Dairy and Food Commissioner of Ohio, was called upon to discuss, "The Application of the Ice Cream Law."

"The question of sanitation in ice cream manufacturing plants has assumed the status which has revolutionized most of our food industries within the past few years. The public is taking a decided interest in places and methods used in the production of articles offered for their consumption. This trend towards cleanliness and inviting appearance is forcing a general remodeling of food distributing establishments, influenced by daily personal contact with the public and gradually and surely extending to the sources of production.

"The grocery store, of our younger days, with its absorbent sawdust covered floor and open display containers, inviting contamination, is a thing of the past, and the ice cream plant in the dark, musty cellar with an atmosphere of sewer gas must pass with it.

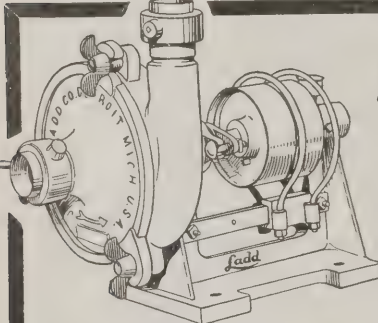
"As the index tells us the contents of a book even does the outward appearance of your factory serve as a guide to quality and purity of your product.

"The manufacturer should guard himself against indifference to public inspection and not content himself with the thought that taste is all the consumer seriously considers and that he is not solicitous of the sanitary conditions attending the production of his food.

"Many fail to understand the true importance of a well appointed shop as an advertising factor, especially when located so as to come under the daily observation of the general public; in fact the appearance of the establishment expresses the character of the operator. There is no substitute for this form of advertising: newspapers, novelties, carders, etc., are secondary, and once the word 'unclean' is broadcasted predicated your place of business, its significance in the present commercial life is much the same as in the social life of Jerusalem hundreds of years ago.

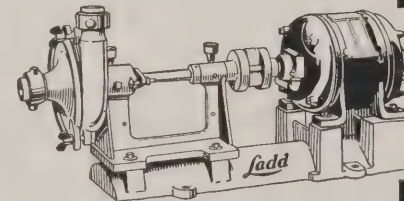
"True more capital becomes involved in elaborating establishments, but a more stable and profitable business usually follows. Expensive equipment is not always necessary to produce a sanitary article, but insufficient installation is extravagant and decidedly poor business policy. Frequent painting is a commendable practice and goes far in imparting a clean, fresh, pleasing appearance, besides paint is antiseptic in properties and one of the best sanitary agents known.

"Proper ventilation—a circulating atmosphere of the highest purity attainable is a very important factor in ice cream production.



New Ladd Sanitary Milk Pump

Does Not Churn
Does Not Affect Cream Line
Does Not Whip




Direct connected motor or adjustable belt shifter type.

Does Not Vibrate
Does Not Froth
Does Not Pound

Our experience enables us to perfect the details in our pump—to give it the right kind of impeller, impeller housing, stuffing box, bearings, and other essential working parts.

Write for Booklet.

"National Approved"



Distributors Specialties"

JOHN W. LADD CO.

Detroit Columbus Cleveland Cincinnati

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Treat your Ice Cream Cans *right*— use *G-W Ice Cream Can Tongs*



They'll greatly prolong the life of your cans. Fit snugly around the sides and lift cans easily out of tubs or wagons—without danger of denting or puncturing.

They are time and labor savers, too—do away with the inconvenient method of lifting by hand.

Write to the nearest office below for prices and further information on these tongs and our complete line of ice tools.

MAIN OFFICE: 5 HILL ST., HUDSON, NEW YORK
 New York: 50 Church Street
 Chicago: 565 W. Washington Street
 Pittsburgh: Peoples Bank Bldg.
 Boston: 222 State Street
 Plants: Hudson, New York and Oakmont, Pa.

Gifford-Wood Co.
 BUILT STRONGER LASTS LONGER
 ICE HANDLING MACHINERY AND TOOLS

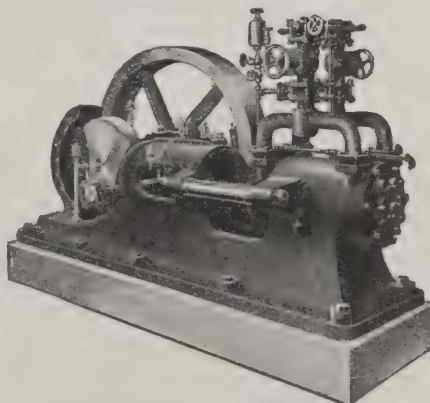
CP Mechanical Refrigeration

"OUR CP Refrigerating Machine was installed for us about five years ago and although it has never had the attention of a mechanic, it does just as good work now as it did when first installed."

The preceding is an extract from a letter recently received from Mr. F. C. Pernert, Mgr. of the St. Louis Co-op. Cry. Co., St. Louis, Mich., and expresses the general sentiment of CP Refrigeration users everywhere.

Its extra heavy construction, long life and quiet operation are features that appeal to all users.

Made in vertical and horizontal designs in sizes ranging from 1/4 tons upwards driven by belt or electric motor. The vertical type may be either automatic or hand operated. Please write for catalogue. Address



Horizontal Refrigerating Machine

THE CREAMERY PACKAGE MFG. COMPANY

General Office: 61-67 W. Kinzie St. Chicago, Ill.
 SALES BRANCHES EVERYWHERE



IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

sider as the finished product is about 50 per cent air. Sunshine is not only preferable for light, but as you are well aware of the most potent natural bacteria destroyer. Natural light, ventilation, drainage and paint may be considered the cardinal points in construction of a factory.

"The main source of contamination is the returned empty can and a thorough sterilization and cleansing is absolutely necessary, especially, when customers disregard rule 113 of our sanitary code which provides 'they shall be cleansed as soon as emptied to prevent development of dangerous bacteria.'

"To maintain a plant in proper sanitary condition requires daily attention, as a matter of protection both to the consumer and yourself, as communication of disease through carelessness or neglect in this respect would entail commercial hardship. Also, we still hear an echo of the disaster suffered by the olive industry a few years ago due to botulinous development caused by improper processing.

"Ice cream has become a household necessity as evidenced by the marvelous increase in consumption within the past decade. The average annual expenditure for this delectable food being approximately \$6.00 which alone speaks a volume within itself from a health standpoint.

"We have not nearly reached the point of saturation yet as there is an ever increasing demand from year to year, adding prominence to the enterprise in industrial life.

"The old anti-slogan of 'chill the stomach—retard digestion' days are past and the public is realizing, through splendid educational work, that every ingredient that enters into the finished article which comes to his table, is a pure, healthful food product.

"Doctors orders 'you can give the patient a little barley water' has been supplanted by 'give him ice cream and tell him to eat it slowly.'

"Your association has shown a splendid spirit of progress and enterprise and with a consistent and uniform continuation of such activity the ice cream industry of Ohio will be superior to that of any other state."

FRIDAY afternoon the discussion on refrigerated cabinets was led by Mr. Schindler of the Telling-Belle Vernon Company of Cleveland. Mr. Schindler spoke briefly on the experience of his company in

placing cabinets with retailers in town and suburban routes for experimental purposes. He did not, however, have any specific data on the cost of operation.

Considerable discussion followed Mr. Schindler's remarks and among other things it was stated that an allowance of five to seven cents a gallon is being made by certain other manufacturers to dealers who are furnishing their own refrigerating cabinets when the ice cream manufacturer had previously been furnishing the ice himself. One prominent manufacturer in the Middle West, who had refrigerated cabinets in operation for two or three years, came to the conclusion at first that five cents was the proper amount to allow per gallon but later raised this to seven cents.

Regarding keeping cabinets in first class condition and operation, it was stated that in the larger cities a service company would probably have to be organized for the purpose of caring for all of the cabinets in town. The different ice cream manufacturers would be the stockholders and subscribers to this and would pay for it on the basis of the number of refrigerated cabinets that they have in operation.

One of the delegates brought up the point that if refrigerated cabinets are installed it would render useless a good deal of the present equipment of the ice cream factory, including the expensive ice making machinery that many have installed, the present day cabinets, trucks, etc. This point was answered by another delegate who stated that this situation would easily take care of itself for deliveries on refrigerated cabinets are so slow that it would be impossible for anyone to secure enough refrigerated cabinets to take care of all of the trade for some years to come.

There was considerable time spent in discussing the ownership of the cabinets as to whether or not the ice cream manufacturer should be the owner. The consensus of opinion is that the cabinet should be the property of the dealer and the one point especially in favor of this consensus is that if anything happens to the cabinets it is the owner who is responsible, and if the owner happens to be the ice cream manufacturer he is liable. For instance, if a machine should be installed in a large department store and should spring a leak, which is liable to happen to any machine, and the store would have to be closed temporarily until the leak is repaired, the ice cream manufacturer would very likely have a suit for very heavy damages to face because of his ownership of the cabinet.

Another reason given as to why the dealer should own the cabinet is in changing the brand of ice cream. If an ice cream manufacturer puts a cabinet into a dealer's place of business, it costs him a considerable sum to make the installation. The dealer may change his mind in three months about the kind of cream he wants to sell and tell the manufacturer to take out his cabinet because he wants to sell another brand of ice cream. If the dealer owns the cabinet the expense of taking out or re-installing machines would be eliminated entirely. One of the delegates suggested that an agreement could be entered into between the different manufacturers in town whereby they would agree upon a standard price for different sizes and makes of cabinets that have been installed and the manufacturer could arrange to use the other fellow's cabinet when a stop is lost or gained.

A committee was appointed to recommend to the convention what action the Ohio association should take regarding the use of refrigerated cabinets. A resolution was offered, the substance of which is that

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Try a Keg of Tutti Frutti Mixture At Our Risk

If you insist on using the choicest material in bulk fruit creams, fancy brick creams and mixed fruit ices, here's your chance. We're ready to prove at our risk that Reyam Tutti Frutti Mixture, while no higher in price than ordinary solid packed fruits, is head and shoulders above everything in quality.

Order a 5 or 10-gallon keg; try a half-gallon or gallon; if it isn't first class in every way return the remainder at our expense and without a cent to pay for the amount used. Reyam Tutti Frutti Mixture is solid packed, cold process goods, absolutely without waste. Keeps perfectly to the last drop and is ready for instant use. It will not freeze hard and the bright colored fruits show up beautifully in your bulk or fancy brick creams. Order a 5 or 10-gallon keg TODAY!

The CINCINNATI EXTRACT WORKS

422-423 W. 4th St., CINCINNATI, O.



New 1924 Pack Strawberries Ready April 15

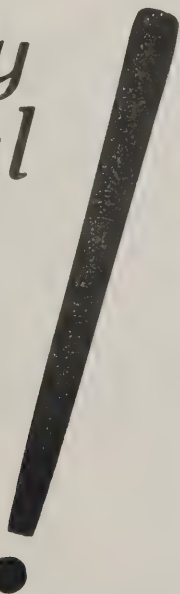
Ride this hobby to big business! Advertise fresh fruit strawberry ice cream in your trading section and watch strawberry sales leap upward. Our choice new 1924 crop strawberries will be ready to ship on or before April 15. Prices are right. Better order your supply NOW!

Reyam Butter Scotch

for Butter Scotch ice cream is equally tempting as a dressing for individual cups or flavoring bulk creams. Ready for immediate use. Packed in No. 10 cans. A high powered business builder. Order it today!



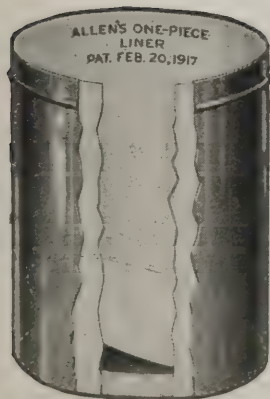
Decidedly Practical



ALLEN One-Piece Sanitary CAN LINERS

are not only practical from the point of sanitation and better impression they give to the recipient of your package, but also in the time they save in cleaning cans—keeping the ice cream from adhering to the inside of the can. The freedom of direct contact of the inside wall of the can with the cream prevents premature rusting and gives more service per can.

Your
Jobber
Can
Supply
You



Send
for
Samples
and
Prices

The Allen Candy Company

Pontiac

Manufacturers

Illinois

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

"in view of the involved nature of the refrigerated cabinet question, and the uncertainties of the situation, the committee recommends that no ice cream manufacturer of Ohio furnish refrigerated cabinets to any ice cream dealer to whom ice cream is shipped by express or other conveyance other than a truck owned by the manufacturer; that no cabinet be furnished by any manufacturer in the city or locality where they are not now in use except by mutual understanding of the manufacturers in such city or locality; that the dealer pay for current and water whether the cabinet is furnished by the dealer or the manufacturer and where now being paid for by the manufacturer that an effort be made to change the practice; also, that in view of the data available that the cost of ice and salt supplied is eight cents per gallon, an allowance of not more than ten cents a gallon be made to the ice cream retailer where free ice and salt were formerly given."

The committee asks more time to consider other involved points. Also, that the association not take any definite action regarding the cabinet question until the committee had had an opportunity to report.

J. Schmidt of the Cline Ice Cream Company of Athens, Iowa, discussed, "Legislation and Regulation." Mr. Schmidt is particularly interested in the standard question, which we understand is to again be brought before the Ohio legislature. It is being fostered by the producers of milk who are under the impression that a higher butterfat standard for ice cream would create a greater market for dairy products. Mr. Schmidt believes that there is a lack of understanding between the farmer and the producer of ice cream and that an attempt should be made through the larger organizations to show the farmer wherein he is wrong.

He believes that by interesting such men as Frank Lowden, president of the farm federation, the idea could be effectively advanced and the farmer could be made to understand that the ice cream manufacturer is more interested in the increase in the sale of ice cream, and therefore in the sale of dairy products than the farmer is himself and that the ice cream manufacturer is, therefore, going to do everything he possibly can to increase the sale of ice cream and that if he believes an eight per cent fat standard will sell more ice cream, the farmer should insist upon retaining that standard.

Mr. Schmidt also called attention to the need of a laboratory where dairy product manufacturers of Ohio could send samples of their product to be tested for butterfat and total solids. For the fee that ice cream manufacturers pay to the state department, they believe they should be able to install and maintain a well equipped laboratory for this purpose.

Another point brought up was the need of regulation required in the return of empty packers. Most states provide that packers must be washed and returned in good condition but they do not require their prompt return. The Wisconsin law, he stated, required the return within 72 hours but it is not very rigidly enforced.

Stanley Ross of the Moores & Ross Milk Company, Columbus, spoke on "Ethics in Ice Cream." His address will appear in an early issue.

A joint committee on the control of Babcock test operators gave their report which was as follows:

Control of Babcock Test Operators.

The joint committee on control of Babcock test operators made the following report:

Report of Joint Committee on Control of Babcock Test Operators

Your committee met on January 22, 1924, to discuss matters relative to the control of Babcock test operators.

Your committee finds that there is already legislation in Ohio governing over reading and under reading of tests, the enforcement of this legislation having been placed in the hands of the chief of the dairy and food division. It would appear, therefore, that the question for the Ohio Dairy Products Association to decide, is whether or not present legislation is adequate and effective. If found to be inadequate a second question arises and that is, shall the association seek to promote adequate legislation, either by amending the present law or having the law repealed, and having enacted a law that is satisfactory. Your committee feels that this question must be discussed and voted upon here at this meeting before further action can be taken in the matter.

C. K. WINSLOW
C. W. HAMILTON
O. W. LANDRUM

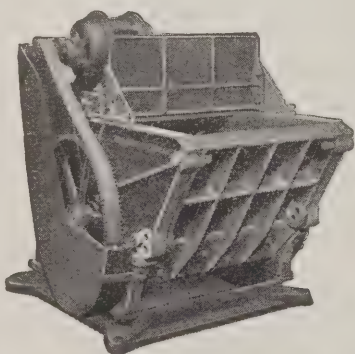
* * *

At a meeting of the milk distributors the matter was referred to the board of directors and they were instructed to confer with the Creamery Operators' and Managers' Association. The ice cream manufacturer voted to handle the matter in a similar way because the control of the Babcock test was chiefly of interest to them.

* * *

The constitution and by-laws adopted by the Ohio Association of Ice Cream Manufacturers will be published in the May issue of The Ice Cream Review.

Modern Ice Cream Plants Adopt the — CREASEY



THE efficient, wasteless and convenient handling of ice for packing is one of the notable economies effected in up-to-date ice cream plants. When the Seattle Ice Cream Co. built their big new plant three CREASEY 49 J motor-driven Ice Breakers of the type shown herewith were installed and the Victory Ice Cream Co. of Tacoma is putting in one of the same type. Other prominent users of Creaseys are the Hazelwood Co., National Ice Cream Co., Colonial Ice Cream Co., Breyer Ice Cream Co., Reid Ice Cream Co., French Bros. Bauer Co., Pend d'Orielle Creamery, Broadview Dairy, Los Angeles Creamery, Benham Ice Cream Co., etc.

Motor-driven Creaseys can be placed where most convenient without regard to line shafting and it is thus often possible to reduce ice handling costs and to save space. Ask for Catalog R-1125, describing other Creasey improvements.

Motor-driven Creaseys can be placed where most convenient without regard to line shafting and it is thus often possible to reduce ice handling costs and to save space. Ask for Catalog R-1125, describing other Creasey improvements.

H. S. B. W. COCHRANE CORP.

J. S. Lovering Wharton, Ice Breaker Dept.
3178 North 17th St. 193 Philadelphia, Pa.

"Ice Cream is a food but the Creasey is a Hog for Ice"

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS

**Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.**

Gentlemen: Will you be kind enough to write and give us the story of your ESKIMO PIE BALLOON DAY? We are interested in it.

Name

Address

City



The market of the originator is often the target of the imitator. ESKIMO PIE is the original ice cream bar.

It is known in every civilized country.

Imitators tried substitutes.

—But they proved failures. Nearly all have disappeared.

The reason is summed up in the words of a manufacturer who now makes Eskimo Pies.

He said: "Eskimo Pies are easier to sell than compete against."

Give your dealers Eskimo Pie, and be sure they put up window strips—then watch sales jump.

ESKIMO PIE CORPORATION
5 N. Wabash Avenue **CHICAGO, ILL.**

Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

New England Distributor
EASTERN PAPER & BOX CO.
46 Portland St., Boston, Mass.

EXTRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

**Lemon
Orange
Lime**

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turpidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME" Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

**CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD**

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

CUSTARDS

COLORS

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

Proceedings of Southern Convention

(Continued from March issue)

Discussion of Advisibility of Uniform Ice Cream Law in Southern States

By CHAS. HOOBERRY

IT is said that a man may be proclaimed a hero in one state for a thing for which he might be hanged in another. The laws of our country were once such that a man might sit in congress who had a number of legal wives while another might be sent to jail for having two. The rights of states to make their own laws is a cherished heritage and one which is not likely to pass away. In our generation, when a man may fly from the Atlantic to the Pacific in a little more than a day and a night, may sit at his desk in Little Rock and hold a conversation with a business associate in New York one hour, and with another in San Francisco the next, returning home in the evening from a busy day's work, he may "tune in" his radio set and listen to the Municipal Opera in St. Louis and if he tires of the music, by a turn of a small dial he may pick up a lecture on Chiropractics in Davenport, Iowa, I hold that state boundary lines are growing less distinct. When a man refers to his neighbors now-a-days we do not know whether he has reference to a few square blocks, or miles. The relationship of people of the different states has grown so complex that the need has been keenly

felt for more uniform laws throughout the nation. The problem has been to meet the situation without abandoning the privileges of "State Rights." National organizations of business men engaged in various industries have succeeded in securing the passage in a number of states of certain uniform laws, drafted and approved by their associations which have helped the industries affected. We might mention the Uniform Negotiable Instrument Law as one of the most outstanding instances of such action. The bankers have succeeded in passing this act in nearly all of the states of the Union with very slight variation from the original draft. This act has served to simplify interstate business wonderfully by making the laws pertaining to commercial paper practically the same in all states.

It appears to me that the ice cream industry has grown to such proportions, and has become so stable, that legislation regulating it is highly desirable and this is borne out by the fact that legislation is being enacted on every hand regulating the manufacture and sale of the product. As ice cream manufacturers it is our duty to see that such legislation is constructive to the industry and not destructive. Prevention is always better than a cure and it is agreed that it is better to "lock the stable before the horse escapes—." We know that if a man dies in Texas from eating impure ice cream the newspapers of the land are quick to spread it, and sales in New York or Wisconsin are affected.

We know what a strenuous fight the olive association had to put up to counteract the terrific slump in that industry when a few cases of spoiled olives got into the market a few years ago. Quick action was necessary to save the industry. As an ice cream manufacturer I am interested primarily in increasing the general consumption of ice cream. I am for such constructive legislation as tends to build and hold public confidence in ice cream.

Pasteurization Necessary.

The ice cream industry is sufficiently organized to afford the machinery necessary for carrying out a program of uniform legislation. I believe that such an act is desirable but I believe that it should be drafted with care that the industry is helped and not hampered.

This would require that it be not so rigid as to injure legitimate manufacturers but sufficient to protect the public from danger. Such an act would simplify interstate shipment and lessen the risk of occasional embarrassment to the trade through impure and inferior product finding its way to consumers.

I would suggest that pasteurization be imperative the pivot upon which the act should swing. No ice cream should ever be sold which is not pasteurized. I would suggest 8 per cent butterfat and 33 to 34 per cent total solids as a minimum. This would insure the consumer a fair quality product under all conditions and yet allow manufacturers to cater to different classes of trade.

I do not believe that the market for a cheap ice cream should be destroyed, yet I do not think any one

"Green" Centers Impossible

Non-Plus-Ultra Pure Compressed Corkboard is moulded in sheets 24" wide, then cut into 12" widths, and the 2" sheets are made by splitting sheets 4" thick. Consequently you can see the inside of every sheet—see that it is baked through and through and that the center is not "green."

NON-PLUS-ULTRA CORKBOARD

is the only corkboard made that way. It is, therefore, the ONE make of which you can be certain as to structural strength and durability before it is installed.

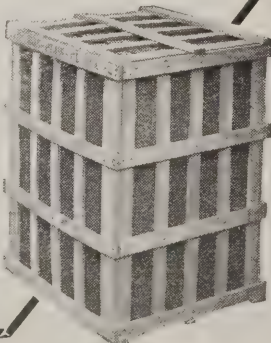
Non-Plus-Ultra Corkboard also has square, unburnt, unbroken corners and edges, so it makes tight joints.

Other advantages explained in interesting booklet. Send for it.

Cork Import Corp.

345-349 West 40th Street
NEW YORK

Branches in large cities.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A B-K Flush Every Day Before The Run!

From Here



to

Here!



R. J. Flick, leader in the Ice Cream Industry, says, "We start through, and rinse everything throughout with a solution of B-K—piping, freezers, everything."

Dr. G. S. Bote, U. S. Public Health Service, says, "Then a solution of B-K was run through before starting to freeze. The result was a finished product with the bacteria count per cc. reduced 98½%!"

Easy to Get Same Results

Every ice cream plant can greatly cut down the bacteria count with the simple, inexpensive B-K flush. A few cents a day means purified equipment from storage tank to freezer cans. Sterilizes completely in places like the freezing machines that cannot stand steam.

A New Day in Ice Cream Making

Health officials are beginning to give the attention to ice cream factories that they did to milk plants a few years back. Adopt a sure plan of sanitation now. Purified equipment is assured with the B-K flush.

Write for Bulletin of Information.

General Laboratories, Dept. 3B MADISON WISCONSIN



At Dairy Supply Houses



Before You Buy New Cans

INVESTIGATE THE SAVING OF
HAVING YOUR OLD ONES DO
A NEW STRETCH OF SERVICE

Our Retinning and Rebuilding Service

Reconditions old cans that serve as new.



JOHN WOOD
ICE CREAM CANS

*Electric
Weld*

THOMPSON
BREMER & CO.

1750 Carroll Avenue
CHICAGO, ILL.

You can't find a better can for the money — and we retin them at a price below that of a soldered can.

Let Us Supply Your Needs
We are Distributors

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

should be allowed to sell the public ice cream poorer in quality than these specifications.

* * *

A few minutes was set aside for the discussion of the national convention in New Orleans in 1924, and at this time, J. L. Nelson, of the national Association of supply men, was introduced, and gave figures on the attendance and the expense of putting on the exhibit in Cleveland in October. Mr. Nelson stated that the supply men would put on just as good a show at New Orleans as they did in Cleveland, if it was possible to do so.

Several announcements were made by the secretary, and the meeting adjourned.

* * *

December 6, 10:00 A. M.

President Costa called the meeting to order and stated that only those who were manufacturers of ice cream would remain in the room during the morning discussion. The president asked for the report of the auditing committee, and the same was given with recommendation of a vote of thanks to the secretary-treasurer for the manner in which his report was prepared.

The advertising committee was the next to report, and the secretary submitted a proof of a design to be used by the members of the association, bringing out the idea that membership in the Southern association stood for quality and fair dealings.

This design was discussed from several angles and was accepted with some changes. The wording on the design was amended so as to read, "The ice cream served here is of a quality product because made by a member

of the Southern Association of Ice Cream Manufacturers."

Mr. Campbell made a motion that the secretary be empowered to give price in quantity lots on seals similar to the designs submitted, and to submit these quotations to the different members asking them to advise the secretary the quantity they would use. This motion was seconded by Mr. Sutton and carried.

Mr. Brooks, who had formerly made an address on advertising, was asked a number of questions regarding the best method of using the seal under discussion, and gave some valuable information. Mr. Geisel asked if the use of these seals would be compulsory. The president suggested that it would not, and that it would be optional with the members whether or not they used the seal adopted.

Convention City Selected.

The next order of business was the selection of the convention city and the recommendation formed by the old board of directors was submitted and was accepted by a majority of votes naming New Orleans as the next convention city, and setting the dates on November 14 and 15.

Under the head of new business, a motion was made that a vote of thanks be extended to the local hotel, local manufacturers, luncheon clubs, The Dixie Quartet, the local press, and to all others in Little Rock who contributed to the success of the convention. A motion was also made to thank the Dixie Flyers for the entertainment given by them, and for the assistance rendered the manufacturers during the convention.

A motion was made by Mr. Brown, and seconded by Mr. Kinnett, that the secretary be allowed the additional amount of \$250.00 for stenographic expense during the coming year. This motion was carried and made a part of the record.

Election of Officers.

Next in order was the election of officers. W. Barritt, was nominated for president, duly seconded and the secretary was instructed to cast the vote for the entire association for Mr. Barritt as president. This was done, and Mr. Barritt was declared elected and asked to take the chair. Mr. Sutton was nominated for vice-president, was duly seconded, nomination declared closed, and the secretary instructed to cast a vote of those present. This procedure was carried out and Mr. Sutton was declared elected vice-president. Next was the nomination of secretary-treasurer, and J. V. Clopton was declared elected by acclamation on a rising vote, no other nominations being offered. Fred Scanlon was nominated as representative to the national association. This nomination was seconded and carried. The directors were then nominated from their respective states, each of them was seconded and declared elected.

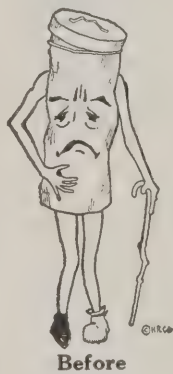
President Barritt then took the chair, and in a few remarks stated that he would do his utmost to have a bigger and better convention at New Orleans, than they have had this year. He assured the association that he accepted the position given him fully realizing the responsibility that goes with it, and that he would do his best to fill it with credit. Mr. Barritt asked everyone to put their shoulder to the wheel and to continue to work with the idea of making the 1924 convention the best we have ever held. No other matters coming before the convention, same was adjourned.

* * *

2:00 P. M.—New Board Meets

A meeting of the new officers and directors was called to order by President Barritt, and a motion was

HOPWOOD RETINNING CO., INC.



Before

High Quality
And
Quick Service
At The
Right Price



After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn, N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ONLY ONE WAY

There is only one way to secure the best results from your supplies and that is to choose those of proved efficiency for the work to be done.

Tested from day to day with invariable success in increasing numbers of ice cream plants the use of



because of its special adaptableness for the special problems of plant cleanliness and sanitation, proves an efficient, dependable and economical cleaning service.

Indian in Circle



In Every Package

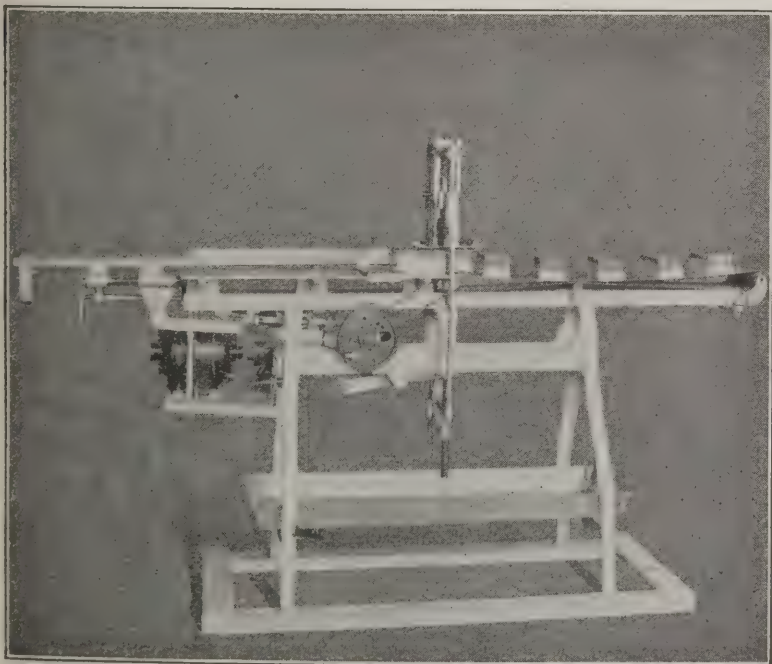
If you should be one of the few not using Wyandotte Sanitary Cleaner & Cleanser why not ask your supply house to fill your order? It costs you nothing if it fails to be or do all we claim for it.

It Cleans Clean

The J. B. Ford Co.

Sole Mnfrs.

Wyandotte, Michigan



Cuts the Size You Want

*All the Time and
With Speed*

UNIVERSAL Ice Cream Cutting Machine

A hand or power operated cutting machine that is adjustable to any size piece. Cuts over 25000 Eskimo Pie pieces per hour.

All cuts are uniform in size. There is no variation between one brick and another. No waste or work to be done over again. No interruption of speed in your packing department.

For Accuracy—Reliability—Speed—Economy, Investigate

WM. E. KAY and SONS, Elyria, Ohio

MANUFACTURERS

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

offered that the state of Oklahoma be accepted in the membership of the Southern association. This motion was seconded and carried, and J. B. Porter, delegate from Oklahoma, was advised of the acceptance of his state into the Southern organization. Mr. Porter nominated J. W. Parker of Enid, as director for that state. Mr. Parker was promptly elected.

The secretary was instructed to add a clause on the application blanks, showing the required standard for membership in the Southern association. The secretary brought to the attention of the directors, a matter

of publicity that had occurred during the past year, that was detrimental to the ice cream trade.

A motion was made that the secretary prepare a resolution that would be submitted to each member with the request that he refer his resolution to all local papers in his town. This motion was seconded and carried.

No other business coming before the meeting the meeting was adjourned.

J. W. CLOPTON,
Secretary

Truck Transportation

(Continued from page 40)

IF ANY fixed route seems to demand a truck of three tons, a truck of such capacity is the one you require. However, there are engineering features connected with such an installation. You require a very heavy body in the transportation of ice cream and special attention should be given to springs, axles, frame members, the transmission and even the engine. Every three ton truck will not fit. When you want advice on legal matters or you want a pain in your stomach diagnosed, you go to the proper source for advice. Buying a truck means that you are investing more money in your own business. Factories and dealers have engineers who have been trained in the field of motor transportation. They are equipped to give you advice on the proper equipment needed. They will lay out schedules, time charts, cost accounting systems for you. They will tell you where you may dispense with horses and where horses may still be used profitably. These men will not suggest your buying motor equipment except when they find it will cut your costs, increase your business and your income. Do not attempt to solve this matter yourself. Do not be misguided by a salesman unless you are certain he knows his business but go to the dealer or the factory. Do not experiment, but be sure—then go ahead and motorize.

You get your product out on schedule. You are equipped with the proper machinery for quantity production. You have a customer a few miles out who has a little store. But he must have goods if he is to continue his business. His ice cream stocks have a greater demand in certain seasons and those stocks must be kept up and kept fresh. He suffers if they run down or deteriorate, and so do you as the manufacturer. With the motor truck running on schedule you stop in front of his store every day at a certain specified time. You are as regular as a first class passenger train. Your goods earn a reputation for freshness and quality which a local product cannot compete with and as a result new business avenues will open.

I know of delivery contractors who have constantly lost business because they would not change from horses to motor delivery. Business today moves at a faster pace than it did a dozen years ago. A greater consumption of goods of all kinds is going on day after day. Methods of transportation have been perfected so that maximum output is assured. The retailer cannot exist unless he can receive his goods when needed. He cannot allow himself to get in a position where he is frequently obliged to say, "Yes, we have no strawberry ice cream today." He may lose a good customer by it. Sally Brown may be in the habit of dropping into his store to get her favorite flavor every day at noon and she expects it. I know that I lose all patience with a drug store or dispenser of ice cream if he fails to have my favorite concoction of frosted coffee, and I soon

change my patronage to a more up to date establishment for I am not satisfied with substitutes.

KEEP your deliveries up to and always a little ahead of consumer demands and demands will increase, the market expand and with it your costs will fall as greater production of product follows.

You know the relation that all forms of transportation have borne to business from retail selling of finished goods clear back to raw products. You know how limited marketing compares to big scale production and selling. You know that expansion does not go hand in hand with slow moving methods. That is why you are using machinery and power in production. If your deliveries are confined to the limited territories of 15 years or two years ago, you are not growing very fast but if you are digging out and taking advantage of new business which you can get, if you are reaching out to the city grows and even beyond to communities 50 or 75 miles away, you are assuming the position of leadership in your business. But for such expansion the motor truck offers you the greatest possibilities.

Make your equipment attractive. Good paint and lettering is good advertising. A motor truck carrying your name is very attractive. Don't be satisfied with a cheap job. A good artist can do wonders with good colors. An attractive girl or child with a plate of ice cream in the attitude of offering you some, especially on a hot day, attracts attention, fosters admiration, and as Coue says that all action is prompted by mental suggestion, it is safe to suppose that he who reads it immediately hie himself to the nearest store displaying your familiar sign and partake of a cooling beverage of his favorite ice cream.

Advertising values lie in circulation and as you are on your motor truck is constantly moving, it is of greater value than a stationary sign on the top of a building in that it is probable that the stationary sign costs more per year than your movable sign and transportation combined.

There are more reasons why you need motor truck than I can give you in the limited space of time that I have. You may need one or fifty according to your capacity for production and the extent and radius of your markets, but I am certain that every member of this organization can find good use for them in his business.



Instead of using window-strips, the Terry Dairy Company, Little Rock, Ark., headed by A. J. Terry, has a high school boy, who is handy with a brush, who colors signs on the retailers' windows every two weeks. This costs Mr. Terry only \$35.00. He says it materially boosts his ice cream sales.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE GEARHART

Selective Sales Cabinet



A cabinet that really SELLS ice cream. Placed out where the people see it. Variety of contents plainly displayed on removable signs. A turn of the handle brings desired flavor to opening. No digging around to find what is wanted. Quarts, pints, half-pints all available on the moment.

Uses only 4 pounds of ice per gallon of ice cream per day.

Package sales insure dealers of full volume without shrinkage.

Made in two sizes, 24 and 13½ gallon capacities. Takes up only 40 inches of floor space.

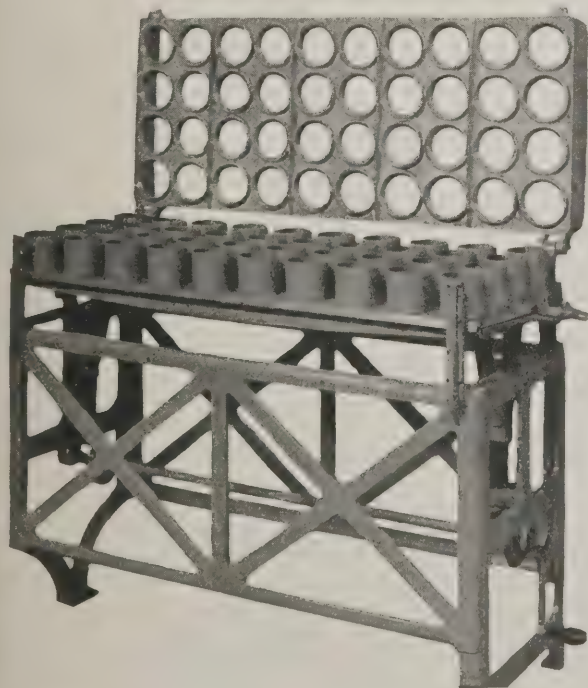
We will be glad to show you some real sales results from these silent salesmen.



The Gearhart Ice Cream Package Filler fills 40 packages at one time, either Quarts, Pints or half-pints. Absolutely full measure. No waste. Each carton is spotted and then clamped fast; the top is then brought over and the openings being beveled slip securely over the cartons. The exact amount of ice cream is then poured in and leveled. The top is thrown back and the cartons topped and closed. Compact, only occupies 20 x 40 inches.

Send for illustrated folder showing operating details.

**GEARHART SALES
CABINET CO., INC.
CLEARFIELD, -:- PENNA.**



NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

CHERRY ANNOUNCES AUTOMATIC METHOD OF PASTEURIZING.

The J. G. Cherry Co., Cedar Rapids, Ia., announces what it calls a new automatic method of pasteurizing. This method incorporates the automatic TAG U-K Controller by which the human element is entirely eliminated.

The Cherry automatic method, by automatically operating all milk inlet, milk outlet and heating coil valves, assures that every batch is pasteurized at the same temperature and held for the same length of time, it is claimed. The absolute accuracy and perfectly time controlled occurrence of every stage of the pasteurization secures the following advantages, it is claimed:

1. Positive holding as to temperature and time.
2. Better cream line.
3. Lower bacteria count.
4. Lower temperature water metering.
5. Better flavored milk.
6. Continuous delivery flow.
7. Entire elimination of the human element.
8. Saving of labor.

Present batch pasteurizers, we are told, can be converted to operate under the Cherry automatic method.

Cherry officials say an installation made at the Woodlawn Farm Dairy Company at Scranton, Pa., operated with entire success. H. J. Jones, president and general manager of the Woodlawn Farm Dairy Co., said of the method as follows:

NEVERLEAK — ABSOLUTELY —

That's the new

**Warp-Proof
Leak-Proof
Brine-Proof**

Ice Cream Cabinet
THE BEST IN THE WORLD

*Can now supply you.
Please write*

Cotton Fibre-Wood Sales Co.
MEMPHIS, TENNESSEE
OAKLAND AVENUE AND BELT LINE R. R.

"The flavor of the milk has been improved, as well as the cream line, and the bacteria count by our tests have been lowered considerably. We have been able to remove the human element by the installation of the automatic controller. Every pound of milk has been pasteurized accurately and held at a desired temperature. It has allowed us to work with a system having an ever continued flow whereas in the past we would run in spurts."

The name of the automatic controller, "TAG U-K," is a combination of the names of the C. J. Tagliabue Mfg. Co. and the Uhlman-Kinsey Co., the controlled being jointly developed by these two organizations. The controller is made exclusively for the J. G. Cherry Co.

ELECTRIC CONTROL TYPE TEMPERATURE CONTROLLER.

The C. J. Tagliabue Mfg. Co. announces the addition of an electric contact type temperature controller to its line of indicating, recording and controlling instruments. The following description is given by officials:

"This electric contact controller consists essentially of a dial-indicating thermometer, the pointer of which is actuated by the usual mercury, vapor-tension, or gas-filled thermostatic system, depending on the desired range and other specifications. The bulb stem is inserted in the oven, furnace, tank or other apparatus where the temperature is to be controlled and is connected by a capillary tube to the case which can be mounted at any convenient location. As the temperature at the bulb increases or decreases, the thermostatic spring uncoils or recoils, thus moving pointer across the scale. The exact temperature existing at the bulb is thus indicated at the case and the responsiveness and closeness of the control may be determined.

"The temperature is controlled by the following arrangement: On each side of the indicating pointer is located an arm. These arms are mounted on the axis of the pointer and have mounted on them auxiliary contactor arms. By adjusting the left-hand arm to point to the minimum temperature, and the right-hand arm to point to the maximum temperature, control is established between these two points in the following manner: When the indicating pointer reaches the minimum temperature, its contact block makes an electric contact with the left-hand arm closing a circuit through binding posts L and C which operate through a relay to close the circuit of an electric heating coil. The current continues to pass through this heating coil until the indicating pointer reaches the maximum temperature and makes an electric contact, with the right-hand arm closing a circuit through binding posts C and H.

"The controller may also be used for starting and stopping a motor by means of a motor-starter as in the case of an automatic refrigerating unit. The least difference between minimum and maximum control temperatures is approximately 1/32 inch. It cannot be expressed in degrees of temperature unless the range of the scale is known."

An adjusting screw is provided for simultaneously lowering or raising the minimum and maximum temperatures at which the indicating pointer closes the circuit. This is accomplished by moving the arms together as a unit to the right or left.

1923 WAS YEAR OF UPS AND DOWNS FOR SUGAR MARKET.

Sugar refiners in 1923 had all the ups and downs of a ten year pre-war period, according to Earl D. Babst, president of the American Sugar Refining Company. The inventory of the company fluctuated as much as \$2,500,000 in a single day Mr. Babst states in his annual report. The price of raw sugar changed 115 times, he declares, and the extreme fluctuation of 3.375 cents per pound in raw sugar prices during 1923 was greater than the fluctuation of the entire



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SATISFIED CUSTOMERS ARE GOOD CUSTOMERS

Another Velvet Egg Yolk convert tells our story more convincingly to you than we can.

GEO. L. H. WHITE, PRESIDENT
W. H. JONES, VICE-PRES.



W. C. WHITE, VICE-PRES.
J. E. WHITE, SECY. & TREAS.

WHITE DAIRY PRODUCTS CO.

RALEIGH, N. C.

Feby. 29th. 1924

The International Company,
Lombard & Commerce Sts.
Baltimore, Md.

Gentlemen:

During 1922 we purchased irregular shipments of your Velvet Egg Yolk during which time we bought also from other sources, but in 1923 we contracted for your goods and had you make shipments at regular intervals.

When our contract expired, we wandered around to different markets and purchased egg yolk from various sources and at various prices, and as evidenced by our recent contract for fifty barrels Velvet Egg Yolk, we decided your goods were far superior to any we have yet tried and we gladly pay you an increased price for the quality and uniformity of your goods.

Our experience was somewhat similar with your Velvet Concentrated Flavors and hope we shall use more than the contract of fifty gallons recently given you for this season.

We dearly love to have a word from our satisfied customers and believing you of the same disposition we are prompted to send this letter.

Yours very truly,

WHITE DAIRY PRODUCTS CO.

Geo. L. H. White

GLHW/A.

THE INTERNATIONAL CO.

"The Right Flavor for Every Ice Cream"

Lombard and
Commerce Sts.

Baltimore,
Maryland.

Did You Get Your Copy ?

OUR BOOK "Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today.

Use
Crescent

C
O
R
K
B
O
A
R
D

Information on insulation problems-- practical-- economical erection, etc., furnished by expert engineers.

United Cork Companies

BRANCH OFFICES

New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O.
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS

Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.

For
Efficient

I
N
S
U
L
A
T
I
O
N



Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

ten years preceding the World War, in all of which time it was only 2.725 cents.

The report shows that the American Sugar Refining Company received profits of \$8,508,163.35 in the form of investment income and interest. Of this amount, \$5,552,487.95 represented income from investments, largely in sugar producing companies. This sum, together with \$2,955,675.40 interest earned, was sufficient to cover a loss on refining operations of \$1,693,070.01 and to provide for depreciation bond interest and preferred dividends, and leave a balance of \$865,107.34, which has been added to surplus. Sales of various investments yielded a profit of \$4,542,631.10, which has been set aside to strengthen the company's refining facilities in New York harbor.

The year 1923 was unprofitable for cane sugar refiners, the report says, and the loss of \$1,693,070.01 on 1,165,000 tons of raw sugar refined by the company during the year is ascribed by Mr. Babst to the 115 fluctuations of raw sugar prices. In 1922, he pointed out, the company refined 1,650,000 tons at a profit of \$10,083,832.55.

Sales of the company totaled \$200,000,000. Nearly 600,000,000 pounds of package sugar alone were sold.

Jacob Noodleman, for several years well known among Southern ice cream manufacturers as president of the Texas Barrel Company, has announced his resignation from that firm to engage in business for himself under the name of the Houston Cooperage and Tub Company, Houston, Tex. He is president of the company.

The Houston Cooperage & Tub Company, according to Mr. Noodleman, will manufacture ice cream tubs, cabinets, kegs and barrels. Mr. Noodleman is widely known in the Southern trade.



JACOB NOODLEMAN.

The DeFoe-Colvin ice cream mold is used in bulk ice cream. The frame of this mold is constructed of a tin alloy die-cast. The bowl and knives are of German silver and all parts are heavy nickel plated, and highly polished. The spring is concealed and there are no parts to corrode. The mold is entirely sanitary, it is claimed.

The mold is claimed to have been designed by a practical retailer in the ice cream trade who discovered during many years of experience with hand molds and slicing brick ice cream that there was too much loss in time and material. This mold will measure 20 sandwiches to a quart of bulk ice cream. There can be no inconvenience for the retailer now to serve ice cream sandwiches as there has been in the past, it is claimed. He can make them more easily and quickly than cones, make more profit for himself and give real satisfaction to the trade, we are told.

IMPROVING THE CHOCOLATE MIX.

A discovery which he says will make it possible to manufacture chocolate ice cream of hitherto unknown smoothness and richness, through the use of Impruv-Mix in the chocolate mix, has been announced by M. P. Abel of the Impruv Mix Co., 2460 Amsterdam Ave., New York City. Experiments by chocolate-dippers brought out the interesting fact that "Impruv-Mix gives to chocolate a quality of smoothness that better brings out the taste," said Mr. Abel, who added that subsequently it has been demonstrated that its use in the chocolate ice cream mix not only brings out the flavor of the chocolate in a most pronounced way but also brings out the flavor of the cream and creates a blending that "gives chocolate ice cream a new and more delightful meaning to consumers."


This product has been used for several years by manufacturers in many parts of the country for its neutralizing effect for imparting a "real fresh cream flavor," but heretofore it was not known that the product also could be used to bring about a blend of the flavors of the chocolate and the cream. With this new discovery, according to Mr. Abel, we

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Crown Fruit Products

The QUALITY
FRUITS

*for Discriminating
Ice Cream Manufacturers*



Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

Now You Can Make Money Both Ways

Our new sales policy makes it possible for progressive ice cream manufacturers to get Sanisco Ice Cream Sandwich Machines working for them without one cent of investment on their part.

Furthermore, for every Sanisco Machine placed in accordance with our plan we allow a liberal commission that can be retained by the ice cream manufacturer, given entirely or split with the salesman. The inducement offered ice cream salesmen to get Sanisco Machines in their territory means ever increasing sales for the ice cream manufacturer.

New Sales Opportunities With a Sanisco.

Your salesmen can now offer a real practical and money making method of selling ice cream at

Department Stores
5c and 10c Stores
City Parks
Amusement Parks
and Places
Pool Halls
Bowling Alleys

News Stands in
Office Bldgs.
Dance Halls
Club Houses
Passenger Boats
Bathing Beaches
Waiting Stations

If you are already selling these places your sales will double with a Sanisco.

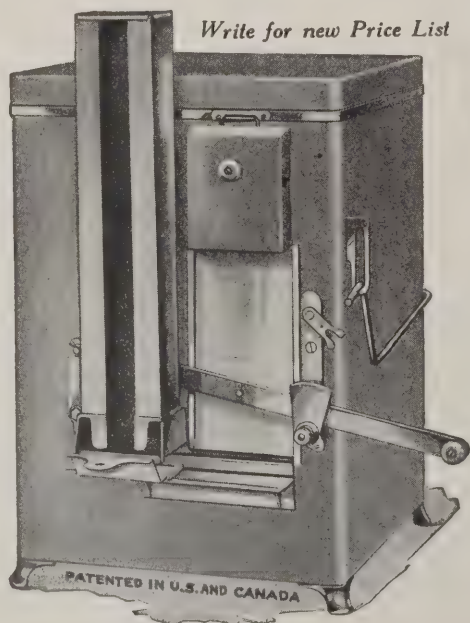
Write for Circular and Sales Plan.

The Sanisco Co.

MANUFACTURERS

Station C

Milwaukee, Wis.

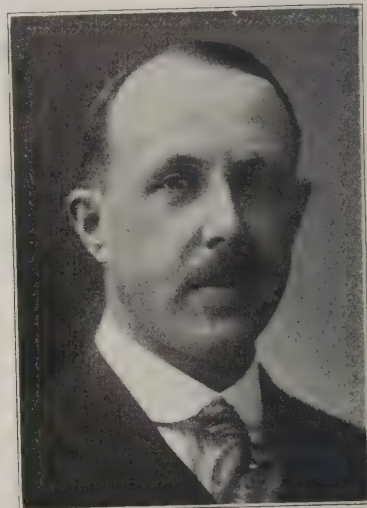


PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

is the originator and promoter of Impruv-Mix, ice cream manufacturers can create much greater popularity for chocolate ice cream.

* * *

The well known dairy and creamery supply business of Frank B. Cyr Company of Malden, Mass., has been re-organized into the Stephens-Adams-Cyr Company. Willis C. Stephens of the Rice & Stephens Corporation, Buffalo, N. Y., is president of the new company; Orlando Adams, of the Rice & Adams Corporation, is vice-president, and Frank B. Cyr of the Frank B. Cyr Company, is the secretary of the new organization. The following nationally known dairy supplies and equipment are being handled by this new company: Rice & Adams Corporation, J. G. Cherry Company, A. H. Reid Cream-



WILLIS C. STEPHENS

ery and Dairy Supply Company, De Laval Separator Company, Sealright Company, Elyria Enameled Products Company, Security Milk Cans, Atlantic Bottle Company, Oakes Burger Company and Taber Creamery Pumps.

This line, coupled with the experienced men in the organization who are familiar with every branch of the dairy industry, will make a combination which is bound to make its mark in the dairy game, according to officials of the company. About July 1 the company plans on moving into its new combined office, show room and warehouse, which is being erected in Charlestown, Mass.

* * *

WINDOW FLAVOR STREAMERS.

Many ice cream manufacturers believe the flavor window streamer has gone far toward solving the problem of boosting gallonage. This streamer, a strip about six inches in width and twenty-five inches in length, posted in the window makes a taste appeal to every person who passes by the store of man who sells ice cream. Some manufacturers believe this method presents the most direct method of advertising of any possible in the ice cream field. It is claimed actually to make sales at the time when the people are ready to buy, to offer suggestions when the customers are prepared to act upon the suggestions, and to create the "ice cream habit" among people who never dreamed that they could acquire it.

Ryan & Timberman, Inc., Wilkes-Barre, Pa., who originated the taste appeal window flavor streamer, for nearly nine years have been specializing in ice cream accounts, and its personnel is made up of men and women who know the ice cream manufacturing problems, merchandising and markets "from the bottom up," we are told.

Simultaneous with the "week-end special," Ryan & Timberman, Inc., ice cream advertisers of Wilkes-Barre, Pa., brought out a special window flavor streamer which has since been used by principal ice cream manufacturers in every part of the United States, it is claimed. Primarily, the flavor streamer was designed to tie up with the week-end special. This streamer, officials of the company say, was made so it could conveniently be placed on the window of any store and make an attractive appearance on the glass panel of the back bar. It told the story of fig-walnut ice cream—or whatever kind happened to be featured—in pictures. At one end of the streamer was a tempting dish of fig-walnut ice cream. In the center was the message that fig-walnut ice cream was special for the week-end.

"Through the streamer," according to Lewis E. Ryan of Ryan & Timberman, Inc., "every passerby was informed of the special. It grasped every imagination; made people who had no intention whatever of buying ice cream that evening come in and

*-take a tip,
buy from
Zipp!*

HIGHEST
QUALITY
for
38 YEARS

ZIPP'S

VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—Special Flavors—Colors and Fruits in bulk. Delicious Cold Process Strawberries.

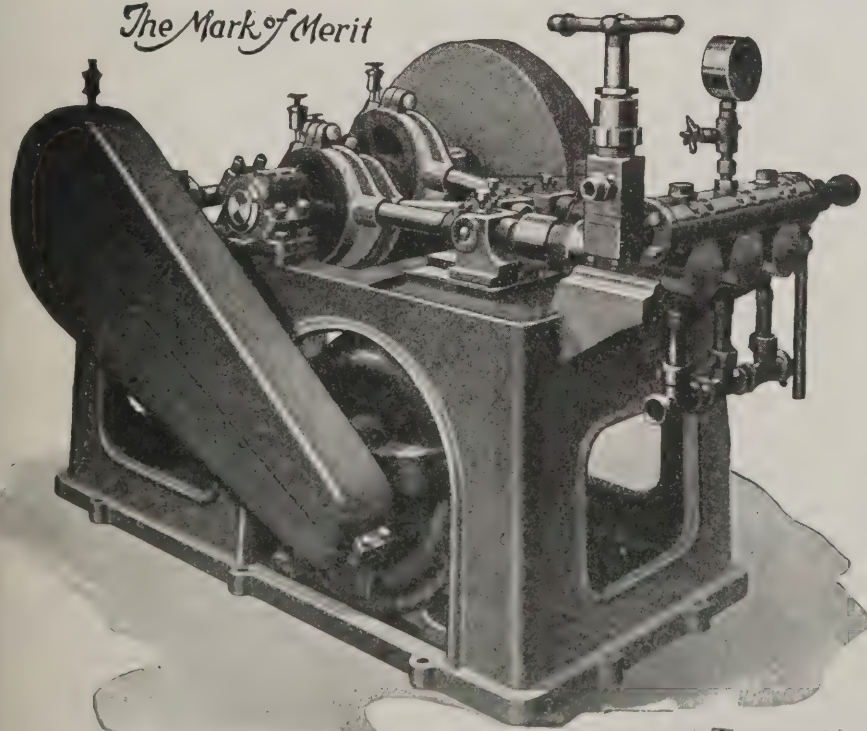
*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.



The Mark of Merit

The New Universal Homogenizer



A Combination of the best high pressure pump and the longest lasting valve.

The Universal embodies all the advantages of old time machines in addition to many much needed improvements.

Heavy duty construction insures long life under continuous operation.

Individual cylinders machined from rolled Tobin bronze bars (not cast).

High pressure manifold machined from rolled Tobin bronze having tensile strength of 55,000 pounds.

Individual shimming of cross-head slides maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts.

Monel metal pistons not affected by milk acids.

Homogenizing valve—internal spring type —Plug and seat are made of an alloy of semi-precious metals so hard it cannot be machined but must be ground with carborundum.

Built in belt or motor drive sizes 200, 400 and 800 gallons.

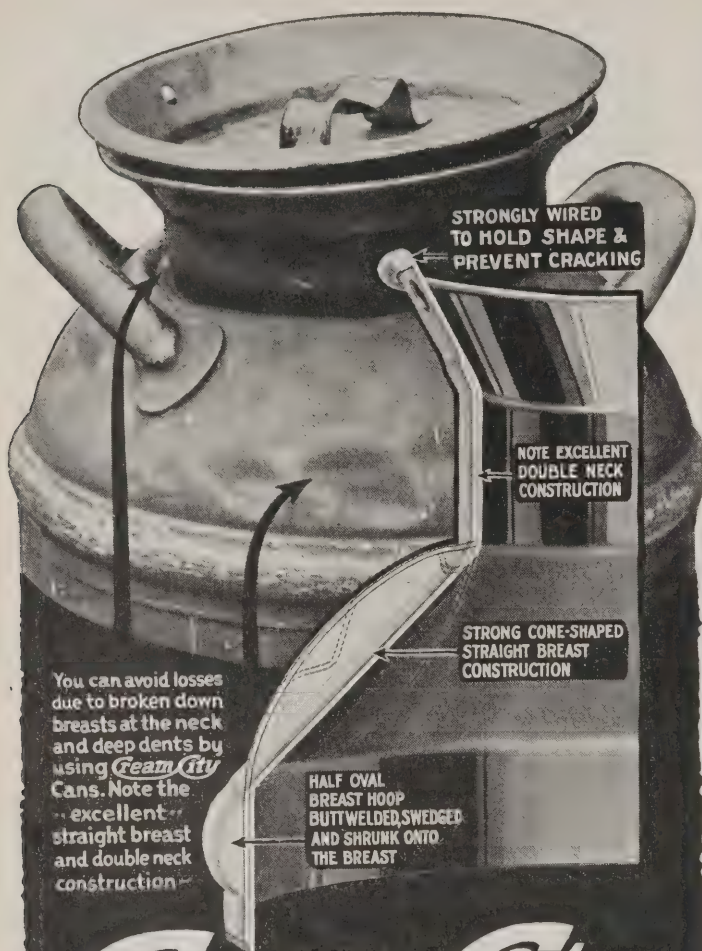
Sole Distributors

Jensen Creamery Machinery Company

Bloomfield, N. J.

Oakland, Calif.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.



Cream City

"THE CANS WITH THE STRONG STRAIGHT BREASTS"
SANITARY-DURABLE-CORRECT CAPACITY



GEUDER, PAESCHKE & FREY CO.
MANUFACTURERS • MILWAUKEE, WIS.

buy some to take home. It veritably offered a special invitation to every individual through 'making his mouth water' at exactly the time when he was in a position to buy ice cream.

"In most cases the cost of this streamer did not exceed a couple of pennies—yet it actually produced more sales than many types of advertising running into dollars. It was found that the dealers fell in with the idea readily because the streamers actually did produce immediate business and the dealers were not only willing, but eager to display them. The low cost of the streamers was and is, of course, made possible by the huge quantities in which they are manufactured by the advertising agency.

"Last season principal ice cream concerns in all parts of the United States used the Ryan & Timberman streamers with phenomenal success."

Ryan & Timberman, Inc., report that orders for streamers for the coming year have been received from every part of the country and that they are literally swamped with orders beyond all expectations. The number of streamers which will be used to sell ice cream during the coming season will be high up in the millions, it is claimed. Some large concerns have already signified their intention of purchasing as many as 100,000 streamers during the coming months, according to Mr. Ryan.

* * *

EVERS BACK IN THE SOUTH.

Southern ice cream manufacturers and Dixie Flyers will be interested in the announcement that L. H. Evers will shortly take up his duties as Southern representative of the Elyria Enameled Products Co., Elyria, O. Mr. Evers will make his headquarters at Birmingham, Ala. Harry Evers needs no introduction to the Southern trade, being a charter member of the Dixie Flyers and a prominent figure at Southern conventions for a number of years.

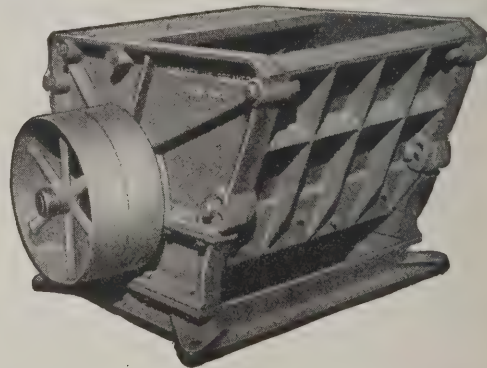


L. H. EVERS.

* * *

NEW HEAVY DUTY ICE BREAKER WITH MOTOR DRIVE.

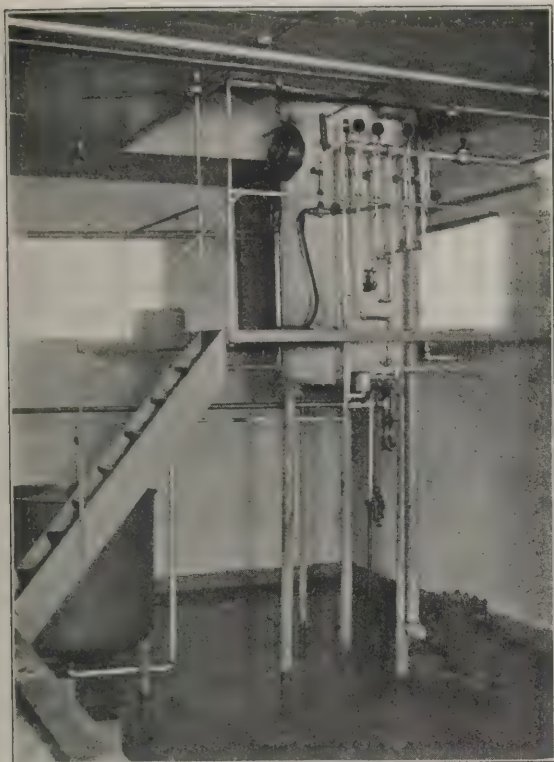
Many of the large ice cream manufacturers, such as the Breyer Ice Cream Company, Philadelphia; the Reid Ice Cream Company, Brooklyn; the National Ice Cream Company, San Francisco, and others, are said to be putting in motor-driven ice breakers for preparing broken ice for packing and for the icing of trucks, as the individual drive permits of locating the breaker where it will fit in best to reduce ice handling



and irrespective of shafting. The slow speed motor is mounted on top of the ice breaker frame and is connected to the breaker shaft through a silent chain running in oil. A cast-iron baffle protects the motor from flying pieces of ice and water, while the chain is enclosed in a substantial casing and runs in oil.

This ice breaker, which is manufactured by the H. S. I. W.—Cochrane Corporation, Philadelphia, has been made especially heavy and rugged to meet severe service, according to the manufacturer. The front plate or anvil against which the ice is broken is made of semi-steel and is re-inforced with deep ribs. Semi-steel has a tensile strength of 30,000

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Three Foot Condensing Unit in the plant of Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA

MANUFACTURERS OF,
"SANIGOLD"
CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec.
13th
1923

C.E. Rogers,
Detroit, Mich.
Gentlemen:

The thirty-six inch pan which we purchased from you, has been in operation about nine months.

The pan is working perfectly, and has never given us a bit of trouble. We are using it for making ice cream mix, and are enabled to make our mix cheaper and better by this method. We will probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered on this installation, we remain,

Yours very truly,

Franklin Dairy Co.

D. D. Fertig

WE HAVE A SIZE TO FIT
YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street

Detroit, Mich.

Vanilla—and Personality In Your Ice Cream

IN one particular, the various authorities on Ice Cream and the manufacturers of that product are in very close accord. All agree that the flavor of Ice Cream is the most important factor to be considered in scoring it as to appeal and quality.

Cosco DIAMOND E. VANILLA

[A Compound]

"Three ounces to a forty-five pound mix imparts
a distinctive character to your Ice Cream."

Has been specially designed to add personality to your Ice Cream, for use with Reconstituted Mix; a product which gives to your Ice Cream Richness and Strength without rankness and eliminates the very common "Condensed" taste.

A ten gallon keg at \$4.95 a gallon will demonstrate that it is really different. Our guarantee allows you to return this Vanilla for credit should it not satisfy you.

SETHNESS COMPANY

Manufacturers since 1880
Extracts, Colors and Fruits

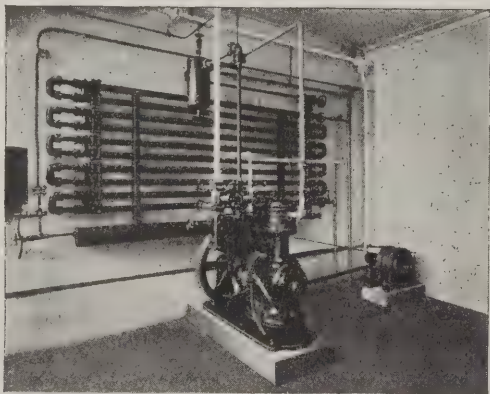
CHICAGO

Cosco

For 44 years
the mark of
quality in Ice
Cream Prod-
ucts.

May we suggest that you confer with us on your Ice Cream Problems. Our trained Ice Cream Specialists are at your entire disposal — without charge, of course.

When Considering Refrigerating Equipment Investigate



BECAUSE—

The machine has been carefully designed down to the last detail—

Materials and workmanship are guaranteed—

The strength and solidity of machine are apparent at a glance—

Has most efficient compression—

All details are given expert attention, assuring perfection—

Produces economical refrigeration.

Write TODAY for Catalog

Frick Company
WAYNESBORO, PA. U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

BRANCHES:

NEW YORK, N. Y.
PHILADELPHIA, PA.
BALTIMORE, MD.
DALLAS, TEXAS

ATLANTA, GA.
PITTSBURGH, PA.
CHARLOTTE, N. C.
MEMPHIS, TENN.

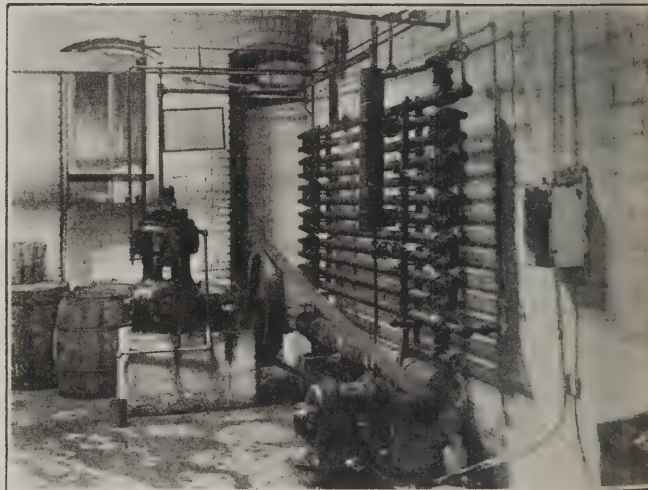
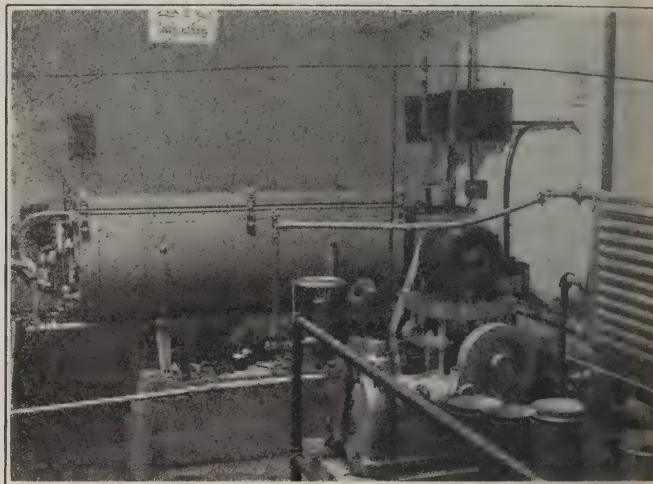
DISTRIBUTORS IN ALL PRINCIPAL CITIES

35,000 pounds as compared with 20,000 to 24,000 pounds of cast-iron. The angle of this front plate is adjusted to insure proper feeding with all sorts of ice cakes, including the "quick freeze" cakes, officials say. The drum, in which is bored and reamed the sockets for the friction-held shaft picks, also is made of semi-steel and is extra large and heavy. It is further backed up by a heavy fly wheel to absorb shocks and jars and to maintain an even, correct operating speed giving full control over the size of the broken ice, we are told. The bearings are of the split babbitted type and are fitted with oil pipes running to convenient oil cups or connected to the plant oiling system. This machine is made in various capacities from twenty tons per hour up.

* * *

INCREASES GALLONAGE THROUGH QUALITY.

Constantine Bros., Pella, Ia., say quality production has enabled them to double their gallonage since entering business three years ago. The company supplies towns within a radius of 50 miles of its plant.



Equipment installed by the company a short time ago consists of a five-ton ice machine, a Cherry perfection brine freezer averaging 50 gallons an hour, and a viscolizer. The company also has completed a cold storage plant. The equipment was installed at an approximate cost of \$18,000.

* * *

In the list of Michigan Dairy Boosters attending the Michigan Dairy Show, published in the March issue of The Ice Cream Review, the name of F. E. Hollweg, vice-president of the Thomas W. Dunn Co., New York City, was inadvertently omitted. Attention of The Ice Cream Review of this omission has been called by C. J. W. Smith, secretary of the Michigan Dairy Boosters, who says Mr. Hollweg has been a member of the Boosters for several years.

* * *

The Grand Rapids Cabinet Co. of Grand Rapids, Mich., was represented at the Michigan Allied Dairy exposition by Edw. M. Fritz and H. A. Hawn. The combination cabinet the Style No. 7, and the six-hole mechanical refrigerated cabinet with monel top, lids and trimmings were exhibited. The

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the ONLY firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.
Canadian Office and Warehouse: 55 Cote Street, Montreal

“Atlas” Century Color
will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.

BBLS. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by
H. KOHNSTAMM & CO., Inc.
Established 1851
NEW YORK 83-93 Park Place
CHICAGO 11-13 E. Illinois St.

Unanimous

Authorities are Unanimous on the Superiority of Mapleine

When extract salesmen tell you that their maple flavor is "just as good as Mapleine," or "next to Mapleine," theirs is the best flavoring—what BETTER recommendation for Mapleine could you have?

Ask anyone who knows flavors what he thinks of Mapleine. He will tell you that Mapleine stands above competition and is the standard by which other maple flavors are judged. Flavoring authorities are unanimous on the unsurpassed quality of Mapleine.

This being so, why be satisfied with anything other than Mapleine? It costs no more than its imitators and is so concentrated that 2 ounces flavor and color 10 gallons of finished ice cream, giving flavor that holds through freezing and storing.

Convince Yourself This Way

Order Mapleine today. If it does not surpass anything you have ever used, we'll refund your money.

Write us or order of your supply house.

**Crescent
Manufacturing Co.**

1054 Railroad Ave., S.
Seattle, Washington



MAPLEINE

Grand Rapids mechanically refrigerated cabinet is air cooled and is refrigerated by methyl chloride. A temperature of below zero was maintained all through the show.

This booth attracted much attention and the new cabinet created considerable interest among the wholesale ice cream manufacturers, according to officials of the company. It is further reported that many manufacturers commented on the neat appearance of the equipment and the quiet operation.

* * *

Mojonnier Bros., Chicago, calls attention of the readers of The Ice Cream Review to the fact that in addition to the several types of cartons that are packaged by the Mojonnier ice cream packaging machine is the Purity paper can, made by the Purity Paper Vessels Co., Baltimore; also the Dixie cup made by the Dixie Cup Corporation, Easton, Pa.

* * *

For the public who desires ice cream in sealed packages, the retailer is meeting the demand by affiliating with the ice cream manufacturer who can furnish ice cream packed in this manner. The Gearhart Sales Cabinet Company is offering a new development in the line of ice cream package fillers. The Gearhart filler will fill quart, pint and half-pint cartons without waste, it is reported, and in a very short time with little effort and without having the product touched by human hands. The filler occupies little space and is substantially built and easily kept sanitary. The dealer is provided with a Gearhart sales cabinet which keeps the packaged ice cream in perfect condition. The cabinet will carry six flavors and three different sized packages, quarts, pints and half pints and the packages are kept clean and dry and there is no freezing together. It helps to serve customers quickly. The cabinet is iced once every two days and requires less than four pounds of ice per gallon of ice cream a day. The salt water can easily be drained off. The cabinet has a capacity of 24 gallons and occupies a floor space of 40 inches. The ice cream manufacturer fills the cartons and controls the cabinet. The cabinet is refrigerated in cylinder form of sheet metal, insulated with three inch cork board and operates on a vacuum system, there being six revolving, moisture-proof compartments, each one packed with ice cream cartons in quart, pint and half-pint sizes. Through the device shown in their advertisement at the side of the cabinet the proper compartment is brought to the front of the cabinet and a carton of the desired ice cream is taken out at the door provided. The Gearhart Sales Cabinet Company is at Clearfield, Pa., and they will be glad to mail illustrated literature to any ice cream manufacturer who is interested in their cabinet and filler.



MAPLE PLAINS CREAMERY COMPANY RE-BUILDS PLANT.

The Maple Plains Creamery Company, Inc., Maple Plains, Minnesota, of which F. V. Halgren is president, is rebuilding the plant which was destroyed by fire last December. They have incorporated with capital stock of \$50,000, and the new plant which will cost about \$20,000 when complete, is 42x62 feet. The hardening room will have a capacity of about 1,500 gallons of ice cream. They expect to begin operation about May 1st and will continue the manufacture of Halgren's ice cream and butter. Much new equipment, including churn freezers and compressor is being installed.



NEW ICE CREAM PLANT IN OKLAHOMA.

Colvert Brothers of Sulphur, Okla., have erected a stone building 75x50 feet which will be a modern ice cream plant equipped with up-to-date machinery for the manufacture of a high grade product. Refrigerating machinery manufactured by the United Iron Works of Kansas City, Mo., has been installed. The plant will be in operation within the next sixty days.

Sulphur is one of the finest summer resorts in the United States and ranks about fifth with all the National parks in the world.



The Quality Ice Cream Co., has opened at Pleasantville, N. Y., and the proprietor is J. M. Bard. He formerly was with the Carpenter Ice Cream Company of White Plains, N. Y.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



From Freezer to Consumer by the Rogers way

**Rogers Machines equipped with
NEW AUTOMATIC VALVE**

The Sanitary—Never Touched By Hand—Ice Cream is demanded by the public.

The Retailer likes the sanitary package because he has no shrinkage in handling.

The Manufacturer prefers the Rogers Brick Makers because they are the most economical packaging machines.

A size for every manufacturer.

Write for Booklet I. R.

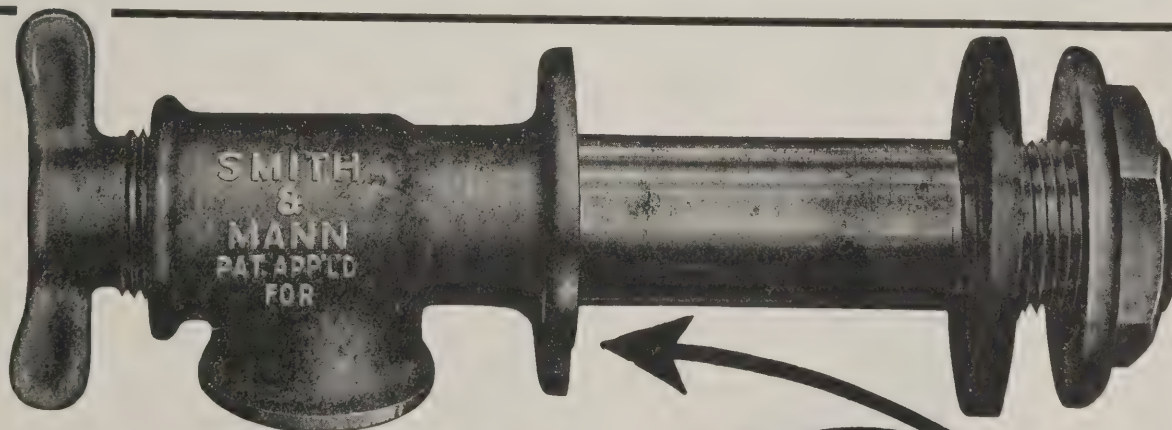
John W. Ladd Co.

DETROIT COLUMBUS CLEVELAND CINCINNATI



\$365

**Metal
Will
Not
Corrode**



Smith & Mann cabinet drains are cast in one piece. They have no joint between stem and the drain cock. Therefore, no chance for a leak.

Furthermore, Smith & Mann drains are made of a non-corrosive metal and last a lifetime.

The stem is cast in various lengths to fit all thicknesses of cabinet walls. The leather gasket and lock nut makes a leakproof joint on the inside that cannot be loosened from the outside.

For better satisfaction in cabinet drains, try Smith & Mann.

SMITH & MANN

914-18 West York St. Philadelphia, Pa.

WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

What Would This "Ruling" Mean to You ?

The final decision just issued by The Interstate Commerce Commission requires dry packers to be billed at 25% less than actual weight. Actual weight of Glacifer with 5 gallons of ice cream 90 pounds. Billing weight by express 68 pounds. (Interstate) Also applies Intrastate in some places.

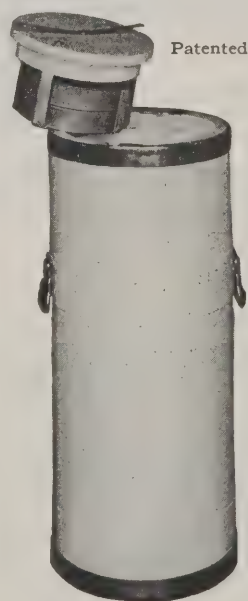
WE WILL BE GLAD TO TELL
YOU WHAT THE

Glacifer Dry Packers

will do for you in your section—
how they are made and why they
keep ice cream in good condition
without ice or salt for 15 to 36 hours

The Glacifer Co.

Miller Street Somerville, Mass.



This is a
20 quart
Bulk
Glacifer

Also
made for
Brick
Shipments

Samples sent on 30 days trial

Trade Literature

CONTROLLED FLASH PASTEURIZATION.

Positive pasteurization of cream which could really be called positive has been the difficulty which every operator has experienced in the past when using any continuous flash pasteurization system. It has been difficult to maintain the temperature of the cream within the proper limits by hand regulation of the steam supply valve.

A new bulletin, No. 2049R describing the Cherry "continuous flash" pasteurizers was issued a few weeks ago. It tells in detail of the control system of continuous cream pasteurization. A temperature regulator controls the steam minutest rise or fall. The manufacturers claim that the system is absolutely dependable and very positive in action.

This new bulletin explains the tandem system of mounting pasteurizers which delivers greater capacity rated in pounds per hour. It is said that this method requires less steam, representing a saving in fuel; also allowing for better neutralization.

This bulletin describes, also, the new No. 7 Cherry continuous cream pasteurizer. It is a large capacity pasteurizer rated at 7500 lbs. an hour. Several new features are used in the construction of this machine—a new clamping style of cover is used; the agitator has a pump wheel built as a part of it, giving a guaranteed elevation of the pasteurized product; and is built in only the overhead drive.

The J. G. Cherry Company of Cedar Rapids, Ia., announces that this Bulletin No. 2049R will be sent promptly to any readers who mention this publication.

* * *

Prof. H. C. Troy of Cornell University has written an article entitled, "Ice Cream Test by Troy-Fucoma Method," in which he gives information for testing ice cream with the Fucoma apparatus, supplied by the Fucoma Company, Inc., 154 Nassau St., New York City. The article is incorporated in a booklet supplied by this company. The foreword states that this test is radically different from any of the methods now in current use. It is claimed to be much more rapid than the present methods and may in time be used widely by the field for quick inspections to show whether the fat content of ice cream is up to standard. Its simplicity is said to be a feature commending its introduction to the trade and it is further claimed to be accurate enough for all practical purposes.

* * *

The Creamery Package Mfg. Company, 61 W. Kinzie St., Chicago, announces the publication of a bulletin illustrating and describing its complete line of Progress homogenizers.

This book details the various uses of the homogenizer in the ice cream plant, milk plant and many other different lines of business and gives complete data covering every important part in the machine. Homogenizer users and those contemplating the installation of such machines will obtain considerable valuable information from this bulletin, officials of the company believe. A copy will be sent free of charge to all who write the manufacturers, it is announced.

* * *

L. F. Grammes & Sons, Inc., Allentown, Pa., announces that it has issued a new catalog for ice cream manufacturers and that officials will be glad to forward catalog to any reader of The Ice Cream Review upon request. In the past few years, according to officials, the company has turned over a large portion of its plant to the line of ice cream and soda supplies which it sells directly by mail. The company has been in business since 1875, officials say.

* * *

The C. J. Tagliabue Mfg. Co., Brooklyn, N. Y., manufacturers of Tag industrial thermometers, has published its 1924 catalog, No. 904. This catalog lists the different recording and indicating instruments produced by the company, showing automatic controllers, recording and dial indicating thermometers, vacuum gages, mono gas-analysis, recorders, oil testing instruments, hydrometers, laboratory thermometers, and other products.

* * *

B. Riley Hauk, president of the Dairymen's Manufacturing & Supply Co., St. Louis, Mo., has announced publication of his company's 1924 price list No. 5. This catalog covers the creamery, dairy and ice cream makers' machinery and supplies handled by the company. It contains 48 illustrated pages.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



DeRaef Ice Cream Weight Standardizer

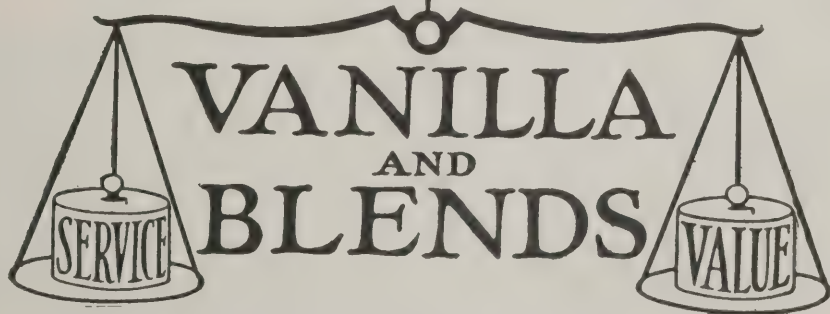
Standard ice cream to standard weight per gallon regardless of kind or flavor, without adjustments. Once adjusted always adjusted.



KANSAS CITY, MO.



STANDARD



G.R. RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
EXCLUSIVELY
Rochester, N.Y.

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

A CASH BASIS FOR THE ICE CREAM INDUSTRY.

(Continued from page 9)

"Anyone who makes an examination of the credit side of any business, whether wholesale or retail, is appalled by the carelessness with which credit is granted, and the fact that as a group we are careless in granting credit is hardly controverted....

"Ignorance of the costs of doing business, credit losses and collections, desire to outdo competitors in volume of business without regard to the quality of the business, fear of driving away business by requesting credit information, and lack of a definite collection policy are some of the reasons responsible for the stupendous losses we suffer. Is there a remedy? We believe there is.

—"When spring arrives after a long, cold winter, most of us are ready and willing to take all the business that comes our way, with little examination or investigation. A competitor's customer calls us and gives us an order. Do we find a reason for his sudden change of heart? An inquiry might save us considerable trouble, worry, and perhaps a loss."

THERE are many reasons for believing that the loose credit practices in the ice cream industry are ready for the tobogan. In the first place ice cream manufacturers themselves have learned that it is very poor business. It would be interesting to have some gentlemen with a flair for figuring to set down in round numbers just how much money has been lost in the industry in this way.

The principal reason for the tightening up in the credit situation is, manufacturers are beginning to understand that it is not necessary. Ice cream is just as

much a legitimate article of commerce as anything else sold to the public. It gives the retail dealer a certain margin of profit that is fair, to say the least. Just where he should be made to feel that he doesn't have to bother himself about looking after his ice cream accounts, something no one can satisfactorily explain.

Watching credits means money to the ice cream industry. It means the saving of losses to manufacturers and greater gains through better business practices upon the part of the dealer once he is convinced that selling ice cream is a business proposition. It is a fact that many dealers do not look at the matter fully in this way. For they been doing things just as they please and paying when they please (and sometimes not paying when it didn't please them), so that many of them looked at handling ice cream as a sort of game, the object of their part being to see how much they could talk out of the manufacturer at one time and then see how much they could hold out from him at another time.

AN ALABAMA manufacturer several months ago put in vogue a system where his dealers paid every Monday morning. They were educated to expect a bill the first thing at the beginning of every week. It was a short time before every dealer was regularly sending in his check upon receipt of the bill, with never a complaint.

A manufacturer in Pennsylvania, who thought he was making considerable progress in building up his gallonage, suddenly awoke one day to find his business books in bad shape—very bad shape. When he looked into the situation he suddenly made the discovery that he had unknowingly taken in a number of "dead-heads" instead of actual customers, these "dead-heads" representing several dealers who had mysteriously communicated with this manufacturer at different times and expressed a willingness to buy his ice cream. Further investigation revealed that most of them already had imposed upon one or more manufacturers in that territory by straining their credit to the breaking point and then "flopping."

The situation in the long run proved of great value to this manufacturer, for he immediately faced the situation squarely and put down tight clamps upon his credits, with the result that in a very short time he had cut down his list of dealers, eliminated much cost in doing business, and was prepared to help his good dealers sell more ice cream.

A New England manufacturer, quite by accident found out that he could line up a more stringent collection system in his business. An excitable dealer called up the manufacturer and said he would pay his bill when he got "dern good and ready." The manufacturer, his patience exhausted at the end of a nerve wracking day, impulsively declared that he had better get ready before the end of the week if he continued to receive his ice cream from the same place. Before the end of the week a check came in. The manufacturer acted upon a sudden inspiration and decided that instead of making a visit to hear his dealers complain, he would do a little complaining of his own. When he finished a circuit of his dealers in immediate walking distance he had underway the nucleus of a system providing for better credits—a system that has made much money for that gentleman.



If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."



has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.



THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland O., U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



ARABIAN Coffee Flavor

You will find this jug
everywhere

*Send for a trial
lot and prices on
regular package.*

Made from the choicest materials. Handled with extreme care to preserve their original goodness. Merged into a wonderful Arabian Coffee flavor, rich and true that imparts a delightful originality to ice cream and is as appealing to the coffee drinking public as the drink itself.

All during our 23 years of growth we have worked to improve this product,—constantly giving to it every refinement that experience and scientific research has developed. Thus we have established a reputation for a quality and uniformity in Arabian Coffee Flavor that in return lends prestige to your business when offered to your trade.

D. ABELSEN & SON

Originators of Arabian Coffee Flavor

PROVIDENCE

RHODE ISLAND

Ice Cream Salesmanship Taught at Dealers' Convention

Breyer Ice Cream Co. of Philadelphia Sponsor Convention of Retailers
Within 50 Mile Radius of Quaker City

THE most sweeping undertaking in the interest of ice cream retail salesmanship on record for the industry was carried out last month by the Breyer Ice Cream Co. of Philadelphia when dealers of eight states were gathered at a merchandising convention in the City of Brotherly Love. The convention was held March 24, 25, 26 and 27 in the auditorium of the Breyer company's plant.

The object of the convention was to teach dealers efficiency in the handling of their stores and merchandise, and to point out the way to greater profits through correctly handling ice cream and seeking to keep it before the public.

There were two convention sessions each day, one in the afternoon and one in the evening. Experts on various phases of retail salesmanship addressed the convention delegates.

Among the subjects discussed were: "Selling the Customer More Merchandise," "The Best Way to Lay Out a Store," "Knowing Daily Your Profit and Loss," "Store Arrangement and Alteration Costs," "Cashing in on Your Windows," "Selling the Housewife," "Selling Stunts That Paid," "The Dealer Profit in Pure Food," "Systematizing Your Store for Greater Profits," "Ice Cream as a Profit-maker," "Ice Cream as a Food."

The convention was attended not only by dealers handling Breyer ice cream, but by retailers handling many other brands.

Special trains and hotel accommodations were arranged for the delegates by the Breyer company. There was a display of products of well-known makers of ice cream store products and accessories. The convention cost many thousands of dollars, everything being free to the dealers. The entertainment features included vaudeville, sight-seeing tours and refreshments, the dealers' families being entertained at the same time.

Between eight and ten thousand ice cream dealers representing practically every city and township within a radius of 150 miles from Philadelphia, Pa., attended the convention which was held under the direction of the Breyer organization, and marked the formal opening of the recently completed Breyer plant, said to be the largest in the world.

The huge auditorium of the Breyer plant took on the aspect of a sectional ice cream manufacturers' convention with nearly forty booths displaying supplies and equipment used by the ice cream dealer lining three walls. The stage at one end of the hall was banked with cut flowers and set pieces, gifts of well-wishers on the occasion of the opening of the new plant.

On the opening day, after an inspection tour of the plant, the dealers were ushered into the auditorium where the sessions were to be held. Before the meeting was called to order, an elderly man attired in apparel of by-gone days—knee breeches, white stockings and cocked hat—wandered up to the platform and demanded to see Henry W. Breyer, president of the Breyer company.

When Mr. Breyer was presented to the quaint old gentleman and his name was requested, he replied:

"I am here as the shade of old Philadelphia to greet and wish you well, you, sir, the business man of modern Philadelphia, on this the day that will always be looked back upon not only by yourself but also your associates, who labored so nobly to make this dream of yours a reality.

"Since the days of William Penn, the city of Brotherly Love has always been lavish in her gifts to her sons who had

the courage to dare, and the vision to see. Even though this institution that you have developed is now the largest of its kind in the world and your product is sold in seven of the thirteen original states, may it always be 'the old fashioned kind' that Philadelphians have known and enjoyed for two generations.

"I give you an emblem of esteem and devotion. The token from your co-workers in this enterprise is a pledge of you of their allegiance as your own 'Pledge of Purity' is to the public."

The emblem, a solid gold medal, presented to Mr. Breyer by his employees, has on the face in bas-relief a female figure signifying Progress and Vision, and on the reverse side, Henry W. Breyer, Manufacturer, and on the other side, W. Breyer, from his associates in the Breyer Ice Cream Company. Presented March 24, 1924, at the opening of his new West Philadelphia plant.

This feature was not on the program and it apparently proved as much of a surprise to Mr. Breyer as it did the audience as he was not prepared to make a speech of acceptance but modestly retired with "I thank you, sirs!" amid the thunderous applause of the audience.

The opening session was then called to order and the welcoming address made by E. J. Mather, general sales manager of the Breyer company.

Mr. Mather introduced the first speaker, R. D. Small of the National Cash Register Co., Dayton, O., who spoke on "Knowing Daily your Profit and Loss." He urged the retailers to keep accurate records and departmentalize their store. With the aid of a chart he pointed out the proper systems that should be used to keep strict accounting of all merchandise. He estimated that 75 per cent of the retail stores in the country that were not departmentized were handling many lines of merchandise at a loss when the dealer believed they were profitable.

He was followed by J. E. Reider of the Reider Manufacturing Co., whose subject was "The Best Way to Lay Out a Store." It has been proven, he said, that it isn't how good the merchandise is or how popular the selling price, but how well the product is displayed that brings results. He further said that the days of cheap second hand fixtures were gone forever and that the buying public today demanded pleasing surroundings that harmonize with the merchandise on display. He referred to the appearance of his store as the retailer's best advertising medium.

Dr. E. J. Cattell of the Chamber of Commerce opened the evening session with an address of welcome on behalf of the city of Philadelphia.

Among the exhibitors were the following:

American Cone & Pretzel Company.
Armour & Company.
Bishop, Babcock Company.
F. Bischoff, Inc.
Benedict Mfg. Company.
Dayton Scale Company.
Enterprise Paper Company.
Flexlume Sign Company.
J. B. Ford Company.
Robert N. Green & Sons.
Hershey Chocolate Company.
Individual Drinking Cup Co.
D. Frank Black.
Knight Soda Fountain Co.
Liquid Carbonic Company.
H. J. McCue Company.
Thos. Mills & Bros.

(Continued on page 164)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



STOUT-Schroeder Cabinets and Tubs

Send for Our New Bulletin
covering our complete line of

Tub and Metal Lined

Bulk, Brick and Combination Cabinets

In Golden Oak Ceiling and Mahogany Smooth Panel Finish.



Don't Buy Until
You've Investigated Our Complete Line

The Stout Self-Serve

Cabinet dis-
penses Bricks
and Bulk
Packages
without tak-
ing off the
cover.

The Tub with the Bottom that Needs No Repairs

If You Really Want Good Tubs

here they are. Study
the construction of
this bottom--the more
you drop it the tighter
it holds -- and Our
Prices are Right, for
a Tub That's Right.



Patented

Made of close grained Cedar, treated to re-
sist water absorption and rough use.
Write for Prices.

The Stout Iceless Cabinet

is refrigerated by the successful FRIGIDAIRE Unit -- either
built in with cabinet or placed separately wherever most con-
venient. Guaranteed and serviced by the Delco Light organiza-
tion with service stations most everywhere--that assures safety.

STOUT MANUFACTURING COMPANY, 610 Sycamore St., Milwaukee, Wis.

for a Quarter of a Century

We have *SPECIALIZED* on

Vanilla Extracts and Vanilla Compounds

We guarantee
to
improve your
Flavor
with a saving
in cost

Proprietors of "VANOLEUM."
The *ORIGINAL* Concen-
trated *Vanilla Flavor*.



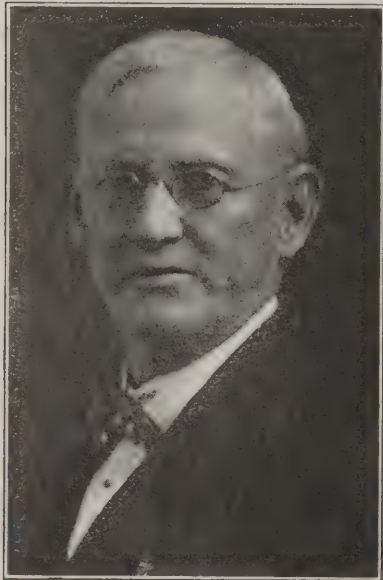
CORRIZO EXTRACT COMPANY

211-215 West 20th Street

NEW YORK, N. Y.

GEORGE W. CUSCADEN, PIONEER MANUFACTURER, DIES.

One of the most interesting members of the ice cream industry passed from the scene on March 11 in the death of George W. Cascaden, Sr., founder and president of the Cascaden Ice Cream Co., Louisville, Ky. Entering



GEORGE W. CASCADEN.

the ice cream business in 1875 by launching the company that still bears his name, Mr. Cascaden was a connecting link between the early days of hand-labor and the present age of highly organized mechanical efficiency.

The first man to engage in ice cream manufacturing in Kentucky, and one of the first in the entire country, Mr. Cascaden many years ago became known in his section as "the ice cream king." His ice cream factory was established five years after he opened a confectionery business in Louis-

ville. He was the first to vision the possibilities in shipping ice cream by rail, and he had been in business only

a short time before he was delivering ice cream through express cars to dealers many miles from his plant.

Even in the olden days Mr. Cascaden shipped ice cream as far as Virginia, down into Tennessee, and in many parts of Indiana.

In 1899 Mr. Cascaden invented a machine for making ice cream in four colors and flavors. He had the machine patented and used it many years in making thousands of gallons of brick ice cream. He gave up the brick ice cream business about three years ago.

The Cascaden Ice Cream Co. flourished under the management of its founder until his sons came along to take over most of the burden of operation, the business continuing to grow. For the past several years the company has been mostly in the hands of the younger Cascadens, Arthur and Harry A. Cascaden. The youngest son, George Cascaden, Jr., operates a retail confectionery known as the Cascaden Confectionery.

Ice cream manufacturers throughout the South have extended appropriate messages.



NOTES OF THE OHIO TRADE.

By C. J. Yuncker, Pres. Michigan Dairy Boosters.

S. H. Weeks, proprietor of Buckeye Dairy Co., Galion, Ohio, was seriously injured on February 10 in driving a truck which was hit by an electric interurban car, completely wrecking the truck and having his right leg broken in two places.

Ashland Sanitary Dairy, Ashland, Ohio, is making some improvements and getting ready for the rush of the season.

The Wells Chief Creamery Co., Crestline, Ohio, will install another ice cream freezer at once to take care of their increase of business.

The White Mountain Creamery Co., Lima, Ohio, is getting everything ready and all painted up for the rush of 1924 trade.

D. A. Heckler Ice Cream Company, Napoleon, Ohio, has their new building completed for their ice cream and bottling plant. It is very neat and roomy.

The Standard Creamery Company, Van Wert, Ohio, is now putting up a new building.

R. L. Graham Ice Cream Company at Lima, Ohio, is now in their new building. It is an up-to-date plant.

Thos. Ammer is now running the Seneca Dairy Company and manufacturing ice cream at Fostoria, Ohio.

Dickson Creamery Co. of Mansfield, Ohio, is in hands of a receiver.

E. G. Neumeister of upper Sandusky, O., who operates a bakery and ice cream plant has remodeled his building and has one of the finest retail stores in the state for a town of its size. It is very cozy.

Albert Joseph, Upper Sandusky, O., has made extensive improvements in his ice cream plant, also his retail store. Albert has a very fine store.

The Crane Ohio Ice Cream Company, Columbus, O., is enlarging its office and making other improvements which are very good and helps handle their large increase of business.

John Kruse, formerly with the Cloverleaf Creamery at Huntington, Ind., is now manager of the Sunlight Creameries plant at Washington C. H. O. He should be proud of having such a plant to manage, for it is a very fine place and up-to-date, with fine new buildings and offices.

(Continued on page 158)

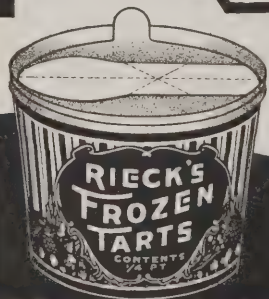
Make and sell packaged sundaes—

Ice cream manufacturers everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile increased business with handsome

ADDITIONAL PROFITS

if you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical—it actually builds the business. Send for convincing samples and full information. Ask for the Packaged Sundae.

KLEEN KUP



MONO SERVICE
COMPANY
NEWARK, NEW JERSEY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Association of Ice Cream Supply Men

Sub-Committee of
The Board of Directors
on Trade Publication Conditions

Special Bulletin to Members

The Board of Directors of The Association of Ice Cream Supply Men has instructed the Sub-Committee on Trade Publication Conditions officially to discountenance the seeking by advertisers of indiscriminate and unjustified free publicity in trade publications, and the provision of such publicity by trade publications.

Such free publicity is variously designated "write-ups," "puffs," "reading notices," etc.

Investigations by the Sub-Committee lead to the belief that some advertisers persistently request such free publicity, going so far as directly or by implication making the provision of this free publicity by trade paper publishers a condition to the making of advertising contracts; and to the belief that some publications may now proffer or have proffered free publicity of this character as an inducement to the making of advertising contracts.

Whether such free publicity is sought or proffered in this manner, or independently of the making of advertising contracts, its seeking by supply houses and provision by publications are both discountenanced.

Blatant "reading notice" publicity of this description is against the spirit of the laws of the land. The intent of postal laws and regulations is to classify such publicity as advertising, whereas in practice no such publicity appears as advertising but is ostensibly disinterested news.

It is against accepted ethical practice in publishing and advertising. The American Association of Advertising Agencies opposes free reading abuses. The Associated Business Papers, Inc. requires that its members "refuse to publish 'puffs', free reading notices."

It is not good business for the recipient of the publicity but an attempt to get something for nothing, fallacious in theory and without advantage in results because it builds up an endless sequence of indiscriminate laudation.

It is harmful to publications: "Free reading matter impairs the publication that runs it, and that is always taken into account by the competent advertising agency." (American Association of Advertising Agencies.)

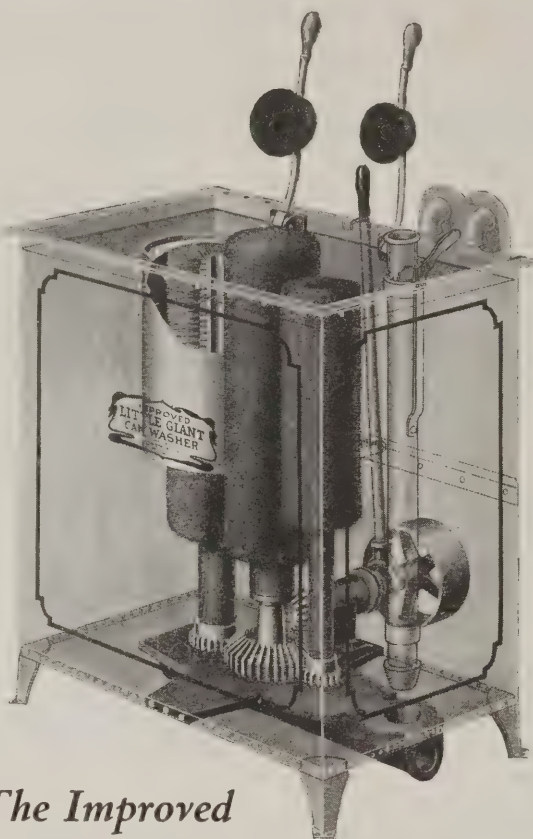
It belittles the intelligence of the ice cream industry.

The Sub-Committee's investigations show that there is a legitimate publicity field for supply manufacturers: accounts, facts, photographs, signed articles, etc., etc., based upon or comprising legitimate news, such news determined not from the point of view or interest of the manufacturer and advertiser, but of the editor and reading trade. Legitimate news and feature material that may originate in the activities of manufacturers and advertisers is not included in the Sub-Committee's discountenancing of indiscriminate free publicity.

Cases of the seeking or proffering or appearance of indiscriminate free publicity, as the term is used herein, by member companies or in member publications of the Association may be reported to the Sub-Committee for such recommendations thereon and transmission for further action to the Board of Directors as may seem proper.

March 10, 1924.

B. B. SCOTT, Chairman.
J. W. HUSSEY,
H. A. KEINER.



The Improved **Little Giant CAN WASHER**

Makes a big Job a little one by handling all sizes of cans from 4 to 40 quarts. Brushes them clean inside and out and with a speed that makes this Little Giant such a big cost reducing element in large and small factories.

If you're looking for service and value in can washing equipment you will find your time well spent in investigating the Little Giant Can Washer

WRITE

C. Doering & Son, Inc.

Lake and Sheldon Streets
CHICAGO, ILLINOIS

Mr. Sager of Crestline, O., is now manager of Wells Chief Creamery Company at Marion, Ohio.

The Wells Creamery Company, Delphos, O., has stalled another ice cream freezer to meet with the increase of their business. They are also painting up getting ready for the rush.



REJOINDER TO PACIFIC CONVENTION SPEAKERS

Editor The Ice Cream Review:

At the Pacific Coast convention of ice cream manufacturers, held in Vancouver, B. C., in December, one of the principal speakers (who incidentally represents some very advanced thoughts on the subject of the manufacture and distribution of ice cream) in the course of his remarks laid particular stress on the evils of not properly refrigerating your mix after it comes from the freezers. He spoke about its tendency to grain; about the hole in the center of the can; its liability to settle and jarring while in transit, etc., also of the tendency on the part of some manufacturers to attempt to saddle the responsibility for such conditions on the quality of the time or carelessness of plant management.

The writer has read the above address with a great deal of interest and, while he agrees with the criticism in general, regrets that the speaker neglected to follow out his thesis to a logical issue; which would not only have made the address epochal in character, but would have driven home to the manufacturers in attendance the importance of correcting this evil, which, as the writer sees it, is of cardinal importance for this reason: that many of the disagreeable conditions of the ice cream industry are based on this indifference to first establish the overrun produced by the freezers, by submitting the finished product to a sufficient amount of hardening room temperature to insure its stability not only while in transit but after it reaches the hands of the dealer.

The writer has had many years of experience (mostly technical) in and amongst the manufacturers and contributors of ice cream; has witnessed and participated in its developments from the original ice and salt machines up to the present form of refrigeration, and has helped to work out the development of present large type freezers in order to produce desired overrun on a properly finished product, etc., and amongst the many complicated details incident to such a career, the one that seemed the most serious to him was trying to figure out why the wholesale manufacturers of ice cream had to carry over so many of his customers (financially) from season to season.

I finally ran the subject down with the following results: I discovered that many of the wholesale dealers, particularly in the peak of the season, didn't attempt to harden their cream in the hardening room, according to schedule, as they hadn't the time; and that many of them were forced through lack of facilities to take the mix right from the freezer, which produced about 100 per cent overrun, pack it in tubs with ice and salt and send it on its way to the dealers; figuring it would harden up on the way. Can you fancy the result to a poor dealer; many of whom are accused of being not only poor business men, but in some cases dishonest. Can you fancy how much ice cream he succeeded in distributing out of a five gallon can of mix, handed to him in that condition, and can't you see the principal reason why the wholesaler can't get his accounts cleaned up at the end of the season?

That is the important feature that our friend, speaker at Vancouver, overlooked in his criticism of lack of

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

hardening, etc. I claim that while it's important that we build our freezers in such a manner as to enable us to produce the swell or overrun, as that is one of the features which adds to the palativeness of commercial ice cream, and makes it a wholesome, easily digested dish (particularly during the heated spell) it is also very essential that, in order to keep the product in proper condition and incidentally to give the dealers a chance to serve it out in good condition (without suffering the loss of swell by improperly refrigerated products, which eats up his profits so he can't pay his bills) and that the ice cream manufacturer take every precaution to see that each and every batch of ice cream produced at their plants be checked in and out of his hardening rooms, in such a positive manner that the overrun put into the mix at the time of freezing will be refrigerated into it in such a manner that it will not only correct the evils stressed by our friend at Vancouver, but will also enable the manufacturer to do business with his dealers in more conscientious and satisfactory manner to all concerned.

Overrun in ice cream (commercial) should be submitted to the hardening room temperature (zero to ten below) for at least twenty-four hours, in order to insure its stability—this fact is more essential during the peak of the season than any other time of the year. Unless you can comply with these requirements you are not doing justice to yourself as a manufacturer—to your product or to your dealers and customers.

JUSTIFY.

YOU ARE WELCOME, FRIENDS.

BE IT RESOLVED that the Michigan Dairy Boosters at their annual convention held at Kalamazoo, Michigan, February 4, 5, 6, and 7, 1924, unanimously extend a vote of thanks and appreciation to The Olsen Publishing Company, Milwaukee, Wis., for the printing, publicity and many other courtesies extended to the Boosters during the past year.

BE IT FURTHER RESOLVED a copy of these resolutions be mailed to The Olsen Publishing Company, Milwaukee, Wisconsin.

February 5, 1924, Committee on resolutions

C. J. W. SMITH, Signed—FLOYD W. HUNT
Sec'y. C. J. ORT.

Statement of Ownership, Management, Etc., of The Ice Cream Review, published at Milwaukee, Wis.—required by the Act of August 24, 1912.

The Olsen Publishing Co., Publishers, Milwaukee, Wis.

Manager—H. P. Olsen, Milwaukee, Wis.

Editor—E. K. Slater, Milwaukee, Wis.

OWNERS—(If a corporation, give name and address of stockholders holding one per cent or more of total amount of stock)—H. P. Olsen, Milwaukee, Wis.; L. S. Olsen, Milwaukee, Wis.; M. W. Olsen, Milwaukee, Wis.; E. E. Olsen, Milwaukee, Wis.; E. K. Slater, Milwaukee, Wis.; Paul H. Laabs, Milwaukee, Wis.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

Signed, H. P. Olsen, Manager.

Sworn to and subscribed before me this 21st day of March, 1924.

C. J. Linden, Notary Public, Milwaukee Co., Wis.

(My commission expires February 1st, 1925.)

NOTE:—This statement is made in duplicate, both copies be delivered to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

Order Your DeFoe-Colvin Ice Cream Molds Now

for

ICE CREAM SANDWICHES
PIE - A - LA - MODES AND FANCY
ICE CREAM DISHES



Considerable publicity has been given this article during the past year and we are now pleased to announce the molds are carried in stock by many jobbers.

They are easy to operate with speed and without waste,—measuring 20 sandwiches to the quart of bulk ice cream.

If your jobber does not carry them give us his name and address or order direct from the Factory. Address:—

**DeFoe-Colvin Mfg. &
Japanning Company**

1752 N. KIMBALL AVENUE

Chicago, Illinois

Dept. E

SAYS J. B. PORTER "INVENTED" WORD SUNDAE.
Credit Given to President of Oklahoma Association by
one Correspondent, who says Mr. Porter First
Advertised Sundaes, in Pittsburgh.
Review Pulled Reply.

J. B. Porter, president of the Oklahoma Association of Ice Cream Manufacturers, was the "inventor" of the who finds him "all the Hydrox ice cream they can eat."



J. B. PORTER.

nouncement of the offer in The Ice Cream Review.

The "pulling" power of The Ice Cream Review was well demonstrated when Mr. Marshall promptly answered the query of the Hydrox Co. a few days after reading an ice cream sundae. At least, so says J. L. Marshall of the Purity Ice Cream Co., Tulsa. Mr. Marshall was writing in reply to the advertisement of the Hydrox Corp., Chicago, which firm has offered to give the originator of the sundae a hundred dollars in gold and the man

The letter in which Mr. Marshall gives Mr. Porter credit for originating the word "sundae" follows:

Tulsa, Okla., Feb. 4, 1924.

Hydrox Ice Cream Corporation,
 Chicago, Illinois.

Gentlemen:

Answering your advertisement for the man who "invented the ice cream sundae," beg to give you the facts in full.

J. B. Porter, Tulsa, Oklahoma, 1336 S. Boston Ave., president of the Purity Ice Cream Company, was the first man to use and advertise Ice Cream Sundae's.

Mr. Porter was manager of the Kaercher's Pharmacy, Fifth Avenue and Neville Street, Pittsburgh, Pa., and in 1896 or 1897 the word originated. Some thirty or more students from Shady Side Academy were accustomed to spend their noon hour at this store, and being of an unmanageable age and hilarious disposition, they took delight in tormenting everyone within reach.

It was their custom in ordering ice cream to call for 'College Ice,' (as it was then known by,) or 'glace,' with the name of the fruit or flavor wanted, and for several to order at the same time and so cause the clerk to become confused and sometimes make an error in change, always of course to their advantage. On one such occasion the clerk evidently mixed the conversation with reference to Sunday affairs with the order and inquiringly repeated it as 'Sundae.'

The boys thought it a good joke and had a good time over it. Mr. Porter heard the conversation and made a sign advertising 'Chocolate Sunday's,' which was later changed to cover fruit sundaes and flavors. This sign was made with a rubber stamp printing outfit. A few customers objected to the sign with reference to the Sabbath and then they spelled it 'Sunda,' which was later spelled in three endings, viz.: 'y,' 'a' and 'ae,' but by next season practically everyone had adopted the ending 'ae.'

The boys from the academy scattered to practically all the larger colleges and the name was carried with them. These facts can be verified, as the majority of the men referred to are still in business and possibly some of the boys remember the circumstances. Among the boys was a son of Chancellor Holland, and among the younger boys, two sons of Senator P. C. Knox.

Am very sorry that I do not live in or near Chicago to enjoy all the Hydrox cream sundaes that I could eat for a year, but am glad to give you this information for your contest, as I thought that it was very interesting when I first heard it.

Yours very truly,

L. J. MARSHALL,

Salesman, Purity Ice Cream Co.



QUESTIONNAIRES ON DAIRY MANUFACTURING.

Schedules were mailed to all dairy manufacturers by the Bureau of the Census on January 2nd. Only 30 per cent of the manufacturers had forwarded their reports to the bureau on January 31, according to announcement to the Olsen Publishing Company.

The director of the census is very eager to secure all the reports at a very early date, that the statistics may be published much earlier than in previous years and also eliminate the necessity of sending agents to collect the reports. This is, of course, in accordance with the economy schedule of Congress.

Manufacturers, therefore, are urged to prepare and forward reports to the bureau immediately.

The **HOUSE**
of
Personal
Gelatine
Service

Hughes Gelatine Co.
 143 Griswold Street
 DETROIT MICHIGAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Entertainment Program Submitted to Southern Association

**Flyers Lay Early Plans
for Fun and Frolic at
New Orleans**

President,
H. A. BENNERS,
United Fruit Bldg.,
New Orleans, La.



**Address all
communications to**
P. N. MILLER, Jr.,
Secretary,
2913 11th Avenue,
Birmingham, Ala.

New District Association Formed in South-east. Educational Work Planned

It is my pleasure to advise that the following program for entertaining the Southern ice cream manufacturers at the annual convention to be held in New Orleans in November, 1924, has been submitted to the officials of the association for their approval:

Friday, November 14.

Dance and Entertainment at Shrine Mosque.

Saturday, November 15.

Noonday Entertainment and Luncheon for Ladies.

Sunday, November 16.

1 day boat ride on Mississippi River to a sugar plantation—the visitors will witness the entire process of cutting and grinding of sugar cane, as well as the manufacturing of sugar. Luncheon, refreshments and music will be provided on the entire trip.

I desire to call your attention to the boat ride, which, I doubt, will prove of great interest to the visiting ice cream manufacturers as well as supplymen—furthermore, the Dixie Flyers most cordially extend an invitation to members of the national association to be their guests on this very delightful as well as instructive trip.

Further details will be sent you at a later date in order that all visiting ice cream manufacturers can arrange to arrive in New Orleans in sufficient time to join in the day's pleasure.

Yours very truly,

H. A. BENNERS, President.



ORGANIZATION OF CUMBERLAND ICE CREAM MANUFACTURERS' ASSOCIATION.

Ice cream manufacturers, representing southeastern Kentucky and territory immediately adjacent in neighboring states, met at the Cumberland Hotel, Middlesboro, Wednesday, March 19th, and after a dinner at 7 o'clock elected an organization to be known as the Cumberland Ice Cream Manufacturers' Association, and whose purpose is to promote the ice cream industry by proper educational development and also maintain the high moral standards so necessary in the healthy growth of the industry.

A constitution and by-laws were adopted, and directors and officers elected for one year, as follows:

Directors: D. A. Harkness, Jellico, Tenn.; L. M. Miller, Pineville, Ky.; H. R. Smith, Harlan, Ky.; J. S. Ney, Middlesboro, Ky.; W. N. Scoville, London, Ky.
Officers: Treasurer, F. E. Hess, Middlesboro, Ky.; Secretary, Carlton Ball, Louisville, Ky.

Regular meetings will be held every two months, rotating from one town to another. A different chairman is to be elected at each preceding meeting. Pine-

ville will be the next town where the ice cream men will convene, and L. M. Weller was chosen as chairman.

In addition to organization matters, many problems peculiar to ice cream manufacture in the way of legislation, publicity and transportation were taken up. J. O. Bellah, of the American Railway Express Company, was present at the dinner and later spoke at the meeting on express service questions. An outside speaker is to be invited to address the association at each of its meetings.



IT'S A GIRL.

Mr. and Mrs. R. S. Jennings of Atlanta have announced the arrival of Margaret Virginia, weighing eight pounds. Rather, the announcement was issued by little Miss Margaret Virginia herself on a card which stated that the population of the United States is 110,000,000 people—"and me." Mr. Jennings represents the Creamery Package Manufacturing Company in the Southeast. He has covered the Southern territory for many years.

Artistic Signs —at Attractive Prices

Nothing gets attention better for regular and special occasions than the right kind of signs for the purpose.

We make Enameled Metal Signs—Cloth Signs—Show Cards. All Styles—Any Quantity at Quantity Production Prices—delivered anywhere.

Send your ideas or sketches for samples and prices.

I. & M. Advertising Co.
Sign Department

73-75 W. MAIN ST.

LE ROY, MINN.

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

WASHINGTON

MAINE

News From Far and Near

CALIFORNIA

FLORIDA

Fort Smith, Ark.—The Watson-Aven Ice Cream Company and its property here was purchased by Joe N. Ward, owner and manager of the Ward Ice Company, according to announcement. The entire plant will be overhauled and enlarged and manufacturing of ice cream and other products at the plant will be done on a much larger scale than formerly.

The Watson-Aven company's headquarters are maintained at Little Rock, and branch houses are operated in several cities in the Southwest. The plant which is now occupied here is comparatively new, the Watson-Aven company moving from a plant on Rogers Avenue to its present quarters on North Eighth Street less than two years ago. A. E. Drew is present manager.

Jonesboro, Ark.—The Scott Ice Cream Company of this city, has remodeled its plant and added new machinery.

Walnut Ridge, Ark.—New equipment valued at \$5,000 has been added to the Moore Ice Cream Company.

Hartford, Cal.—L. W. Wilson of the Benham Ice Cream Co. of Fresno completed negotiations with city trustee G. R. Smith for the purchase of four lots on E. Seventh St.

San Francisco, Calif.—A new branch of the West Side Creamery Co. has been opened as the Vogue Ice Cream Company in San Francisco, Calif. A regulation in the latter city makes it impossible to transport ice cream from the Tracy branch.

San Francisco, Calif.—The Acme Ice Cream Company has increased its capital stock of \$1,000,000 to \$2,000,000, and has filed amended articles of incorporation. The new directors are B. M. Gunn, J. C. Hughes, E. O. Lindbloom and C. O. Swanberg.

Springfield, Ill.—Capital City Ice Cream Company, 312 South Third street, has incorporated with a capital of \$75,000. Incorporators are Charles S. Dines, R. Albert Guest, Oscar F. Schulze.

Plymouth, Ind.—Improvements are under way at the Plymouth plant of Schlosser Brothers which will make possible the doubling of the ice cream output—an increase to 100,000 gallons a year. In order to accommodate the new equipment the interior of the plant is being remodeled. The new apparatus will include larger vats, more testers, etc.

Clarion, Ia.—This town will have a new ice cream company, known as Hutchinson & Company of Cedar Rapids, and will use the Clarion creamery as headquarters for Wright county and adjacent territory for the distribution of ice cream. The company has purchased Mr. Anderson's supply of ice and will send a man and truck to make deliveries over this territory.

Clinton, Ia.—Banta's ice cream factory is now housed in the commodious new building on the north side of the Lincoln Highway. The building is 42x80, two story and basement, constructed of hollow cement blocks and tile, making the structure absolutely fireproof. The very large front windows and liberal number of windows on the three remaining sides insure an abundance of light and air, rendering the working conditions the best possible. On the main floor are the sales room and office. At a small elevation is the "daylight room" or main work room with six large win-

dows. The freezing vat has a 2,000 gallon capacity. Two elevators run to either basement and second floor. There are six motors in the building and every facility is provided for the manufacture of ice cream under the most sanitary conditions.

Des Moines, Ia.—A deal was closed recently whereby Joe Hutchinson of Des Moines becomes the owner of the Perry Artificial Ice and Storage Plant. The new owners will have full charge of the local plant and will continue the manufacture of ice and ice cream. Ivyl Collins who has been with Mr. Paul for several years as foreman will remain in the same position for the new firm.

Shreveport, La.—The Campbell Ice Cream Company has announced that the plant will be greatly enlarged during the coming year.

Topeka, Kan.—J. C. Webster has opened an ice cream cone factory at 523 Jackson St., where he has equipment for producing 80,000 cones a day.

Wichita, Kan.—The Wichita Creamery Company has begun making ice cream at its new plant on North Handley Street. The plant cost \$40,000.

Lexington, Ky.—A permit to build, at a cost of \$18,000, an ice cream factory adjoining the present factory at 503 East High street has been issued to Hughes & Company. The new building will be a companion building to the present factory, erected several years ago. When the new building is completed the company will be able to increase its output several hundred per cent, according to a member of the firm. The company expects to produce at least twice as much ice cream in the coming summer as it did during the summer of 1923, Mr. Hughes says.

Mansfield, La.—The Crystal Ice and Bottling Company are erecting an ice cream factory in South Mansfield, to be operated in connection with their ice plant. The work of constructing the buildings is under way, and the plant will be ready for operation by April 1. D. J. Cook, manager of the Crystal Ice and Bottling Company, with plants here and at Natchitoches, is the promoter of the new enterprise.

Baltimore, Md.—G. and M. L. Lang will erect a one-story, brick, ice and ice cream manufacturing plant at 2858 Pennsylvania Avenue to cost \$30,000.

Brockton, Mass.—Lothrop Hedge has purchased the business of W. A. Wilcox. The latter has maintained a profitable wholesale ice cream and confectionery business in that city for many years.

Charlestown, Mass.—Fire in a one-story building at 45A Cambridge St., occupied by Quality Ice Cream Company, caused damage of \$3,000. The building was owned by Mary Cuneo.

Clinton, Mass.—The Ideal Ice Cream Co., with plants in Clinton, Fitchburg and Leominster, Mass., will erect two new buildings at Clinton, Mass.

Flint, Mich.—The Freeman Dairy Company has announced the purchase of the equipment and business of the L. C. Wipp & Sons ice cream plant. The deal becomes effective March first.

Lansing, Mich.—A better grade of ice cream probably will be manufactured in Michigan cities this year as a result of rules and regulations governing the manufacture and sale of this dairy product. The rules were promulgated by the state department of agriculture and are effective immediately.

T. H. Broughton, director of the state bureau of dairying, has instructed his inspectors to check up on the construction of ice cream plants and see if they comply with the new regulations.

The rules prohibit any manufacturer employing any person suffering from any disease. Employees are forbidden to smoke while at work in the factories. All utensils used in the manufacture of ice cream must be sterilized with steam or scalding water.

St. Louis, Mo.—The Blue Ribbon Ice Cream Company has filed articles of incorporation with the Secretary of State. The company shows a capitalization of \$30,000 and will operate an artificial cold storage plant for the manufacture of ice, ice cream and other soda fountain products. The incorporators are Eugene Seltzer, Esia Seltzer and Sam Grossman.

Poplar Bluff, Mo.—The Woodburn Ice Cream Company is preparing to merchandise a new product. It is in the form of a new brick ice cream and is described as a layer of ice cream, a layer of lady fingers and fruits and a layer of whipped cream. The brick already is popular in the Missourian-Arkansas territory that the Poplar Bluff company serves.

Trenton, Mo.—J. T. Riggs has purchased the Foster Ice Cream Factory. R. A. Salisbury, a graduate of the Iowa State College dairy department, with three years' practical experience as an ice cream maker, will hold that position under the new management. C. A. Foster, the retiring

DREW'S Egg Yolk

Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGES

Prices on Request

JAMES F. DREW & CO.
382 Pearl Street New York City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

owner, has not announced his future plans but may continue in the ice cream business.

Batavia, N. Y.—The Batavia Ice Cream Co. has been organized with a capital of \$75,000. W. and C. L. Fargo are the organizers.

New York City—Aurora Ice Cream Co., Bronx, has incorporated with 1,500 shares common stock, no par value. W. Blingit and P. E. Haebler are the incorporators.

New York City—The Arctic Co. has been organized with a capital of \$1,000 by H. & H. Hoffer for the manufacture of ice cream, etc.

Charlotte, N. C.—Through stock control J. A. Yarborough, president of the "Y. B." corporation, announces that his company has taken over the Mecklenburg Ice Cream and Dairy Company.

The Mecklenburg company has been a very successful concern, manufacturing ice cream and dairy products, while the "Y. & B." corporation has been in the manufacture of ice and dealing in wholesale and retail coal in Charlotte for the past 25 years under the present management of J. A. Yarborough.

Mr. Yarborough says that the taking over of the Mecklenburg properties is in line with the expansion program of the "Y. & B." corporation. He says his company contemplates erecting on the site of the present Mecklenburg plant one of the most modern and sanitary ice cream plants in the South.

Moorestown, N. C.—The Moorestown Ice Cream Co. has been incorporated by Charlie Mack, E. F. Francis and others, with a capital of \$50,000.

Coshocton, O.—Connors ice cream plant has installed new ice crusher, new ice cream freezer and 6-ton ice machine.

Mount Vernon, O.—Ice cream manufacturers from ten counties in central Ohio recommended the proposed federal standard of ice cream be made the same as that in Ohio which calls for a minimum of 20 per cent total milk solids, of which at least 8 per cent must be butterfat. A district organization was formed with L. L. Monteil of Marion as chairman and R. M. Jewell of Mt. Vernon as vice-chairman.

Napoleon, O.—The Heckler Company manufacturing ice cream and soft drinks sold out to J. F. Cuff.

Steubenville, O.—Steubenville Pure Milk Co. will soon begin to manufacture ice cream. They have installed a complete new ice cream plant and will put out a high grade product.

Guymon, Okla.—What was known as the Guymon Ice Cream and Cold Storage plant burned recently. S. P. Swan is owner. \$6,000 insurance was carried.

North Bend, Ore.—The Cutlip Ice Cream Company has stalled new equipment at a cost of \$8,000 during the last month. The firm is one of the most complete ice cream refrigerating plants in southern Oregon.

Delta, Pa.—An ice cream plant will be built on the lot of Delta Motor Co. It will be a valuable industry.

Kittanning, Pa.—Officials of the Elk Brewing Company announce that the Reinhold Ice and Ice Cream Company of McKeesport, Pa., had closed a four year lease, with a privilege to buy the brewing company's ice plant on Oak Avenue.

Middletown, Pa.—A. S. Light, who some time ago purchased the Witman building on Ann Street, has started in operation his new ice cream plant, which has a capacity of one hundred gallons per hour, with no ice or salt used in the manufacture or keeping.

The new plant has been installed and equipped with the best machinery, electrically operated, at a cost of \$12,000. An artesian well has been sunk at the rear of the plant and fresh well water is pumped from it.

In the trial test of the new machinery, 175 gallons of ice cream was frozen in two hours.

Two cold storage rooms have also been installed and are kept at a zero temperature all the time. The cabinet in which the ice cream is kept for serving in the ice cream parlor also is connected with a cold storage system.

Philadelphia, Pa.—Nallin-Coleman Ice Cream Company has been formed to manufacture ice cream; capital stock, \$10,000. Organized by Joseph F. Coleman.

Philadelphia, Pa.—The entire ice cream cone warehouse, located at No. 1738 South Nineteenth Street, and owned by the Evangeliste, was destroyed by fire when a match set fire to paper cartons in which the cones were packed. The building burned to the ground.

Philadelphia, Pa.—On March 24, 25, 26 and 27 was held the ice cream dealers' convention under the direction of the Greater Ice Cream Company of this city. There were two meetings each day.

Pittsburgh, Pa.—Made Good Ice Cream Company has organized with a capital stock of \$200,000; treasurer, G. M. Morris, Lansford, Pa.



Buycometer
(Test Tube)
for Cream

ICE CREAM TEST

BY
"TROY-FUCOMA" METHOD

a new practical and accurate method to determine butterfat.

CREAM TESTING

with same Apparatus by *Measuring* (fat print.)
Acknowledged by Dairy experts as the best,
quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND
for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained
with our method.

Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test,
Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.

154 Nassau St. Specialists in Testing Apparatus NEW YORK

Write for Illustrated Circulars



A Magic Transformation

RE-TINNING

ICE CREAM & MILK CANS

By Our Special Sanitary
Process Makes

OLD, WORN OUT CANS LIKE NEW

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street CLEVELAND, O.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

To Launch National Cone Week Next Month

Nation-Wide Educational Campaign Planned to Create Proper Appreciation of Cone as a Food Companion to Ice Cream Instead of Merely a Holder

AN AGGRESSIVE effort to encourage greater consumption of ice cream through spreading proper appreciation of the cone as a food companion to the ice cream with which it is served will be carried out next month with the observance of National Ice Cream Cone Week. Memorial Day, May 30, has been set for the official launching of a cone campaign throughout the industry.

The idea of National Ice Cream Cone Week, originating with the Minnesota Ice Cream Manufacturers' Association late in February, has spread over the country, with the result that ice cream manufacturers and the cone people are co-operating to help the dealer boost the consumption of ice cream in that week, at the same time spreading educational matter that will assure continued popularity for the cone.

Window strips calling attention to the event will be distributed among dealers. Cone literature will be distributed. The event will be advertised in local newspapers.

For the last several years Memorial Day has been seized upon by ice cream manufacturers as an occasion for staging float parades depicting the appeal of ice cream. This has been the industry's nearest approach to a concerted demonstration. The bakers, candy manufacturers and members of other food industries have set aside certain weeks in which to boost their product. The ice cream industry has been looking forward to ice cream week, and some manufacturers believe that National Cone Week will be a stepping stone in this direction.

The purpose of the campaign is to teach the public that ice cream is good and wholesome and that when served in an ice cream cone, it has an added food value as well as being more appetizing.

Since the advent of the cone, a score of years ago, the public has been prone to accept it as merely a handy container for ice cream, and it is the aim of the ice cream men to teach consumers that the cone is a part of the treat, has food value and is more digestible than the usual run of cake.

As this issue of The Ice Cream Review was about to go to press, arrangements were being made for a meeting of cone manufacturers in Milwaukee to discuss means of co-operating with ice cream manufacturers in putting over National Cone Week.

The candy people's slogan is, "Remember—Everybody Likes Candy." They boost candy as a gift, not stressing the food value. Ice cream men feel that several points can be stressed for ice cream and the ice cream cone that other food industries do not play up. The cone is a food. It is just as delicious as any produce of the bakers, and served with ice cream it is more toothsome than candy. Different ice cream men with whom The Ice Cream Review has been in correspondence believe that when the public is made to understand that the cone is prepared as a toothsome product to accompany ice cream just as cake often is served with ice cream, there will be greater appreciation of the ice cream cone and more interest in ice cream.



ICE CREAM SALESMANSHIP TAUGHT AT DEALERS' CONVENTION.

(Continued from page 154)

Moon Service Company.
L. A. Prouty Company.
Frank Reider & Sons.
The Sealright Company.
A. I. Shalko.
Vortex Mfg. Company.
H. O. Wilbur & Sons.
Self-Carbonating Soda Fountain Co.
Havacone Company.
Gearhart Sales Cabinet Co.

In an effort to interest the dealers in package ice cream the Gearhart Sales Cabinet Co., Inc., of Clearfield, Pa., offered to give away the 13½ gallon capacity selective sales cabinet on exhibit in their booth to the dealer writing the best essay on the subject, "Package Ice Cream and Its Advantages for the Manufacturer, Retailer and Consumer."

SOME idea of the magnitude of the Breyer company business and size of the new plant, which will be operated in addition to the original plant, can be gleaned from the following figures which were given out during the convention:

Capacity of No. 1 plant, 28,000,000 quarts annually.
Capacity of No. 2 plant, 56,000,000 quarts annually.
Total capacity, 84,000,000 quarts.

The company operates in Philadelphia alone sixty-five motor vehicles and seventy-five horse-drawn vehicles.

Plans are now being made to operate at least ten refrigeration express cars so that it will be possible to deliver to practically any point in the East, the first thing in the morning, cream that is made the previous afternoon.

Patent Pending

Save Your Cabinet Linings

Don't let your dealers use any rough bar or iron pipe on your cabinets. Supply them with one of these

Wizard Ice Rammers

Made of best seasoned hardwood. Protected on side and bottom with half-round tinned steel supported by six special rivets, waterproofed, gray enameled.

WRITE FOR SAMPLES AND PRICES

DAMROW BROS. COMPANY
FOND DU LAC, WIS.

Do You Circularize the Dairy Industries?

Get our prices on our Extensive Addressograph Service

The Olsen Publishing Co., Fifth & Cherry Sts.
Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ag sem

The ICE CREAM REVIEW



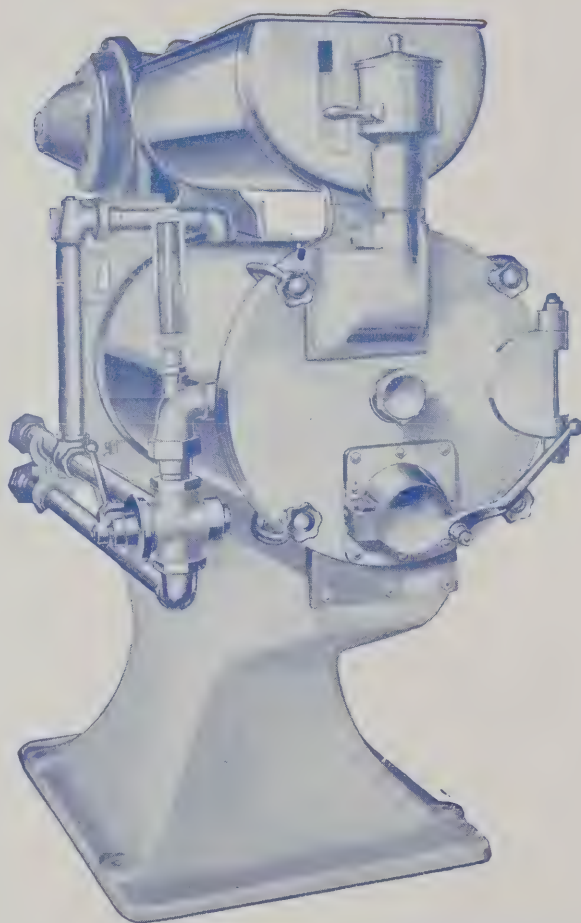
*National
Cone-Week
June 9-14*

Volume 7 :: :: Number 10
TWO DOLLARS A YEAR

MILWAUKEE, WISCONSIN
MAY, 1924

R. N. LEAVENS

IN THE COUNTRY'S FINEST PLANTS



Boost for
NATIONAL ADVERTISING
of Ice Cream

Cherry Brine Freezers

Are usually found where good Ice Cream is made. Those manufacturers who seek to dominate the trade and to produce the finest quality at low cost, always turn to Cherry freezers.

Freezers which cost no more than others, yet which are easier to clean, cheaper to operate and which provide abundant over-capacity are naturally popular with manufacturers—consequently, it is not surprising that Cherry freezers are universally adopted as standard by large and small manufacturers alike.

Cherry Freezers in Many Sizes
40 qt. 50 qt. 80 qt. 100 qt.

J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.



Table of Contents

EDITORIALS.

Standardized Sanitary Pipes and Fittings..	4
The "Humanizing Influence".....	4
An Age of Mechanical Magic.....	4
National Ice Cream Cone Week.....	5
Advertising Coming Into Its Own in Ice Cream Industry.....	5
New Honors Come to The Ice Cream Review	5
Achievements in the Middle Atlantic States	5
Are We Back to Normalcy?.....	6
How Some Folks Don't Make Good.....	6

ARTICLES.

Getting the Ice Cream Window Ads Over.	8
By M. D. Allen.....	8
Ice Cream Claims Recognition in the Home	10
Oklahoma Manufacturers take up Merchandising	11
Trade Co-operation in Market Development.	12
By Robert Crouse.....	12
Advertising the Thousand Dollar Sundae..	14
How the Weather Affects Ice Cream Consumption.	26
By Charles G. Morris.....	26
Electrically Operated Ice Cream Plants.	28
By F. B. Fulmer.....	28
Professor Baer's Inquiry Department.	32
By Prof. A. C. Baer.....	32
The Ice Cream Industry of the Middle Atlantic States.....	46
Pennsylvania is Greatest Ice Cream State..	48
Philadelphia Manufacturers Advertise.....	52
New York Produces 20 Million Gallons of Ice Cream Annually.....	54
Sanitation is Stressed in New Jersey.....	56
Showing the Dealer How it is Done.....	58
Pennsylvania Association has Co-operated Toward Good Ice Cream Legislation.	60
By J. W. Neuman.....	60
World's Largest Plant Sets Goal at 14,000,000 Gallons.....	66
Patrons Who Eat a Dish a Day.....	84
Crossfield Ice Cream and Creamery Co.	86
By J. R. Holm.....	86
Iceless Ice Cream Cabinet.	90
By Geo. L. Boedeker.....	90
National Ice Cream Cone Week.....	99
Floats Featuring Ice Cream Cones.....	102
Cone Industry Represents \$20,000,000 Investment	106
Manufacturers Enthusiastic Over Cone Week Plans.....	110
The Ice Cream Cone is a Dairy Product...	114
Auto Trade is Large Purchaser of Ice Cream Cones.	116
By Herman Lapat.....	116
Kicked Into Business.....	120
More About the Use of Egg Yolks in Ice Cream	122
Use International Standard Fittings.	126
By R. E. Little.....	126
Edible Gelatine.	136
By Thomas B. Downey, Ph.D.....	136
Overrun Control.	142
By N. M. Thomas.....	142
Appalling Carelessness in Granting Credit in Ice Cream Industry.	168
By Z. G. Gassmann.....	168

ASSOCIATION NEWS.

Association of Ice Cream Manufacturers and Affiliated Bodies.....	2
Bulletin of Events.....	6
Colorado Manufacturers Meet.....	16
Oklahomans Set Convention Dates.....	25
New Members for North Carolina Association	45

Indiana Manufacturers Discuss Freezing Conditions	80
Efforts to Increase Consumption are Planned by Manufacturers of Northwestern Ohio	84
Salesmen's Club Sponsors Summer Short Course	88
Texas Convention Proceedings.....	90
North Dakota Manufacturers and Dairymen Hold Joint Convention.....	96
Texans to Meet Early in December.....	124
Membership Drive in South Dakota.....	144
Kentuckians Discuss Co-operative Advertising and New Ice Cream Law.....	150
Supply Association Co-operating in New Orleans' Plans.....	152
New Constitution and By-Laws Adopted by the Ohio Association.....	162
April Meeting of New England Association.	166

NEWS AND PERSONAL.

Philadelphia is Home of Ice Cream Soda..	16
Peeping Over the Professor's Shoulder....	25
Enters New Home.....	25
Standard for Ice Cream Proposed by Food Committee	45
A Correction.....	45
\$75,000 Fire in New England Plant.....	54
Philadelphia Co. has Sales Club.....	65
California Plant Completed.....	65
New Plant at Minden, La.....	65
Paper Specialty Manufacturers Organize...	76
To Discuss Trade Associations.....	77
A New Plant in the Northwest.....	78
Soda Fountains Operating in Mexico City..	83
Georgia Plant Plans Expansion.....	83
Wisconsin Plant Begins Operation.....	83
California Manufacturer Endows Hospital..	88
Chicago Plant Re-organized.....	94
Brunswick-Kroeschell Company in New Quarters	94
Hutchinson Co. Plans New Plant in Iowa..	98
Ice Cream Sandwich a Twin to the Ice Cream Cone.....	108
Defiance Ice Cream Co.....	118
Experiment to Discover the Kinds of Ice Cream the People Want.....	120
Let the Wedding Bells Ring Out.....	120
"Season" to Open Early in Northwest.....	124
Notes of the Trade.....	154
Texas Ice Cream Manufacturer Goes a Hunting	160
Missouri Company to Have New Home....	166
Ohio and Indiana Notes.....	172
News From Far and Near.....	174
Trade Marks Department.....	177-178

NOTES OF THE TRADE.

Anderson "Cut-Wrap" Machine	154
Sweet Cream Buttermilk Powder.....	154
Hughes Gelatine Co. in New Home.....	154
New Dial Thermometer.....	154
To Embark for Europe.....	154
Nafis Ice Cream Color Rods.....	156
War Veteran is Sales Supervisor.....	156
Something Every Radio Fan Should Have..	156
Eskimo Pies in Argentine.....	156
Elyria Gets Many Replies from Ad in Review	158
Lammert & Mann Co. Pumps.....	158
James F. Drew Co. Changes Address.....	158
A New Hardwood Spoon.....	158
Eliminating the Fly Pest.....	158
A. L. Sherman Makes Announcement....	158
Tagliabue's Recorder-Controller.....	158
Cherry's Catalog No. 2063.....	158
J. H. Hart Completes Addition to Plant...	160
Houston Cooperage & Tub Co. Erecting New Plant	160
L. H. Evers goes with Elyria.....	160
Century Electric Co. Plant Moved.....	160

Index To Advertisers

	Page		Page
Abelson & Son, D.....	12	Jamison Cold Storage Door Co.....	37
Acme Extract & Chemical Works.....	165	Jensen Creamery Machinery Company.....	149
Allen Candy Co.....	143	Kalamazoo Vegetable Parchment Co.....	78
American Cone & Pretzel Co.....	98a-98b	Kay and Sons, Wm. E.....	161
American Copper & Brass Works.....	129	Kay-White Products, Inc.....	47
Anderson Bros. Mfg. Co.....	88-137	Kehoe, Robert P.....	54
Aschenbach & Miller, Inc.....	52	Kennedy Supply Co., N. A.....	159
Ass'n of Ice Cream Supply Men.....	3	Kohnstamm & Co., H.....	163
Atlantic Gelatine Co.....	111	Kunsman.....	114
Ayer & McKinney.....	45	Ladd Company, John W.....	25-85-123
Baird Company, William F.....	91	Leffel & Company, The James.....	148
Baker Ice Machine Co.....	130	Manning Mfg. Co.....	113
Barber-Goodhue Company, A. H.....	97	Manton-Gaulin Mfg. Co., Inc.....	113
Beehler Steel Products Co.....	56	McCormick Company, Inc., The.....	53
Bessire & Company.....	128	McLaren Products Co., The.....	108
Bischoff, Inc., F.....	67	Merrell-Soule Co.....	121
Black, D. Frank.....	70	Michael & Co., David.....	77
Blanke-Baer Extract & Preserving Co.....	1	Miller Co., The Joseph.....	50
Blanke Mfg. & Supply Co.....	171	Miller Industries Co., The H. H.....	115
Bristol Company, The.....	80	Mojonnier Bros. Co.....	51
Brooks Cabinet Co., Inc.....	64	Mono Service.....	144
Buhl Stamping Co.....	49	Montgomery-Washburn Co.....	56
Canvas Products Corporation.....	148	Mulholland Co., John H.....	75
Carbodate Calcium Co.....	162	Nafis, Inc., Louis F.....	156
Cassell, W. W.....	142	National Bundle Tye Co., The.....	158
Century Electric Company.....	38	National Paint & Varnish Co.....	144
Cherry-Bassett-Winner Co.....	9-71-85	Natural Dry Milk Company.....	105
Cherry Company, J. G.....	Cover II	Nelson Manufacturing Co., C.....	89
Chittenden Turner & Co.....	120	New Era Company, The.....	122
Cincinnati Extract Works, The.....	117	Nizer Corporation.....	27
Citrus Products Co.....	81-82	Northwestern Corporation.....	93
Cleveland Fruit Juice Company.....	29	Nutting Truck Company.....	31
Clifton Manufacturing Company.....	128	Oakes & Burger Co.....	94
Cochrane Corporation.....	58	Pfaudler Co., The.....	61
Commercial Truck Co.....	55	Philadelphia Ice Cream Cone Machinery and Art Metal Works, The.....	104
Cone Company of America.....	100-101	Philadelphia Retinning Co.....	168
Connor Fountain Supply Co.....	135	Pierce Manufacturing Company.....	64a-64b
Consolidated Wafer Company.....	103-104	Powers & Co.....	66
Cork Import Corporation.....	171	Purity Paper Vessels Co.....	35
Corrizo Extract Co.....	17	Richmond Cedar Works.....	116
Cotton Fibre-Wood Sales Co.....	169	Refrigo Corporation.....	151
Creamery Package Mfg. Co.....	133-149	Reichel & Drews.....	145
Creamery Package Mfg. Co.....	Cover III	Rice & Adams Corporation.....	167
Crescent Manufacturing Company.....	83	Rogers, C. E.....	153
Crown Fruit & Extract Co.....	157	Ryan & Timberman, Inc.....	155
Crystal Gelatine Co.....	92	Ryan Manufacturing Co., Inc., G. R.....	155
Damrow Bros. Company.....	102	Sanitary Tinning & Mfg. Co.....	106
Daigger Corporation.....	Cover IV	Sanisco Co., The.....	105
Daly Brothers.....	140	Schall & Co.....	116
Decy Sales Co., R. J.....	84	Schott Bros. Co., The.....	150
DeFoe-Colvin Mfg. & Japanning Company.....	164	Schroeder Lumber Co., John.....	172
Delco Light Company.....	147	Scott Mfg. Co.....	90
Doering & Son, Inc., C.....	117	Sethness Company.....	161
Drew & Co., James F.....	66	Sinclair, Harold A.....	121
Dry Buttermilk Co., Inc., The.....	34	Smith & Mann.....	63
Dry-Zero Insulation Co.....	24	Solar-Sturges Mfg. Co.....	153
Dunn Company, Thos. W.....	143	Somers, Harold.....	36
Elyria Enameled Products Co.....	23	Specialty Brass Company.....	127
Emery Thompson Machine & Supply Co.....	95	Star Extract Works, Inc.....	47
Eppelsheimer & Co.....	96	Stephens-Adams-Cyr Co.....	76
Erecting Engineers Co., The.....	163	Sterling Motor Truck Co.....	73
Eskimo Pie Corporation.....	125	Stevenson Cold Storage Door Co.....	72
Essex Gelatine Co.....	106	St. Louis Gelatine Co.....	102
Everhot Mfg. Co.....	92	Stollwerck Chocolate Co.....	138
Ford Co., The J. B.....	159	Stout Mfg. Co.....	75
Fortune Products Co.....	156	Sutherland Paper Co.....	87
Franklin Sugar Refining Co., The.....	118	Tagliabue Mfg. Co., C. J.....	65
Frick Company.....	68-69	Taylor Instrument Companies.....	110
Fucoma Company, Inc.....	26	Telling, C. B.....	48
General Motors Truck Company.....	39	Texas Barrel Co.....	90
Gauder, Paeschke & Frey Co.....	98	Thompson-Bremer & Co.....	152
Gifford-Wood Co.....	165	Tiffany & Company.....	134
Glacier Co., The.....	124	Tri-Clover Machine Co.....	132
Gould Cream Co.....	15	United Chemical & Organic Products Co.....	79
Gowing-Dietrich Company, Inc.....	33	United Cork Companies.....	30
Grammes & Sons, Inc., L. F.....	28	United Iron Works, Inc.....	28
Grand Rapids Cabinet Co.....	119	U. S. Freezer & Machine Corporation.....	57
Grothe Co., Inc., John J.....	59	United States Gelatine Co.....	20
Gumpert & Co., S.....	41-42-43-44	Viking Pump Co.....	96
Hansen's Laboratory, Inc., Chr.....	139	Vilter Manufacturing Co.....	126
Harris & Co., Arthur.....	112	Wall Mfg. Supply Co., P.....	145
Heathized Products Co.....	107	Want Ads.....	179-180
Homer Manufacturing Co.....	18	Wardrop Co., G. W.....	116
Hopwood Retinning Co., Inc.....	166	Warner-Jenkinson Co.....	19
Horine & Bowey Co.....	21	Waukesha Specialty Co.....	131
Hudson Mfg. Co., The.....	109	Weibatch Liquid Scale Co., Inc.....	16
Hughes Gelatine Co.....	36	Westlerin & Campbell Co.....	84
I. & M. Advertising Co.....	34	Whitten Co., J. O.....	138
Icicle Sales Co.....	123	Wirfs, E. J.....	40
Impruv-Mix Co., The.....	22	Wood Manufacturing Co., John.....	7
Insulation Sales Co.....	32	Zipp Manufacturing Co.....	169
International Co., The.....	62		



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



*In buying, the Seal for
years has stood for Safety*

IN ALL industries today the effort is toward a sounder economy — that economy which is the “disposition of the parts or functions of an organic whole.” . . . The ice cream manufacturer’s path to the public for his product is the dealer. His path to the adequate provision of equipment and supplies, the origination of new methods and devices and the development of vital processes, is the supply house. . . . A sound industrial economy of ice cream is that in which the manufacturer accords to, and demands from, the men and companies along both these paths, true *business* relationships.

THE ASSOCIATION OF
ICE CREAM SUPPLY MEN

1328 Broadway

New York City

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY
THE OLSEN PUBLISHING COMPANY
 H. P. OLSEN, President and Manager E. K. SLATER, Secretary and Editor
 Also Publishers of
 "THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

*We will not accept responsibility for the views or opinions expressed
 by contributors, nor for news sent us for publication, nor for
 statements made by advertisers in their advertisements*

Entered as second-class matter September 25th, 1917, at the Post Office
 at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
 Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
 North Carolina Ice Cream Manufacturers' Association
 Minnesota State Association of Ice Cream Manufacturers
 South Dakota Ice Cream Manufacturers' Association
 North Dakota Ice Cream Manufacturers' Association
 Oklahoma Association of Ice Cream Manufacturers
 Louisiana Association of Ice Cream Manufacturers
 Wisconsin Association of Ice Cream Manufacturers
 Mississippi Ice Cream Manufacturers' Association
 Nebraska Association of Ice Cream Manufacturers
 Michigan Association of Ice Cream Manufacturers
 Southern Association of Ice Cream Manufacturers
 Kansas Association of Ice Cream Manufacturers
 Association of Ice Cream Manufacturers of Iowa
 Colorado Association of Ice Cream Manufacturers
 Arkansas Ice Cream Manufacturers' Association
 Texas Ice Cream Manufacturers' Association
 Poodle Dog Association of Iowa
 National Order of White Caps
 The Nebraska Cornhuskers
 Michigan Dairy Boosters
 Oklahoma Wolfhounds
 Kansas Jack Rabbits
 Minnesota Gophers
 Hoosier Wild Cats
 Texas Longhorns
 Missouri Mules
 Badger Flyers
 Dixie Flyers

MAY 1924

OUR READERS will be particularly interested in the announcement by Secretary Little, of the International Association of Milk Dealers, relative to standardized sanitary pipe and fittings, which is published in this issue. As Mr. Little points out, the manufacturers of sanitary pipe and fittings have shown a splendid spirit of co-operation in eliminating a real nuisance in the dairy products manufacturing business and the least they are entitled to is the hearty support of every ice cream manufacturer, milk dealer and creameryman in the future. The change has cost them many thousands of dollars and this money will be lost to the industry unless our standard pipe and fittings are specified in the future.

Mr. Little and the men who worked with him so long and so earnestly on this problem are entitled to the gratitude of the entire industry.

WE GOT the "kick" all right. In a recent issue we told you we get a lot of fun out of this job. Now, what can please an editor more than to get evidence that somebody somewhere is reading what he publishes? It makes him feel just like you do when Mrs. Highsociety calls you on the phone Monday morning and tells you that your "Sunday Special" was just about the very best ice cream she ever served in her home.

In that issue we told you that it is fun to go through the big pile of morning's mail because we seldom fail to get a "kick" out of it, and many a hearty laugh. A big ice cream manufacturer in a Southern city, whom you would all know if we were privileged to use his name, wrote us as follows:

The April number of The Ice Cream Review received, and if I wasn't interested and enjoyed every bit of it there would be no need of this letter.

Want to compliment you on the fact that you have increased the number of "Editorial" pages. These little heart to heart talks are really very good for the soul. The one in particular about getting a lot of fun out of your work, certainly appealed to me. You know that just a year ago I disposed of my business at ———, firmly resolved that I had had about enough of the so-called seven day a week grind, and by the way I can go back quite a few years, to the days when the ice cream business was a whole lot different than it is today. Well, to make a long story short, I never put in as miserable a summer as I did last year, and before the season was well advanced I had made arrangements for connections with my present firm. And once more I am happy, for I sure get a "kick" out of the work, and have firmly resolved that come what may, when old St. Peter issues his call for me he will find me hard at work with my "First Love," and that's the ice cream business.

This letter is not for publication, but just to let you know that some of us are human, and certainly appreciate your efforts.

Yes, friends, the most of us are "human." We may surround ourselves with a lot of false dignity, and try to make ourselves believe that power and position can only be obtained or retained at the expense of homely virtues and innocent fun, but we don't fool anybody—not even ourselves. The man who thinks that he is more than a boy grown up, and who is afraid to let the world know that he craves the same pleasures that filled his youth, is mightily handicapped.

Men in the ice cream business, or in any other branch of the dairy industry, should find little trouble in being very "human." The dairy business depends upon the dairy cow—the mother cow—and motherhood is the most "humanizing" influence in all the world.



OURS is an age of mechanical perfection. But all the machines in the world are of little avail if the product manufactured hasn't that appeal that makes the public want it in large quantities.

Quantity production has been developed to the highest degree in America, but in late years the initiative has been toward quality production. The farther we advance in industry the better we learn that real quantity production hinges very greatly upon the quality of the output.

NATIONAL Ice Cream Cone Week will be observed the week of June 9. It is felt sure that manufacturers of the country will give their heartiest co-operation in putting over this drive to teach the public something about the ice cream cone and its importance as a good carrier of America's greatest food dessert.

Associations of ice cream manufacturers in all parts of the country have pledged their co-operation in observing National Ice Cream Cone Week. The idea began among the wide-awake manufacturers of Minnesota, who wasted no time in getting the support of others, including the cone manufacturers, who in turn wasted no time making preparations to assist the ice cream manufacturers in this movement.

Thus it seems that the ice cream cone is coming into just recognition. Probably no other agency, with the sole exception of the quality of the ice cream making, has contributed more to the development of the ice cream industry than the ice cream cone. It made its debut, as the ladies and gentlemen of the society might say, about twenty years ago, at a time when the industry was hardly well started. As attesting its usefulness at the outset the ice cream cone has continued to grow in popularity and has been the means of getting much more ice cream from behind the dealers' counters than otherwise would be the case.

But even now the cone is not properly appreciated; it is not generally understood that it is an appetizing food product, especially recommended for consumption with ice cream. The purpose of Ice Cream Cone Week is not alone to give the public a better appreciation of the ice cream cone, but also is to instruct the dealers in the good qualities of the cone so they in turn can know the value of the goods they are merchandising.

ADVERTISING is coming into its own in the ice cream industry. The present interest being shown in advertising ice cream to the public is bright assurance that this industry is facing avenues of expansion. The National Association of Ice Cream Manufacturers has reason to be well satisfied with results of its national campaign for a suitable slogan for the industry. Though it is too early at this time to vision what will be the ultimate impress upon the public, this campaign

was worth many, many times the \$4,000 it cost the association if nothing more than for its success in getting the ice cream manufacturers to join in a co-operative movement for common good.

It is felt sure that the slogan campaign reached many people and caused them to do some earnest thinking regarding the best qualities in ice cream. This interest, no doubt, will bring many, many new customers to the ice cream industry. One of the really important features of the slogan campaign is the way it has impressed ice cream manufacturers in all parts of the country with the value of advertising. There never was a time when so much thought was being given to telling the ice cream story to the public instead of just to the dealers.

The ice cream manufacturing industry at last seems to have launched forth upon a highly intensive merchandising career.



He's Ready for National Ice Cream Cone Week.

at all times. For a long time The Ice Cream Review has served as the official organ for most of the state and regional associations, some of them among the largest in the industry, but we are just as proud of the new-comer as any other member of our family.

THE ice cream industry of the Middle Atlantic states is featured in this issue. We are sure our readers will enjoy reading of the achievements of men who have put their states at the very top in ice cream production. Pennsylvania, New York and New Jersey have gone far in the upbuilding of the ice cream industry.

It is good to study what has been done in these states, and that is the principal reason for featuring the industry in different states, as we now are doing, having discussed the New England industry in the preceding issue. Ice cream manufacturers in one part of

NEW honors came to The Ice Cream Review when the Colorado Association of Ice Cream Manufacturers, at a special meeting at Pueblo late in March, named this publication its official organ. It is with great pride that we add the name of this young but vigorous organization to our family list. We are expecting great things for the Colorado association, and we want our friends in that state to know that our co-operation can be counted upon

the country do not know enough about what is being done elsewhere. Most of us have a habit of falling into the idea that we are doing all we can to better conditions in our business. It is not till we note what other men are doing that we begin to realize how many different things we really can do to make people eat more ice cream.



ICE cream manufacturers stand on the threshold of a new line of activities with the general tone of business much stronger than has been the case in several years. It seems a very short time ago when all of us raised the cry, "Back to normalcy." This meant different things to people, and it may be that some of us, expecting too much of a world made up of human beings, still are waiting for some kind of spectacular rising tide of prosperity.

Years and years after you and this writer have passed on to whatever rewards are in store, someone still will be talking about wanting things to get normal again. Few of us can recall a time when conditions impressed us as being completely normal, though many people like to think that back in the days of such-and-such a period a business man knew where he stood. But if you devote yourself to dispassionate reflection, you are sure to recall that at that time you were just as wary of conditions then as you are now, and were looking just as earnestly into the future for a brighter day in the sweet bye and bye.

Looking to the future and hoping for the coming of better things to business should never be discouraged, but in looking forward at this time, the ice cream industry will do well to represent to itself that much of that happy condition of stability to which we looked forward some time ago, now is at hand. It has been a slow but steady climb, and at last America is back to normalcy. And no matter how many good things you see in store for business in the future, the only business in the world that means anything to you now is that business which is before us and waiting for us to make the effort to develop it. It must be remembered that business doesn't develop with the unfolding of years; it has to be developed by effort.



ARICH and informed human experience with matters of trade and finance prevents one from forgetting the inflexibility of laws. Men are bound by laws, live by laws, work by laws, do business by laws, and die by laws. All of them are not written. There have never yet been any that could be laid down as a fixed and set road to success, though all of us know there are many laws which we cannot break without bringing about ill health, unproductive work and sometimes early death, in the case of laws of nature, and business disaster in the laws of trade.

We would be very near the long-sought royal road to success if anyone could lay down a code to tell business men to do thus-and-so and reap a whirlwind of riches.

Ask a successful ice cream manufacturer how he

made good. If he is a good-natured gentleman, he will begin to tell you that he went to work to make a quality product, then advertised considerably, and worked hard—very hard.

Then further to make yourself informed upon matters of trade success, seek out a manufacturer whom you know has been on the ragged edge of failure for many years, and ask him what lines he has followed in business. He is sure to tell you he began with a quality product, then considerable advertising, and lots of hard work. The strange and interesting part of it all is, the latter will be in earnest. He really believes he is following those principles. What is still more perplexing, this man on the verge of ruin might have done exactly that.

Business is something more than a cut-and-dried operation. In the manufacture of ice cream, a business peculiarly involved, hardly anybody knows anything about the cost of operating. Some of us make money in spite of this ignorance, while others have not the intuition to stay close enough to the balancing line of income and outgo. The result is disastrous to some and is the principal reason why there are not more large ice cream institutions in the country. Much of the industry's wealth, hundreds of thousands of dollars, is slipping away because of this ignorance.

A golden era will be near for the ice cream industry when we learn not only a few laws of business, but also something about **how** to follow them—**how** to advertise, **how** to make a quality product and **how** to convince the public to that effect.

Some of the most dismal failures this world of sorrow and sunshine ever saw were men who worked pitifully hard, but without understanding.

BULLETIN OF EVENTS

National Cone Week—Week of June 9, to be observed nationally with the co-operation of associations of ice cream manufacturers and the assistance of the Cone Manufacturers' Association. Secretary, the Cone Manufacturers' Association, 501 Cherry St., Milwaukee, Wis.

National Dairy Exposition—Wisconsin State Fair Grounds and the City Auditorium, Milwaukee, September 27 to October 4. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.

Southern Association of Ice Cream Manufacturers—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

National Association of Ice Cream Manufacturers—Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.

Texas Ice Cream Manufacturers' Association—Annual Convention, Dallas, first week in December, 1924. Secretary, A. J. White, San Antonio.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 to 16 inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.

California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, San Francisco.

Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

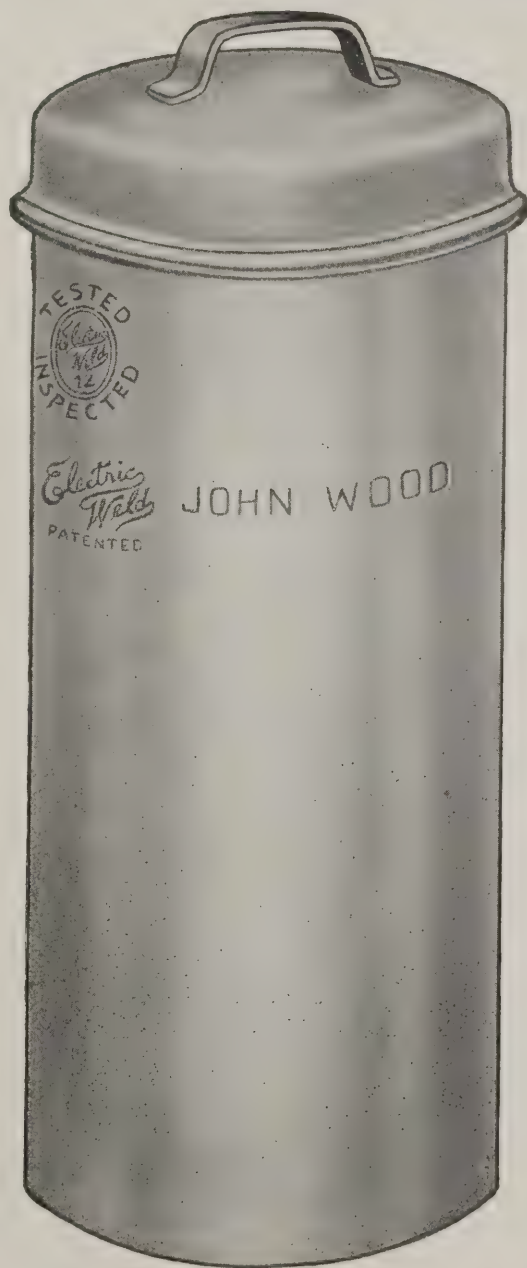
Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., some time in December, 1924. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hoober, Pine Bluff.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary, A. E. Dixon, Fayetteville.

*Electric
Weld*

WILL HOT WEATHER AND DECORATION
DAY PEAK FIND YOU PREPARED?



No Solder

No Leaks

JOBBER AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY

JOHN WOOD MANUFACTURING CO.

CONSHOHOCKEN, PA.

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Getting the Ice Cream Window Ads Over

Many Advertising Stock Rooms Have Atmosphere of Modern Antique Shop

By M. D. ALLEN

"WHAT is new in the way of display advertising matter?" is a common cry of the members of the sales department of any well organized creamery company, and the poor advertising manager sits gloomily in his office trying to think out new ideas for advertising which can be placed to practical use. After inspecting more than twenty-five stock rooms in various creameries it was impressed upon the writer that the problem is not so much one of getting up new ideas for display advertising, as it is a problem of getting rid of the material already on hand. After the inspection was completed, it is safe to say that at least fifty per cent of the advertising material on hand was at least two years old, and in many cases as much as three or four years old. This ancient material was laid away with loving care so no harm could come of it, except the damage done by mice and dust. The advertising manager was prone to state the fact, that "The darn stuff just wouldn't go out, or the salesmen would not take it out;" and in every case the material was good and usually had splendid appearance. Many dealers would have welcomed this material for their stores if they could have gotten it. We had previously talked with the dealers to make sure they were not over-supplied. It was always a case of wanting the display material if they knew where and how to get it. It seemed to be a case of an adequate supply with an inadequate outlet. The dealer actually wanted the display material, but the advertising manager could not move it off his stock room shelves.

I believe that the basic reason for this situation rests with the sales department and sales manager, who, as an organization, are obliged to use every available means to promote new business. Advertising happens to be one of the chief aids and should be used to its maximum efficiency. But in many cases sales departments have allowed themselves to grow into a sense of egotism which practically makes it beneath them to distribute advertising material among their dealers. This false standard has had but one result. The harassed advertising manager has been obliged to distribute the material through his own department or go outside for help.

DISTRIBUTING advertising material should be an important part of every salesman's work. The necessity for keeping his customers well supplied with advertising material should be made a part of each day's business. Rather than looking upon the distribution of this material as a menial task beneath him, the salesman should appreciate the real value and good

friendship which can be acquired through its proper distribution.

"The best salesman on our sales force never gives the advertising manager a rest," said a creamery manager, and he hit the nail on the head. Clever salesmen study advertising just as carefully as the advertising manager does. They become thoroughly acquainted with the current newspaper campaign, its purpose, in what papers it is running, and why it will help to sell more of the products manufactured by their concern; just what the latest display advertising material is and for what purpose it is intended. In fact, clever salesmen sell the merits of their products almost exclusively on advertising. They figure out a formula and talk along this line. Since our company is a better advertised company than our competitors, it is logical to believe that more people know about our products, and will therefore purchase more of our goods.

Timely Advertising Hints

COMING just at a time when ice cream manufacturers are giving more thought to advertising than ever before in the history of the industry—both co-operatively and individually—this is a timely discussion on an interesting topic by a writer who has previously entertained and instructed readers of *The Ice Cream Review*.

From this article by Mr. Allen manufacturers will gain some important hints for getting before the public advertising in connection with National Ice Cream Cone Week, as well as for getting other advertising material brought to the front.

In this article are discussed some matters that have been skeletons in the closets of many ice cream manufacturers for many years. It is timely and interesting. Read it.

NO advertising manager should assume the attitude, "Here it is, why don't you take it away?" for it would be preposterous to assume that a sales department is obliged to move all of the advertising material. The advertising manager should instruct the salesmen as to its purpose and proper distribution. Among the many ways devised, the following is both simple and effective:

Package the advertising display signs according to the class of dealers it is intended to go to. There are three classifications which will prove adequate for all purposes. First class drug and confectionery stores, restaurants and cafes, grocery stores and stands. Secure large heavy manila paper envelopes of a size suitable to

fit the largest display pieces and have the proper classification printed in large letters on the envelopes you will use for each type of display so the salesmen can distribute them easily. Have the envelopes filled with the proper advertising matter for each classification. For drug and confectionery stores the envelopes should be filled with an assortment of the very best material in the stock room. Window strips and window trimming sets should be included. For restaurants and cafes use pie a la mode signs and general ice cream cards, preferably of the hanger type. For grocery stores and stands use only cheaper material, which can be removed constantly.

TO properly decorate a dealer's window is an art in itself, and to expect an inexperienced salesman to know all about window trimming is extremely foolish, but at the sales meetings which every live sales organi-

(Continued on page 158)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE BESTOV CALENDAR

EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER

AT Your Service!

Everything for the ice cream plant.

Cherry Freezers
Cherry Batch Mixers
Thomas Batch Measures
Cherry Pasteurizers
Cherry Holding Vats
L-P Can Washers
Bestov Coolers
Mix Filters
Bestov Trucks

Cherry-Bassett-Winner Company

1918 Market Street, PHILADELPHIA

33 South Charles Street
BALTIMORE

1139 Penn Avenue
PITTSBURGH

400 Canal Street
SYRACUSE

10 E. Sixteenth Street
NEW YORK CITY

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

Ice Cream Claims Recognition in the Home



Slogan Campaign of National Association Takes "The Frozen Dish" into the Family Court for Investigation

ICE CREAM was knocking at the doors of American homes and claiming for itself a place on the family table as this issue of The Ice Cream Review was going to press. The slogan campaign of the National Association of Ice Cream Manufacturers, the first co-operative national campaign to be attempted by the industry, had excited the interest of state association officers and manufacturers-at-large in virtually every section. Many associations offered prizes of their own in connection with the prize of one thousand dollars offered by the national association for the best slogan, "not more than six words, easily said and remembered, to express the purity, goodness and food value of ice cream; a phrase

that conveys its year 'round appeal as a delicious delicacy as well as nutritious food."

The significance of this national advertising campaign was pointed out in a bulletin issued by the national association early in April, which declared that the association had a vital meaning—

"First of all, it acquaints the people of the United States and Canada with the importance of your business and the value of your products. Secondly, it provides a concrete means of finding out from your customers just what their thoughts are about ice cream."

"We firmly believe," declared a statement from C. Sutton, chairman of the slogan committee of the national association, "that this slogan contest will awaken a national interest in ice cream which will, both directly and indirectly, help build good-will and increase sales for your own business."

The campaign was not actually to begin until the announcement of the national association could be made in an advertisement in the April 26 issue of The Saturday Evening Post, in which the association asked readers to submit slogans in competition for the thousand-dollar prize. The same ad will appear in the May issue of The Ladies' Home Journal.

After the appearance of the ads members of the national association and of state and regional associations were expected to use reprints of the ads for distribution among dealers, the reprints having been provided in advance.

FIRED with the high purpose of the national association's slogan committee, different state associations early in April took steps to co-operate toward the success of this venture.

The Illinois Association of Ice Cream Manufacturers was one of the first to offer an extra prize for a winning slogan. The executive committee of that association, at a special meeting, decided that the association should add five hundred dollars to the national's prize should the winner of the national prize be a resident of the state of Illinois. Other associations were considering the step at press time for The Ice Cream Review.

W. D. Seale, president of the Mississippi Ice Cream Manufacturers' Association, issued a circular in the middle of April in which he asked his association to provide an extra \$1,000 for the winner of the contest should he prove to be a resident of the state of Mississippi. He agreed personally to underwrite or guarantee the promise of the prize if his members would subscribe.

The New York association offered an additional prize of \$500.00.

The following statement was issued by the national slogan committee in connection with its contest:

(Continued on page 74)

\$10,000.00 for a Slogan

WANTED
a slogan for
ICE CREAM

—to typify its purity and food value

Can you think of a slogan, not more than six (6) words, easily said and remembered, to express the purity, goodness and food value of ICE CREAM; a phrase that conveys its year 'round appeal as a delicious delicacy as well as a nutritious, healthful food.

The National Association of Ice Cream Manufacturers will give \$1,000.00 in cash to the person who submits the best slogan.

Read the rules of the contest carefully and **ACT IMMEDIATELY!** The \$1,000.00 prize may be yours in return for very little time or effort expended.

Who is giving the Prize?

The National Association of Ice Cream Manufacturers is composed of nearly 3,000 members whose plants are located in all parts of the United States and Canada, and whose purpose it is to foster and maintain the highest standards of quality and purity in the making of ICE CREAM.

Today this important industry represents an investment of over \$250,000,000 with an annual production of over 300,000,000 gallons. In your own community, there are makers who supply you with rich, pure, wholesome ice cream. Surely they merit your confidence and your patronage.

National Association of Ice Cream Manufacturers

SLOGAN CONTEST HEADQUARTERS, 235 ELM STREET, BUFFALO, N. Y.

The Association reserves the right to register any Slogan submitted.

Rules of Contest

Contest is open to every man, woman and child in the United States and Canada.

Contestants may submit as many slogans as they wish, but each must be clearly written in ink (or typed) on separate sheets of paper. Each sheet must contain contestant's name and address.

No slogan can be longer than six (6) words.

A letter, not longer than 25 words, must accompany each slogan submitted, explaining its use and application.

This explanation will be considered a part of the slogan by the judges in determining the winner.

Contest closes May 31st, 1924. Slogans received postmarked later than May 31st, 1924, will be declared void.

Prize will be awarded by competent judges; in case two or more contestants submit the winning slogan, the full amount of the prize will be given to each.

Mail all slogans to address stated at left.

Reprint of advertisement to appear in:

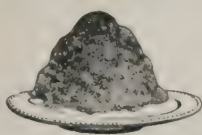
**THE SATURDAY
EVENING POST**

April 26th Issue

**THE LADIES'
HOME JOURNAL**

May Issue

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



April 20th

OKLAHOMA ICE CREAM WEEK

Ice Cream--Some Way--Every Day



April 28th

Oklahoma Manufacturers Take Up Merchandising

Expect to Boost Per Capita Consumption Through Ice Cream
Week and a Series of Week-end Specials

OKLAHOMA ice cream manufacturers are off on a merchandising expedition which they hope will result in teaching their public something about ice cream as a food product as well as a delicacy. Plans were complete, as this issue of The Ice Cream Review was going to press, for the opening of Oklahoma Ice Cream Week, a movement fostered by the Oklahoma Association of Ice Cream Manufacturers whose plans were announced in a previous issue of The Ice Cream Review.

Banners and window strips heralding Ice Cream Week had been distributed by members of the association among Oklahoma retailers, according to announcement by officials of the Oklahoma association late in April.

The Oklahomans' plan is unique in many ways. First, they started off with Ice Cream Week from April 10 to April 28. This project had the co-operation of every manufacturer in the state, non-members as well as members of the association. During Ice Cream Week the manufacturers were to supply their dealers with an attractive banner, about three feet long and eight inches high, bearing the announcement that Ice Cream Week was in progress. The banner was highly colored. One end showed a dish of ice cream and the other a colored ice cream pail.

And the movement did not end with the closing of Ice Cream Week. That was simply the beginning of the fun. Following consecutively, week by week, for 19 more weeks the Oklahoma manufacturers will feature a special for each given week. These features will be advertised by gum stickers about two feet long and six inches wide, each series giving the name of the special flavor for that particular week. One end of the strip shows a basket of fruit, and the other end a brick of ice cream. At the end of each week these special flavors will be discontinued except for special orders in quantities large enough to justify the manufacturers in making up the orders.

In connection with this plan, William R. Hauk, manager of the Quality Ice Cream Co. at Tulsa and secretary of the Oklahoma Association of Ice Cream Manufacturers, has sent out a full and complete series of letter covering suggestions for ads, letters and speeches that might be made before chambers of commerce and other civic organizations, as well as women's clubs. These suggestions contain practical ideas for bringing before the public particularly the food value of ice cream.

ABOVE all things, according to Gabe E. Parker, president of the Muskogee Ice Cream Co., Muskogee, Okla., it is the purpose to impress the public with the

food importance of ice cream. The Muskogee Ice Cream Co., the Muskogee Creamery Co., and the Berry Ice Cream Co., which comprise the ice cream manufactories of that city, decided upon carrying joint ads in the local newspapers, and also will distribute circulars. It is likely that this plan will be continued during the 19 weeks of the weekly specials.

Mr. Bennett of the Bennett Creamery, Ottawa, Kans., recently gave the Oklahomans some helpful hints. He told of a campaign of week-end special flavors to be featured for a whole year, thus giving the housewife something to consult and know in advance just what special flavors could be obtained at the stores handling their ice cream. This plan, he said, had the effect of terminating each special when its week was over, rather than, as is sometimes the case, allow a few dragging spasmodic calls for a flavor which they wished to discontinue at the proper time.

"WITHOUT a doubt," one Oklahoma correspondent notifies The Ice Cream Review, "the manufacturers of Oklahoma are going to cause a greater per capita consumption of ice cream through their wholehearted co-operation in this campaign. We know that the weakest end of the ice cream manufacturer's business is his inability to intelligently merchandise the product that he manufactures."

Following is the Oklahoma manufacturers' list of special flavors and their respective weeks:

Oklahoma Association Co-operative Campaign. Sunday.

April 20—Nesselrode Ice Cream.

Saturday.

April 26—Fruit Salad Ice Cream.

May 3—Banana Ice Cream.

May 10—Cherry-Pineapple Ice Cream.

May 17—Fresh Strawberry Ice Cream.

May 24—Orange-Pineapple Ice Cream.

May 31—Grape Ice Cream.

June 7—Fresh Strawberry Ice Cream, Orange Ice.

June 14—Raspberry Ice Cream, Lemon Ice.

June 21—Banana Custard Ice Cream, Pineapple Sherbet.

June 28—Orange Ice Cream, Grape Sherbet.

July 5—Lemon Ice Cream, Raspberry Ice.

July 12—Fresh Peach Ice Cream, Orange Ice.

July 19—Pineapple Ice Cream, Lemon Ice.

July 26—Pistachio Ice Cream, Grape Sherbet.

Aug. 2—Toasted Almond Ice Cream, Pineapple Sherbet.

Aug. 9—Maple Walnut Ice Cream, Orange Ice.

Aug. 16—Fresh Banana Ice Cream, Raspberry Ice.

Aug. 23—Caramel Ice Cream, Grape Sherbet.

Aug. 30—Golden Cherry Custard Ice Cream, Lemon Ice.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Trade Co-Operation in Market Development

By J. ROBERT CROUSE

IMAGINE if you will, a crowd of one hundred million people of all races, ages, religions, with varying degrees of taste and intelligence—the American market in other words. Imagine this crowd in turn divided into the thousands of trade groups and occupations, with each trade group and occupation, with each trade group intent on selling its particular goods and service to the entire crowd and in general each manufacturer or member of a given trade group trying to do the job mostly by himself and we have then a picture of unrelated, unorganized, competitive duplication of advertising and sales effort which is wasteful to an extreme degree. It has resulted in very high costs of distribution which is a matter of common knowledge and adverse comment even to the average man in the street.

It is interesting to note as a preliminary observation, that science through the chemist and the engineer has through research and invention made valuable contributions to the progress of the ice cream business in general. The ice cream factories through improved methods of administration and operation have served well in reducing costs of production. But in the field of the sale of the product there has been no corresponding advance, meaning by this either the sale of more ice cream with the same sales expense or the same volume of sales with a reduced expense. This is a serious and valid criticism which rests upon the business of selling, especially since the selling function adds nothing of intrinsic value to the essential character of the product. Therefore, the obligation is very great upon managements and the men charged with selling and market development, to take the initiative in discovering improved and more efficient methods.

My aim in this article is to call attention to the fact that this has been done in another business, and that it can be done with equal advantage to all concerned in the ice cream business.

FIRST, I desire to present this proposition along general fundamental lines and then to call attention to its practical application. The limits of this paper will not make it possible to outline at this time the form of both national and local organizations for its prosecution although all this has been thought out and is available.

There are always some underlying, basic principles governing all change and progress—whether in the field of research, engineering, manufacturing or merchandising. These principles are of the same essential quality as the axioms in mathematics or refined statements of

particular relations, such as the chemical and biological laws in our business. Such principles do not depend for their truth or power upon minority or majority assent and when once fairly stated, are assured of final acceptance since essential progress must be made in harmony with them.

The sale of ice cream to the public involves, I submit two phases:

The first consists of the education of the public along sound, broad lines in the general advantages of the product and this part of the selling effort should be done co-operatively on a national scale by the trade as a whole and by group action by the manufacturers locally without the waste of endless competitive duplication. This

co-operation in getting over our essential trade message can thus be accomplished with tremendous economy of effort and gain of efficiency.

The second selling phase is the process of selling the product by the individual manufacturer which must continue along competitive lines based on the character and ability of the company and the quality of the individual product. But everywhere there is need of greater confidence and more friendly relations in eliminating many wasteful, competitive methods that result in no benefit to the business of the public.

WHEN we look carefully into the matter is it not true that we are mistaken about who our real competitors are? Are they not in the first place all

manufacturers of food products generally? More specifically, are they not in the second place the manufacturers of candies and soft drinks, etc.? For in any case the human system has a capacity limit in food and drink and the more consumed of certain ones, the less of others. In a third and still larger sense are not our real competitors all other branches of business from the cradle-maker to the coffin maker, for each family, each city and each state and the nation has just so many dollars to spend, and the dollars spent for competitive food and drinks is not available for purchasing our products and neither is the money spent for automobiles, radio apparatus and thousands of other articles.

So it seems to me the fact of the matter is that our direct ice cream competitors are not our hardest competitors but on the other hand this trade competition from all other products is the real competition which we have not fully appreciated. Our ice cream competitors, the supply manufacturers, jobbers, and every one in the business should be in fact our particular allies with whom we should make common cause in getting out

(Continued on page 146)

What About Co-Operative Advertising?

DO WE need co-operative advertising in the ice cream industry? Who is your competitor?

You may think he is the ice cream manufacturer nearest you. But this is not true; the ice cream industry's greatest competitors are the manufacturers of candies and soft drinks, and all manufacturers of food products.

The United States has a productive wealth of approximately 24 billion dollars from agricultural and manufacturing sources. From this purchasing fund we received for ice cream in 1923 the sum of \$253,295,000, or one per cent.

The candy industry in 1919 showed an increase of 232 per cent over 1909, while the ice cream industry showed a productive increase of 176 per cent in the period from 1910 to 1922.

Now: Do we really need co-operative advertising in the ice cream industry?

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Magic in its Appeal

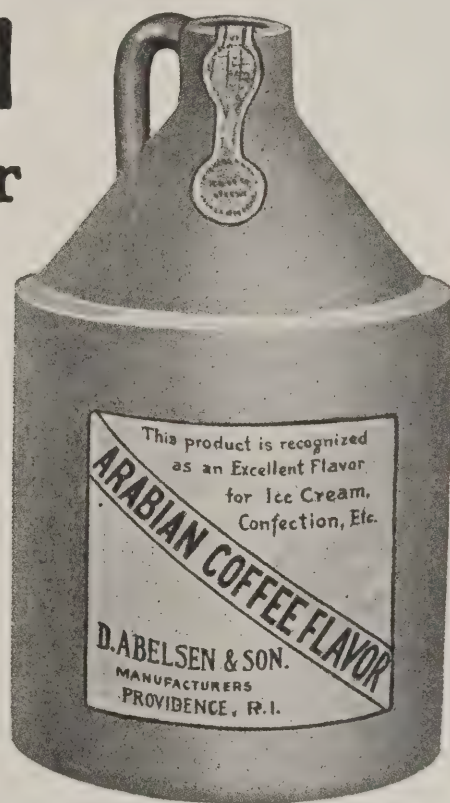
Old Aladdin Himself, with his fabled magic lamp could produce no better flavor than

ABELSEN'S

ARABIAN Coffee Flavor

This product is not the result of any magic discovery, but the product of 25 years of experience and practical tests through our business life. Thus too, these years of experience have shown us how to stabilize the quality and flavor so that every jug is absolutely uniform and alike in its appeal to the consumer.

For a flavor that meets with universal favor, try ABELSEN'S ARABIAN COFFEE FLAVOR.



Send for trial lot and
prices on regular
package

YOU WILL FIND THIS
JUG EVERYWHERE

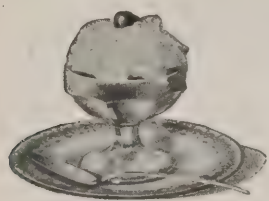
D. ABELSEN & SON

PROVIDENCE

Originators of Arabian Coffee Flavor

RHODE ISLAND

BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.



Advertising the Thousand Dollar Sundae

Undaunted by its Failure to Definitely Establish the Name of the
Inventor, the Hydrox Co. of Chicago Conducts Campaign
for Formula for the Hydrox Thousand Dollar Sundae

AN ADVERTISING urge seems to be sweeping the ice cream industry. The national advertising campaign of the National Association of Ice Cream Manufacturers finds members in many different parts of the country giving more thought to telling the public the story of ice cream than ever before. This advertising is covering virtually every phase of the industry—cones, sundaes, packaged ice cream, ice cream sodas, and just plain ice cream.

The Hydrox Co. of Chicago recently conducted two campaigns to advertise its ice cream, featuring the sundae. In the first campaign the company offered a prize of \$100 to the inventor of the ice cream sundae. As announced in the January issue of *The Ice Cream Review*, the Hydrox Company stated in its advertisements that it also would give "all the Hydrox ice cream sundaes he can eat in a year" to the man locating the inventor. But—

"So far as we are able to determine the name of the inventor is legion," J. E. Davies of the Hydrox Co. stated at the close of the campaign. "The contest we staged brought out so many 'true stories' of the origin of the sundae that it was impossible to establish any one particular claim. The contest created quite a bit of interest in this section and we have followed it up with a bigger contest in which a prize of \$1,000 in gold is being offered to the inventor of the best new, practical ice cream sundae."

The *Ice Cream Review* followed up this last campaign, which resulted in the paying by the Hydrox Co. of a thousand dollars to H. R. Grabrecht of Chicago, whose recipe the judges considered "the finest out of the thousands and thousands of recipes submitted."

Regarding this last campaign Mr. Davies says,

"We think the campaign just closed has been particularly successful, for not only has it stamped the name Hydrox upon the memory of the people of this territory, but it has also brought to our agencies a new realization of the tremendous possibilities for merchandising our advertising and, for that matter, cashing in upon something tangible."

"Right now we are mailing a copy of our winning recipe to all of our agents, the formula for which will be dispensed only by Hydrox agencies and will be called the Hydrox Thousand Dollar Sundae."

TO RETURN to the original campaign: Who did invent the ice cream sundae? The Hydrox Co. would like to know. So would many of the rest of us. J. B. Porter, president of the Oklahoma Association of Ice Cream Manufacturers, seemed to have a good claim to this title. When the Chicago company's contest was discussed in the February issue of *The Ice Cream Review*, on the last page of that issue, it aroused the interest of J. L. Marshall of the Purity Ice Cream Co., Tulsa, Okla., who immediately wrote *The Ice Cream Review*.

In the April issue we had the following comments to make upon Mr. Marshall's statements with reference to Mr. Porter:

"J. B. Porter, president of the Oklahoma Association of

Ice Cream Manufacturers, was the inventor of the ice cream sundae. At least, so says J. L. Marshall of the Purity Ice Cream Co., Tulsa. Mr. Marshall was writing in reply to the advertisement of the Hydrox Corp., Chicago, which firm has offered to give the originator of the sundae a hundred dollars in gold and the man who finds him 'all the Hydrox ice cream they can eat.'

"The pulling power of *The Ice Cream Review* was well demonstrated when Mr. Marshall promptly answered the query of the Hydrox Co. a few days after reading announcement of the offer in *The Ice Cream Review*."

BUT in addition to the claim for Mr. Porter, many other people had something to say.

U. G. McClure, 3534 W. 16th St., Chicago, told the following story regarding the inventor of the sundae:

"Regarding the question 'How old is the sundae (Sunday) and who created it?' I wish to state that 'Sunday Soda' is a Chicago creation, brought about under the following circumstances:

"In the summer of 1893, World's Fair Year, I was employed in the drug store of W. E. Mattern, located in the Millard Avenue Hotel at 1064 (old number) Millard Ave. It was the custom of the newsboys after delivering their papers to gather at the drug store for ice cream soda."

"On the Sunday morning of the birth of 'Sunday Ice Cream,' as usual the boys came in for their soda water, but as our carbonated water tanks were empty, I told them I would give them a good treat."

"Filling each glass about half full of ice cream on which I poured a liberal amount of chocolate syrup, I gave this to them, which they devoured with the utmost delight. Nothing more was thought of this until Monday morning, when the boys came rushing in for another feast like the one on the previous morning."

"As we were getting only five cents for ice cream soda in those days, and knowing that five cents would not cover the cost of the cream alone, I told them, seeking to evade their demand, that was the kind of soda given only on Sunday, but they insisted then that I give them the kind we sell on Sunday. Soon it became, thanks to the news boys' vocabulary, 'Gimme Sunday.'

"We have every reason to believe that the first 'Sunday' ice cream (incorrectly sundae) as applied to this delicacy was created as related and that 'Apple' Hopkins, a newsboy, was the first one to eat it."

"The Sunday ice cream soon became popular throughout the Lawndale district in which we were located, and druggists who were in business in this section in 1893 could verify my claim if any of them were here, but none remain, except myself. It has been very amusing to me to read of the different views on the 'Sunday' creation, but the naming of it was rather more accidental than intentional, and it gives me a great pleasure to present to you the correct facts on the 'Sunday ice cream' question."

* * *

A. Winter, 431 S. Dearborn St., Chicago, had another version of the introduction of the ice cream sundae:

"How old is sundae? It was christened in 1898, and it was christened in this manner:

"A man (I do not remember his name) living in the neighborhood of Drexel and Oakwood Boulevards was in the habit every Sunday morning of going into Gazzolo's Pharmacy, then located where the Drexel State Bank now is, and asking for a glass of ice cream. In those days drug stores did not serve ice cream in dishes. They carried ice cream solely for the purpose of making ice cream sodas. But this particular man did not like carbonated drinks and so got into the habit of asking for the plain ice cream."

"Then one Sunday morning he saw one of the clerks pouring the fresh hot chocolate syrup into the service pitcher."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SPRAY POWDERED PROCESS

fresh
from the factory



*That Small Phrase —
It Covers So Much!*

"Fresh from the factory" signifies the quality, tells whether you are getting fresh made milk products.

It assures you that Snow-Drift has been shipped to you fresh—shipped promptly after being made from fresh sweet milk.

You will find it only on fresh made Snow-Drift and is your guarantee of Quality, Uniformity and Freshness Unsurpassed.

To assure yourself of fresh milk products throughout the entire season—permit us to ship you a trial order or submit our fresh contract proposition.

Our new method of distribution enables us to take care of your requirements promptly—anywhere.

Gould Cream Company
718-720-724 Temple Court Building
MINNEAPOLIS MINNESOTA



M
I
L
K

SWEETENED FULL CREAM OR SKIM

CONDENSED

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

A Proven Necessity

THE SCALE
That Weighs
Your Mix



Patented
PULL A BATCH
BY WEIGHT

Facts Worth Knowing

By weighing your mix to the exact number of pounds for each freezer, it avoids any possibility of overloading your freezer, giving a more uniform cream without variation for the day's run.

The specific gravity of mix has no effect in its weight but is misleading in its measurement. From the first batch of mix you deliver to your freezer with a *Weibatch* and all the day through to your last pull is weighed and recorded each time.

A silent watchman on duty to reveal to you any mysterious shrinkage and waste while you are away.

Let us show you the practical way to use a *Weibatch* to advantage for checking efficiency and manufacturing process.

**Investigate
Saving Means
Success**

Sold under a 30 Day
Guarantee Trial

Once Tried Always Used

Write for Price List

**WEIBATCH
LIQUID SCALE CO.**

GRAND RAPIDS, MICHIGAN

and said, 'Put a little of that on my ice cream.' He liked it and came Sunday after Sunday for that dish and got into the habit of saying, 'Give me one of my Sundays.' He told others of his dish and they liked it too, and they also adopted the name 'Sunday,' which later was changed to 'sundae.'

H. Andre Langdon, 2259 Madison St., Chicago, was sure that he had the right dope on the matter:

"The word 'sundae' originated in a Greek candy shop on Canal street, New Orleans. The early part of 1900, I cannot recall the exact date, but the story is as follows:

"His name was George Metropoulos, and his English was limited. His shop was a little hole in the wall and his volume of trade would not make anyone envious. His business would not justify keeping ice cream during the week, but on Sunday he had quite a trade. His window was graced with a laboriously printed sign — 'Ice Cream Sundae.' And he began a new idea of garnishing each dish of ice cream with a bit of fruit. His sign meant that he had ice cream Sunday only. And he spelled Sunday 'sundae.'

"I have no doubt but that I have 'started something,' but I can very easily give you the word of many who can recall the incident."

Teddy Roosevelt was credited with inventing the sundae by Ed. Olson, Brunswick-Balke-Collender Co., Chicago:

"Replying to your question, 'How old is sundae?' will answer:

"Was created by Teddy Roosevelt during his term while serving with the board of commissioners during the year 1894—30 years ago.

"Why were they created? Said Mr. Roosevelt, 'Put a ban on ice cream sodas on Sunday.' The dealer put one over, serving just plain ice cream with syrup, calling it a 'Sundae.'

"When do I get my sundaes?"

COLORADO MANUFACTURERS MEET.

A special meeting of the newly organized Colorado Association of Ice Cream Manufacturers was held at Pueblo, on March 26. Professor Morton, state dairy commissioner, spoke on the need of revising the present statutes on dairy products. The association considered an invitation to merge with The Colorado Creamery Butter Manufacturers' Association to form one dairy products association for the state. This was referred to a committee instructed to report at the next meeting.

PHILADELPHIA IS HOME OF ICE CREAM SODA

The city of Philadelphia, besides being the birth place of our country, is also the original home of the ice cream soda.

Back in 1874, at the exhibition held at Franklin Institute in the old building on Market Street at Juniper, now the site of the great Wannamaker store Robert M. Green introduced ice cream sodas for the first time. This was the beginning of a mighty industry that has grown to enormous proportions. The first day's receipts amounted to something like \$8.00. The daily receipts now amount to many millions of dollars—all from this small beginning.

While not credited with building the first soda fountain, Mr. Green was responsible for many of the features still found in modern equipment. During the first year that he introduced the ice cream soda, Mr. Green established his own manufacturing plant, devoted exclusively to erecting and repairing fountain equipment. In the first year of its existence the entire plant occupied hardly more space than is now covered by one of its many departments. The Robert M. Green Company, one of the leading fountain manufacturing firms today, is owned and operated exclusively by sons of the founder and it is the oldest business in the industry under the same consecutive management.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PEEPING OVER THE PROFESSOR'S SHOULDER

It would be interesting to know just how many manufacturers of the country have been helped in overcoming production problems by Prof. A. C. Baer in his department in The Ice Cream Review. Approximately 50 per cent of the industry's members must have written Professor Baer regarding their troubles, and many manufacturers have worked out their problems by reading the professor's answers in The Ice Cream Review.



PROF. A. C. BAER.

Here is a paragraph from a letter typical of the interest ice cream manufacturers feel in Professor Baer's Inquiry Department in The Ice Cream Review, the writer being a Georgia manufacturer addressing the professor:

"I will watch for your answer in the next issue of The Ice Cream Review. I always read all the questions and your answers in your department with much interest each month."

The professor is too modest to release many of the laudatory letters for publication, but this one happened to slip through.

ENTERS NEW HOME.

The Dairyland Creamery, organized last August by W. Jacoby and C. H. Nickols, recently moved into new home in Ponca City, Okla. The new home 50x125 ft, is modern throughout, and several new additional units of machinery were installed, among which is a Progress homogenizer.

A new pasteurizing machine will be installed in addition to the two now in use and other equipment will be added to make this plant one of the most up-to-date ice cream plants in Oklahoma.

The Dairyland Creamery handles all milk products and distributes from 400 to 500 gallons of milk a day. The ice cream freezer has a capacity of 50 gallons an hour which can be increased to 60 gallons, if necessary.



OKLAHOMANS SET CONVENTION DATES.

The Oklahoma Association of Ice Cream Manufacturers has announced its decision to meet December 8-10. Tulsa was selected as the meeting place at the 1923 convention, but the dates were only recently decided upon by the secretary and other officials. W. M. Burk, secretary of the Oklahoma association, no doubt will make every effort to make the 1924 convention one of the best that the Oklahoma association has ever held.

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.



THE LADD FILTER provides a means for eliminating from the **ICE CREAM MIX** the finer particles of Foreign Matter that escape the regular strainer furnished with your **VISCOLIZER**. **THE LADD INTERNATIONAL FILTER** can be set into your line from **PASTEURIZER** to **VISCOLIZER** and the **MIX** heated from 110° to 140° will pass easily thru the Special Disc.

THE LADD INTERNATIONAL filters upward. The Inlet is in the Bottom. The pressure is uniform on all parts of the Filter Disc so there is no danger of the Disc being overloaded at any one point.

Let us tell you more about the advantages of **Eliminating the Undesirable Foreign Matter**.

Ask For Bulletin No. 56.

NATIONAL
APPROVED



DISTRIBUTORS
SPECIALTIES

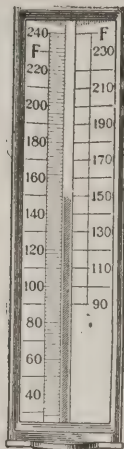
John W. Ladd Co.

DETROIT COLUMBUS CLEVELAND CINCINNATI

How the Weather Affects

Rain on Fridays, Saturdays and Sundays Restricts Sales more than on Mondays, Tuesdays and Wednesdays. Early Hot Summer is Advantageous as Against Hot Weather in Fall.

By CHARLES G. MORRIS*



Ice Cream Consumption

Editor's Note—

Have you a carefully studied estimate of what your volume of business will be this summer? This firm has; it is based upon weather bureau records, history, optimism—and guesses. And it makes very interesting reading.

THERE is no question in my mind that weather conditions do affect ice cream sales. But the how, the when, and the why are not so easy to place. There are so many other factors entering into the rate of consumers' demands that the weather alone cannot be blamed for our failures or feted for our successes.

We should all like to be able to foretell the future volume of demand for our product as well as other future events, and doubtless most of us have tried to do it in one way or another. But I think the most of us are not enthusiastic enough about our successes to have them tabulated and the percentages of successes and failures advertised to our friends and foes alike.

I have little doubt that every ice cream manufac-

* Past president National Association of Ice Cream Manufacturers. Written especially for The Ice Cream Review.

turer in this country has, at this moment, a carefully studied estimate of what his volume of business is to be this coming summer. Therefore, I may as well confess that I have the same. What is it based on? Frankly, mine is based on history, optimism and guesses.

A NUMBER of years ago I got a record of our daily sales for several months and the U. S. Weather Bureau's reports for the same period and sat down to my desk with them. I knew it would be only a matter of detail to figure out the relationship between the daily temperatures and the daily sales. After several hours of work I had obtained figures enough to give me a headache, but not enough to prove that the weather had anything to do with ice cream sales. That was, of course, a ridiculous conclusion. So far as I am concerned, it still is.

It is a tradition with us that certain days must be fair weather in order to be profitable. Fourth of July, for instance. Yet a fourth which was a succession of sun and showers that would have done credit to any April traditions, netted us a remarkable volume of sales. So there is another guess coming on that score.

Even though we may have a wet summer coming, it may prove to be better than a dry one. The part of the year may also affect ice cream sales. Hot weather alone, with equal thermometer readings, will not sell as much ice cream on August 25 as it will on May 25.

TWO or three factors of importance do seem to hold fairly steady—though I can't always prove my belief in them. An early, hot summer is advantageous as against hot weather in the fall. Rain with cold weather on Friday, Saturday and Sunday restricts our sales more than it would on Monday, Tuesday or Wednesday—barring the influence of a holiday during the week. Warm, fair weather between say four in the afternoon and bedtime is apparently most favorable for us.

In fact, even warm, muggy, showery, evening weather seems to be better than the most beautiful morning the sun ever rose on, so far as actual retail sales are concerned. Though our retailers' hearts are cheered by the sight of fair mornings, the driver does not leave them so much ice cream when he calls next day, unless the evening is also good.

Add to the influence of the weather such trivial influences as pay day, holidays, the places where people gather and the kind of sociability that prevails in the gatherings; the amount of fresh, luscious fruit, like berries or peaches, that comes on the market from day to day, and perhaps you may then dare to furnish an estimate of what the influence of the weather amounts to, in controlling ice cream sales.



ICE CREAM TEST

BY
"TROY-FUCOMA" METHOD

a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING

with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND
for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained with our method.

Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.

154 Nassau St. Specialists in Testing Apparatus NEW YORK

Write for Illustrated Circulars

Butyrometer (Test Tube) for Cream

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Nizers by the Trainload! Production is rapidly increasing — February 501, March 686, April 900. The May schedule is above 1,100

Watch the Operating Cost of Iceless Ice Cream Cabinets

THE enthusiasm for iceless cabinets is mounting so rapidly, we feel impelled to call critical attention to certain points.

In general, a good iceless cabinet as compared with an ice and salt cabinet, may be depended upon to save transportation expense, handling expense, ice and salt, time, shrinkage and deterioration of the product.

However, these obvious advantages should not be allowed to obscure the question of iceless cabinet operation cost, the principal factors of which are current and water consumption. Nizer records covering thousands of cabinets for periods up to three years, show an average consumption of electricity (at 5c per K. W.) and water the year 'round to be less than 1½c per day per hole. In cool weather this runs below 1c. These Nizer records are absolutely unprecedented and unequalled.

We wish to point out that if these costs were 2½c per day per hole, as might easily be the case with other types of motors, compressors,

refrigerants or cabinets, then excess expense for an 8-hole cabinet in ten years would be about \$450, or more than enough to have bought two cabinets in place of one.

In other words, the use of Nizer cabinets would, in the first ten years, save more in operating cost than your entire investment in them.

In addition to this important point we urge you to avoid cabinets larger than Nizers, because they will not fit into standard fountain interiors as they ultimately will be required to do; further, you should avoid cabinets which, when loaded, exceed the strength of average floors per square foot; further, you must watch excessive installation cost and time, unsuitability of motor to various current conditions, etc.

The full co-operation of our staff is cordially extended to you. We believe that a visit to our plant and the many Nizer installations in Detroit will be a highly profitable investment of your time.

Nizer Corporation

7424 Mackie Street

Detroit, Michigan

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Electrically Operated Ice Cream Plants

A Discussion of the "Electrification" of Ice Cream Plants
A Vital Topic at This Time—Their Economy

By F. B. FULMER

(Written Especially for The Ice Cream Review)

THE modern tendency in all manufacturing establishments is toward efficiency and economy. Any method that promotes either of these factors is looked upon with much favor; a method that will combine both of them to a large degree should be acclaimed as the ideal.

Progressive establishments are coming more and more to lay greater stress upon **operating costs** and to balance savings thus effected against first costs, and the latter are not now occupying the relative position of importance that they have in the past. This is well illustrated by the action of the Carnegie steel mills that remodeled and installed new apparatus in their plant in Pittsburgh some time since at a cost of one million dollars. Shortly afterwards a new and more efficient process was developed; so they literally scrapped the million dollar investment at once in order to avail themselves of the new process.

The electrification of ice cream plants is a vital question at the present time and deserves the most careful consideration. The apparent greater first cost is the only practical argument that can be raised against it, and in most cases where a new plant is being built—be it either large or small, the greater first cost is more apparent than real. While it is true that a direct motor

driven ice cream freezer costs more than a belt driven one—it is an open question if there is much saving from a financial standpoint when the expense of hangers, shafting, pulleys, belts, belt-guards and labor to erect these are added to the cost of the belt-driven machine.

As an offset to any real or fancied financial saving for the belt driven machine, there are several factors in favor of the individual motor-driven ice cream freezer that should be duly considered.

THERE should be no room for argument regarding the factor of the more sanitary condition of the direct motor driven machine over the belt driven one; the presence of rapidly moving belts, pulleys and shafting in a room will by necessity create currents of air that are not beneficial and such moving machinery always throws off more or less dirt and greasy specks which do not create a favorable impression on a careful observer and the whole question of such moving parts around where a delicate food product is being manufactured **does not cause a pleasing appearance!**

As all of the application of power to operate a direct connected ice cream freezer is protected by substantial guards, it is practically impossible for an operator to be accidentally injured by being caught in a moving part at any time.

With belt driven machines and the necessary shifting of belts a certain amount of danger exists at all times. In many states, industrial safety regulations require guards to be placed around belts, pulleys and other moving parts and when this is done the particular machine in question may not be as easy to operate.

The direct driven ice cream freezers can be placed closer together, owing to the fact that there is no overhang of pulleys, shafting and bearings, which occupy considerable space. Stated in a practical way, four motor driven machines can be placed in the space ordinarily occupied by three belt driven ice cream freezers—hence this is equivalent to a saving of 33 1/3 per cent in space.

The other machinery used around an ice cream plant can be placed closer together if they are motor driven and space saved to the greatest practical limit. Direct

When Summer Comes

Will you be one of those who has failed to closely check over present refrigerating equipment against requirements then?

The ensuing loss of business and product will surely be disagreeable.

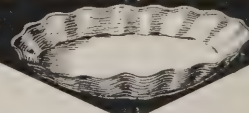
Better Act Now

Investigate Sterling Refrigerating Equipment for new requirements and let a "Sterling" service man check over your present outfit for possible savings in operation and efficiency. No obligation to you for the asking.

United Iron Works, Inc.
Kansas City, Mo.

OFFICES IN ALL PRINCIPAL CITIES

A MONEY SAVING VALUE Fluted Ice Cream Dish



only
\$1¹⁰
per 1000

These Dishes, and our "Swan Brand" Wooden Spoon, at 85c a 1,000 make a clean, neat, and inexpensive combination. Their inviting appearance will increase sales of ice cream. Bowl-Shaped Dishes at \$15.35 a doz. and Dishing Spoons \$2.75 a doz. will also save your supply money. Hundreds of other values in Pails, Tubs, Cans, Freezers, Crushers, are shown in our new catalog of **ICE CREAM AND SODA SUPPLIES, No. Y-24. DID YOU GET YOUR COPY?**

L. F. GRAMMES & SONS, Inc.
Day & Zimmermann, Inc., Management
360 Union Street Allentown, Pa.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Honeymoon Special

The Sensational New Fruit Ice Cream

HONEYMOON Ice Cream—the fastest selling fruit ice cream ever introduced! Such is the actual experience of nearly one thousand ice cream manufacturers.

A captivating fruit ice cream, bright red fruit particles showing, a color that wins quick admiration, and a name that spreads like wild-fire. What more could be desired for a rapid-selling Special!

Nothing experimental about Honeymoon Ice Cream,—it is already as standard as vanilla with hundreds of your fellow manufacturers. So popular in many cities that it has been placed on the regular list of flavors.

Wire us collect for an introductory quantity of one dozen No. 10 cans of Honeymoon Special at \$25.25 per dozen. After your customers have tasted it, you'll soon be wiring for *RUSH* barrel shipments. Mirror strips are furnished.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of the new Egg-Nog flavor, Hazel Nut Sundae, Butter Scotch, Fig Walnut, Toasted Nut Paste, Maple Concrete and all standard flavors.



HONEYMOON ICE CREAM HONEYMOON ICE CREAM HONEYMOON ICE CREAM

Mail Coupon to THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.

☐ Ship at once, one dozen No. 10 cans of Honeymoon Special @ \$25.25 per dozen.

Company

City State

Buyer

HONEYMOON ICE CREAM HONEYMOON ICE CREAM HONEYMOON ICE CREAM

SOUTHERN CONVENTION—NEW ORLEANS—NOVEMBER 14-15, 1924.

Did You Get Your Copy ?

OUR BOOK "Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today.

Use
Crescent

C Information on insulation problems -- practical--economical erection, etc., furnished by expert engineers.

**O
R
K
B
O
A
R
D**

United Cork Companies

BRANCH OFFICES

New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O.
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS

Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.

For
Efficient

**I
N
S
U
L
A
T
I
O
N**



Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

motor driven machines of any class are always compactly built and thus occupy the minimum of space.

AT THE present time the factor of power economy occupies a more prominent position in the industrial world than ever before. Facing the situation from a practical standpoint, it is no visionary statement to say that all steam generated power will become more expensive as time passes.

The supply of solid and liquid fuel is diminishing and while some new supplies will be discovered, the cost of obtaining them will be increasing all the time, so the logical deduction is that the future will see an increased cost in the production of steam power.

The present tendency is toward the development of all practical hydroelectric generation, both as a source of new power to meet growing demands and to develop it at as low a cost as is possible.

Considered as a power generator the best modern reciprocating steam engine delivers as effective power about 12 to 14 per cent of the total heat developed by the combustion of the fuel; steam turbines may reach 20 to 25 per cent efficiency and the internal combustion engine has a theoretical thermal efficiency of approximately 40 per cent.

On the other hand the electric motor has an efficiency of 85 to 90 per cent, as proven by actual tests and it will deliver as effective work from 75 to 85 per cent of the original power developed at the hydro-electric generating station which may be from 250-300 miles distant from the motor.

AGAIN the starting and idle running power consumption of a motor is approximately 20 per cent of the rated power demand for full load duty. When a battery of several ice cream freezers are belt-driven (the motive power being supplied by a single large motor) the friction of the shaft, pulleys and belts cause considerable loss of power and the ratio of loss is much larger if only one or two freezers are being used at one time. Whenever a motor driven freezer is not required for operation it can stand idle and power to drive it is only applied when needed, hence the single unit application of power is much more elastic under operating conditions and far superior in power efficiency than belt driven freezers.

The same principle applies to other pieces of apparatus used in an ice cream plant, where motor power is required. The motor driven homogenizer occupies less space, can be located in the most convenient position (without reference to the location of the shaft) and is a far safer machine for the operator to be around, as all hazard of personal injury from a belt is removed. The pasteurizing and storage vats for the ice cream mix are more easily located and present a more sanitary appearance with direct motor drives than belt driven machines do.

IN THE matter of starting and stopping ice cream freezers, the pasteurizers, homogenizers and storage tanks, the simple throw of a switch handle or the pressing of an electric button is more rapidly done than the shifting of a belt. This saving of time enables the operator to get all of the freezers running quicker and the economy applies all along the time of operation during the time that he is engaged in freezing, pasteurizing, homogenizing and cooling. The usual belt troubles are eliminated; a more convenient condition prevails and the logic of the situation is, that electrically operated ice cream plants as well as all places where articles of food are processed present the highest sanitary condition possible.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Nutting

Ice Cream Can Truck

Built Like a Steel Bridge!

You will get many more years of service out of this well-built, extra strong truck. The *Nutting* is built of structural steel, solidly braced by thick steel gusset plates and heavily riveted. The entire frame is galvanized.

Easy running. Balance type for quick turning. Large main wheels, ball bearing casters. Both wheels and casters are heavily built and have wide flat faces to save floors.

Convenient. Dirty cans piled with open end out and slant upwards to keep contents from spilling. Washed cans are piled with open end in and slant down for quick draining. *Top railing holds all covers.*

New low price Fig. 106 (30x66 in.) Top rail included. F. O. B. Faribault or Chicago \$52.00

(less without cover-holding top rail)

Order from your jobber or write us for complete information.

Nutting Truck Co.

1204 Division Street

FARIBAULT

MINNESOTA



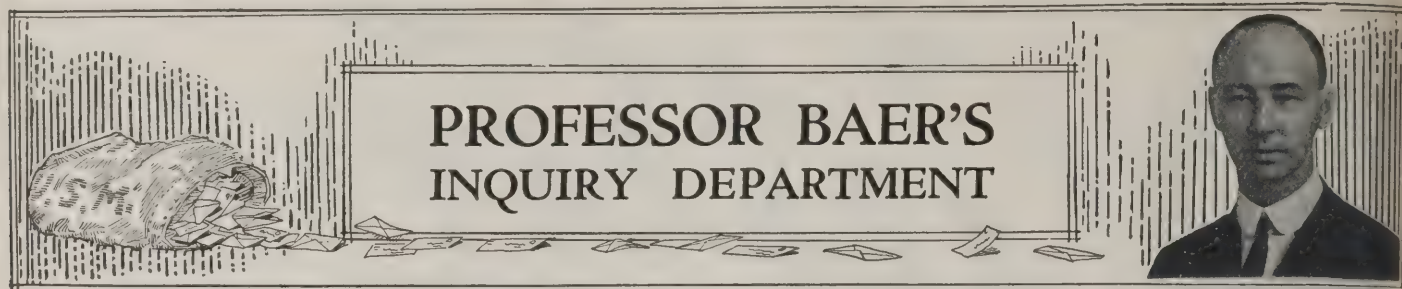
Hundreds of ice cream plants have found Nutting Trucks provide the quickest, most economical way to handle their "empties."



Bulletin C-6 describes and illustrates the Nutting Ice Cream Can Truck and other Floor Trucks for the dairy industry. Write for your copy.

Floor Truck Specialists Since 1891

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.



Replies to Inquiries

Dear sir:—Will you please figure me out two formulas, one for a ten per cent butterfat mix and one for a twelve per cent butterfat mix, desired enough total solids to give high overrun but want to avoid sandy conditions. Supplies available are 40 per cent sweet cream, plain skim condensed milk 4 to 1, this runs either 32 or 35 per cent solids. Can get fresh sweet milk 4 per cent sometimes, but think that part of the time will have to eliminate fresh milk and will have to substitute water. In this case, can't you figure me a formula with water and then give me a scale whereby I can work from my original formula of 40 per cent sweet cream, skim condensed and sweet milk 4 per cent, and where I have to substitute one gallon of water for a gallon of fresh milk, to advise how much more sweet cream and condensed I will have to use to make up the shortage of fat and solids.

Reply: You are at a considerable disadvantage because you have not efficient equipment for the proper processing of your mix. I am, however, suggesting table one and table two, formulas which you can make up

in a ten gallon can. You will notice that all four of these suggested mixes weigh 88 pounds. A ten gallon can should easily hold this amount of mix, allowing a little lee way for stirring.

Table One.

88.0 lbs.—10% mix using 4% milk	88.0 lbs.—10% mix No 4% milk
12.3 lbs. sugar	12.3 lbs. sugar
.44 lbs. gelatine (7 oz)	.44 lbs. gelatine
20.0 lbs. condensed (32%)	28.0 lbs. 32% condensed
18.40 lbs. 40% cream	22.0 lbs. 40% cream
36.9 lbs. 4% milk	25.3 lbs. water
88.0 lbs. mix.	88.0 lbs. mix

Table Two.

88.0 lbs.—12% mix using 4% milk.	88.0 lbs.—12% mix using no milk
12.3 lbs. sugar	12.3 lbs. sugar
.44 lbs. gelatine	.44 lbs. gelatine
16.0 lbs. condensed	20.0 lbs. condensed
22.6 lbs. 40% cream	26.40 lbs. 40% cream
36.7 lbs. 4% milk	28.90 lbs. water
88.0 lbs. mix	88.0 lbs. mix

I am indicating in both table one and table two, a mix made with your 4 per cent milk and without. Table one shows the 10 per cent mixes and table two the 12 per cent properly balanced with condensed for milk serum solids.

I am also showing on the mixing and freezing room report the figures for the two mixes containing the 4 per cent milk.

It would be perfectly possible for you to use milk powder and water. The powder can be dissolved in luke warm water and if it is a soluble product, your milk solids could be added in this way as well as in the form of condensed milk.

It appears from your discussion that you are not pasteurizing your ice cream mix and it would, of course, then be necessary for you to dissolve your gelatine in either water or milk and then heat it up to about 170 degrees before adding it to your cold mix in your ten gallon cans. The mix must of course, be stirred violently while the gelatine is slowly added to it.

* * *

Dear Sir:—Please figure for me the ice cream mix containing 15, 18, 20 per cent fat, and the amount of ingredients to use, as unsweetened condensed skim containing 28 per cent solids, 38 per cent cream, and 3.8 per cent milk.

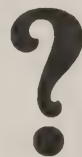
Please let us know the proper amount of sugar and gelatine to be used in this mix. This is to be figured on a 100-pound mix basis.

We would like to know how much vanilla should be used to flavor 100 pounds of mix. Also, can you give us the approximate weights of these different mixes per gallon?

Reply: I am glad to suggest in the following tables.

Do Your Hardening Rooms Keep in the Cold

OUR insulation experts will be glad to show you many novel ways of preserving the low temperatures while transferring ice cream to and from the hardening rooms, and how to make your insulation more effective.



Pure
Cork Board
Granulated
Cork
Jamison
Refrigerator
Doors

Ask Now—No obligation to you

Insulation Sales Co.

Builders' Exchange
MINNEAPOLIS, MINN.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What Taper-Insulated Cabinets Mean to Your Business

WHEN you purchase a cabinet, you naturally want the best and most efficient money can buy—

A cabinet that stands up; that consumes *little ice*, and at the same time *keeps the cream hard* until served.

The famous Grand Rapids Cabinets meet these requirements because they are *taper-insulated*.

A glance at the sectional view below will show that the cork insulated walls of this dependable cabinet are 5 inches at the bottom, and only 3½ inches at the top.

As cold has a tendency to settle, this extra insulation at the bottom is just where it is

needed. It helps to keep the cream hard and saves ice.

On the other hand, less ice is needed and used at the bottom than at the top. Consequently, it requires less to ice a Grand Rapids Cabinet, at a *further saving in ice*.



Showing No. 535, three-can size.

All Grand Rapids Cabinets are handsomely finished on all four sides. Any side may face out with the faucet in any desired direction. Solidly built of cypress and red wood with heavy hardwood corner posts

forming the legs and running full height of cabinet.

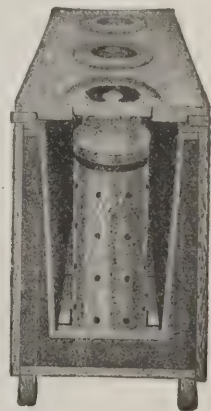
You must see these handsome cabinets to appreciate them fully—better order your sample *now*.

is the single-can size. (No. 513).



"A Stitch in Time Saves Nine"


OUR years of experience in dairy and ice cream equipment qualify us to offer valuable advice in the selection, purchase, and installation of ice cream and refrigerating machinery. **We have our customer's best interests at heart.** Of course, after you have purchased, it is then **too late** to avail yourselves of our experience. Let us advise with you beforehand. Our suggestions place you under **no obligation**.



Cross section of style No. 5. The walls are filled with cork. Note taper-insulation.

DEPARTMENT "B"

"The HOUSE with the GOODS and the SERVICE"

GOWING  **DIETRICH**
COMPANY — INCORPORATED
Everything For the Handling Syracuse N.Y., U.S.A. Of Milk and its Products"

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

one, two, three and four, mixes made up according to your suggestions:

Table 1.

100 lbs. mix, 15% fat.

Ingredients	Fat	Serum Sol.	Total Sol.
14. lbs. sugar	13.30
.5 lbs. gelatine47
12.0 lbs. cond. skim	3.36	3.36
36.0 lbs. 38% cream	13.60	5.20	20.21
37.5 lbs. 3.8% milk	1.33
100.0 lbs.	15.01	8.56	37.34

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
12.0 lbs. sugar	11.40
.5 lbs. gelatine47
12.0 lbs. cond. skim	3.36	3.36
35.4 lbs. 38% cream	13.45
40.1 lbs. 3.8% milk	1.52	5.38	20.35
100.0 lbs.	14.97	8.74	35.58

Table 3.

Ingredients	Fat	Serum Sol.	Total Sol.
12.0 lbs. sugar	11.40
.4 lbs. gelatine38
6.0 lbs. skim cond.	1.68	1.68
44.0 lbs. 38% cream	16.72
37.6 lbs. 3.8% milk	1.42	5.66	23.80
100.0 lbs.	18.14	7.34	37.26

Table 4.

Ingredients	Fat	Serum Sol.	Total Sol.
12.0 lbs. sugar	11.40
.3 lbs. gelatine28
4.9 lbs. skim cond.	1.12	1.12
49.2 lbs. 38% cream	18.69
34.5 lbs. 3.8% milk	1.32	5.67	25.68
100.0 lbs.	20.01	6.79	38.48

Artistic Signs —at Attractive Prices

Nothing gets attention better for regular and special occasions than the right kind of signs for the purpose.

We make Enameled Metal Signs—Cloth Signs—Show Cards. All Styles—Any Quantity at Quantity Production Prices—delivered anywhere.

Send your ideas or sketches for samples and prices.

I. & M. Advertising Co.
Sign Department

73-75 W. MAIN ST.

LE ROY, MINN.

You will notice the difference between table one and two being the amount of sugar used. I do not believe it is necessary for a cream to have over 35 per cent total solids and you might want to try the mix in table two. The approximate weights of either one of these mixes is 9 pounds to the gallon, the variations between them being so slight as to be negligible.

The amount of vanilla to add to 100 pounds of mix would, of course, vary with the grade of vanilla used and I could hardly give you any definite information as to the amount of vanilla.

* * *

Dear Sir:—Will you kindly look over the formula below and offer suggestions as to its betterment? No trouble is had in obtaining the overrun. In fact, we get more than we desire. The finished cream seems to be a little porous and grainy, and I wondered if the fault would be in the mix or in the freezer—the batch freezing up rather rapidly. Here is the formula, 10 per cent fat standard, 13 per cent sugar desired (600 lb. batch). Skimmed cond. (sweetened) 30 per cent solids, 40

per cent sugar.....	100 lbs.
Butter	72 lbs.
Sugar	38 lbs.
Powdered milk.....	37 lb.
Gelatine (Delft).....	4 lbs.
Water	349 lbs.

251 lbs.

The entire batch is emulsified through a Hawk emulsor.

Reply: I have analyzed your ice cream mix and you will find the calculations given below in table one. You will notice that the calculations of your mix show that you have the butterfat and solids proportioned correctly and you should apparently have no trouble in making satisfactory ice cream from this mix:

Table 1.—600 lb. Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
100.0 lbs. sweet cond.....	30.00	70.00
72.0 lbs. butter	60.48	60.48
38.0 lbs. sugar	36.10
37.0 lbs. skim powder.....	35.15	35.15
4.0 lbs. gelatine	3.80
349.0 lbs. water
600.0 lbs.	60.48	65.15	205.53
Per cent	10.08	10.86	34.25
Per cent sugar	13.0

However, I know that some of your trouble in getting your porous and grainy ice cream is undoubtedly due to

Attention Ice Cream Makers

Make your supply fresh condensed milk from "MADE OF THE MIST" Powdered Sweet Milk.

Analysis of "MADE OF THE MIST"

Moisture	4.36%
Butterfat	5.90
Ash	7.78
Protein	32.46
Lactose (Milk Sugar)	49.63
Acidity, As Lactic Acid	2.08%

We wish to call your particular attention to the clean improved flavor and smooth texture of the finished product wherever "MADE OF THE MIST" Powdered Milk has been used.

Write for Particulars and Prices.

THE DRY BUTTERMILK CO., Inc.
WASECA, MINN.

Take Me Out to the Ball Game - - -

IT'S THE SONG OF THE

Purity Paper Can

IN THE QUARTER-PINT SIZE!



The "baby" of the family is the proper one for use at the ball park or any other outing. And it's the squat-type (regular $3\frac{3}{8}$ " diam. x $\frac{3}{4}$ " deep) that is easiest to handle. And the "easy-to-handle" container is always the one preferred. That accounts for its popularity!

It's intensely human to become hungry and thirsty at any outing so the purchase that appeals most is the product combining food and drink.

Just fill the Quarter-Pint PURITY PAPER CAN with delicious ice cream, sherbet or ice. That's the best treat for anyone! And the squat-type is simplest to fill at your own plant. Its shallowness makes "re-dipping" child's-play if you prefer your dealers to fill the CANS! Simply snap a paper spoon under the crimp of the lid and then watch the boy throw his package way up in the stands to eager customers. Treat PURITY PAPER CANS rough. They are built to stand it.

And don't overlook the sale of these special packages on trains, excursion steamers or any other outing.

PUT YOUR ICE CREAM INTO PURITY PAPER CANS either at your own plant or at your dealers. It's permanent business building.

Samples and Prices on request! A full line of sizes for all uses!

The Purity Paper Vessels Company

BALTIMORE, MARYLAND

New York Office: 342 Madison Avenue—Suite 526AA, Canadian Pacific Bldg.

Also makers of the famous line of PAVESCO Paper Milk Bottles!

the use of the steam emulsor. I believe I have located more trouble similar to yours due to the use of a similar emulsor than from any other cause. This steam emulsor introduces a lot of water into the mix due to the condensing of the steam. This not only lowers the per cent of solids in the mix, but very often while emulsifying the mix comes out of the emulsifier at a very high temperature, giving the ice cream a characteristic cooked flavor. Undoubtedly this is the flavor which you have believed was due to the milk powder and condensed milk. I believe that if you will put in a different type of emulsor, using one of those centrifugal machines you would get much better results.

* * *

Dear Sir:—I am wondering if you can tell me what to use to make my cream stand up better. I am using the following mix: 11 per cent fat, 11.5 per cent serum solids, 13 per cent sugar, .75 per cent gelatine. I use about half sweet cream for fat, balance sweet butter; use 144 lbs. of Libby's evaporated milk to 800 lbs. of mix; get the balance of solids from powdered skim milk and sweet skim milk, pasteurize, emulsify and freeze in a brine freezer; take a 90 per cent overrun.

Reply: If your mix contains 11 per cent butterfat, 11½ per cent serum solids and 13 per cent sugar, I can see no reason why with the amount of gelatine which you use your ice cream should not stand up well after it is made. It is possible that your competitor is using a large amount of stabilizer and possibly a cream with a rather high percentage of serum solids. It is also possible that there may be something wrong with some detail in the handling of your cream.

I suggest that in order to arrive at the difficulty you send me a more detailed account of how you make your

mix, showing the various ingredients in pounds and I will calculate the fat and solids so that we will be sure to have the 35 per cent or more of solids which you appear to have. Then, if you will give me your pasteurizing temperature, your emulsifying temperature, the length of time you age your mix before freezing and the average temperature of your hardening room, your method of packing it out for the retail trade and perhaps other details, I am sure that we can solve the difficulty.

* * *

Dear Sir:—We have had trouble with ice cream freezing in the can and settling at the bottom in a luncheonette. Please analyze the following mix and give suggestions. Sugar, 252 lbs.; skim milk, 200 lbs.; butter, 183 lbs.; 3.7% milk, 605 lbs.; water, 650 lbs.; gelatine, 10 lbs.

Reply: You will find below an analysis of your mix showing the calculations of butterfat, serum solids and total solids:

Your Mix.			
Ingredients	Fat	Serum Sol.	Total
252.0 lbs. sugar	239.4
200.0 lbs. skim powder	190.0	190.0
183.0 lbs. butter	153.72	153.72
605.0 lbs. 3.7% milk	22.37	51.8	73.1
10.0 lbs. gelatine	9.5
650.0 lbs. water
1900.0 lbs.	176.09	241.8	665.7
Percent	9.26	12.7	33.4

The figures apparently show that your mix is nicely balanced and you should have no difficulty in getting satisfactory ice cream. I see no reason why if everything is handled correctly your ice cream should fall out of the can or settle at the bottom.

I have never before analyzed a mix similar to yours and where they had the trouble which you describe. It appears, however, that the temperature of brine of 20 degrees for freezing is a little high. A 10 degree temperature would be much better and would freeze your product in less time and properly whip it to a different consistency which might eliminate your trouble.

When drawing the cream from your freezer the can should immediately go into the hardening room so that the cream will not melt around the outside where it is in contact with the warm can. It is possible that settling at the bottom is caused by keeping your ice cream after drawn from the freezer too long a period before it is subjected to a low temperature in the hardening room. If you could have your hardening room at a temperature around zero when the ice cream is put in from the freezer I doubt if you would have this serious trouble.

* * *

Dear Sir:—We are anxious to make the ice cream as near "home made" as possible, that is, little gelatine

The HOUSE of Personal Gelatine Service

Hughes Gelatine Co.

1815 Franklin Street
DETROIT MICHIGAN

Kill all Flies THEY SPREAD DISEASE DAISY FLY KILLER

Attracts and effectively destroys all flies. Neat, clean and convenient. Can't spill or tip over.

MADE of METAL LASTS all SEASON

Will not soil or injure anything
FROM YOUR WHOLESALE OR JOBBER
1 doz. \$1.55 F. O. B. Factory, by express collect

HAROLD SOMERS
DEPT. R, 150 DeKALB AVE.
Brooklyn, N. Y.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Immediate Shipments Now! Just when you need them

THE Cold Storage Doors of your plant are vitally important in maintaining the efficiency of the entire system. It is but natural for you to expect to replace them after a number of years' service—for they undergo unusual abuse and wear and it must be expected that eventually they will succumb to Messrs. Knock, Slam & Bang.

As you find your Cold Storage Doors out of repair—as you begin to notice the marks of years of faithful service—REPLACE THEM. A brand new door is far more economical than a repaired one—and the quicker it is replaced, the better, for “a plant is only as good as its doors.”

Check up on the doors throughout the plant to learn which ones it will be advisable to replace. Then seek immediate service! Write or wire us and your order will be shipped the same day it is received for a stock of several thousand standard sizes of Jamison Doors is maintained for just such emergencies.

We publish a Weekly Stock List showing the quantities and the numbers of doors in stock from week to week. You should receive this. Request us to begin mailing it regularly. Address Desk No. 6 please.

JAMISON COLD STORAGE DOOR CO.
Hagerstown, Md., U. S. A.

Jamison Doors

*for better
refrigeration*

but we want high total solids, say around 40 per cent total solids, 14 per cent sugar and 12 per cent fat.

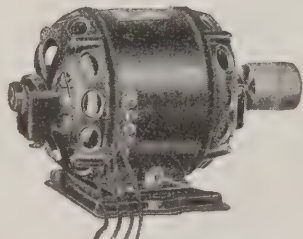
Reply: You state that you are anxious to make ice cream as near "home made" as possible and that you want a 12 per cent butterfat, 14 per cent sugar and 40 per cent total solids product. Such a product will, in my opinion, be very far from being a home made ice cream. I also believe that your idea is entirely wrong, for we should get away from the so-called home made ice cream and put ice cream on the market and call it ice cream made in a modern factory with modern equipment; handled under the most modern and sanitary conditions.

It is not necessary to make a product which will stand up indefinitely due to a large amount of gelatine; in fact, I believe we should use just as little gelatine as possible and still keep our cream in good physical condition in our hardening rooms.

I am suggesting below in table one a formula for a 12 per cent butterfat cream. You will notice, however, that I did not make the total solids 40 per cent. It would be impossible for you to make an article containing 40 per cent as your milk serum solids would be around 15 per cent and you would most assuredly get sandy ice cream. About 12 per cent serum solids is all I could recommend to you in order to be safe from that angle:

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar			13.30
.3 lbs. gelatine27
1.0 lbs. skim powder.....		.95	.95
20.0 lbs. cond. skim.....		6.40	6.40
36.5 lbs. 30% cream.....	10.95		
28.2 lbs. 4% milk.....	1.12	4.69	16.76
100.0 lbs. mix	12.07	12.04	37.68

For Refrigerating Machines



Illustrating the
¼ H. P. Motor

Century
REPULSION
START
INDUCTION

SINGLE PHASE MOTORS

are very desirable because they are exceedingly quiet in operation, have large shafts and bearings with oil ring oilers and brushes that will last for years of service.

THEY KEEP-A-RUNNING
One-Eighth to 40 Horse Power

Century Electric Company

General Offices—1827 Pine Street
ST. LOUIS, MO., U. S. A.

SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

Dear Sir:—We are having some trouble in getting our overrun from this mix:

248 lbs. 20% cream.
15 lbs. 36% sweet cream.
67 lbs. sugar.
2¼ lbs. gelatine.
21 lbs. skim milk powder.
97 lbs. Water. This is a 450 lb. mix.

Reply: I have analyzed your ice cream mix and you will find the calculations given below in table one:

Ingredients	Fat	Serum Sol.	Total S.
248.00 lbs. 20% cream.....	49.60	17.66	67.26
15.00 lbs. 36% cream.....	5.40	.85	6.25
67.00 lbs. sugar			63.65
2.25 lbs. gelatine			2.13
21.00 lbs. skim powder.....		19.95	19.95
97.00 lbs. water			
450.25 lbs. mix	55.00	38.46	159.24
Per cent	12.20	8.50	35.40
Per cent sugar.....	15.00		

There is no reason why you should not get a satisfactory overrun from this mix. You gave me, however, information which would assist me in locating your difficulty in getting the overrun. It is possible that you are not pasteurizing your mix at the right temperature; that you are not cooling it promptly and low enough and that you are not aging it for a sufficient length of time. It is possible that there might be something wrong with your process.

Dear Sir:—Regarding the mix referred to in a previous letter, will give you process through which it goes: 248 lbs. cream, 20 per cent; 15 lbs. cream, 36 per cent. Heat to 110 degrees F., add 21 lbs. of powdered skim milk, dissolve, add 2.25 lbs. gelatine, sift in slowly, heat up to 130 degrees F., and 67 lbs. sugar, dissolve and heat to 145 degrees F., let stand for one-half hour; add 97 lbs. water, making a mix of 450 lbs.; cool this mix down to 120 degrees F., and run through viscolizer at 2,500 lbs. pressure, over a brine cooled tubular cooler, bringing the mix down to 40 degrees F.; age from 12 to 24 hours in ten gallon cans in room which is held at temperature of 20 degrees F. The overrun of this mix is 90 degrees.

Reply: After reading over your letter carefully it does not appear that there is anything wrong with your method of handling and processing the mix, except at one point where you state that you age the mix from 12 to 24 hours in ten gallon cans in a room kept at 20 degrees F. This aging temperature of 20 degrees is too low, as your mix undoubtedly must freeze at that temperature. This may be the cause of some difficulty you have in getting the overrun.

The mix during the aging period ought not to be held at a temperature lower than 30 and I would prefer to have it held at 35. You will also find that aging the mix twelve hours will not put it in the right shape to get the overrun. Twenty-four to thirty-six hours would give you much better results.

* * *

Dear Sir:—We have been having a few complaints regard to sandy ice cream and falling in the cans. You have been using the following formulae:

11.50% butterfat.
11.50% serum solids.
14.00% sugar.
.50% gelatine (best brand we can buy).
37.50% total solids.

(Continued on page 40)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"GMC trucks are seven steps ahead"



GMC Life Is Longer and Maintenance Cost Less

GMC capacity for uninterrupted daily service makes it especially well adapted to heavy delivery duty. GMC is built oversize in every part of both engine and chassis to assure this continuous service and to prolong GMC life beyond the average. Moreover, every wearing part throughout the whole truck is fitted with a removable bushing or bearing that can be quickly and easily removed. Thus GMC maintenance cost is greatly reduced.

GMC offers haulers a means of transportation that is unsurpassed for efficiency, endurance and economy. Built on the experience of years of successful truck manufacture and incorporating seven distinctive features of construction, GMC not only assures an increased earning power but also lower operating costs. GMC can show profits under conditions impossible to the average truck and will remain in service for years beyond the normal life of a truck.

These and other special GMC advantages are fully explained and GMC construction described in the GMC illustrated catalogue and booklet "Seven Steps Ahead". They are free and a request for them does not obligate you in any way. The coupon below is for your convenience. Fill it in and send it to us today.

GENERAL MOTORS TRUCK COMPANY

Division of General Motors Corporation
PONTIAC, - - MICHIGAN

General Motors Trucks



MAIL THIS TODAY

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Please send me GMC literature including
GMC catalogue and booklet "Seven Steps
Ahead."

Name

Business

Address

City..... State.....

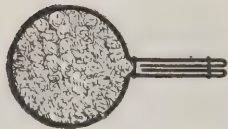
EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.



Wirfs' "Airtite" Cushion Door Gasket

\$AVES YOU DOLLARS\$

Many efficient refrigerating and cold storage plant managers have learned that dollars are to be saved by applying the "AIRTITE" CUSHION DOOR GASKET to the overlap of the doors of the plant.



No. 0 JUMBO



No. 1 LARGE



No. 2 MEDIUM



No. 3 SMALL



No. 4 SPECIAL

The GASKET is a rubberized, insulated strip that is water-proof, tough, yet flexible and resilient, and will last for years. It pays for itself in a very short time by stopping cold air leaks and so reducing the cost of refrigeration.

To prove this—run your hand or a lighted candle along the sides and bottom of your door and feel and see (by the flickering light) the cold air that flows out, 24 hours a day, every day.

Easy to apply
Simply tack on—
Turn the corners

Send today for prices and sample card showing five standardized sizes.

E. J. Wirfs

Sole Manufacturer and Patentee

105 S. 17th Street,
St. Louis, Mo.

"AIRTITE"
CUSHION
DOOR GASKET

Every batch is tested for fat and total solids on a Mojonnier tester. We run from 95 to 100 per cent overrun and use the following ingredients in the mix: Whole milk, 4% butterfat; superheated cond., 30% total solids; cream, 40% butterfat. We try to not let our superheated condensed get over two days old. Do you think that our mix is evenly balanced? If we would reduce our overrun to 85 per cent, this would stop our cream from falling in the cans, would it not? We use our mix from 48 to 72 hours before freezing. But we only put about 800 pounds pressure on the homogenizer on account of the gelatine being added in the pasteurizing and if we add any more pressure we cannot get the mix out of the cans. We have no aging vat; we must use our mix in cans.

My idea is that some of this sandiness comes from the low pressure on the homogenizer. Is that your opinion?

Our hardening rooms are not kept at as even a temperature as they might be. Sometimes after the ice cream is frozen hard they let the temperature go up in the rooms and allow the ice cream to get soft and then freeze it again.

Reply: From the information that you have given in your letter it appears that the sandy condition of your ice cream is due to the possible use of too large an amount of superheated condensed milk to build up solids to 11.5 per cent. I would suggest that you reduce the serum solids from 11.5 per cent to about 10.5 per cent and see if that will not overcome this difficulty.

If the cream continues to fall in the can the trouble is not due to any lack of solids, but I believe it is due to drawing the cream from the freezer when a little too soft. I suggest you try freezing it to various degrees of thickness before drawing it from the freezer and make a comparison and see if it will not hold up a little better when you freeze it a little harder. I have found that this happened in a number of factories where an ice cream was made containing more than 35 per cent solids.

The tendency seems to be because the mix was relatively thick to draw it a little too soon from the freezer. You stated that you thought the low pressure of running the homogenizer was the cause of the sandy condition. I do not believe that is the case. Furthermore, if a higher pressure on the homogenizer will make the mix too thick, you are using too much gelatine and I would suggest reducing the amount of gelatine so that you can operate your homogenizer at the right pressure. Then again, according to your letter, I believe a large part of your trouble, if not all, might be due to the irregular temperature of your hardening room. If you permit the ice cream to become soft in your hardening room some of the heavier solids will settle to the bottom of the can causing the upper part of the can on top to be lighter in solids which will cause it to fall.

The hardening room should not be permitted to vary more than fifteen degrees in temperature so that if the lowest temperature of your room is five below zero the temperature should not go higher than ten above zero before the refrigeration is again turned into the hardening room.



Mister Burbank.

A mosquito's all right when he buzzes and sings,
But when he is quiet, by-cracky he stings
A frog would be—if he but had wings—
The greatest bug-catcher on earth, by Jings.
—Whiz Bang

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

STANDARD FOR ICE CREAM PROPOSED BY FOOD COMMITTEE.

The Joint Committee on Definitions and Standards for Food Products has proposed a definition and standard for ice cream, with the recommendation that it be published for the purpose of discussion and criticism, according to Dr. W. W. Skinner, chairman of the committee. The proposed definition is intended as a substitute for the present definition for ice cream, which was published in Circular 136 of the Department of Agriculture. The action of the committee is taken in response to suggestions from state food officials and resolutions adopted by The Association of American Dairy, Food and Drug Officials, to the effect that the definition ought to be changed to meet the developments of recent years in the production of commercial ice cream.

The committee invites criticisms and suggestions regarding the proposed definition and standard from food officials, consumers, the trade, and all other interested parties. Communications should be addressed to the Secretary of the Joint Committee on Definitions and Standards, Bureau of Chemistry, Washington, D. C. The text of the proposed definition and standard follows:

Ice Cream.

ICE CREAM, PLAIN ICE CREAM, is the clean, solid, frozen product made from a combination of one or more of the following, viz., cream, milk, condensed milk, sweetened condensed milk, dried milk, skimmed milk, condensed skimmed milk, sweetened condensed skimmed milk, dried skimmed milk, butter, water; with sugar (sucrose), with flavoring, and with or without added stabilizer consisting of wholesome, edible material—such that it contains not less than twelve per cent (12%) of milk fat, not less than twenty per cent (20%) of total milk solids, and not more than one-half of one per cent (0.5%) of stabilizer. It weighs not less than three and three-quarter avoirdupois pounds (4.75 lbs.) per gallon.



NEW MEMBERS FOR NORTH CAROLINA ASSOCIATION.

A. E. Dixon, secretary of the North Carolina Ice Cream Manufacturers' Association, has announced four new associate members and three new active members to his association.

The new associate members are the David Michael & Co., Philadelphia; International Co., Baltimore; Brooks & Co., Norfolk, Va.; and Essex Gelatine Co., Boston, Mass. The active members are Peoples Ice & Fuel Co., Rutherfordton, N. C.; Smith Ice Cream Co., Leaks, N. C., and Co-operative Dairy Co., Concord, N. C. Secretary Dixon has issued his membership a bulletin describing a budget for the ice cream industry prepared by the Policyholders' Service Bureau of the Metropolitan Life Insurance Co. Mr. Dixon states that this budget so impressed him that he requested a supply to be distributed to his membership.



A CORRECTION.

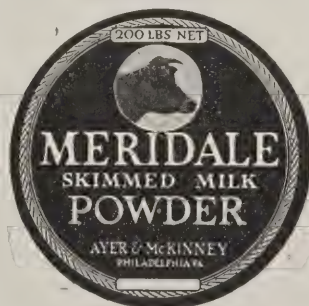
In the April issue of The Ice Cream Review the name of the new book being announced by Warner-Jenkinson Company was given as "Ice Cream Carbonated Beverages" in their advertisement on page 19. This book is titled "Ice Cream and Carbonated Beverages." The price is \$2.00, but free copy will be mailed to any one of Warner-Jenkinson's customers applying for one. If one of you customers of this firm have not received it in your application by letter or post card or hand it to one of their salesmen. The book is worth having.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Possibly you are not aware

that the original Meridale milk powder can now be purchased *direct* from the famous Meridale Farms? In other words, it is now possible to secure direct, Meridale Milk Powder, recognized by leading ice cream manufacturers for many years as possessing superior flavor, body, color and low moisture content. It is 100% soluble in water.

By buying direct you are further assured of a fresher product as Meridale Milk Powder is manufactured from fresh skimmed milk, a large percentage of which comes from Jersey cows.



Meridale Farms

Ayer & McKinney

Main Offices

39 S. Water St.
PHILADELPHIA, PA.

541 W. 22nd St.
NEW YORK CITY

The Ice Cream Industry of the Middle Atlantic States

NEW YORK

PENNSYLVANIA

NEW JERSEY

A STORY is told of a little girl driving a cow. Two lads from the city came along in an auto. One of them called out to the little girl, saying, "Are you minding that cow or is that cow minding you?" After a moment's hesitation the little girl, without raising her head, replied: "I ain't mindin' this cow an' she ain't mindin' me, but both of us are mindin' our own business."

Ice cream manufacturers should like that story. For if there is one thing that the average ice cream manufacturer likes to do, it is to attend to his own business.

On following pages we are telling how ice cream manufacturers in three of the most important states in the country, in ice cream production, have won success by not alone attending to their own business but also making it their business to tell the public something about ice cream.

Pennsylvania and New York stand at the top in ice cream production. New Jersey is high up on the ladder. These three states in the Middle Atlantic group have been singled out for featuring in this issue of The Ice Cream Review because their ice cream manufacturers have done something toward building up their industry that everybody in the industry should know about.

Men in the ice cream industry do not know enough about what men in other states are doing. Very few of us realize the important work that trade associations are doing. An ice cream manufacturer in one state at one end of the country may think that he and his neighbors are doing everything possible to boost ice cream, though he knows that much of his efforts are going toward getting all the dealer accounts he can. But when we study what the gentlemen of the Middle Atlantic states are doing we realize that there is much more to this business of manufacturing ice cream than many of us have realized. New York, New Jersey and Pennsylvania are teaching us something about intensive merchandising.

They are showing how the ice cream manufacturer can take up the burden of salesmanship and take his story to the consumer. They have not swayed back in their easy rockers as it were and waited for the dealers to decide their profits at the end of the year.

IT HAS long been evident that where associations are most active, there also is business being conducted along the most advanced lines. No where in the industry are there two more useful organizations than the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey and the Association of Ice Cream Manufacturers of New York State. It is to this territory that the National Association of Ice Cream Manufacturers often turns for material for its high stations. Such men as Vernon F. Hovey of Schenectady, N. Y., E. E. Rieck of Pittsburgh, A. G. Hoeffler of Buffalo, E. B. Lewis of New York City, W. J. Weller of Brooklyn, W. E. Hoffman of Tyrone, Pa., J. E. Wiedenmayer of Newark, J. W. Neuman of York, Pa., S. T. Nivling of Rochester, E. C. Sutton of Buffalo are just a few of those who have been called into the ranks of service by the national association.

These are some of the men who have built up an ice cream empire in the Middle Atlantic states such as to excite the admiration of thoughtful members of the industry everywhere.

It is something of more than momentary importance when we undertake to discuss some of the things these men have done for bettering conditions in the ice cream industry.

This is the story of gentlemen who have time and sufficient enterprise to do something more than attend to their own business. They made it their business to find out from the public the kind of ice cream the public wants, and then they busied themselves in showing the public why more ice cream should be eaten.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

are they working for you?

- ☐ Ko-Racas and Custarda are two workers who can help you do a Bigger Business this season.
- ☐ Ko-Racas gives Chocolate Ice Cream a lasting Flavor that can't be frozen out. Ko-Racas is not a flavor alone: it *strengthens* the delicate flavor already in the chocolate.
- ☐ Custarda has won its place among Ice Cream Men because its taste is exquisitely rich and satisfying and its natural egg-like color stimulates the palate.
- ☐ Pin this ad to your letterhead and we will send liberal free samples of each.

STAR EXTRACT WORKS, Inc.

"Your Protection — 34 Years in the Extract Business"

6 WEST BROADWAY

NEW YORK



It's here! SCOTCH BOB BUTTER SCOTCH ICE CREAM

What is Making SCOTCH BOB Success?

- ☐ First, the willingness of Ice Cream Manufacturers to try it out. Next, and more important, the fact that SCOTCH BOB Butter Scotch Ice Cream has met with an enthusiastic reception by the public.
- ☐ For only with SCOTCH BOB can Butter Scotch Ice Cream be produced that has all the Richness and Flavor of old-fashioned Butter Scotch Candy.
- ☐ Invest a ten-dollar bill today for sufficient SCOTCH BOB to make up a number of Freezers, and give it a thorough test.

[ADDRESS DEPT. 21]

KAY-WHITE PRODUCTS, Inc.

"A Good House to Deal With"

6 WEST BROADWAY

NEW YORK

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Pennsylvania is Greatest Ice Cream State

Manufacturers of Keystone State Produce
30,000,000 Gallons Annually

PENNSYLVANIA is the world's greatest ice cream state. Manufacturing more than 30,000,000 gallons of ice cream annually, the Keystone state occupies the pinnacle position in this industry. Making more than their state's requirements Pennsylvania ships considerable ice cream into other states.

Pennsylvania has everything present that goes to make an ideal condition for the ice cream business. Agriculture and industrial prosperity go hand in hand in that state. The soil is rich and productive, farmers are following advanced methods, colleges are overflowing with students pursuing the study of agriculture and mechanical arts, and manufactories are running to capacity virtually throughout the year. It is seldom that "hard times" hit Pennsylvania, even when depression is heavy in other parts of the country. The state was among the first to develop dairy industry, and efforts are going forward in that direction every year on an increasingly large scale.

When we study what has been done for the development of ice cream consumption in that state we get a better idea of wise courses to pursue toward getting the people to eat more ice cream. First, according to Pennsylvania's ice cream progress, there must be the right background of industrial and agricultural prosperity. The larger cities thrive on the regular weekly pay envelopes, and both the cities and communities are dependent upon farm conditions. Ice cream sells best among those people who have not necessarily a great deal to spend but have it to spend regularly, however small the amount may be. It will be noted in this connection that the manufacture of ice cream is not the only industry in which the Keystone state excels; their progress has been made steadily, almost without interruption, since long before those frenziedly enthusiastic gentlemen gave a certain bell such an earnest pulling that it cracked under the strain.

PENNSYLVANIA ice cream manufacturers have seized upon their favorable natural conditions and pushed ice cream. They give us a lesson in the difference between manufacturing the frozen beverage for the dealer and making the best possible product for the consumer.

"Long ago," says one ice cream manufacturer in

the state of smoke and steel, "I realized that success to cope with men following advanced methods in industry, I would have to look beyond the dealer and what the people who pay the tariff have to say about kind of ice cream they like. That was several years when there were not so many people in the ice cream manufacturing business in Pennsylvania as there is now. But they were energetic. I saw that most of them had stolen the march on me and were far along the road of working up business among the people who really have the say-so as to how much ice cream shall be sold. For the past ten years I have been sticking out along this line, and every day I realize that this is a tremendous field that even we have not touched. Philadelphia's ice cream consumption may look large to some people, but is not a circumstance to what can be developed.

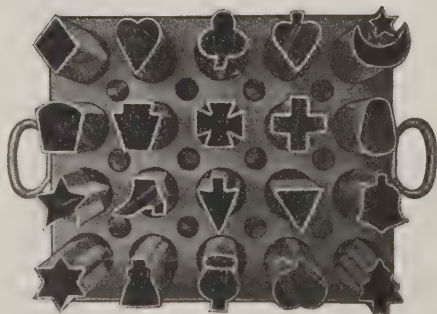
"Thus far the manufacturers have stood virtually alone in developing new business, depending mostly upon high-grade ice cream and plenty of advertising, but still need the co-operation of the dealers. The dealers have been sitting still and allowing us to do all the work.

"Let the manufacturers of other states make the best ice cream they possibly can, advertise more and work harder on winter consumption, and it won't be long before other states will be just where we in Pennsylvania are now. But let them do all of these things and get the co-operation of their dealers besides, and soon they will be making far more ice cream than this state is doing. By that time we hope to have something accomplished in this direction and also be going ahead.

They have studied the science of ice cream salesmanship in Pennsylvania, and once they get some of the knowledge imparted into the dealers, there will be something done that really will make the rest of the industry open its eyes.

THE Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, one of the oldest in the entire industry, has done much to stimulate interest in quality ice cream. This is one of the largest state associations in the industry.

Four years ago the late Robert Crane of the Crane Ice Cream Co., Philadelphia, and one of the char-



Write for complete list of
standard molds and prices

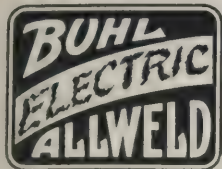
Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

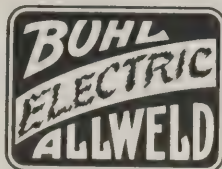
C. B. TELLING 10325 EMPIRE AVENUE Cleveland, Ohio



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The New Solderless - Rivetless



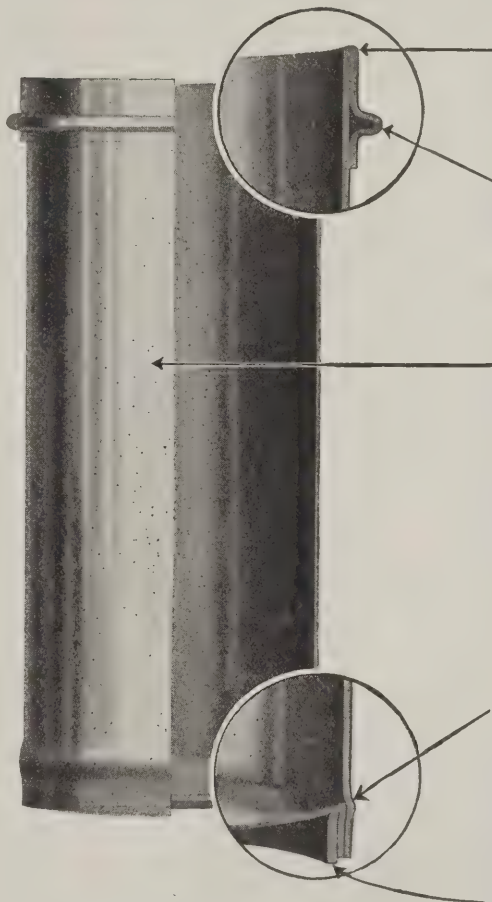
Ice Cream Packing Can

RELATING to riveted and soldered Ice Cream Cans "Buhl Quality" has for thirty-five years been the standard upon which real worth and value have been measured. The same confidence will apply to the new "Buhl Electric Allweld" Ice Cream Cans.

"Allweld" Cans are assembled complete before tinning. They are then thoroughly and smoothly "Hand Tinned" by immersing into several baths of absolutely pure molten "straits" Tin. This protective coating or plating of tin along with the special steel used, made under a formula known to have exceptional rust resisting qualities, insures a Can capable of withstanding the corrosive effects of salt and brine.

"Allweld" Cans are made throughout of the best steel procurable—of a very stiff nature (not overly hard) but just the right temper to withstand the severest service—difficult to dent thus insuring "Allweld" Cans retaining their original form and capacity.

Should it be desired to retin the "Allweld" Cans after long service it can be done easily without disassembling.



Beaded Top Hoop
—Electrically welded to cylinder, cannot be removed—forming double thickness absolutely sealed tight into solid mass at top edge by tremendous pressure.

Extra prominent bead—easy to grip—edge sealed tight—no solder.

Cylinder side seams continuously electrically welded—much superior to gas welding as does not crystallize metal. Smooth and sanitary—no solder.

Bottom pressed to side of cylinder with 200,000 pounds pressure by a special process avoiding fracturing or crystallizing the steel. Electrically welded to cylinder—no solder—perfectly smooth, no crevices. Flange of bottom extends to bottom edge of cylinder.

Bottom hoop—heavy gauge band steel expanded on inner flange of bottom forming triple thickness of heavy steel at bottom, protecting bottom edge from damage. Bottom hoop electrically welded to can. Perfectly tight—no opening.

Patent applied for.

No Rivets

No Solder

No Leaks

Made in the popular sizes—Prompt shipment direct from Detroit Factory or from one of our nearest distributing points located in every principal City throughout the United States and Canada.

BUHL STAMPING CO.

DETROIT, MICHIGAN

MAKERS OF

Highest Grade Ice Cream Cans, Milk Cans, Dairy Tinware

Large Stock carried in every principal City in the United States and Canada



NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

members of the Pennsylvania association, told his members at their annual convention in Atlantic City:

"There can never be a time when we can afford to be satisfied with what has been done for the betterment of the Pennsylvania ice cream industry, either from within or from without. Always we shall have before us, individually and collectively, work that is important to the continued advancement of our business."

GOOD ice cream laws have helped Pennsylvania guard against inferior products coming upon the market. The public knows that it can depend upon Pennsylvania ice cream.

A stringent law was passed by the legislature, and approved by Governor Pinchot on March 20, 1923. The act follows:

Section 1. It is unlawful for any person, association, partnership, or corporation, by himself, herself, itself, or themselves, or by his, her, or their agents, servants, or employees, to sell, offer for sale, expose for sale, or have in possession with intent to sell, ice cream, including coated ice cream and the coating thereof, which is adulterated within the meaning of this act.

Section 2. Ice cream, including coated ice cream and the coating thereof, shall be deemed to be adulterated within the meaning of this act:

First, If it contains boric acid, formaldehyde, saccharin, or any other added substance or compound that is deleterious to health.

Second. If it contains salts of copper, iron oxide ochres, or any coloring substance deleterious to health: provided that this paragraph shall not be construed to prohibit the use of harmless coloring matter in ice cream, when not used for fraudulent purposes.

Third. If it contains any deleterious flavoring matter, or flavoring matter not true to name.

Fourth. If it contains any fats, oils, paraffin, other than milk fats, added to, or blended, or compounded with it: provided, however, that chocolate ice cream and the coating of coated ice cream may contain cocoa butter.

Fifth. If a product is manufactured which is an imitation or a substitute for ice cream, and is offered for sale under any coined or trade name.

Sixth. If it is offered for sale from any container, compartment, or cabinet, which contains any article other than ice cream.

Seventh. If it contains less than eight per centum butterfat, except when fruits or nuts are used for the purpose of flavoring, then it shall not contain less than 6 per centum butterfat.

Section 3. It is unlawful for any person, association, partnership, or corporation, to sell, offer for sale, expose for sale, or have in possession with intent to sell, an ice cream, including coated ice cream and the coating thereof, in container which is falsely labeled or branded as to the name of the manufacturer thereof, or to misrepresent, in any way, the place of manufacture of ice cream, including coated ice cream and the coating thereof, or the manufacture thereof.

Section 4. Any person, association, partnership, or corporation, violating any of the provisions of this act shall be guilty of a misdemeanor, and, upon conviction thereof, shall be sentenced to pay a fine of not less than \$25, nor more than \$100; or in the case of an individual or the officers and members of an association, partnership, or corporation, to undergo an imprisonment of not less than 30 days, nor more than 60 days or both.

MILLER REFRIGERATOR BODIES

"We SELL you one — you BUY more"



The following Ice Cream Manufacturers of the Twin Cities are using Miller refrigerator bodies:

Minneapolis	Number in use
Northland Milk & I. C. Co.	6
Ives Ice Cream Co.	3
Kemps Ice Cream Co.	4
Steel-DeSoto Ice Cream Co.	1
Northwestern Ice Cream Co.	5
Franklin Co.-op. Creamery Co.	7
St. Paul	
Van der Bie Ice Cream Co.	6
Crescent Creamery Co.	2
Total	34

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Avenue North MINNEAPOLIS, MINN.

PENNSYLVANIA stands at the top in many lines of activity.

Its record in the late world war was one to give pride. It leads in many trade pursuits. It has an enviable record in educational achievements. Probably no other state in the union has so many educational institutions conducted by the state. Among the Pennsylvania schools of higher learning is the Pennsylvania State College at State College, Pa. This institution is particularly close to the dairy manufacturers.

Besides having regular college courses to train workers in dairy manufacturing, this college offers, each winter, a short course open to any student interested in the work. Last January marked the thirty-first creamery short course. Pennsylvania dairy manufacturers are singularly fortunate in having such a splendid school for the training of its workers. When the first short course was installed the instructors thought all necessary would be a course in the separation of milk and buttermaking, but now the course includes ice cream making, cheesemaking, the manufacture of condensed and powdered milk, dairy bacteriology, etc.

DURING the past year the college bought from farmers 2,607,436 pounds of milk and 162,944 pounds of cream.



Friend of the Family: "I'll give you a penny for a kiss Marjorie."

Bright Child: "No, thank you! I can earn more taking cod-liver oil!"—Answers.

* * *

Hubby: "It's strange, but true, that the biggest fools have the most beautiful wives."

Wife: "Oh, you flatterer!"—Society.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Packages Improved



Mojonnier Ice Cream Packaging Machine in use in the well-known plant of H. P. Hood & Sons, Inc., Cambridge, Mass., packaging quart cartons. Note chute arrangement for quickly conveying "Arctic Sweethearts" to machine.



Model D Mojonnier Ice Cream Packaging Machine. Patented Dec. 17, 1918, Aug. 19, 1919, June 22, 1920, June 21, 1921, and Dec. 11, 1923. Other patents pending.

This machine is the ideal machine for plant with limited brick business. Any style of carton may be filled on it either standard tuck-end carton, quarts or pints, Sealright quarts or pints, Arctic Sweethearts, Mono Service, Menasha, Sundaes, Purity Paper Cans, Dixie Cups, etc. Fills 500 quart cartons or 1000 Arctic Sweethearts per hour.

Users of the Mojonnier Packaging Machine have informed us that their quart and pint bricks and individual packages are more evenly filled and of a more uniform weight, than when packaged by hand; that the "rattly" old brick is eliminated entirely; and in its place, a full fat brick is produced.

The "Mojonnier" is now manufactured in seven models,—a size to fill every need. No business is too big,—no business too small for a "Mojonnier."

Mojonnier Automatic I C E C R E A M Packaging Machine

has many advantages. We enumerate four:—

- 1st. Fills exact measured quantity of ice cream into any size or type of package.
- 2nd. Untouched by human hands.
- 3rd. Good flavors sealed in—bad flavors sealed out.
- 4th. Insures "fine bulk texture" in brick ice cream.

Over two hundred now in use. Write for further information and user nearest you.

Mojonnier Bros. Co.

MILK ENGINEERS

4601 W. Ohio Street CHICAGO

BRANCHES: NEW YORK CITY (Elmhurst) COLUMBUS, Ohio ST. LOUIS, Mo.

Manufacturers of the well-known Mojonnier Milk and Overrun Testers and Vacuum Pans



IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Philadelphia Manufacturers Advertise

Quality Ice Cream and Advertising Have Given the
Quaker City Nearly One-Tenth of the Country's
Annual Consumption of Ice Cream

ALTHOUGH the population of New York City is three times that of the Quaker City, over three times the amount of ice cream is consumed annually by Philadelphians. Nearly one-tenth of the annual consumption of ice cream in the entire country is produced in Philadelphia.

Philadelphia ice cream manufacturers claim that the uniform high quality of their product is responsible for this ever-increasing demand. Advertising, however, plays an important part in establishing these sales records. Probably in no other city is ice cream advertised so extensively as in Philadelphia. The words "Ice Cream" are almost constantly before the eyes of the people, whether they are driving along the highways, walking on the streets, riding on street cars or perusing the columns of their daily newspaper. Bill boards, window displays, hanging signs, fountain signs, newspapers and in fact every other conceivable medium of advertising is visualized to spread the message of ice cream.

It was estimated by an ice cream man, who personally contracts for the advertising done by the leading firms here, that approximately \$125,000 was spent by the five largest concerns in newspaper advertising space alone last year. Some of the brainiest and best known advertising men and firms in the country, contribute the copy.

With the competition in Philadelphia exceptionally keen, these experts have been taxed almost to the limit

to supply new ideas and different "slants" and angle on the subject. Theirs is no easy job. Each firm has its own particular style of copy, and size of space used, and general make-up of ad. For example, Breyers' always use one full column, while Supplee-Will-Jones invariably use considerably larger space than the others and their ads always carry a distinct border design.

CRANE'S
Philadelphia
ICE CREAM

for 28 years The
Aristocrat of Philadelphia Ice Cream



City Hall was still young; "century runs" on "safety bicycles" were the popular sport — when Crane's was born. Crane was the first to lift ice cream making to the plane of a science. Crane set a new standard in ice cream quality—a reputation which has endured these many years.

Newspaper "Copy" recently used by the Crane Ice Cream Co.

Abbotts and Cranes vary the size of the space used, while so far this year, Colonial has done very little newspaper advertising, but like the rest, do generous outdoor advertising.

Oftentimes two and three large ice cream advertisements appear in a single issue of a Philadelphia newspaper. The readers couldn't miss seeing "ice cream" if they tried.

That it pays to advertise can readily be determined by the consumption figures credited to the city of brotherly love.

"We show faith in our product by doing extensive advertising"—that is the point brought out by the firm that does the greatest amount of advertising. Sounds logical, doesn't it?

BUY VANILLA NOW

Vanilla Beans are SCARCE —
Prices Going HIGHER and HIGHER

COMFORT'S

3 - X R BLEND
VANILLA, VANILLIN AND TONKA
\$4.50 in 10 gal. Trial Keg

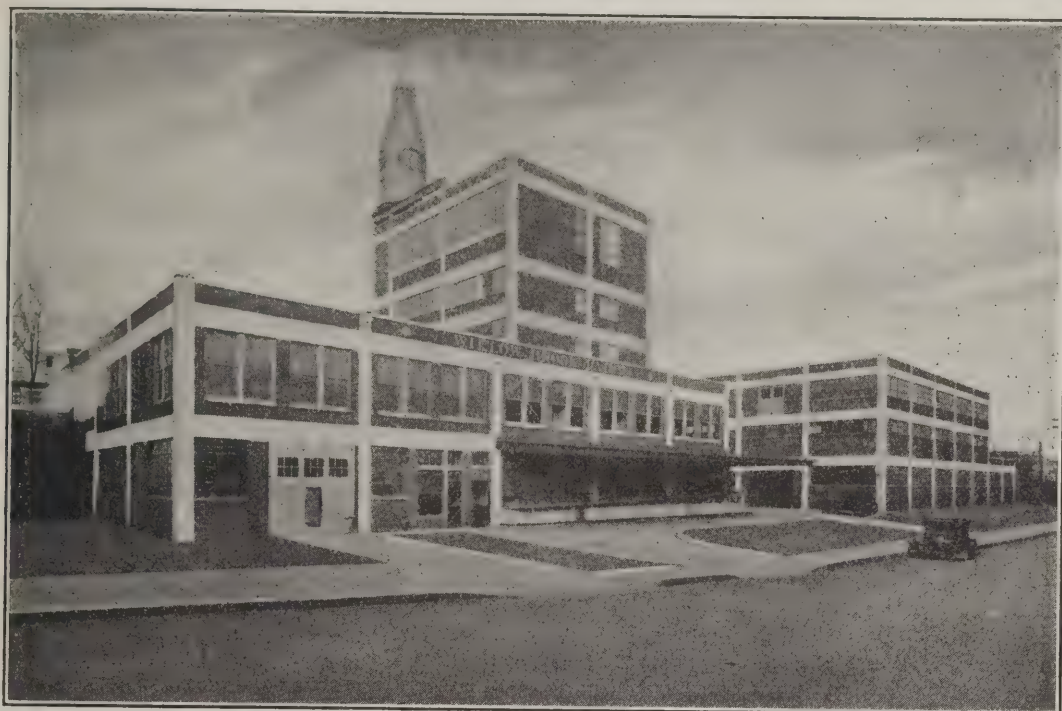
S - BLEND
HIGHER VANILLA CONTENT
\$5.50 in 10 gal. Trial Keg

3 ounces of either to 5 gallons of Mix

Aschenbach & Miller, Inc.
400 North Third Street
PHILADELPHIA, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Not An Idle Dollar in the Plant



Willow Brook Dairy Company, Mount Vernon, N. Y.

WHEN the amount of money an owner is willing to invest in his Dairy and Ice Cream Plant is marshaled before us we closely inspect every dollar, with an eye to its place in the general plan.

Each dollar is asked the question, "Are you needed, or have we enough without you?" Then those accepted are placed where they can do the best service—in the building or the equipment.

No idle dollars—every one at work. That is the result of starting right—knowing just from the beginning how to avoid waste and compel operating costs to make way for profit. Specializing for years in one industry enables us to do this for all our customers.

The McCormick Company, Inc.

Architects and
Dairy and Ice Cream Plant Engineers

Pittsburgh, Pa.
121-127 S. Negley Ave.

New York
41 Park Row

New York Produces 20 Million Gallons of Ice Cream Annually

Empire State is Second in Ice Cream Production and Holds High Position in Dairy Manufacturing

NEW YORK is second among American states in ice cream production. It is only to be expected that the Empire State should maintain the same high ranking in the ice cream industry that it has in most other industries.

New Yorkers are consumers of ice cream. Much of this is due to industrial prosperity, but it is significant that New York ice cream manufacturers are among the leaders in affairs of the National Association of Ice Cream Manufacturers and at the conventions of these associations have much to say about the proper methods of operating an ice cream factory.

New York not only is up to the front in ice cream production but also ranks high in the manufacture of other dairy products. Until Wisconsin forged to the top as America's leading state in dairy manufacturing this place was held by New York.

Figures are not available for New York's dairy production in 1923. But in the June, 1923, issue of The Ice Cream Review figures from the Department of Agriculture revealed that New York the year before manufactured 20,713,000 gallons of ice cream. This was more than that produced in the state of Maine, Maryland, Massachusetts, Minnesota, Michigan and Missouri combined. It was more than that made in the New England states.

For that year New York also produced 25,474 pounds

of creamery butter and 754,000 pounds of whey butter. Its cheese factories had an output of 47,726,000 pounds of American cheese, 2,060,000 pounds of Swiss cheese, 1,546 pounds of brick cheese, 4,356,000 pounds of Limburger cheese, 6,111,000 pounds of Neufchatel cheese and 761,000 pounds of Italian cheese. This gives New York a total cheese production of 66,525,000 pounds, not including cottage pot cheese, of which 12,871,000 pounds were made. New York manufactured in that year 332,051,000 pounds of condensed and evaporated milk.

NEW YORK was one of the first states to have a state association of ice cream manufacturers. The Association of Ice Cream Manufacturers of New York State has been an exceedingly useful body in promoting the welfare of the industry. Its members number some of the most advanced ice cream manufacturers of the country.

The 1924 president of the New York association is Vernon F. Hovey of Schenectady, who also is president of the national association. It is a favorite trick of the national association to pick much of its official timber from the rank and file of the New York association.

The New York association is conducted under advanced trade standards. Its members recognize and practice ethics of the highest form. The association has stood for quality ice cream. It has spread among its members an understanding that the industry could not advance in their state for anyone unless every member should make the best ice cream possible.

Many state associations would do well to study the work of the New York association and the results it has brought about. New York is one of the wealthiest states in the union, but instead of this being one of the reasons why ice cream is largely consumed, it is easier to believe that New York is a wealthy state because it has among its citizens business men who do things with the sincerity and earnestness of the officers and members of the Association of Ice Cream Manufacturers of New York State.

IN addition to the state association there is another association which works for the interests of the manufacturers of New York City and surrounding cities, including Newark and Jersey City. This is the Metropolitan Association of Ice Cream Manufacturers. The president is W. C. Van Cleef of the J. M. Horton Ice Cream Co., New York City, and the secretary is W. H. List, Puritan Ice Cream Co., Newark.



\$75,000 FIRE IN NEW ENGLAND PLANT.

It is estimated that a loss of \$75,000 was caused to the ice cream plant of H. P. Hood & Son's at Cambridge, Mass., the night of April 4. Starting in or near the paint shop on the third floor of the plant, the fire spread rapidly and also caused considerable damage to the machinery on other floors. A large amount of the machinery on the second floor, valued at more than \$35,000, was badly damaged by water.

Officials of the company had not advised The Ice Cream Review their plans for the future when this issue went to press.

Liquidation Sale

Only a few items left at this modern ice cream plant that was operated for only a few months:

- 1—2,000 gal. Pfaudler glass lined jacketed tank.
- 1— 500 gal. Pfaudler glass lined jacketed tank.
- 1—1,000 gal. Pfaudler plain glass lined tank.
- 2—Pfaudler ice cream hoppers 15"x60"x30".
- 4—Creamery Package batch measures for 100 qt. freezers.
- 3—Champion No. 11-H Ice crushers, hopper type.
- 75 ton brine cooler—791 sq. ft. cooling surface.
- 1100 gal. per hr. Whitlock hot water heater.
- 100 ton brine cooler—1,080 sq. ft. cooling surface.
- 20 stands De La Vergne atmospheric ammonia condensers, latest type.
- 12x10x10 Pennsylvania air compressor.
- 2—500 g. p. m. Union centrifugal pumps, direct connected to 10 H. P. Westinghouse motors.
- 35,000 lineal ft. of 2" and 1 1/4" hardening and ice storage room piping with return bends.

Write or wire for quotations.

We own the largest stock of good used refrigerating and ice making machinery in the United States. Will be glad to have you refer any equipment that you have for sale, to us.

Send us your inquiries.

ROBERT P. KEHOE

7 East 42nd Street New York, N. Y.

Telephones: Vanderbilt 9594-9595

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*“. . . we operate nine five-ton C-T Electric Trucks within a twelve-mile radius; deliver bottled milk for \$7.82 a day; deliver ice-cream for \$9.03 a day; work seven days a week . . .”

Abbotts Alderney Dairies.

C-T ELECTRIC TRUCKS

The complete story of Abbotts—the full analysis of their delivery costs—sent on request. Remember: Lower delivery costs mean bigger profits.

Commercial Truck Company
Philadelphia

* Figures based on International Standard Truck Cost System

Some users of

C-T ELECTRIC TRUCKS

Hendler Creamery Co.
[14 trucks]
Crane Ice Cream Co.
[5 trucks]
Detroit Creamery
[11 trucks]
McBride Bros. &
Knobbe [12 trucks]
Williams Ice Cream Co.
[4 trucks]
Hershey Creamery Co.
[2 trucks]



AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Sanitation is Stressed in New Jersey

Something About the Inspection of Ice Cream
Factories in New Jersey

THERE are 600 firms making ice cream in the state of New Jersey, manufacturing, according to conservative estimates, about 8,000,000 gallons annually. Twenty of these establishments engage in manufacturing on a large scale, wholesaling their product to dealers in nearby cities and towns. The balance are small manufacturers, who manufacture either for their own store or fountain trade, or for special catering orders, etc. In addition, there are some fifteen wholesale manufacturers, whose plants are located outside the state that deliver their product in New Jersey.

Each factory must obtain a license from the State Department of Health, based upon compliance with the rules and regulations of the department. Those factories located outside that deliver their product within the state, also must obtain a special permit based upon inspection and satisfactory maintenance of their buildings and equipment.

The inspection of these factories by the state health department was begun in 1911 under an amendment to the "creamery act" of 1906. Since that time there has been a steady improvement in the sanitary condition of these factories, and much progress is still going on. The work is under the direction of Walter W. Scofield, Jr., chief of the bureau of foods and drugs. Mr. Scofield's manufacture of ice cream. The construction of the field is assisted by his corps of inspectors and also has the co-operation of the local health departments in the larger cities.

The principal points covered in the inspection of factory are the character of the raw materials used in manufacture, viz., cream, milk, gelatine, cocoa, colors, flavoring extracts, etc. The law prohibits the use of cocoanut oil or other fats other than milk fat in the building, floors, drainage, smooth interior surfaces, satisfactory toilet facilities, etc., are regulated. All cans, apparatus and equipment must be of smooth construction and clean. Adequate cleansing facilities for all ice cream cans, freezers and other equipment must be provided. Employees must be clean in their habits and wear clean outer clothing.

IN 1922 a law was passed making a standard for ice cream. Section 2 of Chapter 5 states: "Ice cream is hereby defined as the frozen product made from cream with the addition of milk or milk products or eggs, fruit juices, or nuts with or without sugar or artificial flavoring or colors. It shall contain not less than eight per centum of milk fats, except when the ingredients include fruit, nuts or eggs, in which case it shall contain not less than six per centum of milk fats." Samples of ice cream are collected by the inspectors for analysis. When a product is manufactured for sale which is below the state standard, the manufacturer is liable to a penalty of fifty dollars for the first offense.

In the northern part of the state, there is an association called the New Jersey Retail Ice Cream and Confectioners' Association, which, in the beginning, co-operated with the department in urging its members to conduct their establishments in a sanitary manner. The larger factories, too, have expended large sums of money to improve both their factory lay-out and the purity of their product.

The state and local health departments are on the alert to see that ice cream is manufactured under proper sanitary conditions and are pushing their efforts to this end. They believe that "ice cream is good enough to be made in a good factory."



We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2 cents a word to let the world know through "The Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

"M-W" Ice Cream Delivery Can Jacket

Saves Express and Ice Costs.

Keeps the Cream firm while in transit.

Made of best insulating material—Hair Felt covered with Heavy Duck.

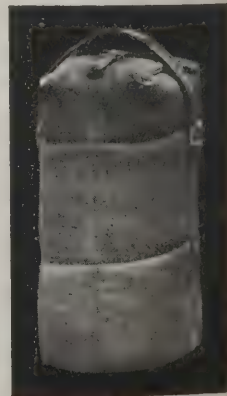
Top securely fastened with straps.

Canvas handle for convenient carrying.

Manufacturers of "M-W" Milk Can Jackets, Bottle Box Pads, Ice Cream Tub Covers, Plain and Waterproof Canvas Goods of all kinds.

MONTGOMERY-WASHBURN CO.

Saugerties, N. Y.



Patent Applied For

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Progressive Ice Cream Manufacturers in New York, New Jersey and Pennsylvania, find U. S. Heavy Duty Freezers The Best in the Long Run

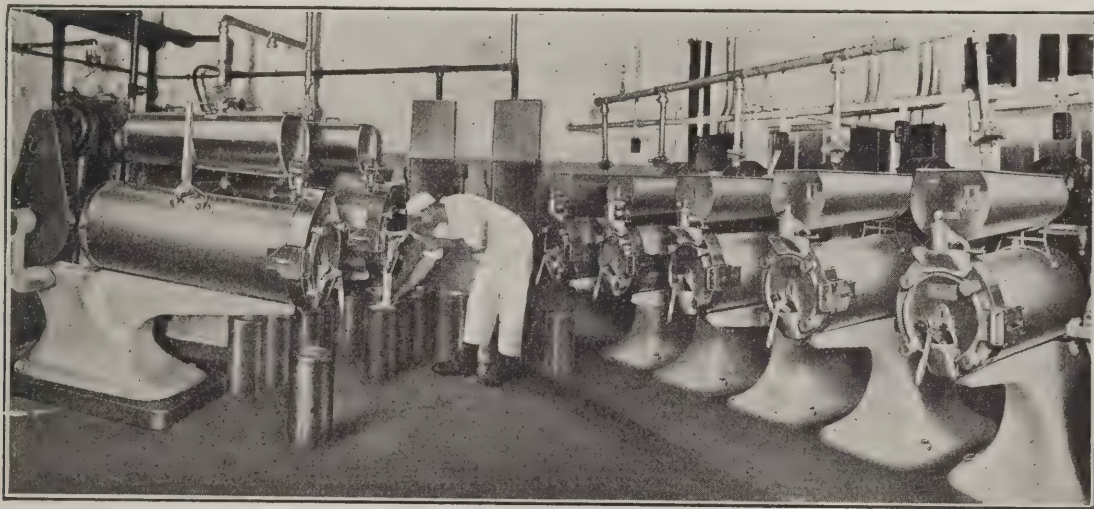
Colonial Ice Cream Company, Philadelphia, Pa.

This Company first took one U. S. Heavy Duty Freezer on a trial basis only a few years ago. They are now using 160 quart capacity U. S. Heavy Duty Freezers. "Colonial Ice Cream" enjoys an enviable reputation over a large territory. They are one of the very largest wholesale ice cream manufacturers in the East, and their output is measured in millions of gallons per year.

Smith Bros. Ice Cream Company, New York City, N. Y.

Smith Brothers Sanitary Ice Cream is all made in U. S. Heavy Duty Freezers equipped with Hyatt Roller Bearings and U. S. Automatic Batch Weighers. Their whole plant is up-to-the-minute in every respect. They are prosperous and growing rapidly. Mr. M. L. Smith, speaking of his experience with U. S. Heavy Duty Freezers said:—

"The U. S. Freezers work fine. We never have any trouble with them. In the other machines we had before, we had a lot of trouble with the gears, and the bearings running hot. We have never been bothered that way by the U. S. Freezers. We always get a good overrun—a little better than with the others. No matter how hard we work them, they always stand up. Nobody can go bad on them. There is nothing wrong with them."



KEYSTONE DAIRY CO., Hoboken, N. J.

Showing their 2 Giant 160 Qt. Capacity Up-to-date U. S. Heavy Duty Freezers with U. S. Automatic Batch Weighers, and the 5 older Commercial 40 Qt. Capacity U. S. Freezers they Started with.

The above picture of their plant shows their battery of U. S. Heavy Duty Freezers in operation. The two Giants on the left are of the latest design, fully equipped with Hyatt Roller Bearings and U. S. Automatic Batch Weighers. Their story is best told in a letter we have from them, and is so good that we are reproducing part of it here in their own words:

What the Keystone Dairy Company, Hoboken, N. J., Say in a Letter

"We at first hesitated about installing your 160 quart freezers from fear that the overrun would vary too much during the drawing of the frozen batch, but we are pleased to say that from tests made on our Mojonner overrun tester, we find only slight variation, in fact it is less than found in a similar quantity drawn from 40 quart machines.

"We are particularly well pleased with your Automatic Batch Weigher, which has worked perfectly, giving us always a uniform batch.

"Wishing for you the success that your high class machines deserve, we are

Yours very truly, THE KEYSTONE DAIRY COMPANY. (Signed) William M. Kroog, Treas. & Gen. Mgr.

Satisfied Successful Users Everywhere

Many other ice cream manufacturers not only in New York, New Jersey and Pennsylvania, but all over the country have us have pictures of their plants and given us letters of recommendation expressing their great satisfaction derived from using U. S. Heavy Duty Freezers. Many of their plants are illustrated and described in our 1924 catalog and many of their opinions quoted.

We will gladly give you the names of those near you, so you can ask them what they think about U. S. Heavy Duty Freezers.

Write for complete information

State whether interested in Small or Large Horizontal Freezers, or in a 40 Quart Vertical.

J. S. FREEZER & MACHINE CORPORATION
North 11th Street and Driggs Ave. No. 51 a BROOKLYN, N. Y.

Jobbers and Representatives In All Parts of the United States and Canada.
We will Gladly Arrange to Have One Call on You.

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.



Showing the Dealer How it is Done



Dealers are Shown Methods of Manufacture
at Anniversary of the Abbott
Ice Cream Co.



THE Abbott Ice Cream Company of Philadelphia, Pa., celebrated its fifth anniversary the week of March 17 to 22 in a manner most befitting the occasion. In appreciation of the co-operation given the firm, which has enjoyed a steady growth since its birth five years ago, an elaborate program of entertainment was arranged for dealers and their families that will long be remembered by the more than four thousand persons who attended. The entire plant was placed at the disposal of the visitors while no expense was spared by the company in making the week one round of mirth and jollification.

In fact virtually every modern method of entertainment was supplied including movies, radio, high class vaudeville, community singing and, what proved equally

as interesting and novel to most, an inspection tour through the plant while it was in actual operation. To accommodate those who had signified their intention of accepting the hospitality of the Abbott Company it was found necessary to hold afternoon and evening sessions during the entire week.

The visitors upon arrival at the plant were arranged in groups of twenty. A guide was assigned to each group who ushered the dealers through each department explaining as he went along the various steps necessary to produce ice cream. Many marveled at the care, absolute cleanliness and extensive equipment necessary to produce a high quality product such as Abbott's are known to manufacture. And as one dealer was heard to remark: "I've sold ice cream for the past ten years and never gave much thought to how it was made or what went into it. After today I'll have more respect for ice cream and if anyone is in doubt about its purity, I'll know how to talk to him."

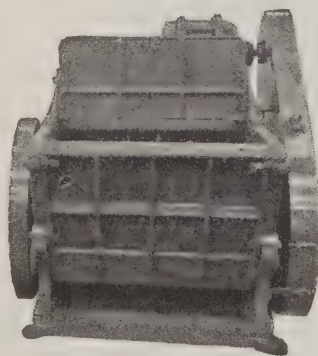
SPECIALS made in every conceivable size, shape, design and flavor combinations were on display in the catering department, said to be the most complete in the city. The dealers were reminded that these specials could be made up for any occasion upon 48 hours' notice and that there was a worthwhile profit to them on the business.

A specially designed carton filling machine said to be the only one of its kind thereabouts was the object of much interest. Among other outstanding features in this plant is a completely equipped carpenter shop where the company's tubs and cabinets are designed, built and repaired. The Abbott Company also designs and build its own wagons and truck bodies as well as maintains its own garage repair shop.

AFTER passing through the flavor room, where fresh fruits were on display, the visitors were served refreshments. A large radio outfit and special moving pictures furnished the entertainment. The visitors were then escorted into the main auditorium. Here's where the real fun began. After brief addresses of welcome by W. G. Griscone, vice-president of the company and Ridgway Kennedy, general manager of the plant, the entire assemblage joined in the singing of parodies of popular songs that had been especially written for the occasion. P. D. Coulter, assistant manager, acted as master of ceremonies and introduced the professional vaudeville artists secured from local theaters.

Mr. Griscone briefly reviewed the history of the Abbott organization, which had its inception many years ago when George Abbott moved to Philadelphia to distribute milk from his farm in New Jersey.

The Latest in Ice Breakers



THE photograph shows one of two husky machines recently installed for icing trucks at the new West Philadelphia plant of the Breyer Ice Cream Co. They are used to break "quick freeze" cakes measuring 56 by 27 by 7 ins. and deliver onto conveyors which deliver the broken ice along the icing platform. One machine also delivers to an elevator handling

ice for packing. A separate motor for each machine is mounted directly on the breaker frame and drives through a silent chain running in oil. The picks are of our standard round socket held type, but are of the extra heavy design. The movable front plate, which receives the shock when the picks strike the ice, is made of semi-steel, as is also the drum. By shifting this plate and changing combs, the size of the broken ice can be varied as desired.

Ice cream handling and shipment on a large scale with minimum labor is greatly facilitated by these efficient, reliable Creasey Ice Breakers.

Our engineers would be glad to study your ice handling problem and to recommend the best arrangement for your conditions. Ask for Catalog.

COCHRANE CORPORATION

J. S. Lovering Wharton, Ice Breaker Department
3178 North 17th Street PHILADELPHIA, PA.

180

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*The Big Fellows
are Buying*

**ZERO
REFRIGERATOR
BODIES**



WHY?

Wire Collect for "Grothe Service"



JOHN J. GROTHE COMPANY, INC.
ZERO BUILDING
WOBURN, MASSACHUSETTS

CLEVELAND

ST. LOUIS

ONTARIO

NEW ORLEANS

SACRAMENTO

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Pennsylvania Association Has Co-Operated Toward Good Ice Cream Legislation

Association Was Formed in 1906 Through Efforts of the Late Robert Crane

By J. W. NEUMAN*

THE idea of forming an association of ice cream manufacturers in Pennsylvania originated during the latter part of 1906, the actual organization being effected in 1907. During 1906 the food officials in Philadelphia, and other cities in Pennsylvania, began to turn their attention to the ice cream industry. The late Robert Crane of the Crane Ice Cream Company of Philadelphia, at that time the largest manufacturer of ice

cream in Philadelphia and one of the largest in the country, anticipated that it was only a question of time when the legislature of Pennsylvania would pass laws regulating the industry; he foresaw the importance of an organization of ice cream manufacturers to work with the food officials.

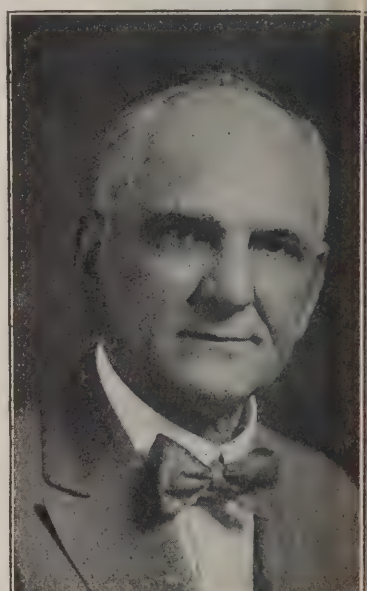
With this in view he consulted with his very close friend, the late Dr. Edwin G. Eckert, at that time owner of the Acme Chemical and Extract Works of Hanover.

(Continued on page 62)



VERNON F. HOVEY,
President, National Association of
Ice Cream Manufacturers, and The
Association of Ice Cream Manufac-
turers of New York State.

Some of
the Officers
of the
New York
and
Pennsylvania
Associations



E. E. RIECK,
President, Association of Ice Cream
Manufacturers of Pennsylvania and
New Jersey.



J. W. NEUMAN,
Secretary, Association of Ice Cream
Manufacturers of Pennsylvania and
New Jersey.



C. E. KILBURN,
Vice-President, Association of Ice
Cream Manufacturers of New York
State.



C. ROBERT FICKES,
Assistant Secretary, Association
of Ice Cream Manufacturers of Pen-
sylvania and New Jersey.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Upper Left—Battery of Pfaudler Ice Cream Pasteurizing and Aging Tanks—Elmira Ice Cream Co., Elmira, N. Y.
Lower Left—Pfaudlerette for Milk Pasteurizing—Paulitch Dairy, Atlanta, Ga.
Upper Right—Pfaudlerette for Ice Cream Mixing and Pasteurizing—J. H. Laher, Bedford, Pa.
Lower Right—Pfaudlerette Cream Pasteurizer—Columbus Creamery, Columbus, Ga.

OUR EASTERN JOBBING SERVICE

We are represented in the east by—

CHERRY - BASSETT - WINNER CO.

33 So. Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.

1139 Penn Avenue, Pittsburgh, Pa.
10 East 16th Street, New York, N. Y.

NATIONAL DAIRY EQUIPMENT CO., Inc., Utica, N. Y.

47 West 34th Street, New York, N. Y.

RICE-DURFEE CO., 331 Dwight St., Springfield, Mass.

and

THE PFAUDLER CO., 217 Cutler Bldg., Rochester, N. Y.

8 West 40th Street, Room 1103, New York, N. Y.

are interested in glass lined equipment get in touch with the nearest sales office listed above. bbers representatives are equipped to give you the same service as would our own sales force.

THE PFAUDLER CO., Rochester, N. Y.

The World's Largest Makers of Glass Lined Steel Equipment
BRANCHES IN MAIN CENTERS

MEMO

Send details and prices on the following glass lined equipment:

(State nature and capacity of unit)

Name

Street

City or Town

I.C.R.-5-24

One of the outstanding features of our expansion in the east has been the installation of glass lined pasteurizing units, both for ice cream and milk. Send for details on the Pfaudler Ice Cream Batch Mixer and Pasteurizer.

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

PENNSYLVANIA ASSOCIATION HAS CO-OPERATED TOWARD GOOD ICE CREAM LEGISLATION.

(Continued from page 60)

Pa. The doctor, through his business, was acquainted with a large number of ice cream manufacturers in the state of Pennsylvania and throughout the country. Through the influence and instrumentality of these two men the organization was effected. A meeting of a few manufacturers was held in Harrisburg in the latter part of 1906, and it was the unanimous opinion of everyone present that we should have an association of ice cream manufacturers.

Finally, on January 15, 1907, a meeting was called and at this meeting, held in the board of trade's room, Harrisburg, Pa., the Association of Ice Cream Manufacturers of Pennsylvania became a permanent organization. At this meeting there were 25 ice cream manufacturers. The following officers were elected: President, Robert Crane, Philadelphia, Pa.; vice-president, E. E. Rieck, Pittsburgh, Pa.; secretary, Dr. Edwin G. Eckert; treasurer, Porter R. Walker, Warren.

MR. CRANE continued in office as president until his death on March 26, 1923, when Mr. Rieck became president and W. E. Hoffman was elected vice-president. Dr. Eckert filled the office as secretary until his death on November 29, 1914, when the writer was elected to succeed him. The writer was connected with the association from the time of its formation and was third to sign for the formation of such an organization. The association numbers 225, and among its membership many prominent ice cream manufacturers and persons interested in allied lines.

The idea in the minds of the organizers was the formation of an association for the dissemination of information and promotion of the interest of its members in the safeguarding of the industry as a whole.

The Pennsylvania association took an active part in the formation of our ice cream law and has always worked with our food directors for the good of the industry.

Our conventions have always been well attended and our members take an active interest in their association work with results that the association has been able to do a great deal of good for the ice cream industry. We had a number of members from New Jersey, the name was changed, last year, to Association of Ice Cream Manufacturers of Pennsylvania and New Jersey.



The Ann Arbor Dairy Co., Ann Arbor, Mich., started in the milk and butter business about six years ago and this winter the company added an ice cream department, commencing to make high-grade ice cream and ices. The company is doing a nice business, operating ten milk wagons, four trucks delivering milk and butter, and four trucks delivering ice cream. Officials have just ordered a new 100-gallon capacity refrigerating truck. They are now adding a new refrigeration room and machinery. When completed they will have a storage capacity of 6,000 gallons of ice cream and milk.

The plant is operated by Thomas K. Burt, manager, and Chas. P. Stull, superintendent.



He: "Where did you do most of your skating when you learned?"

She: "I think you're horrid."

BLACK WALNUT ICE CREAM



Delicious when made with
VELVET BLACK WALNUT FLAVOR
The Original — Beware of Imitations

THE INTERNATIONAL CO.

LOMBARD AND COMMERCE STREETS
 BALTIMORE, MARYLAND

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PHILADELPHIA CO. HAS SALES CLUB.

Few ice cream firms anywhere can boast of a finer spirit of co-operation and loyalty among their employees than has been displayed by the selling force of the Crane Ice Cream Company of Philadelphia. About a year ago, the company's ten salesmen, led by James H. Meehan, director of sales and advertising, formed a salesmen's club, which they named *Entre Nous*, a French expression meaning "among us." The purpose of this organization was to promote a better spirit of co-operation among the members of the selling force. Officers were elected and a certain day set aside each month for meetings.

Realizing that the general appearance of a salesman is of stellar importance, one of the first measures adopted by the club, was to devise a set of daily rules and penalties for their violation, as follows: Unshaved, \$.25; shoes not shined, \$.10; auto dirty, \$.25; accidents, \$.50; untidy appearance, \$.25; tardiness, \$.02 a minute for the first five minutes and one cent a minute thereafter up to ten cents.

Each member pays \$.25 a week dues.

The club became so popular and so much good was accomplished by it, that the heads of other departments in the Crane company, when invited to join, welcomed the opportunity. The present officers are: James H. Meehan, president; Judson Newberg, secretary and treasurer, and George M. Brink, vice-president.

Last year, just before Christmas, the club decided to use the money in the treasury for making up and distributing Christmas baskets to needy families. Considerably more baskets will be distributed next year, it is expected.

The monthly meetings of the club are devoted to the exchange of ideas and discussing pro and con, ways and means of increasing the firm's sales. The members have taken a keen interest in their work and much has resulted from the organization, according to the founder, Mr. Meehan.

CALIFORNIA PLANT COMPLETED.

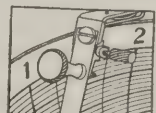
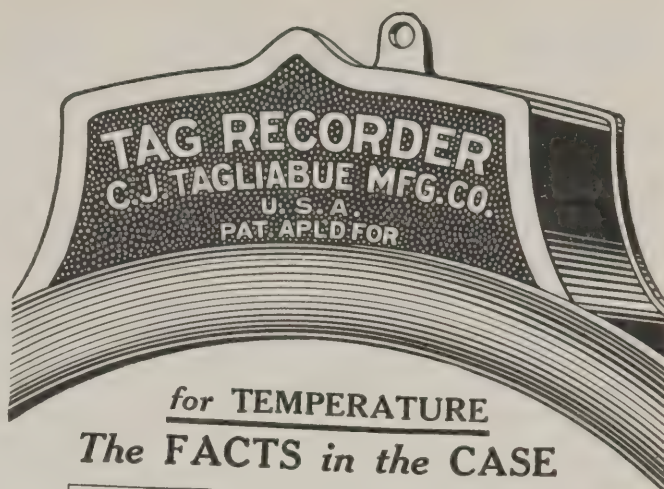
The Quality Ice Cream & Ice Co. of Redding, Cal., recently completed the erection of their new 160 by 70 brick building. The floors are cement throughout and the plant is splendidly equipped. Their new 18-ton compressor machine has a capacity of six tons of ice cream a day. Frank Avella, proprietor, expects a daily production of 300 gallons of ice cream, although his dry freezer will allow a hundred gallons increase if business should demand it. Two 300-gallon capacity dry pasteurizers are in use, according to report from Frank Avella. The company expects to produce 1,000 pounds of butter daily in addition to their ice cream business.

NEW PLANT.

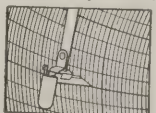
The Minden Ice Cream Co., Inc., Minden, La., was incorporated for \$15,000. The small plant is modernly equipped with machinery that enables them to produce 100 gallons of ice cream each day. Chas. Finuf, experienced ice cream maker and creameryman, will have charge of the plant.

The cost is little, the results are quick and satisfactory. "The Review" Want Ad way.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.



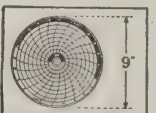
1—Pen Pressure and Position Adjustments



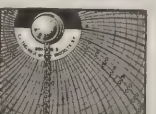
2—Fountain Pen Point



3—Fixed Pivot



4—One Size Chart



5—One Turn Chart Holder



6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.

TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.



Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769

Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.



World's Largest Plant Sets Goal at 14,000,000 Gallons

More Than 140,000 Square Feet of Floor Space in New Home of Breyer Ice Cream Co. of Philadelphia

A GOAL of more than fourteen million gallons of ice cream a year has been set by the Breyer Ice Cream Company of Philadelphia for its new plant, said to be the largest in the world. The new plant has a floor space of over 140,000 square feet.

The plant consists of a number of separate buildings such as the ice cream plant, power plant, garage, stable, storage, carpenter shops, paint shops, tin and sheet metal shop, blacksmith shop, ice house, tank room and shipping



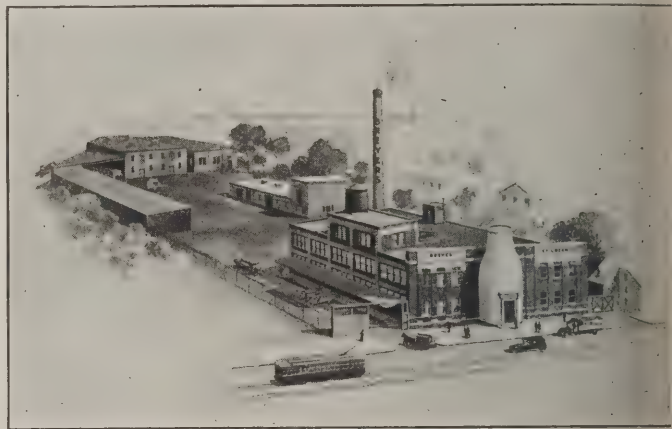
Breyer Ice Cream Co.'s New Plant.

house. Approximately five acres of ground situated along the tracks of the Pennsylvania Railroad are used to contain the entire works. The main building, which contains the manufacturing departments and offices, is 176 by 140 feet in size and three stories high, and a basement in addition.

The garage has a capacity of forty trucks and is fitted for repair work. The stable is three floors high and is able to house 250 horses. A blacksmith shop and a harness shop are located in this building. The storage building takes care of 28 forty-ton cars of salt. The power plant, which includes the ice plant, is equipped with two 120-h. p. oil burning boilers. The oil is superheated. Three 10,000 gallon tanks store the oil. At first two hundred tons will be made daily, but the present equipment will allow a 33 1/3 per cent increase. Ice breakers have been installed.

THE main supply of all raw products is received at the railroad siding, large enough for ten cars, but which is located the storage and warehouse. From this building all goods are checked and delivered to the various departments. Railroad facilities make it possible to distribute the finished product in the same manner.

The supply of milk products will be received in glass lined truck tank cars from the various country plants of the Breyer company of which there are five main



Milk Division of New Breyer Plant.

receiving stations. Raw milk received in these tank cars will be immediately transferred to two three-thousand gallon, specially built holding vats. Two motor driven propellers on opposite side of the vat circulate the milk through the direct expansion cooler. As the milk enters the vats it flows over the surface of this cooler.

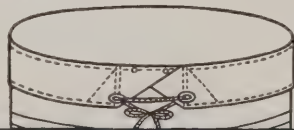
These vats are but temporary holders, the idea being to receive and properly chill the milk in order to at once check any possible rise in temperature or acidity. The elimination of possible holding of raw milk product in cans is also an important element in the Breyer layout of the handling of their product.

THE pasteurizing and holding room is located on the second floor. At present twelve one-thousand gallon pasteurizers and holders are assembled in this

Tub Covers

Strong--Durable--Flexible
NEW LOW PRICES

Complete
with
Staples and
Tie String



Write for
Samples
and
Prices

POWERS & COMPANY
Canvas of Quality PHILADELPHIA, PA.

DREW'S Egg Yolk

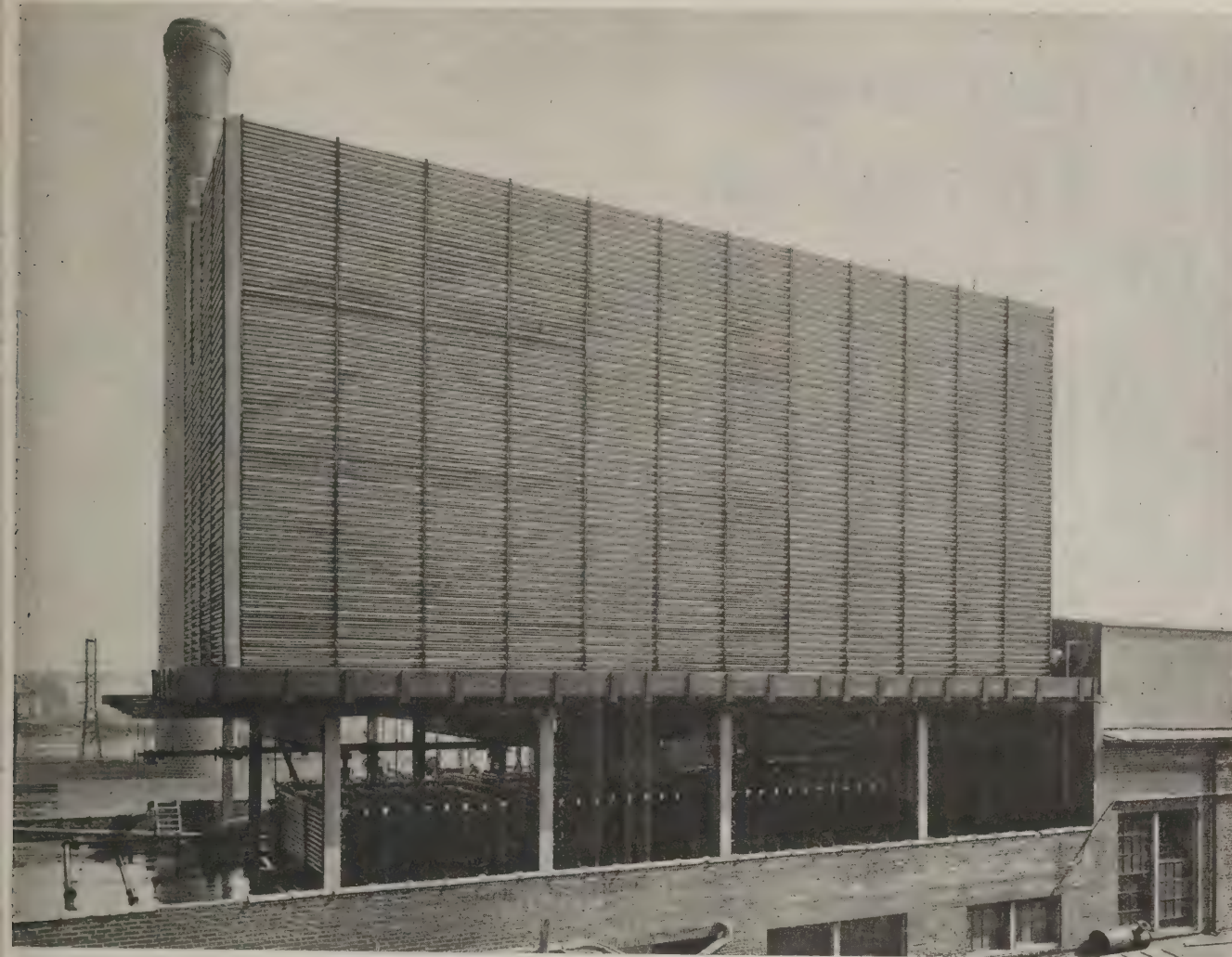
Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGE

Prices on Request

JAMES F. DREW & CO.
320 Broadway New York City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



30 Stands Frick Atmospheric Condensers Under Cooling Tower.

Breyer's Plant —and Yours

The size is the only real difference. Both must be the best for the service they give.

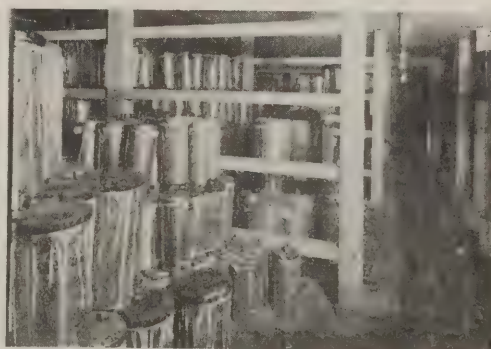
Both plants must stand up to the test of years, earn profitable dividends, and be a credit to their owners.

Whether for making ice, cooling brine, or keeping hardening rooms at zero, you (and Breyer's) can depend on Frick Equipment.

Bulletins on Request

Frick Company, Inc.
WAYNESBORO, PA.

Distributors in 30 Principal Cities



One of Bulk Hardening Rooms.



Fan Motors and Pipe Connections for Bulk Hardening Rooms.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

World's largest Ice Cream Plant Uses—

BLACK'S ALKALI and CLEANSER

THE ideal non-sudsing Alkali and cleanser for use in dairies, creameries and ice cream plants.

Exclusively used in the ice cream and milk plants of the Breyer Ice Cream Company of Philadelphia

Among other well known Pennsylvania firms using BLACK'S ALKALI and CLEANSER are:

Supplee-Wills-Jones Milk Co.	Philadelphia, Pa.
Abbotts-Alderney Dairies	Philadelphia, Pa.
Scott-Powell Dairies	Philadelphia, Pa.
Cranes Ice Cream Company	Philadelphia, Pa.
Horn & Hardart Baking Co.	Philadelphia, Pa.
Lancaster Sanitary Milk Co.	Lancaster, Pa.
Hershey Creamery Co.	Harrisburg, Pa.
York Sanitary Milk Co.	York, Pa.
H. L. Neuman Co.	York, Pa.
Easton Sanitary Milk Co.	Easton, Pa.
Chas. E. Hires Co.	Philadelphia, Pa.
Peter Hernig Sons, Inc.	Philadelphia, Pa.
A. R. Hansell	Philadelphia, Pa.
Kugler's Restaurant	Philadelphia, Pa.
Arcadia Cafe	Philadelphia, Pa.
L'Aiglon Cafe	Philadelphia, Pa.
Pennsylvania Bottling Co.	Philadelphia, Pa.
Wawa Dairy Farms	Wawa, Pa.

SOLE DISTRIBUTORS

D. FRANK BLACK

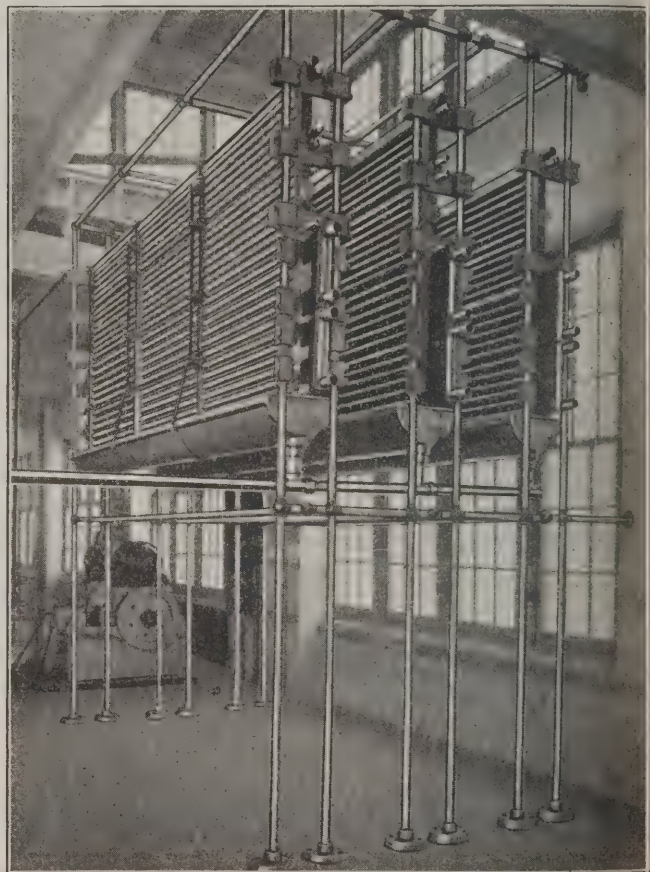
Full Line of Dairy Supplies, Machinery and Equipment for Dairies and Ice Cream Plants

303-304 Abbott Bldg.
Bell Locust 6519

PHILADELPHIA, PA.
Keystone Race 5634

Also Representatives of
THE BERNEY-BOND GLASS COMPANY
KEYSTONE CAP COMPANY

room. Additional space has been provided for two more of the same size. Two of these vats have been placed on a sub floor level bringing them in close height for dumping of all materials. These vats act as preheaters; while the various ingredients are being assembled they are being heated to a temperature of approximately 110 degrees F. When the entire mix is ready it is at once pumped through two large filters each having a capacity of 16,000 pounds per hour. Then this mix is pumped to the pasteurizer where the temperature is raised to 150 degrees and held for minutes. It is interesting to note that the heating of these two units has been so arranged that when



The plant is equipped with direct expansion coolers, and motor driven viscolizers have a capacity of 800 gallons.

operation is finished which transfers the mix from the preheaters to the pasteurizers, the temperature of the mix will have been reached and the half hour holding period begun at once. Two direct driven Wright two inch diameter centrifugal pumps transfer the mix from the preheaters to the pasteurifiers.

One of the new features of this pasteurizing room is the installation of an automatic and continuous heating system of the water used in pasteurizing. The temperature of this water is automatically controlled and the water is pumped through a continuous heater to the pasteurizers, hence to the preheaters and back to the heater.

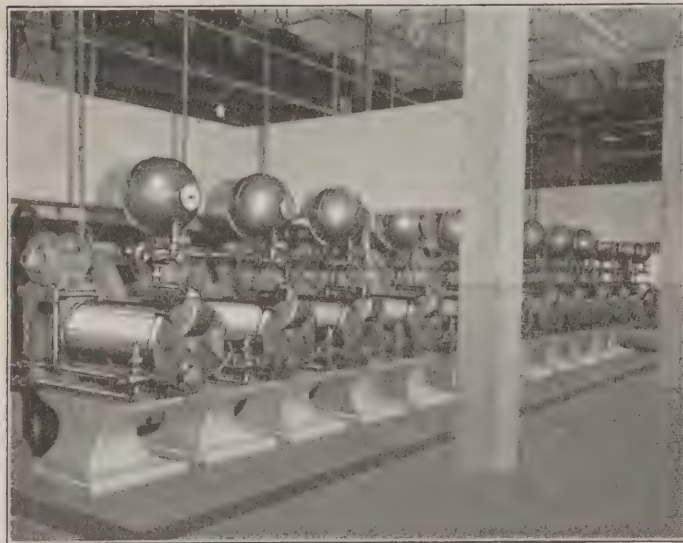
The two specially built filters are another unique feature and an important feature in this pasteurizing equipment. The heating, filtering, pasteurizing, holding are now completed and the mix is transferred to the motor driven 800-gallon viscolizers. From the viscolizers it passes over three coolers. It is taken from the coolers (which are enclosed in a glass partitioned room) at a temperature of 38 degrees and piped to the holding vats. These holding vats are in turn cooled by a continuous cooling system in which the water is pumped

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

In choosing the equipment for their new plant, the Breyer Ice Cream Company, Philadelphia, followed the simple plan of buying it from the house with exceptional machinery and a capable organization. If you want lasting, perfect working equipment in your plant, installed properly and dependably, you will not overlook the Cherry Basset Finney Co.*

* 1918 Market St., Philadelphia
33 S. Charles St., Baltimore
10 E. 16th St., New York City
1139 Penn Ave., Pittsburgh
400 Canal St., Syracuse

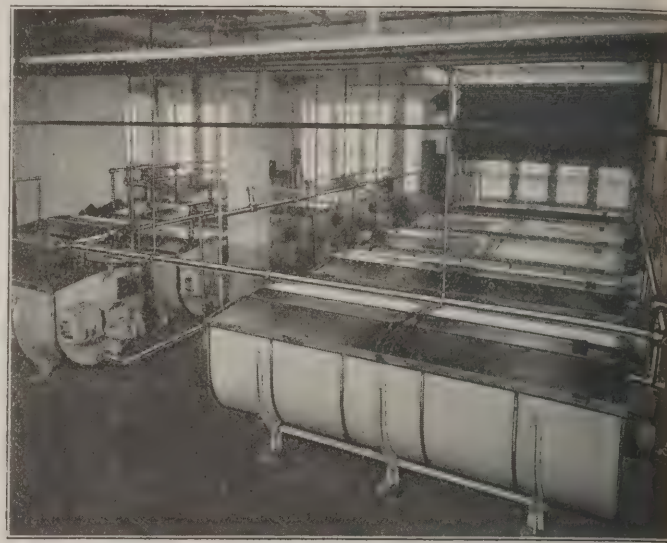
through the vats and over a direct expansion cooler, the water being used over and over without waste. The temperature of the vats is automatically held at 38 degrees by a thermostatic control which governs the pumping of the cooled water. This in turn is another new feature of the Breyer installation.



View of the Freezer Room.

quart freezers in the bulk department and three in the brick department, all equipped with batch measures.

The Breyer company is now installing eighteen 100 quart freezers in its old plant, which will give it the largest installation of a certain type of batch measure as there are also 39 of these in addition to 12 special



View of Pasteurizing Room.

FROM the holders the mix flows by gravity to the 100-quart direct motor-driven freezers. Accommodations have been made for the installation of 42 freezers of this size. Thirty-six of these will be devoted to bulk cream and six to brick. There are at present 18 100-

built measures for the measuring and control of chocolate and fruit syrups. The capacity of these 38 freezers will be 23,400 quarts an hour, or 234,000 quarts a day.

The brick department is located on the main floor and consists of two specially constructed hardeners with overhead coils. Each of these rooms is 20 by 30 feet and contains 11,000 feet of pipe. The three 100-quart freezers which are at present installed in this department are located in a balcony as shown by the photographs. They empty into three hoppers fitted with three specially built brick valves for filling slabs.

There are four bulk hardeners with additional room for four more. They are 20 by 30 feet in size with overhead coils and have a capacity of 75,000 quarts or total capacity of 300,000 quarts.

FROM the hardeners to the loading platform, where 13 trucks may be loaded at one time, is the next step in Breyer operation. The ice and salt is fed to trucks by an overhead screw conveyor. Salt is wormed to the ice crusher with each cake of ice and in turn mixed and wormed to the trucks. Two direct-driven ice crushers are installed in the ice storage room.

A fruit and syrup department is located on the second floor in which is ground the vanilla bean used in their vanilla ice cream. In this room also is prepared the chocolate syrup, simple syrup for ices and sherbets as well as the oranges, peaches, berries, etc. All of the various flavors are then stored in glass-lined tanks located on a balcony over the freezers. From these tanks through sanitary pipelines the various syrups are pumped to batch measures which in turn deliver them to the freezers.

This refrigerating equipment is their latest and most modern unit.

The new plant will not replace the old Breyer plant, which had a capacity of twenty-eight million quarts a year, but will be operated in addition.

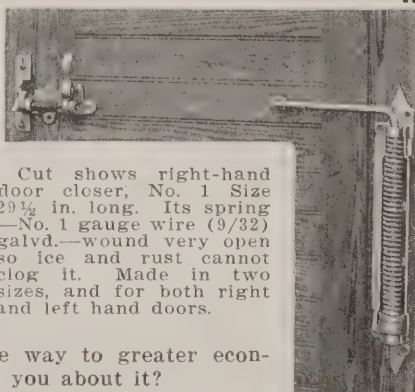
All Breyer Doors are Stevenson Doors as from their beginning

Ask for new Catalog L showing complete line of Stevenson Doors for Ice Cream Plants, Cold Storage, etc.

Stevenson's 1922 "Man-Size" Door Closer

stops the loss—the outflow of dry cold air, the ruinous inflow of warm, moist air—at unclosed doorways.

Cut shows right-hand door closer, No. 1 Size 29½ in. long. Its spring—No. 1 gauge wire (9/32) galvd.—wound very open so ice and rust cannot clog it. Made in two sizes, and for both right and left hand doors.



There's only one way to greater economy—shall we tell you about it?

State size of doors, whether right or left hand, whether door and frame are flush.

Stevenson Cold Storage Door Co.

1515 West Fourth St.

CHESTER, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



GLASSINE LINED & PRINTED



JOHN H. MULHOLLAND CO.

1033 Chestnut Street

Philadelphia, Pa.



ICE CREAM PLATES

LINED AND PRINTED.

PLAIN

Fluted
Square
Round
Deep

— All Hot-Pressed —

ICE CREAM SPOONS

BENTWOOD
FLATWOOD

Plain

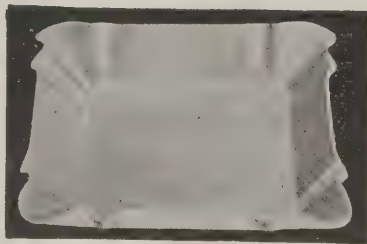
Branded

Packed

1000

100

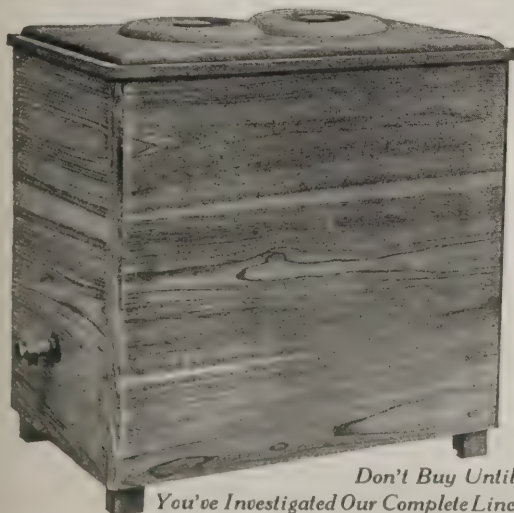
48



STOUT-Schroeder Cabinets and Tubs

Send for Our New Bulletin
covering our complete line ofTub and Metal Lined
Bulk, Brick and Combination Cabinets

In Golden Oak Ceiling and Mahogany Smooth Panel Finish.

Don't Buy Until
You've Investigated Our Complete LineThe Stout
Self-ServeCabinet dis-
penses Bricks
and Bulk
Packages
without tak-
ing off the
cover.The Tub with the Bottom
that Needs No RepairsIf You Really
Want Good Tubshere they are. Study
the construction of
this bottom--the more
you drop it the tighter
it holds — and Our
Prices are Right, for
a Tub That's Right.

Patented

Made of close grained Cedar, treated to re-
sist water absorption and rough use.
Write for Prices.

The Stout Iceless Cabinet

is refrigerated by the successful FRIGIDAIRE Unit — either
built in with cabinet or placed separately wherever most con-
venient. Guaranteed and serviced by the Delco Light organiza-
tion with service stations most everywhere—that assures safety.

STOUT MANUFACTURING COMPANY, 610 Sycamore St., Milwaukee, Wis.

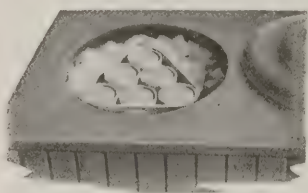
EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Increase Your ICE CREAM SALES

with attractive

Stout Cabinets

The best cost no more.
Extra thick insulation.
Extra large icing space.



And with "Leak-Proof"

Sealright Containers

the ideal carry-home
package.

Have your stores ice these in

"O. & B." Triangular Packers

DURABILITY

is the chief consideration in

Tubs and Cans

WE CARRY IN STOCK

John Wood Cans

No solder—No leaks



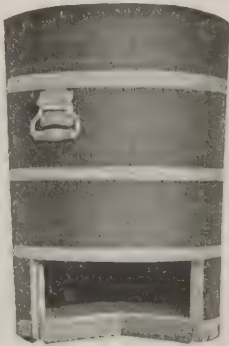
AND--

Stout Cedar Tubs

with the
Wedged-in-Bottom

"The more you drop it
The tighter it holds"

Draw On Our Boston
Warehouse
and Be Assured of Your
Summer Supply.



Stephens-Adams-Cyr Co.

Ice Cream Equipment and Supplies including
Viscolizers, Cherry Freezers, Creasey Ice Breakers, Rice &
Adams Ice Cream Can Washers and Elyria
Glass Lined Tanks

52 HIGH ST., Malden, Mass.

PROVIDENCE, 911 Smith St. WORCESTER, 11 Dustin St.
FRAMINGHAM, 26 Alexander St.

Our Nearest Man Will Call on You.

"Service Always Counts"

is no doubt but that the slogan campaign will create greater interest in ice cream and bring more satisfactory results than any advertising the industry has ever attempted heretofore.

If you think you are beaten, you are,
If you think you dare not, you don't,
If you'd like to win, but you think you can't,
It's almost a "cinch" you won't.

If you think you'll lose, you've lost,
For out in the world you find
Success begins with a fellow's will,
It's all in the state of mind.

Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins,
Is the fellow who thinks he can.

E. C. SUTTON, Buffalo, N. Y., Chairman.
W. H. KEMPS, Minneapolis, Minn.
W. B. HAFFNER, Elkins, W. Va.
E. E. REICK, Pittsburgh, Pa.
W. A. SCHWINDELER, Quincy, Ill.
JOHN SEMON, New Haven, Conn.

Committee.



PAPER SPECIALTY MANUFACTURERS ORGANIZE.

Ice cream manufacturers will be interested in announcement of the organization of the American Association of Paper Specialty Manufacturers. This body, composed of manufacturers who convert paper into specialties, was formed at a recent meeting, the purpose being to give to the manufacturer "co-operation, standardization, protection and trade information," and the buyer "integrity, quality, fair dealing and perfect service."

Represented in its membership are such articles as paper cans, ice cream pails, paper spoons, parchment papers, paper plates, doilies and paper cups.

W. R. Lenderking, vice-president of the Purity Paper Vessels Co., Baltimore, is president of the association. Other officers are: Karl Becker of the Westfield River Paper Co., Russell, Mass., vice-president; Emil J. Hansen of the Fort Howard Paper Co., Green Bay, Wis., vice-president, and J. E. Willert, 125 W. Forty-second St., New York City, secretary-Treasurer.



TO DISCUSS TRADE ASSOCIATIONS.

Trade associations and their activities will be given attention at the forthcoming annual meeting of the Chamber of Commerce of the United States at Cleveland, May 6 to 8.

Three separate proposals concerning trade associations have been submitted by member organizations of the National Chamber for consideration at the convention. The substance of these proposals, and the organizations that submitted them, follows:

The Memphis chamber of commerce proposes that the National Chamber should advocate creation of a commission which would define the rights of trade associations and their members in all respects, including their rights to discuss operating expense, sources of supplies for materials, prices, trade competition, etc. A study of anti-trust laws and of the Federal Trade Commission's powers and activities would be included. The purpose would be to establish recognized principles which would remove handicaps under which trade associations now operate, through fear that they may violate some law, rule or regulation and be called before a commission or the courts upon a criminal or civil charge the existence of which, regardless of the merits, is detrimental.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The BEST Vanilla Sells the MOST Ice Cream

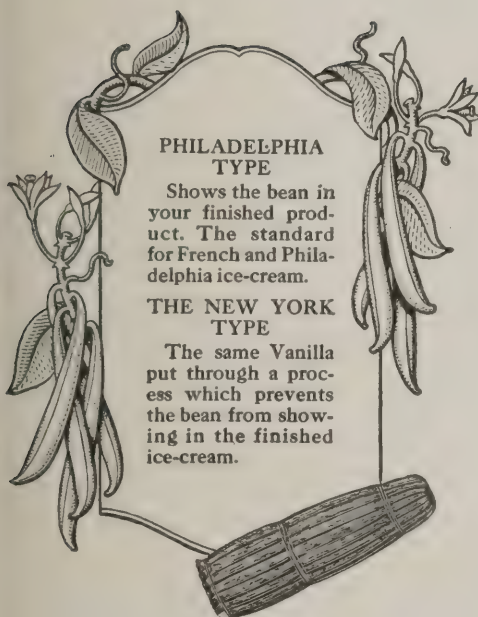
We're Looking for a Doubting Thomas

—one who just can't believe his ice cream sales can be increased 25 per cent by the regular use of

MICHAEL'S Mexican Vanilla Powder "America's Flavorite"

Such a manufacturer is invited—no, *urged!*—to make the Michael's Taste-Test, described below. The secret, of course, is the demonstrated fact that people unconsciously eat more ice cream when it is flavored with mellow, mild Michael's Vanilla. Try it on yourself!

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.



Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice cream you ever tasted, return the remainder at our expense, and we will cancel the charge. Do this, by all means.



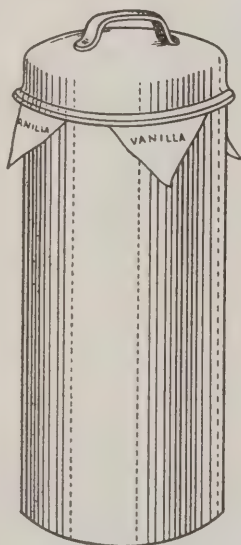
OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Simplify Handling Ice Cream in Rush Seasons

with



Indexed Can Tops



WHEN you keep your hardening rooms loaded to the doors and the help keeps fumbling over the forest of cans for the right flavors—then is when you will appreciate how K. V. P. Indexed Can Tops help in the day's work and avoid confusion and complaints.

The Parchment Can Top also protects the product besides labelling the contents of each can.

WRITE FOR SAMPLES AND
PRICES OF THESE HANDY
TIME AND LABOR SAVERS

Kalamazoo Vegetable Parchment Co.

KALAMAZOO,
MICH.

A NEW PLANT IN THE NORTHWEST.

The Maid O'Wauna Ice Cream Company, J. P. Breckel, manager, located on the corner of 20th and Main Streets, Vancouver, Wash., is constructing a new ice cream plant throughout.

The plant will be two stories. The first story consists of the office, manufacturing, sharp rooms, order department, loading platform, can washing department. It is all of reinforced concrete. The second floor, which is used chiefly for storage of tubs, cans, cabinets and merchandise, is constructed of heavy mill material.

The ice department, boiler room, compressors, ice manufacturing and ice storage adjoin the main ice cream factory at a slight elevation. This department is all accessible from the ice cream department. The entire building covers a ground space of 98 feet by 88½ feet. The architecture has been patterned after the old Spanish mission with an exceptionally fine quality of stucco and rounded red tile roof together with elaborate flower boxes under all windows fronting on both 20th and Main Sts.; this location is one of the most conspicuous corners in the city of Vancouver and Mr. Breckel, in order to add to the attractiveness of this model building, has provided ample space between the building and the sidewalk line for the planting of shrubbery and lawn, which will give every appearance of a model apartment dwelling without in the least interfering with the convenience in operating the plant.

The building of the Maid O'Wauna Ice Cream Company is now about sixty per cent completed and much of the new machinery is on the ground. Mr. Breckel expects to have the plant completed and in operation by July 1st. All machinery to be installed will be new and of the latest type. The plant will have capacity for five forty-quart freezers and the hardening room will have a capacity of seventy-five hundred gallons and will be equipped with the system designed by J. G. Peck of Portland, Ore.

The mixing department will be equipped at the start with a 200-gallon an hour homogenizer and three 300-gallon pasteurizers and coolers. The ice-making department when completed will have a capacity of twenty tons of ice per day and 700 tons storage. Crushed ice will be conveyed from the crushers direct to the route trucks and also to a newly invented tub packing machine. Salt will be carried in bins at an elevation over the loading platform and will run by gravity to the shipping platform and route trucks. The loading platform opens off on an alley and the loading driveway will be all covered and will be thirty-seven feet wide and eighty-eight feet long; in this section the trucks will be stored and all repairing and servicing done.

The office faces on Main St. and is very comfortable—in fact, modern in every respect. From the manager's office every part of the manufacturing department can be seen.

This new factory is attracting a great deal of attention in the West. Many coast manufacturers have already visited the site and looked over the plans. Vancouver, Wash., being located just 12 miles from Portland, Ore., has a large demand for its product in Portland, though its main volume of business is in Vancouver; this company is also enjoying a large shipping business north, east and west, being so located that it can give these sections desirable service.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Universal Acceptance of



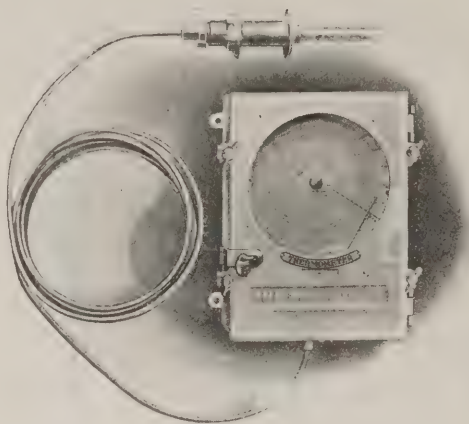
Verifies our contention that it is
*a Better Gelatine Made
By a Better Process*

United Chemical & Organic Products Co.

Home Office: 4200 South Marshfield Ave., Chicago

Branches: NEW YORK BALTIMORE DETROIT NEW ORLEANS SAN FRANCISCO MILWAUKEE

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



What goes on while you are away ?

While gone for the day or out visiting your dealers, opening up new locations or settling disputes, the ice cream manufacturer with plenty of Bristol recording instruments about his plant has a definite check on what has been going on during his absence.

From the first temperature of the pasteurizing process, all down the line to the hardening room, the Bristol Silent Watchmen show their handwriting on the wall. Their graphic charts tell where efficiency is being maintained and where someone has been negligent. Their undisputable "evidence" keeps those inclined to need watching on the job while you are gone.

Let a Bristol representative show you many practical ways to use Bristol Recording instruments to advantage for checking efficiency and manufacturing processes. No obligation for the asking.

THE BRISTOL COMPANY

Waterbury, Conn.

BRANCH OFFICES:

Boston	New York	Philadelphia	Pittsburgh
Detroit	Chicago	St. Louis	San Francisco

TRADE MARK
BRISTOL'S
REG. U. S. PAT. OFFICE

Indiana Manufacturers Discuss Freezing Conditions

THE ice cream manufacturers of the Indiana Manufacturers of Dairy Products met in Indianapolis March 25 to receive a report of the work done by the research committee of that association for ice cream manufacturers and to make general plans for the coming season. The ice cream topic studied by the committee for the past year was "Factors Affecting the Overrun in Ice Cream." The following factors were studied:

1. Composition of the mix which included butter fat content, milk solids not fat and total solids. Preparation and treatment of the mix which include pasteurization, homogenizing or viscolizing, temperature of mix before freezing and aging of mix.
3. Freezing conditions which included amount of mix drawn into the freezer, brine temperature and pressure, speed of freezer, temperature of outgoing ice cream and type of freezer.

The summary of this work follows:

THE composition of the mix is of primary importance; first, because the physical properties of the constituents are different and second, because the amounts of each constituent are varied considerably in the manufacture of ice cream.

Overrun can be attributed almost entirely to the milk solids not fat, content of the mix.

The optimum amount of milk solids not fat range from 9 to 12.5 per cent depending upon the amount and the nature of other constituents of the mix.

Although milk fat is of great importance as affecting other qualities and properties of ice cream, it has no beneficial influence towards obtaining the optimum overrun. However, too much stress must not be put on this fact since an increase of three per cent fat in an ice cream mix does not materially affect the overrun, while the same increase may more than affect the additional cost that usually comes from the lower overrun because of the benefit to other qualities and properties of ice cream.

The amount of albumen in ice cream is very small but there is sufficient evidence that this substance may be an important factor in controlling overrun.

Sugar is one of the major deterrents of overrun and it is universally recognized that from 13 to 14 per cent sugar in the mix is the most satisfactory.

Binders and fillers have no appreciable effect on the overrun when used in reasonable amounts, with the exception of gelatine which is a deterrent to overrun.

THE method of preparation and treatment of ice cream mixes affect both the physical properties and the chemical properties of the mix and in turn the overrun.

If the mix is properly handled, the necessary overrun can be obtained without aging, although the advantages in favor of aging are sufficient to warrant this practice where possible.

The effect of pasteurization upon overrun in ice cream appears to be solely a matter of viscosity. Because of its greater viscosity a larger overrun is possible from fresh, raw cream than from a freshly pasteurized cream unless some artificial means is resorted to in order to restore the viscosity of the pasteurized cream. For the same reason a homogenized cream, a viscolized cream or an emulsified cream, may yield a slightly higher overrun.

(Continued on page 135)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SODA FOUNTAINS OPERATING IN MEXICO CITY.

There are probably as many as ten soda fountains operating in Mexico City, but of these ten only two can be considered fairly large, they being of the twenty-foot type, while the remainder are of the ten and twelve-foot variety. Practically all of these soda fountains are equipped with American made equipment, this being all imported directly by the company operating the fountain. These soda fountains are found in most cases to be operated by restaurants, and they are rarely found connected in connection with drug stores as is the case in American communities. Only one or two of the local drug stores maintain soda fountains and the business done by these fountains is believed to be very small.

Flavoring Extracts and Fruit Juices.

All American flavoring extracts with the possible exception of mint flavors are finding a good market in Mexico, being used by soda fountains, ice cream manufacturers, candy manufacturers, bakeries, and similar establishments. The mint flavor is practically the only local-made flavor which will compete with the imported product. Local dealers tell us that during the last several months flavoring extracts of German manufacture are beginning to once again make their appearance on the market and considerable competition is being felt from this source. Flavors most in demand are those of vanilla, orange, lemon, cherry, sarsaparilla, grenadine, nee-chocolate, grape, mint, mocha, and maple, all of these extracts being imported in case lots, the bottles containing 8 to 12 ounces each.

**GEORGIA PLANT PLANS EXPANSION.**

Five hundred shares of common stock and 1,000 shares of eight per cent cumulative preferred stock, par value common and preferred stock \$100 a share, has been subscribed by the Gate City Dairy & Ice Cream Co., Inc., Atlanta, Ga.

Harry Helmar, president of the company, summarizes the situation in an announcement in the newspapers. The company was established as an individual enterprise in 1914 with an investment of \$2,000. It was conducted as an unincorporated business until 1921, when it was incorporated for \$350,000. Its products under the Gate City brand are said to be distributed in the entire Southeastern states, and purchases of raw milk are made from nearly 400 farmers and dairies throughout the South. The company produced and sold more than 1,080,000 gallons of milk and 324,000 gallons of ice cream in 1923, and a total sales volume of \$625,000 reported. This production is expected to be doubled in 1924, according to President Helmar.

The purpose of this issue is to increase the capacity of the creamery butter department and to provide additional working capital. The company now is establishing stations for the purchase of milk and sour cream in the southeastern states. These purchases will be handled on a strictly cash basis, it is stated.

**WISCONSIN PLANT BEGINS OPERATION.**

The Sparta, Wisconsin factory of the Dairy Food Products Co., is located on the C. M. & St. P. and the N. W. railroads. Between the two lines the company can serve most of the towns within a radius of 50 miles. The plant can handle 500 gallons of ice cream a day. Business already has been begun and the plant is developing nicely, according to E. L. Liddle, who advises that the company has definitely decided on a policy of high class ice cream.

521% increase in Mapleine ice cream sales in 3 years!

Successful ice cream manufacturers in every part of United States use Mapleine. With it, they are sure of flavor the public likes and repeats on.

For example, in 1921 a Chicago manufacturer used 27 gallons of Mapleine. In 1922 his demand increased to where he needed 46 gallons, and last year he bought 130 gallons of Mapleine.

In 1921, 13,550 gallons of Mapleine Ice Cream took care of his demand. Two years later it required 84,206 gallons—an increase of 521 per cent in one of the most competitive ice cream markets.

And Mapleine pays a better profit than strawberry or chocolate, or even a good grade of vanilla. 1½c flavors a gallon of Mapleine Ice Cream. 2 ounces flavor and color 10 gallons of ice cream.

Convince yourself this way

Order Mapleine. Give it a thorough trial. If it should fail to give satisfaction, we will gladly cancel the charge.

See us at Booth 140

NATIONAL
CONFECTIONER'S
EXPOSITION

Municipal Pier Chicago
May 19-23

**Crescent
Manufacturing Co.**

1054 Railroad Ave., S.
Seattle, Washington



MAPLEINE

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Patrons Who Eat a Dish a Day

Every Day Certain Customers Call for a Certain Kind of Ice Cream in a City in Oklahoma. That's the Reason the Quality Ice Cream Co. Has Grown from a Production of 14,000 to 300,000 Gallons a Year.

Uniform Quality Stressed

BUILDING up a class of trade that eats ice cream every day, is the story behind the success of the Quality Ice Cream Co., Tulsa, Okla. Old established ice cream manufacturing concerns throughout the country are all the time trying to develop daily consumption by such lines as "Eat Ice Cream Every Day—It's a Health Food," "A Dish a Day Drives the Doctor Away," "A Daily Treat that Can't Be Beat," and other such slogans.

W. M. Hawk and S. S. Shumway, who are behind the Quality Ice Cream Company, have no quarrel with an slogan aiming to boost ice cream consumption. On the contrary they probably are very much in favor of any thing along this line, but they did not stop with slogans.

The Quality Ice Cream Company started out by living up to its name—Quality. Every effort was made toward uniformity. Consumers were made to feel that ice cream bought from one of the dealers of this company one day would be just the same kind of ice cream that they could get any other day.

The Quality Ice Cream Co. is one of the largest institutions of its kind in the state. It recently was provided with a new home, a modern factory. It is well equipped.

From a small beginning the company grew until the new home was imperative, officials say. It has a freezing capacity of 350 gallons an hour. The company sells to the druggists and direct to the home. It has an extensive home trade.

The plant is equipped with a testing laboratory which permits the operator to keep a constant check on the grade of ingredients used, and to constantly improve the finished product in taste and food value. Fifteen trucks deliver the product.

During the first year of its business less than 14,000 gallons of ice cream was made. In 1923 nearly 300,000 gallons was produced.



EFFORTS TO INCREASE CONSUMPTION ARE PLANNED BY MANUFACTURERS OF NORTHWESTERN OHIO.

The manufacturers of northwestern Ohio are approximately figuring two and one-half gallons of ice cream to be consumed by every man, woman and child in that part of the state. With these figures in mind, manufacturers in this section are completing plans for the biggest ice cream "season" in the history of the state. A district meeting was held in Findlay recently. Endorsement was given the plan to strengthen the sanitary requirements for factories.

John Schubach, head of the Ohio Association of Ice Cream Manufacturers, addressed the sessions.

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news regarding this subject :-:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING

34th Street and Sixth Avenue

Room 555

New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS
WIRFS AIRTITE GASKETS

Manufacturers and Selling Agents for Decy Iceless Containers for handling Ice Cream without salt or ice



For Lasting Satisfaction

York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.

CHICAGO, ILLINOIS

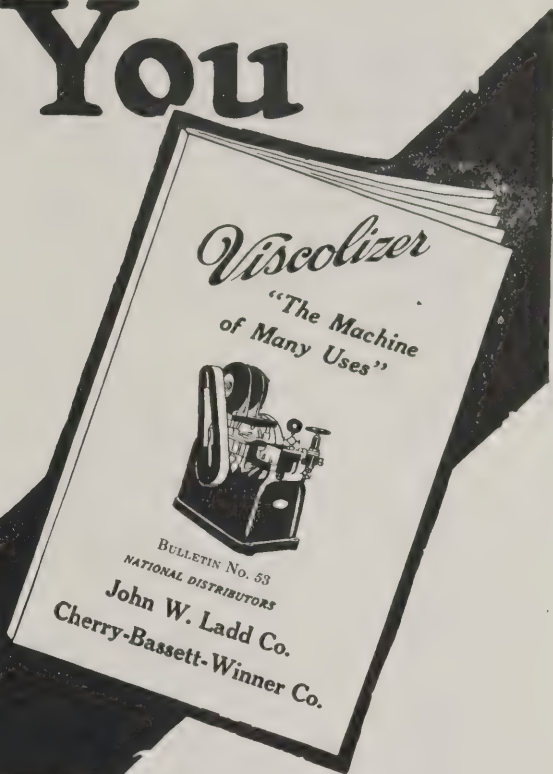
J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Bldg. Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

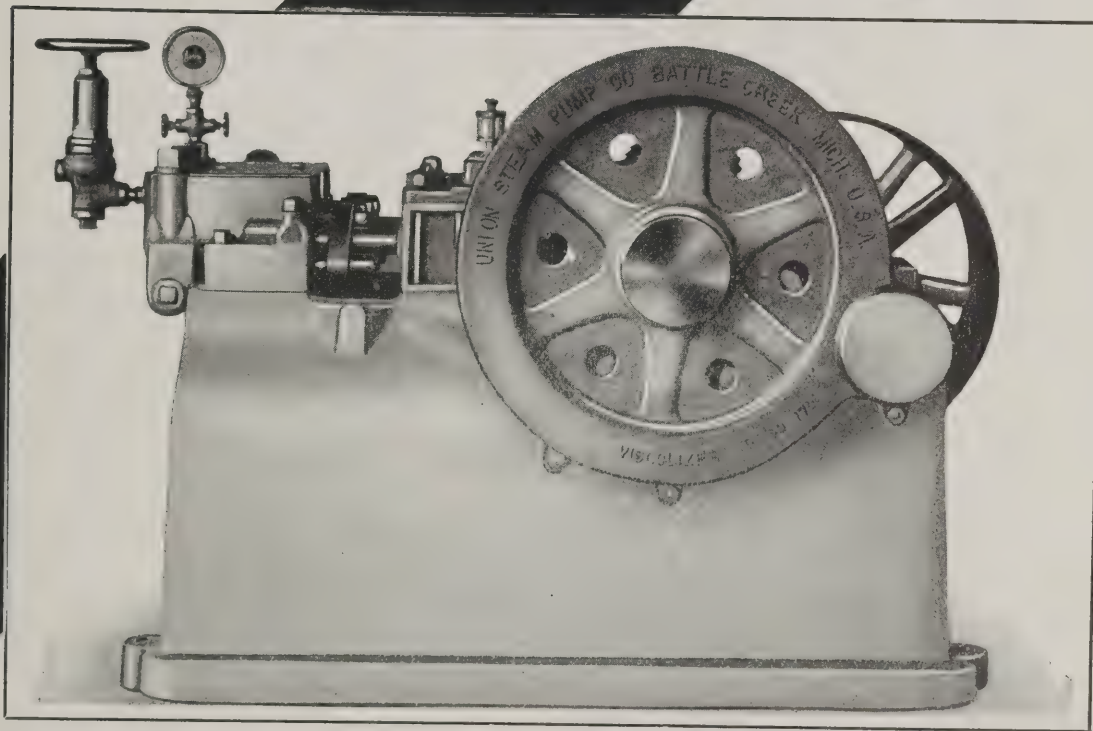
Let Us Tell You About the

Viscolizer

Send for
The New Bulletin



The
800
Belt
Drive



SEND FOR BULLETIN No. 53

National Distributors

CHERRY-BASSETT-WINNER CO.

PHILADELPHIA

BALTIMORE

SYRACUSE

PITTSBURGH

NEW YORK CITY

JOHN W. LADD COMPANY

DETROIT

COLUMBUS

CLEVELAND

CINCINNATI

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

VIRGINIA

NORTH CAROLINA

SOUTH CAROLINA

GEORGIA

MISSISSIPPI

TEXAS

OKLAHOMA

TENNESSEE

ALABAMA

LOUISIANA

ARKANSAS

KENTUCKY

FLORIDA

Way down South in Dixie

Crossfield Ice Cream and Creamery Company

Gadsden, Alabama

By J. P. HOLM

A FEW hours ride on the railroad out of big, beautiful Birmingham, rightly called the "Magic City," one gets off at a station where the surroundings look more like a country village with a few hundred people. But after walking a few blocks one is in Gadsden, a modern city with perhaps 16,000 or 18,000 people, wide streets, and street car lines connecting with the neighboring cities of Alabama City and Atlanta. Gadsden is located on a high plateau on the Tennessee River, looks prosperous and is growing. I have no fight with labor unions but mention it in passing, as I noticed it in newspaper reports, that the people rose up against union rule and last fall declared for "open shop."

There are several manufacturing plants, noticeably the Soil Pipe plants. Four such employ about 3,500 hands.

The writer had heard of and read about a chicken man there—rather a breeder of chickens (the feathered kind) on a large scale, so went there to see him and his flocks. His aim—making it the largest not only in Alabama, and the South, but in the whole wide, wide world.

That's all about it, as I'll write for The Ice Cream Review about the Crossfield Ice Cream and Creamery Company here. Before going any further or saying any more, I want to tell the readers of The Ice Cream Review when I get into a city or town, I haven't visited before I visit the newspaper office. Being an old pencil man I like the smell of ink. Some towns haven't a newspaper, so I visit their creameries. Some towns (too many in our great Southland) haven't any creamery, so I visit their graveyard. All have a cemetery. I can hear someone say, "A queer combination." Well yes, but I learn something by it.

After visiting newspapers and graveyards, I came across a very genial bunch of creamery people, but it was evening so I called the next day. The Crossfield Ice Cream & Creamery Company is a closed corporation—a co-operating family affair, and very successful as such. The Crossfields are natives of Kentucky. They

went to Mississippi and tried out several places, but they had to come to Alabama, where there were more and better chances than anywhere else. In 1920 they came to Gadsden. C. K. Crossfield only regretted he didn't come before. They bought out the Lokey ice cream plant. Business was in bad shape, but they overhauled it and creamery machinery was added. Also

new equipment for making ice. While I visited there they were busy enlarging the ice plant to 3 tons' capacity daily. They have up-to-date modern machinery in all departments for the manufacturing of sanitary products, and they have a large patronage. They have doubled the capacity of the ice cream plant since they first took it over. This will have to be done again in the long run. Six trucks operated for delivery and they ship ice cream into all the towns surrounding Gadsden. Their ice cream is



C. K. CROSSFIELD.



MRS. C. K. CROSSFIELD.

good to the last bite, like all ice cream in Dixieland made only of the best dairy products. Ice cream is not a luxury, it is the best food we have and should be served all the day long with every meal, at least and in every family. Get the habit!

THE Crossfields pay the express on all cream shipped to them. They could use at least five times more cream than they receive for making butter and have adopted the Chicago standard plan for paying for butter fat, and pay every two weeks.

The ice output is sold right at the platform. Of course, they use a good deal of ice in their own business. Last season they could not begin to supply the demand for ice regularly.

They cannot supply the demand for creamery butter so far. They are turning down customers every day as they haven't enough butter to supply all of the customers. If they could get more cream, they could make more butter. They are looking forward to the largest year's business they have ever had and feel sure that the ice cream trade will be the largest ever.

(Continued on page 88)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



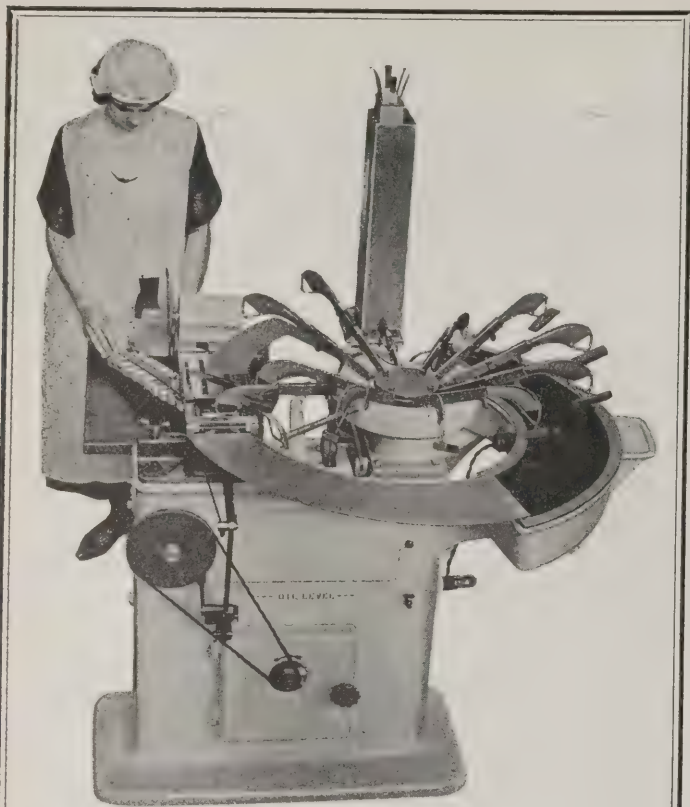
Character Cartons for Ice Cream

High in quality—Moderate in price.
Heavy wax enamel finish. Write for prices
and samples of sales-compelling stock designs
or for estimate on duplicating your present
ice cream carton in any quantity.

Sutherland Paper Co.

Kalamazoo, Mich.

Makers of Character Cartons for ice cream, butter, bacon, sausage, lard, oleomargarine and cheese



No Half-Way Work on this Machine

When an Eskimo Pie
leaves an

ANDERSON Eskimo Pie Machine

it's "COMPLETE"

the only further handling
that is necessary is pack-
ing in a delivery box.

It Cuts—Dips—Wraps

and at the rate of 100
dozen an hour.

If it is economy in cost
you need to make a 5c Pie
a success—You'll find it in
the Anderson Pie Machine.

SEND FOR CATALOG

Anderson Bros. Mfg. Co.

1923 Kishwaukee Street
ROCKFORD, ILLINOIS

They turn out about 25 tons of ice a day; 60 pounds of butter a week, and made 50,000 gallons of ice cream last year.

I picked up the pictures of Mr. and Mrs. Crossfield in the office. Father is president, mother is the power behind the "guns" home, C. L. Crossfield is manager of the plant, Misses Goldie Crossfield and Julia Crossfield, two charming young women, are ably assisted by Wallace C., as bookkeepers. What the Crossfields have accomplished or are doing, can be accomplished by others who know. Our great Southland offers wonderful opportunities, especially Alabama with her marvelous, wonderful, unlimited undeveloped resources, greatest of which are dairying and poultry, too long neglected. An uncovered field of immense profits waiting for those who venture on a sure thing. Climatic conditions and temperature are ideal and there is good water. Snow but once during the winter. Alabama is "God's Country." Go South!

PS—The Crossfields are not only interested in the material sidethings in life, are not only affiliated with the church of their choice, but active members. The congregation is building a fine new church in a nice location costing \$30,000, and I noticed an old sign which had become a little soiled, so the Crossfields were going to replace it: "This church pays its pastor every week, its janitor every month, and all other bills on sight. It owes no man anything but Love. This good record is possible by reason of prompt payments of dues by all members. Do you owe your church anything? If so, please see the treasurer before leaving the house."



SALESMEN'S CLUB SPONSORS SUMMER SHORT COURSE.

The dairy division at Pennsylvania State College, State College, Pa., and the Salesmen's Club of the Association of Ice Cream Supply Men, will jointly sponsor a two weeks' intensive short course in dairy product manufacturing subjects, largely stressing ice cream, to be given at the college August 18 to 29, inclusive.

Prof. W. B. Combs of Pennsylvania State College will be in charge of academic affairs and the provision of the short course is largely due to his co-operation. Profs. A. A. Borland, M. H. Knutsen, Wm. H. Martin, W. D. Swope and I. R. Knapp of Penn State will assist Prof. Combs.

For this course, under the auspices of the club and college, fifty members of the former will be enrolled. If less than fifty members take advantage of the course, supply salesmen not members of the club will have an opportunity of enrolling.

The headquarters of the Salesmen's Club are those of the Association of Ice Cream Supply Men, 1328 Broadway, New York City.



CALIFORNIA MANUFACTURER ENDOWS HOSPITAL.

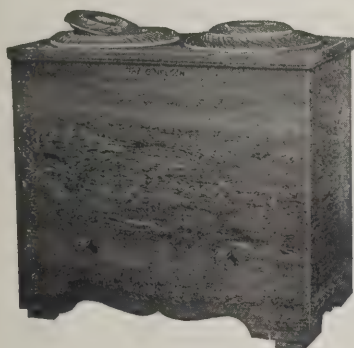
Louis J. Christopher head of the L. J. Christopher Company of Los Angeles, California, confectioners and ice cream manufacturers, has endowed a modern hospital in Walscheid, Meurthe-Lorraine, France, his native town, according to recent newspaper reports. Mr. Christopher is one of the veterans of the ice cream industry. Mr. Christopher has made a trip to Europe every year and visited his old country, and, since the war, he has particularly been interested in relief work among his people.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



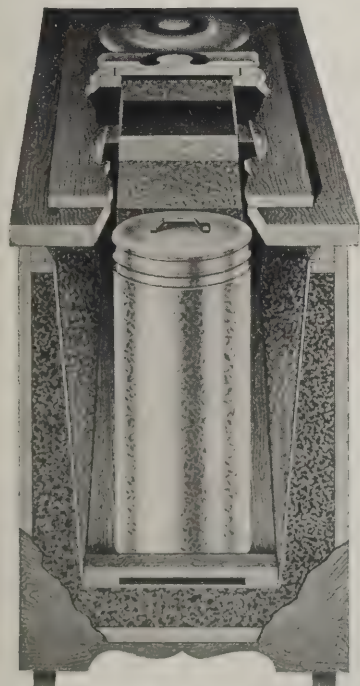
No. 25
Two-Hole Wood Compartment
Cabinet

The durable—dependable Ice Cream Cabinets — that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

*Bulk, Brick and Combination
Styles*

Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS



No. 335
Cross Section Metal Lined
Combination Cabinet

*"Confessed the best
when put to test"*



Write for prices—today!



No. 515
21-Quart Brick Cabinet

C. NELSON MFG. CO.

2306 Division St.

St. Louis, U. S. A.

Texas Convention Proceedings

(Continued from April issue)

The Iceless Ice Cream Cabinet

By GEO. L. BOEDEKER

THE iceless ice cream cabinet, just now being developed, is, in my opinion, the greatest advancement in the ice cream industry since the brine freezer. This cabinet will completely revolutionize the handling of ice cream by the ice cream manufacturer and also should greatly increase the consumption of ice cream.

For the retailer or dispenser, the greatest saving is made in the elimination of shrinkage that results from ice cream becoming soft from improper or insufficient packing. This shrinkage amounts to practically ten per cent. In these cabinets the ice cream is kept in a firm condition at all times.

The mess caused by ice and salt packing and the time lost by dispensers while waiting for the ice cream man to do his packing is also eliminated.

The soda fountain has a longer life as the ice cream cabinets in a soda fountain are, because of the action of the brine, the first part of the fountain to wear out.

The store has a better appearance, as the iceless cabinets are much more attractive and more sanitary in appearance than the old ice and salt cabinets. No cabinets battered from packing sticks. No leaky drains with an accumulation of salt. No salt soaked floors.

Also a larger stock of ice cream or a better assortment of flavors, can be carried by the dealer, as the ice-

less cabinet takes up but little more than half the space of salt and ice cabinets of the same capacity.

Salty ice cream is entirely eliminated. Cabinets are entirely automatic and require no attention on part of the dispenser.

Bulk ice cream can be served down to the last spoonful, whereas now it is often the case that the last quart or half gallon in a five gallon can is lost as it is almost impossible to properly ice such a small quantity in a large can.

Ice cream sales should be increased because the consumer is served with a uniform ice cream at all times. He is served with an ice cream that has not been re-hardened after having been soft. Such hardened ice cream is, as you well know, grainy, icy, soggy and flavorless. He now gets a rich, mellow, smooth and full flavored ice cream. This will certainly increase the consumption of ice cream.

To the manufacturer, the advantages of the cabinet are even greater. The ice and salt used for the re-icing is entirely eliminated. This amounts to from ten to twenty cents per gallon, depending upon the size of your customer.

The driver can serve an iceless cabinet customer in one-fourth the time necessary to serve an ice and salt customer of the same size. With the iceless cabinet your driver has only to look into the cabinet to see what is needed in ice cream, to go to the truck for the cream, place it in the cabinet, get his money or signature, and drive off. With the ice and salt customer, he has to drain the cabinet, usually into buckets which have to be emptied, then bring in from one to five buckets of ice and salt per cabinet hole, which ice has to be tamped down into the cabinets. Then he must clean up the mess that he has made and often times mop up the floor. One driver can handle more customers. Where you are now using one truck with a driver and a helper, making two trips a day in the summer, you can use the same truck with one man, make one trip per day and add from fifteen to twenty-five per cent more stops. Where you are able to put in cabinets enough to keep a reserve stock, you may be able to double the amount of stops made by the same truck with one man in the place of two. During the winter months, you can arrange to call on your customers twice or three times per week, making



Patented Jan. 21, 1923

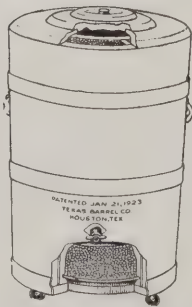
rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.

Texas Barrel Co.
HOUSTON, TEXAS

THIS Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since it was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel



"SUPERIOR" TUB COVERS



Made for Service of extra heavy canvas. Double sewed and plenty of lap to cover tub. Ample in size.

Write for Samples and Prices

Scott Mfg. Co.
1501-5 Howard St.
OMAHA, NEBR.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Baird Refrigerator Bodies Extra Capacity for Peak Days

WHEN desired, the empty can compartment of any Model 10 BAIRD REFRIGERATOR BODY can be provided with a refrigerating pan in the top and with one inch of cork insulation in the walls and doors. Thus equipped, this compartment will hold from 75 to 140 gallons of ice cream (depending on size of body) in good condition for approximately five hours in the hottest weather.

For instance, the Empty Can Compartment of our 350-gallon body, when insulated and refrigerated, will hold 140 gallons of ice cream in addition to that in the ice cream compartment. This gives a total capacity of practically 500-gallons when it is needed—and *without extra weight.*

This is one more reason for buying those good BAIRD REFRIGERATOR BODIES. They mean three degrees below zero—light weight—perfect insulation—and absolutely no brine dripped on the chassis, on the street, or in the garage at any time.

We Can Ship Quickly

William F. Baird Company

OFFICE: 401 Chamber of Commerce, BOSTON, MASS.

FACTORY: WINCHESTER, MASS.

WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

Grades and Strength

CRYSTAL Edible Gelatine is graded and priced strictly according to jelly strength, the only true indicator of the stabilizing and water absorption value of gelatine — especially in ice cream. ❧



Crystal Gelatine Co.

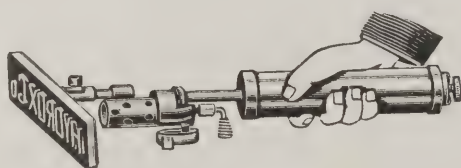
121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
ST. LOUIS

PHILADELPHIA

CHICAGO
SAN FRANCISCO



Positive Identification

avoids:

- Loss by theft
- Personal appropriation of your property
- Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands
help advertise
your business.



MANUFACTURING CO.

MAYWOOD, ILLINOIS

Priced as low
as \$14.00

a special delivery should they run out between times.

We have our suburban routes only about thirty-five or forty per cent covered now, and we have three less trucks running this winter than last, with considerably more customers in the same territory. With a partial equipment of these cabinets, we were able to maintain this summer two suburban routes on one-ton Fords that we would have had to put on two-ton trucks, had we not had the cabinets.

You have no complaints of salty ice cream or soft ice cream caused by improper or careless packing, and your dealer is better satisfied as his profits on ice cream are increased, and the disagreeable feature, the ice and salt, have been eliminated.

The saving to you in dollars and cents depends upon your present delivery and service costs. You save your ice and salt that is used for re-icing, and a portion of your delivery expense due to increasing the number of customers that your man can handle. Against this you must figure the cost of the cabinet and its installation, its service up-keep, and the power and water used. The exact saving, as I see it, will not become apparent until the cabinets have been installed long enough to get an idea of their life.

We own the majority of our cabinets. Have them separately metered and pay all of the power and water charges and leave the price of ice cream the same as it has been. Thus the retailer makes the savings from shrinkage and other items mentioned heretofore without any investment or liability on his part. We make the saving on ice and salt and service, less power, water, service and depreciation charges. This may or may not turn out to be very material, depending entirely upon the life of the cabinets.

I believe that our method of handling these cabinets is better than selling them to the druggist, or renting them to the druggist. I also believe that the discount of twenty-five cents (25c) per gallon made by some manufacturers to dealers who own the cabinets is much too large a differential to make. You are giving the druggist more than you can possibly save in the handling of ice cream.

The cabinets are very simple in construction. The unit of refrigeration being a small compressor of approximately one-eight refrigerator ton capacity. Some of these units use ammonia, some SO₂, some Propane, some menthal chloride, and other refrigerants. We are using SO₂ in a Delco Frigidaire unit, and are having fine success. The unit is entirely automatic and will consume from one and one-half to five kilowatts per day, and from four to seven thousand gallons of water per month, depending upon the size of the cabinet and the time of the year it is operating.

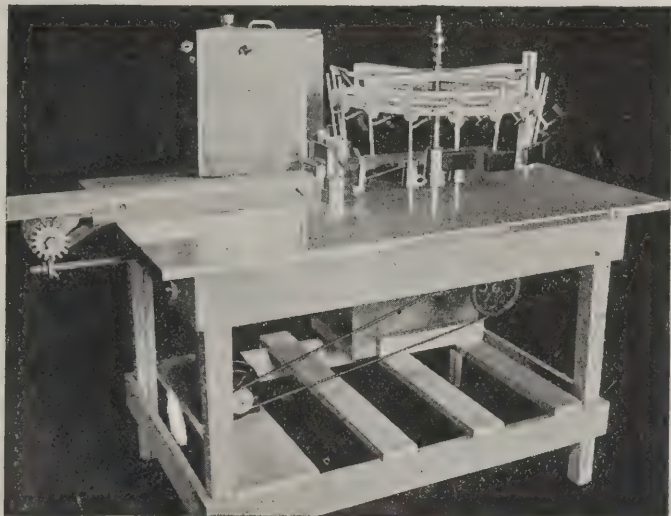
Investment varies from four hundred and fifty dollars (\$450.00) to six hundred and fifty dollars (\$650.00), depending upon size and make of cabinets.

The leading soda fountain manufacturers are working hard to perfect a soda fountain that will be entirely refrigerated, and I believe that they will have one on the market in less than a year. As soon as this comes, it will help to reduce the amount that the ice cream manufacturer will have to invest in iceless cabinets. At the present time, they are making what is called a "Fountainette" which has the syrups, wash basins, drains and chipped ice containers consolidated at one end of the fountain and one of the iceless cabinets slipped in the other end. This will do well enough for a small place, but will not do for larger stores where long counters are used. It makes the ice cream too inconvenient to serve.

In my opinion, this cabinet matter has just gotten

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MAKE YOUR *Big Season Bigger*



NORTHWESTERN BAR CABINET

Displays, freezes, sells ice cream bars and does away with objections to summer sales of ice cream bars.

The large number of these cabinets in practical use demonstrates their ability to keep bars in 100% salable condition throughout the summer with no more frequent icing than once in 24 hours.

Every Northwestern Bar Cabinet will pay for itself in a very short time.

*Write for circular giving
full details and prices.*

The high production, simplicity of operation and automatic features of the

NORTHWESTERN Ice Cream Cutting AND Dipping Machine

make it a wonderful asset in supplying the needs for extra summer sales opportunities without interference with your regular run of business.

Adjustable to 5c or 10c bars. Cuts and dips 120 dozen per hour. Price only \$375.00 complete, including motor and electrically heated chocolate tanks.



NORTHWESTERN CORPORATION
MORRIS BOX 18 ILLINOIS



The O. & B. **PURITY**
Receiving Vat with
Pitched Cover.

The Purity Line of Receiving Vats

ARE giving daily satisfaction in hundreds of up-to-date creameries and ice cream plants all over the country.

Like all *PURITY* equipment they are of high grade materials and workmanship. Of 5x tinplate or heavy tinned copper with heavy steel frames, they will stand *years of service*.

You need one of these sanitary receiving and storage vats. Let us tell you more about them.

Made By

Oakes & Burger, Inc.

ESTABLISHED 1873

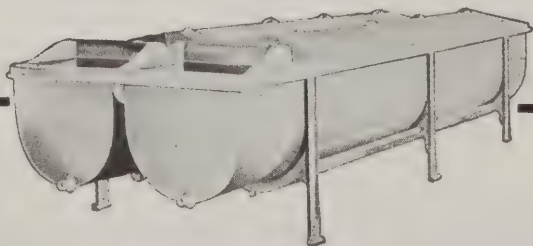
Department R

CATTARAUGUS

NEW YORK



O. & B. Purity Twin Receiving Vat.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

started and manufacturers should go into the matter carefully. I feel that you should put in the cabinets, but what I mean is to get into the cabinet game on the right basis. Work with your competitor to see that you do not make any hasty reduction in the prices and see that your cabinets are installed and distributed in a manner that will do each of you the greatest amount of good.

Member: Do you think the iceless cabinet will help to sell packaged goods.

Mr. Boedeker: Yes it will. And the dealer will have more room for a greater variety of goods. Brick ice cream is hard to keep and I believe it is a big issue of the ice cream industry and that we ought to try to get people to carry home a brick of ice cream when they go home for their meals. Putting it into an iceless cabinet will enable the dealer to keep it in good condition and sell more of it.

Member: What is the usual time of operation to cool a five-hole cabinet?

Mr. Boedeker: About one-half time. When a new batch of cream is put into the cabinet the temperature may rise and the machine may run several hours to pull it down again. Ordinarily I believe the machine would run just about one-half of the time.

Vice-President Mathewson: If there are no other questions we will proceed. Undoubtedly we are going to use this type of cabinet. It may take a couple of years to develop it, but it is coming.

Mr. Frick of Corsicana has an idea that he would like to put before the association and we will call upon him now to give us his talk.

(To be continued next month)



CHICAGO PLANT RE-ORGANIZED

The Goldenrod Ice Cream Company, Chicago, is the result of the re-organization of the Lawrence Ice Cream Company, located at 927 West 21st St., Chicago. The new company is incorporated under the laws of Illinois with an authorized capital of \$1,500,000.

Louis Olin, who has been president of the Lawrence Ice Cream Company for a number of years, is president of the new organization. Benjamin Sacks, president of the Lakeside Fish & Oyster Co., is vice-president and treasurer, and G. D. Rose, Chicago attorney, is secretary.

The company does not contemplate erecting a new plant, according to announcement, but it has under construction a new distributing plant at 2206 Ward Street, and another at Harrison and Fifth Avenue. Re-organization consists mostly in the change of the company's name, which was done to take advantage of the large sums of money spent in the last few years advertising its leading brand of cream, the "Goldenrod" brand.

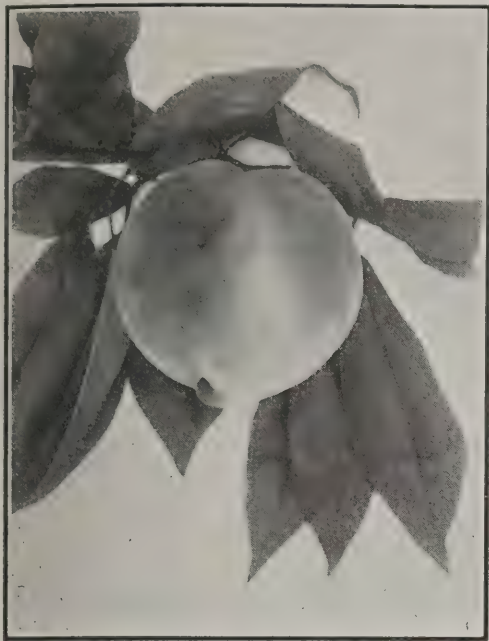


BRUNSWICK-KROESCHELL COMPANY IN NEW QUARTERS.

The Brunswick-Kroeschell Co., producers of refrigeration and ice making machinery, and power and heater boilers, Chicago, has announced that its office has been established in the company's new plant, 4221 Diversey Avenue. All mail should be sent to that address.



If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.



THE old familiar expression "It's a peach!" has been aimed at Emery Thompson freezers for many years by men who use them. Ice cream factories desiring to improve the "fruit of the freezer" and pick bigger profits from their daily business, are invited to write for catalog.

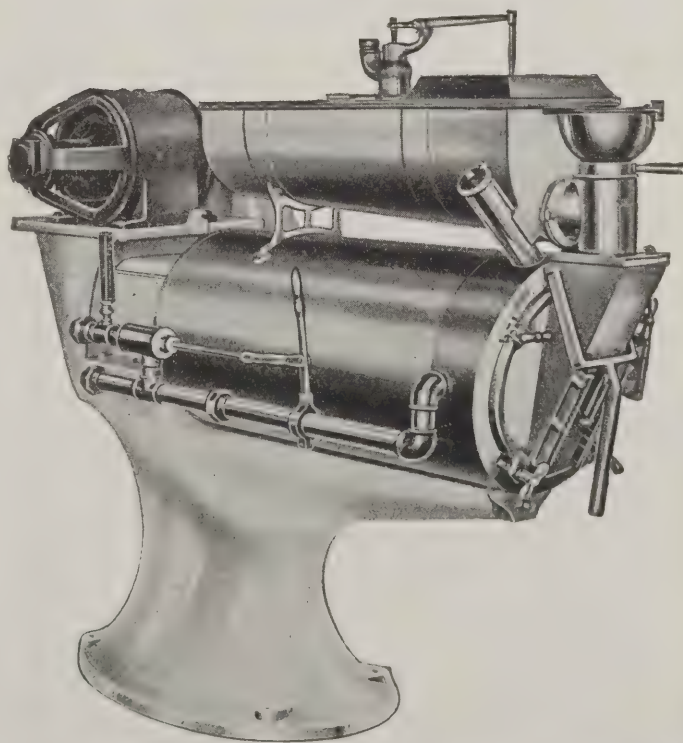
It's a Peach!

The New Emery-Thompson Brine Ice Cream Freezer

"Why have you been telling us all about the details of your machine?" was recently asked us. We have been printing these facts in trade papers because they have a direct bearing upon satisfactory results. You are interested in them only because they mean satisfactory and economical operation.

On that basis we suggest that you secure copy of the Emery Thompson catalog and consider not alone the basic principles that have made Emery Thompson machines a positive success for many years, but also the "little things" such as the slide gate, the cream valve, the fruit hopper, the automatic regulator, the breather tubes, and so on. Here's a machine you will be proud to show to your distinguished guests!

**Emery-Thompson
Machine & Supply Co.**
271-275 Rider Ave., New York City



North Dakota Manufacturers and Dairymen Hold Joint Convention

Grand Forks Scene of Meeting Which Was Featured by Interesting Discussions of Trade Topics

ON MARCH 4, the North Dakota Ice Cream Manufacturers' Association held a joint banquet with the North Dakota Dairymen's Association at the Hotel Dakota, Grand Forks. The following day was confined to a business meeting at the Hotel Frederick.

After registration, the meeting was called to order at 10:00 a. m. by President S. J. LaDue, who presented his annual address, which was followed by the annual report of H. K. Geist, secretary-treasurer. A motion was passed asking that a legislative committee be appointed at a later date.

Messrs. Schulte and Landt formed the auditing committee; the nominating committee consisted of Mr. Beardsley, Mr. Christian and Mr. Landt. There was a short talk by J. J. Farrell, secretary of the Minnesota Ice Cream Manufacturers' Association. The morning session was adjourned for lunch and a "talkfest" was held in the Blue Room of the Hotel Frederick, in which everyone present participated.

The meeting was called to order at 2:00 p. m. by the president. "Regulatory Laws in Relation to the ice cream industry of North Dakota" was the subject of the paper presented by R. O. Baird, state food commissioner and chemist. Mr. Baird very ably explained the recent laws enacted by the North Dakota legislature which permit the use of coloring in vanilla ice cream and the use of U. S. certified colors, etc.

J. J. Farrell gave a very interesting address on "General Problems of the Ice Cream Industry." This was followed by the reading of a true statement of facts and figures by the secretary relating to an ice cream manufacturer located in a town of 15,000 people who made 26,000 gallons of ice cream in 1923 at a cost of \$1.12 a gallon and sold this produce at \$1.14 a gallon. Brick, sherbets, pies and punches were included in the statement and thus a deficit was avoided, for it showed that he had sold his product at \$.90 a gallon during the flush season.

G. R. Christian was unable to attend and deliver his paper on "Code of Ethics." The secretary read the code of ethics adopted at last year's annual meeting. Frank O. Knerr read an interesting paper on "Depreciation of Plant and Equipment." A full discussion of this subject followed.

NEXT on the program was the executive session. Nels Baden of Wadena, Minn., treasurer of the Minnesota association, gave some very interesting facts and figures relative to costs, as well as data concerning the aid the association has given in overcoming strained relations between members.

The auditing committee reported the books of the secretary-treasurer audited and found correct as given. On motion the secretary-treasurer's report was adopted as read. The nominating committee then placed the following names before the meeting, and the officers were elected: S. J. LaDue, president, Minot; H. C. Shultz, vice-president, Mandan, and Harry K. Geist, secretary-treasurer, Grand Forks. The board of directors consists of the above named officers and H. C. Christian of Fargo and Frank O. Knerr, also of Fargo.

Harry K. Geist was appointed director to the National Association of Ice Cream Manufacturers. Henceforth the delegate and director to the national association shall be elected from the North Dakota membership each year, in lieu of the president filling this position each year as was previously the case.

The directors were given the authority to later decide on the time and place for the next annual meeting. It was understood, however, that the next annual meeting would not be held with the North Dakota Dairy-

FASTER PUMPING

The improved pumping principle that is used exclusively in the VIKING rotary pump provides a maximum capacity and tremendous suction. For instance, the size VIKING that accommodates a 2" pipe will pump 90 gallons per minute.

This larger capacity with the small VIKING power requirement and its record for operating year after year uninterruptedly explains why there are now over 45,000 VIKING owners.

Write for catalog.

VIKING PUMP COMPANY
CEDAR FALLS, IA.

BRANCHES

R. F. Schirmer Co. 342 Madison Ave., New York City
Schirmer Co. Finance Bldg., Cleveland, Ohio
Viking Pump Co. 549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co. 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. 204 Grand Ave., Milwaukee, Wisc.
Walter O. Bannon Co. 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. Houston, Texas
Menzies Pump & Mach. Co. 862 Tchoupitoulas St., New Orleans, La.
De Laval Pacific Co. 61 Beale St., San Francisco, Calif.

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Kalamazoo Vegetable Parchment Company's Mill, for which we are distributors.

Parchment Service That You Can Depend Upon

In the shipment of your products you are absolutely dependent upon parchment. When your stock runs low you must replenish it quickly; you cannot wait to have the parchment made to order. A 24-hour delay might cost you many dollars.

Draw on Barber's Reserve Stock

We carry the largest stock of parchment in the dairy trade and can make immediate shipment of any standard size of liner, sheet, roll or circle which is used in the wrapping or handling of butter, cheese, milk or ice cream.

Our function is to act as a balance wheel between the user and the mill. When the demand is low we take the mill's supply and store it for the flush season. A mill does not, and cannot, carry a complete stock of parchment in cut sizes. That is why we undertake this service for them so far as the dairy trade is concerned—a service that is of tremendous importance to you as a user.

Let us take care of *all* of your parchment needs. In most cases we can make shipment the same day your order is received.

A. H. Barber-Goodhue Company

300-306 W. Austin Ave.

Chicago

Distributors of



Genuine
Vegetable Parchment

*A product in which you have
confidence; made in the
world's largest and cleanest
parchment mill.*



A. H. BARBER-GOODHUE CO.
Twin City Branch, St. Paul



A. H. BARBER-GOODHUE CO.
Main Office and Warehouse — Chicago



Cream City

"THE CANS WITH THE STRONG STRAIGHT BREASTS"
SANITARY-DURABLE-CORRECT CAPACITY



GEUDER, PAESCHKE & FREY CO.
MANUFACTURERS · MILWAUKEE, WIS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

men's Association, unless arrangements would be made to hold the meeting in the eastern part of the state.

THERE being no further business, the meeting was adjourned. A banquet and smoker followed at 7:00 p. m. in the Blue Room of the Frederick Hotel, at which L. B. Beardsley acted as toastmaster. J. J. Farrell gave an interesting talk and a number of songs were rendered by Mr. DeLong, Mr. Elton and Mr. Montgomery, assisted by T. H. Ellis at the piano.

The following names were registered in attendance: E. J. Fahey, Creamery Package Co., Minneapolis, Minn.; B. J. Rosenthal, J. B. Ford Co., Wyandotte, Mich.; N. D. Gordon, Minneapolis; J. F. Lowe, Lisbon Creamery Co., Lisbon, N. D.; S. S. Landt, Herman Casselton Creameries, Casselton, N. D.

Frank O. Knerr, Frank O. Knerr Dairy Co., Fargo, N. D.; M. Nielson, Rugby Creamery Co., Rugby, N. D.; E. Watkins, Frigidaire Delco Light Co., Fargo, N. D.; S. J. LaDue, White Ice Cream Co., Minot, N. D.; E. A. Postlewaite (Entertainer) Consumers Gelatine Co., St. Louis.

Harry Christian, Advance Ice Cream Co., Fargo, N. D.; H. C. Schulte, Purity Ice Cream Co., Mandan, N. D.; T. H. Ellis, H. K. Geist Co., Grand Forks, N. D.; Nels Baden, Monarch Ice Cream Co., Wadena, Minn.; E. O. Quinvold, Detroit Ice Cream Co., Detroit, Minn.; L. B. Beardsley, J. G. Cherry Co., Fargo, N. D.; Mr. Brown, J. G. Cherry Co., St. Paul, Minn.; L. R. Holland, Dairy Dept., Agricultural College, Fargo, N. D.

A. C. Elliott, Bridgeman Russell Co., Crookston, Minn.; Chas. E. Kiewel, Kiewel Products Co., Crookston, Minn.; E. J. Grundy, Solar Sturges Mfg. Co., Chicago, Ill.; R. F. Bridgeman, Bridgeman Russell Co., Grand Forks, N. D.

H. E. Fowler, Creamery Package Mfg. Co., Waterloo, Ia.; R. O. Baird, State Food Commissioner and Chemist, Fargo, N. D.

Robt. Burley, Morton Salt Co., Superior, Wis.; L. Buehe, Warren Creamery Co., Warren, Minn.; E. R. Montgomery, Secretary State Fair Association, Grand Forks, N. D.

W. W. Blair, Secretary Commercial Club, Grand Forks, N. D.

T. B. Elton, Potentate, Kem Temple, Grand Forks, N. D.

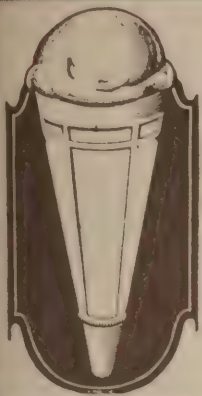
Harry K. Geist, Harry K. Geist Co., Grand Forks, N. D.



HUTCHINSON CO. PLANS NEW PLANT IN IOWA.

Officials of the Hutchinson Ice Cream Company of Des Moines, Ia., have been looking over sites in Davenport, Ia., considering the erection of a plant there. The company's Des Moines factory is one of the largest ice cream works in the state, and a large branch is operated at Cedar Rapids.

It is reported that the company is seriously considering the building of this new plant for the manufacture of ice cream and for storage purposes. The plant would supply dealers in this section and probably would extend its operations into cities nearby in Illinois. The large number of improved highways in Scott county, together with the extensive program of hard surfacing in view, will enable the company to expeditiously distribute its product over a radius of many miles. The condition of the roads surrounding Davenport will also enable the farmer-dairymen to deliver their cream and milk into the city in a dependable manner and frequently.

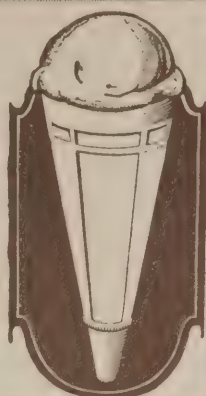


CONE DEPARTMENT

National Ice Cream Cone Week, June 9-14

Plans Formed for
a Widespread
Educational
Campaign

Associations
Co-operating to
Boost Ice Cream
and Cones



NATIONAL Ice Cream Cone Week will be observed throughout the country beginning June 9. After laying plans, at a meeting in Milwaukee, for launching Cone Week on National Decoration Day, May 30, the Cone Manufacturers' Association later decided to postpone Cone Week so as not to interfere with the slogan campaign of the National Association of Ice Cream Manufacturers, which will come to a close on May 30.

Coming almost at the same time, the slogan campaign and National Ice Cream Cone Week loom as the two most important steps in the interest of national advertising of ice cream yet carried out. In pushing the cone to the front, the ice cream manufacturers of the nation are co-operating to give the public a better understanding of the cone as a food companion to America's greatest food dessert. Twenty-three years after its introduction many people still regard the cone as something little more than a fancy container for ice cream. Members of the industry realize the importance of impressing upon the public that ice cream not only is a safe and wholesome food product but also is served in connection with safe and wholesome companion products. Representing as it does an investment of \$20,000,000 the cone industry has made rapid strides in recent years. The production last year is estimated at something over two and one-half billion cones. Special machinery of an intricate and costly nature is required, and great care is exercised in providing cones that will make ice cream more enjoyable and none the less safe and wholesome. These are facts that the ice cream industry now is preparing to put before the public, with the co-operation of the cone manufacturers.

THE idea of Cone Week originated in Minnesota, the starting point of many other bright ideas. President W. Dunn of the Minnesota Association of Ice Cream

Manufacturers has put forth enthusiastic efforts to make Cone Week a gigantic success. After the matter was discussed by the Minnesota association the co-operation of the cone manufacturers was sought. This was readily forthcoming.

Advance preparations for Cone Week provide for streamers to be placed in the windows of ice cream retailers throughout the country, these streamers bearing such slogans as "National Cone Week—Treat Yourself." The Cone Manufacturers' Association has prepared newspaper publicity which will be furnished to any ice cream manufacturer wishing to procure matter for his local newspapers. Information concerning the window streamers and the newspaper

copy will be furnished by The Ice Cream Review upon request.

State association secretaries throughout the country have pledged the co-operation of their associations in putting over Cone Week "with a bang." Much enthusiasm has been manifested by different ice cream manufacturers who have written The Ice Cream Review regarding this matter.

National Ice Cream Cone Week is to be devoted to making a universal appeal to ice cream and cones. Old and young, men and women, boys and girls will be told of the wholesome, delicious qualities of the ice cream cone.

The secretary of the National Association of Ice Cream Manufacturers, N. Loewenstein of Chicago, has been instructed by the president to co-operate with the Cone Manufacturers' Association and other organizations working for the success of Cone Week.

It is felt sure that ice cream manufacturers throughout the country will readily respond to this effort to increase the output of ice cream by making the public better appreciate ice cream and its golden handmaid—the ice cream cone.

Hava



¶ Don't discount the quality of your ice cream with a poor cone.

¶ One taste of your ice cream in a HAVACONE will convince you of their value in accentuating the quality of your ice cream in a cone.



The Homes of
Havacones

Combined
Capacity
1,700,000
per day



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

cones

for

NATIONAL CONE WEEK

June 9th to 14th

¶ The purest kind of cake cone—guaranteed pure—and made without grease, coloring or preservatives.

¶ Each HAVACONE is a crisp, delicious bit of highly nourishing food that melts in the mouth as does your ice cream.

Our nearest plant will gladly send samples. . . Write for them. . .

"BREAKAGE AND FREIGHT ALLOWED"

SEND FOR OUR 1924 SALES OFFER

Cone Company of America

rd Street and Van Alst Ave.
LONG ISLAND CITY, N. Y.

6001 South Western Avenue
CHICAGO, ILLINOIS



WHAT ABOUT EQUIPMENT FOR SPRING AND SUMMER—READ THE ADS.

Floats Featuring Ice Cream Cones



Several Manufacturers Plan to Open National Ice Cream Cone Week on June 9th by Staging Parades of Trucks Decorated With Cones and Cone Designs.

THE suggestion has been made that National Ice Cream Cone Week be ushered into every city and community with a float parade featuring ice cream cones. Float parades are nothing new to the ice cream industry. In late years members have seized many occasion to decorate their trucks with appropriate banners and designs and parade before the public. The May, 1923, issue of The Ice Cream Review featured the practice by many manufacturers of staging ice cream float pageants, giving a description of how the ice cream are prepared.

Now is the time to do a little effective advertising. People are gradually getting over the idea that ice cream is a delicacy. But the manufacturer must convince them that it is a healthy dessert and should be served regularly during the week, not only on special occasions.

The street parade is very effective manner of advertising. In European countries street parades and fairs have been in vogue for centuries. In fact it is an established method of conducting fairs in Germany, Austria, Russia, Holland, Scandinavia and even some parts of Great Britain.

The Anglo-Saxons, from which we trace our own history, introduced the element of the modern street parade in Rome as early as 500; King Alfred, who was one of the most beloved of English kings, stimulated interest in town fairs and street fairs during his peaceful reign. Booths were built for the miracle and mystery plays in the pre-Elizabethan period, and later the booths were built on wagons and traveled about from town to town. But from the time of the downfall of the Puritans in England, the essential elements of our street parades have flourished. Street bands are still

chief attractions and curiosities. Another form of entertainment which is sometimes seen now is the sketched artist, who drew his caricatures on the side walks.

All these different performances moved about day after day, exhibiting at every corner, and a hat was passed at the close of each performance. Now the shows are drawn into one exhibition, as entertainment for the guest of the street fair, and it is a wise management that gives this entertainment free, and depends for gain on the advertising it will bring.

THE success or failure of the parade may be said to rest upon the number and kind of floats and bands. But it may be said that no street parade was ever a complete failure, and that when it was once held, it was continued the next year.

The free street parade is intended not only to attract a temporary crowd, but what is more important, to make the town popular with the farming community. There are many farmers who live within a radius of, say, 1 mile from two or three towns. The merchants in the towns A and B wonder why it is that the farmers will take the pains to travel five miles further to trade in town C when their prices are less and the roads to the town are better. They do not know the value of "friendly feeling" that the street parade instituted when held in town C this fall, and the merchants in town C have been striving ever since to continue that sort of feeling, and the result is the trade of the surrounding farming districts.

The float is usually the part of the street fair that the individual merchant or manufacturer is most interested in, for the float does not depend upon any com-

Ask the user — about

ST. LOUIS GELATINE COMPANY'S

Pure - Hy - Grade
GELATINES, GUMS
AND
ICE CREAM POWDER

We stand for
Service—Quality—Uniformity

ST. LOUIS GELATINE CO.

St. Louis Missouri

Patent Pending

Save Your Cabinet Linings

Don't let your dealers use any rough bar or iron pipe on your cabinets. Supply them with one of these

Wizard Ice Rammers

Made of best seasoned hardwood. Protected on side and bottom with half-round tinned steel supported by six special rivets, waterproofed, gray enameled.

WRITE FOR SAMPLES AND PRICES

DAMROW BROS. COMPANY
FOND DU LAC, WIS.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.



JUNE 9th to 14th NATIONAL ICE CREAM CONE WEEK

The postponement has been arranged to avoid conflict with the slogan week of the National Association of Ice Cream Manufacturers. Use window streamers and counter displays during the week of June 9th to 16th to remind everyone of ice cream cones.

Help them get the cone habit early. That will increase your sales throughout the season.

Cremos are the fastest selling cones made. That's why dealers and jobbers handle them.

CREMO CONES Crisp—Delicious—Double-Thickness—
more than mere containers for ice cream

THE CONSOLIDATED WAFER COMPANY

Please address nearest factory
2628 Shields Avenue, CHICAGO, ILL. 515 Kent Street, BROOKLYN, N. Y.
105 Front St., East, TORONTO, CAN. 2426 So. Howard St., DALLAS, TEX.

*The Largest Cone Manufacturers
in the World*

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

mittee, but it does depend upon the creative genius of the manufacturers to put across this effective advertising weapon big. The most common mistake is to make the float too artistic, or have too many details. In either case it fails as an advertising medium, and its power to sell the goods is lost.

An important factor that is often over looked is that it **MUST APPEAR TO ADVANTAGE FROM AN UPPER WINDOW**, and show off well from both far and near.

In design and construction there are so many minor details that the profession of building them is an art in itself, so we asked some of our readers who have been active in street fairs, and not only constructed floats but have also won prizes on them, to give a few practical suggestions to this article. Here they are!

IF WE were to have a float in a parade we would design it to represent a picture of an ice cream cone. If this should not be practicable, with limited facilities I would have cone designs all about the float. This, we believe, would be a splendid advertisement.

For a float one might mount a freezer on a light auto truck; then have several ice cream cone designs attached to the sides of the float; then an operator dressed in a white uniform might pass out samples to the spectators at occasional stops.

The most popular float we ever had was when we gave away individual buckets of ice cream during the parade, this of course made a hit with the kiddies and gave us a lot of good advertising. Cones could be distributed the same way.

Here is one that might help some other fellow. Make a large cone out of paste board and mount it on a table. Then have the prettiest girl in town dressed in a Colonial costume, with little folks around her eating ice cream. The body of the truck could be decorated with green and white bunting so as to show up the more. The size of the cone should be made to fit the truck.

Our idea would be to have a miniature ice cream plant, such as a mixer and freezer at one end of the float, then have children dressed in white following another truck eating ice cream cones.

We would suggest that you have the float represent a huge cone of ice cream. Have the bed of the truck made in cone shape and then mold white cotton to form the ice cream. You could add a little color to this, making it represent cherry or strawberry ice cream. The berries could be made out of cotton and red ink, or some other bright mixture used for the syrup.

We suggest that a picture of a child eating an ice cream cone be used with the inscription reading as follows: **For Your Health Eat Pure Rich Ice Cream Made By Company.**

If we should happen at any time to build a float we would get the biggest truck in town, and decorate it the same in proportion to the event and have this truck loaded down with little children eating ice cream. Then have posters on the truck showing the relative value of ice cream in proportion to other foods.

If we were to build a float we would have a large cloth banner across the top giving the public the name of our ice cream, a row of newly painted and stenciled tubs along the sides, and have the inside of the float occupied with pretty girls eating ice cream cones.

If possible we would get a good clown to give the people catchy sayings about ice cream.

If the writer was building an ice cream float it would be a large ice cream cone which would be large enough to cover the entire bed of the truck. The same would be made of papier mache and hand painted.

BORN TO TROUBLE.

A man is but a worm of the dust—he comes along, wiggles about a while and finally some chicken catches him.—Dry Goods Economist.

NEW FIELD Opens for Ice Cream Manufacturers



Patented
Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones **BECAUSE—**

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St.

Philadelphia, Pa.



We Recommend and Sell

THE SANISCO MACHINE

We supply the CREMO WAFERS for these machines

ORDER A CASE FROM THE

CONSOLIDATED WAFER CO.

2628 SHIELDS AVENUE

CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS

MILK for MIX

NATURAL BRAND
Skimmed or Whole Milk) Powder

If you are looking for an excellent product that can be depended upon to work up into a splendid mix, you will find just what you want in these two Natural Brand Products.

Send a trial order now. Attractive contracts now being arranged for Spring and Summer delivery. Investigate what they offer.

BONER BRAND
Condensed (Skimmed or Whole

Guaranteed to run 70% to 72% total solids. Something worth considering when contracting for your mix ingredients. These Boner Brand milks are exceptionally smooth in texture and uniform in quality.

Stocks carried in all principal cities of the U. S. You are sure of prompt deliveries and fresh goods when ordering Natural or Boner Brand Milk for ice cream mix.

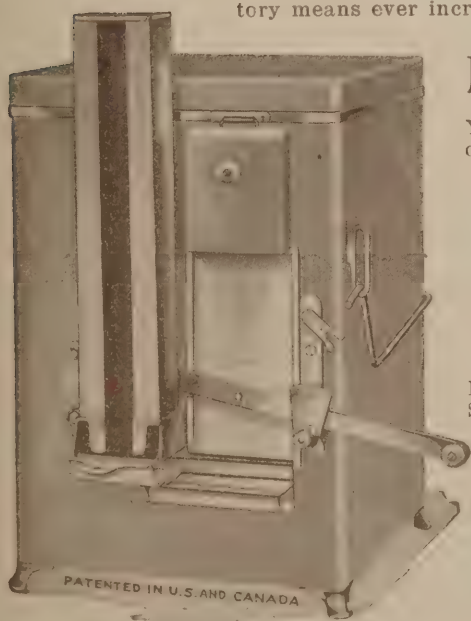
GET OUR PRICES NOW.

NATURAL DRY MILK COMPANY (Both Under Same Management)
BONER & COMPANY, Inc. Principal Office: 608 S. Dearborn St., Chicago
New York Office: - - 1270 Broadway

Investigate the New Sanisco Sales Plan

Our new sales plan enables progressive ice cream manufacturers to get Sanisco Ice Cream Sandwich Machines working for them without one cent of investment on their part.

The inducement offered ice cream manufacturers to get Sanisco Machines in their territory means ever increasing sales for their product.



New Sales Opportunities With a Sanisco

Your salesmen can now offer a real practical and money making method of selling ice cream at

- | | |
|----------------------------|------------------------------|
| Department Stores | News Stands in Office Bldgs. |
| 5c and 10c Stores | Dance Halls |
| City Parks | Club Houses |
| Amusement Parks and Places | Passenger Boats |
| Pool Halls | Bathing Beaches |
| Bowling Alleys | Waiting Stations |

If you are already selling these places your sales will double with a Sanisco.

Write for Circular and Sales Plan

THE SANISCO COMPANY
MANUFACTURERS

Station C

Milwaukee, Wis.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Cone Industry Represents \$20,000,000 Investment

More Than Two Billion Cones Eaten Last Year, Quality Said to Account for Industry's Growth

FEW members of the ice cream industry understand the strides the cone industry has made. The manufacture of ice cream as a commercial industry was pretty well underway when the cone made its appearance. Since that time the manufacture of cones has assumed important proportions. Approximately 25 firms are making cones on a more or less large scale. These firms are scattered throughout the country, the locations of the factories ranging from New England to the Pacific Coast and from the Southeast to the far Northwest. A number of smaller cone-making companies are located in virtually every large city.

The cone manufacturing industry represents an investment of approximately \$20,000,000, including plants, equipment and working capital. It has been estimated that something in the neighborhood of two and one-half billion cones represents the consumption for 1923.

The growth of the cone industry is attributable to quality production. Realizing that the future of the industry demanded keeping in step with the ice cream manufacturers in quality, leading cone manufacturers have bent their efforts to manufacturing a product of the highest food value, at the same time with regard to appetizing appeal.

THE first process in making cones in one large factory in the middle West consists of sifting the flour and forcing it into an automatic mixer into which

filtered water is run. To this base are added sugar, milk and certain flavoring extracts. From the mixer the liquid mass flows in sanitary pipes down to the next floor of the factory, where it runs into large tanks beside the baking machines. In the plant of this company there are machines which can best be compared to large wagon wheels about seven feet in diameter. Each wheel is divided into 36 spokes and on each spoke there is a double iron mold. These molds are made in two parts and are shaped like a familiar cone, the outside being a cone-shaped cup and the inside a solid cone.

The machines are the result of many years of experimentation and have been perfected to such a degree that they now run 99 per cent perfect, each wheel turning out 2,000 cones an hour.

Into each open, cup-like receptacle is inserted the inverted pointed piece of metal which presses the dough out in the shape of the cone. Rows of these receptacles run across the machine at frequent intervals. From the time the batter is pressed into the shape of the finished cone, during one revolution of the wheel, until the cone is ready to be dropped, is one minute and 35 seconds. In this time the cone is perfectly baked—both from within and without.

This company, it is interesting to note, has an investment of \$1,000,000 in cone manufacturing machinery—machinery that can be used for no other purpose.

"The future of the cone business," says a large cone manufacturer of the Eastern Seaboard, "depends largely upon the men engaged in manufacturing and distributing cones. If low prices is the objective and quality is sacrificed to make a price, cones will not grow in popularity; but if quality is considered first, we may expect to see the sale of cones keep pace with the increased consumption of ice cream throughout the country."

"When cones were first sold they were largely sold to children. They were made available to children by stands near school grounds. And the proper refreshment offered the child at a circus, picnic or any public recreation grounds always included ice cream cones. Thus in a generation were the children of the country educated to the use of ice cream. It is probable that the ice cream cone is to a greater degree responsible for educating the American public to the use of ice cream than any other one cause."

A manufacturer of ice cream cones in the South a few months ago "put the cone in the movies." This

A Highly Efficient Product

"**Ex**"

Edible Gelatine is a valuable addition to our food diet.

ESSEX GELATINE COMPANY

MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK CHICAGO ST. LOUIS
175 South Street 94 Board of Trade 400 So. Broadway

PHILADELPHIA SAN FRANCISCO
708 South Delaware Avenue Second and Brannan Streets

ATLANTA LOS ANGELES PORTLAND, ORE.
Haynes Street 747 Warehouse Street 405 Hoyt Street



A Magic Transformation

A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street CLEVELAND, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Food Handling and Public Health

It is not long ago that the interest in food as food was stimulated by the introduction of the "vitamine content phase" of research, which lessened the importance of energy producing food and emphasized the existence of elusive, unanalyzed, unisolated food factors, the absence of which in any dietary results in scurvy, beriberi, or rickets, and accounted for a whole range of deficiency diseases which materially affect personal efficiency and public welfare.

In a remarkably short time esoteric interest in food substance has given way to a rather general realization that scurvy and eye troubles may develop from low fat-soluble, low calcium, poor protein, and unsatisfactory salt combinations; that polyneuritis results from a lack of the water-soluble B which is procurable in yeast, spinach, wheat, soy beans, eggs, milk solids, and cabbage; and that scurvy is caused by a dearth of the water-soluble C which is best derived from fresh fruits and vegetables.

Our knowledge is now ample to guide safely the populace close to the sources of foods; but where questions of preservation and transportation enter into the picture, a wide range of scientific investigations became necessary to determine what vital content is lost by heating, whether a community depending upon cold storage or desiccated products is necessarily subject to vitamine starvation, and how deterioration—whatever the cause—affects food products.

Bacterial Ferments

The relation of bacteria to the food of man is another comprehensive field of research, much of which has centered about milk products—milk, cream, butter, ice cream, and other articles of universal consumption. All milk, today, becomes more or less contaminated at the time of its production. Hence all milk and consequently all butter become contaminated with decomposition and ferment products. In view of the voluminous literature on this subject it would seem that nothing new could be pointed out in connection with the influence of possible incubating temperatures on the qualities of milk, cream, and butter. Nevertheless, Dr. J. M. W. Kitchen, in a recent contribution on "Temperature Control as Related to Improvement in Milk, Cream, and Butter Supplies, and How It Should Be Applied," makes the assertion that the whole world is suffering greatly because of a lack of adequate practical application of information in regard to this subject.

There is not a package of milk or cream, or a pound of butter sold today that is as good as it can be made, according to Dr. Kitchen, because of (1) the uncertainty that exists in regard to the character of all such products as to infections and toxic contamination, and (2) the certainty that all such products are more or less contaminated with putrefactive products. There is no wonder, he says, that these products lack the highest attainable gustatory excellence, or that pediatricists have so little "luck" with bottle-fed babies.

He believes that the preservation of all milk by holding it in insulated containers at temperatures sufficiently high to inhibit bacterial activity will, in the future, replace the use of intensely cold temperatures on which dependence is now placed, and suggests, as

a measure to solve the troubles incident to a lack of uniformity in the production of milk throughout the year, the condensing of surplusage during flush times, coincidentally driving off volatile contaminants, and holding the product by deep refrigeration. The milk thus held would be reconstituted by adding sterile water, the milk being distributed at a temperature but slightly above the freezing point.

Sanitation Plus

Pasteurization is effectual in the preservation of milk when all the residues of bacteria and spores are destroyed by heat, but W. Paul Heath argues that more than the purely sanitary point of view is to be considered. Food values suffer both under heat and under long refrigeration, says Heath, and everyone knows what happens to temperature control during distribution and after the product gets into the hands of the consumer. In an address before the annual meeting of the Pacific Ice Cream Manufacturers, in Portland, Ore., recently, Heath declared that safety is assured and all dangers from fermentation obviated by the simple method of substituting sterile carbon dioxide for the bacteria-laden air which is a constant source of contamination in milk, butter, and ice cream. In extensive research which included a study of minute chemical changes which affect the flavor of ice cream and other milk products, Heath found that important changes, heretofore too little considered, may result from air contamination. In a cubic foot of air analyzed by the board of health of Chicago, more than 700,000 particles of dirt were counted.

Organic poisons from workmen's lungs, body odors, molds, and dusts of all kinds need to be kept out of ice cream, butter, and dairy products if they are to be preserved without loss of flavor or food value. Dairy products contain air bubbles varying from 10 per cent of the volume of butter to 50 per cent of the volume of ice cream, and the period of its purity (and safety) depends upon the bacterial count of the imprisoned air bubbles. The period of bacteria incubation becomes of no importance only when this air-borne contamination can be excluded.

Vacuum processes having failed, the experimentation of Heath led him to replace the air content with sterile, non-oxidizing carbon dioxide, which led to the development of his process of purification and preservation applicable to the churning of butter, the mixing of ices and ice creams, and the packing of milk products in a clean, non-oxidizing atmosphere which results in a sterile product. In a series of tests, air churned butter showed from ten to two hundred times the bacterial count of the carbon dioxide product, the count varying with the conditions of manufacture.

It is interesting to note in this connection that in the beverages notable for their keeping qualities the yeast has liberated bubbles of carbonic atmosphere, while even a thimbleful of air will cause a quart of fruit to spoil on the pantry shelf. Further developments of interest may be considered as assured, for so simple and effectual a means of food preservation, fully commercialized, makes possible the storing and shipment of hitherto highly unstable food products in perfect condition.—Advertisement.

Reprinted from The Modern Hospital



A CONE WITHOUT A NESTING RING IS OLD-FASHIONED

NOTE HOW
NESTING RING
RESTS ON TOP
OF LOWER
CONE.
WALLS OF CONES
CANNOT TOUCH



NESTING RING
PREVENTS
WEDGING,
SPLITTING
AND
BREAKING

Up-to-date Jobbers
recommend RING Cones

Up-to-date Dealers
demand RING Cones

Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring.

THIS VALUABLE FEATURE IS
PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE
UP-TO-DATE



HANDLE
"McLAREN'S"

The McLaren Products Co.

PEORIA
ILL.

DAYTON
OHIO

KANSAS CITY
MO.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

company had operators for a newsreel concern snap its cone-making machinery in operation. These scenes were reproduced on movie screens in various parts of the country and no doubt were of important educational value both to the cone and ice cream industries.

Following is a list of some of the better known cone manufacturing companies: Acme Cone Co., 814 No. 10th St., Philadelphia; Adams Cone Co., Bridgeport, Conn.; Alco Cone Co., Memphis, Tenn.; American Cone & Pretzel Co., Widener Bldg., Philadelphia; Atlantic Cone Co., Inc., 47 Union Ave., Jamaica Plain Station, Boston; Bes-Cone Co., 103 West Redwood St., Baltimore; Blackford's, 71 Broadway, Brooklyn; Brower Candy Co., Atlanta, Ga.; Cake Cone Co., Inc., 715 Victor St., St. Louis; Cone Company of America, 6001 S. Western Ave., Chicago; Consolidated Wafer Co., 2626 Shields Ave., Chicago; Doumar Cone Co., 2604 Granby St., Norfolk, Va.; Eagle Mfg. Co., Baltimore; French Bros.—Bauer Co., Cincinnati; Los Angeles Cone Co., 838 E. Jefferson St., Los Angeles; McLaren Products Co., Dayton, O.; Maryland Biscuit Co., Baltimore, Md.; National Sugar Cone Co., Inc., Cincinnati; Old South Cone Co., Chelsea, Mass.; Pacific Coast Cone Co., Portland, Ore.; Peerless Cone Co., Oklahoma City, Okla.; Peoria Cake Cone Co., P. O. Box 749, Peoria, Ill.; Roberts Cone Mfg. Co., St. Joseph, Mo.; and Turnbull Cone Machine Co., 1421 Fort St., Chattanooga, Tenn.



THE ICE CREAM SANDWICH A TWIN TO THE ICE CREAM CONE.

Time was when the word "sandwich" was barred from polite society. A sandwich was a slice of ham reposing between a couple of slices of home-made bread. It was a staple home product, usually found in father's dinner pail or in Jimmie's lunch basket.

Now it is a recognized article of commerce, dignified by competition and devoured in devious ways by high and low. But to make yourself understood when calling for your favorite sandwich you must now specify what kind of a sandwich your palate craves.

The ice cream sandwich may not carry the "punch" that father's ham sandwich did, but it is no less famous and quite as satisfying under the proper circumstances.

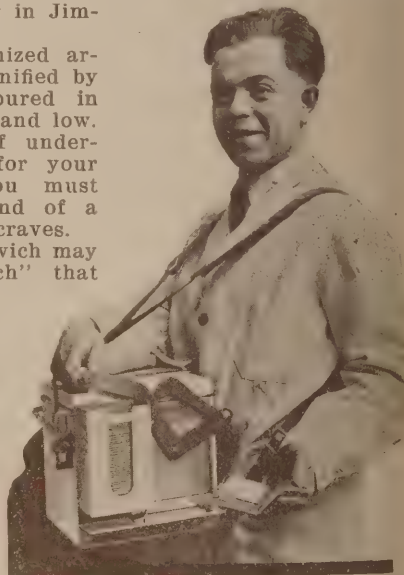
The ice cream cone has long been a favorite at baseball games, in theaters, fairs and other places where ice cream is peddled. Its twin, the ice cream sandwich, bids fair to enjoy equal favor in the future because of the recent invention of an ice cream peddling machine, the new Sanisco, Jr. It is constructed to hold one quart brick of ice cream, cutting 14 to 20 sandwiches to a quart. It has ice capacity sufficient to keep the ice cream hard while being served. The loaded machine weighs but 18 pounds.

At a ball game in Milwaukee one of these machines dispensed five gallons of ice cream from 2:30 to 4:00 p. m. At 10 cents per sandwich the receipts totalled \$28.00. Ice cream manufacturers have always appreciated the impetus given to sales of their product by the ice cream cone. They will also welcome a further exploitation of the ice cream sandwich.

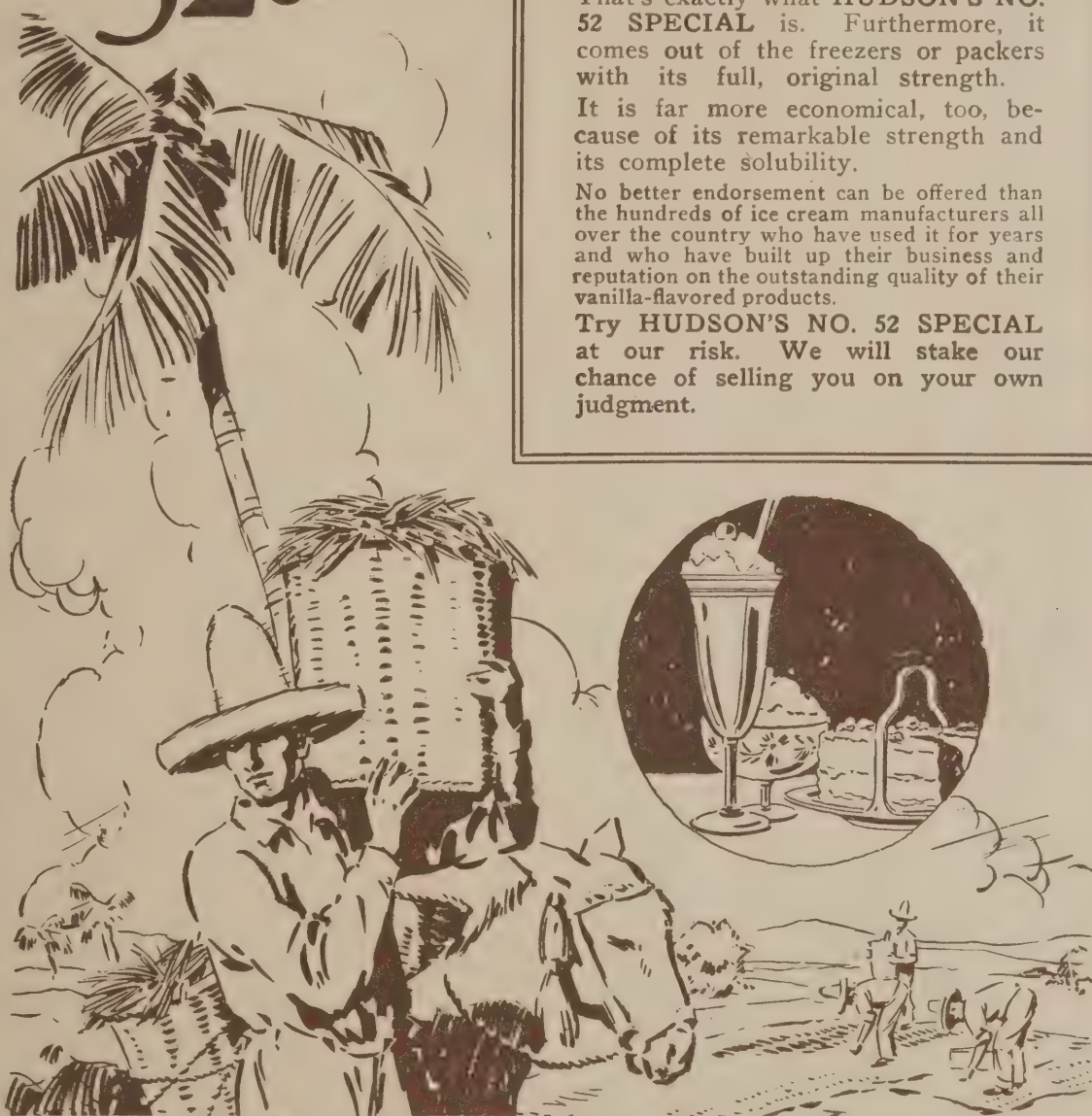


Lives of great men oft remind us,
To avoid a life of toil,
Just sell out our Uncle Sammy,
To the men who deal in oil.

Gym.



Hudson's No. 52 Special



FROM an actual dollars-and-cents standpoint, the vanilla flavor that counts most is the kind that not only has a smooth, delightful, mouth-watering taste and a rich, pungent aroma, but a strength and purity which dominates the product until it is consumed.

That's exactly what HUDSON'S NO. 52 SPECIAL is. Furthermore, it comes out of the freezers or packers with its full, original strength.

It is far more economical, too, because of its remarkable strength and its complete solubility.

No better endorsement can be offered than the hundreds of ice cream manufacturers all over the country who have used it for years and who have built up their business and reputation on the outstanding quality of their vanilla-flavored products.

Try HUDSON'S NO. 52 SPECIAL at our risk. We will stake our chance of selling you on your own judgment.

Let us ship you a sample keg of No. 52 SPECIAL extract or a sample gallon of Hudson's Concentrated No. 52—Express or freight prepaid to your city. You may return same at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

ESTABLISHED 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Manufacturers Enthusiastic Over Cone Week Plans

Association Officers and Members at Large Pledge Co-operation in Efforts to Boost Cones and Ice Cream. Dealers Like to Handle Cone Business

MANY ice cream manufacturers give much credit to the ice cream cone for educating the American public to the use of ice cream. It is true that ice cream production has greatly increased since the introduction of the cone nearly a quarter of a century ago. The fact that it competes with the five-cent sellers on the retailers' candy shelves and in the form of soft drinks may give some explanation. The dealer likes this class of trade. Glad to have a sale without having a dish to wash later, he generally gives the customer ordering a cone more than the five cent proportion of ice cream.

The cone has attracted ice cream sales when people would not have time to wait at the fountain to consume a dish of ice cream. Busy office employees often buy ice cream cones and are finished with them by the time the elevator reaches their floors.

However, it seems that the public has not been properly educated away from the idea that the cone is merely a container, a handy, convenient novelty. It is for this reason that manufacturers are receiving with much enthusiasm announcements concerning ice cream cone week. Here is what some of the association officers and members at large have to say:

St. Paul, Minn., March 19, 1924.

A few weeks ago while a number of the Twin City ice cream manufacturers were gathered at an informal luncheon, A. H. Heller of the Northland Milk & Ice Cream Company of Minneapolis made the suggestion that it might be advisable for us to encourage the establishment of an ice cream cone week. This suggestion was energetically received by those present, with the result that all agreed to broach the subject with any cone manufacturer's representative that they came in contact with. I personally have talked with several, with the result that much correspondence has passed between us, and it looks as though this project might be put across as a national event through the concerted action of both cone manufacturers and ice cream manufacturers.

I hope, through the medium of your publication, you will be able to interest enough of the ice cream manufacturers in the country to make the project a success, as it will no doubt create an auspicious opening of the ice cream season each year.

Yours very truly,

W. W. DUNN, Jr.,

Pres. Minnesota State Association
of Ice Cream Manufacturers.

* * *

De Sota, Mo., March 22, 1924.

The idea of a National Ice Cream Cone Week has our most worthy indorsement. The writer wishes to offer this suggestion; same has been tried out by him and only experience can be called the best teacher. We have been selling around 100,000 cones per season, and followed the old law of nature by governing ourselves with the lowest price for cones to comply with the demand of the dealers. When the season of 1923 came on we contracted for a better made cone and with a firm determination called on the trade with this argument that it takes a better grade of cone to sell more of Duffner's delicious ice cream, and to prove the above before the season was over we had sold 225,000 of the better grade cone in a limited territory, and increased our gallonage by a satisfactory margin, and appreciated the fact that we were responsible in giving consumer a pure food product ice cream cone, as well as bringing out the quality of our ice cream, being served in a cone.

DE SOTO DAIRY, ICE & SUPPLY CO.,

Wm. R. Dorlac, Sales Dept.

* * *

Los Angeles, Cal., March 17, 1924.

We sincerely believe this would be a mighty good idea. Of course the results obtained would be governed more or less by the amount of publicity National Ice Cream Cone Week would actually receive.

If the manufacturers of cones decide to give this matter publicity, we would be glad to co-operate with them to the extent of supplying our dealers with win-

Tycos

temperature
instruments



INDICATING



RECORDING



CONTROLLING

We are always ready to apply our knowledge and experience to the solving of temperature difficulties in the ice cream field.

What Is Your Problem???

Taylor Instrument Companies
ROCHESTER N.Y. 858

There's a Tycos or Taylor Temperature Instrument for Every Purpose

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Where Quality Tells—

If you use a gelatine that is pure, clear, of uniform quality, you will give excellent, unvarying smoothness to your product. It is the quality stamp. You can't neglect its importance.

Years back we set out to make the best gelatine possible. We used only the finest raw materials and carefully developed a special process of manufacturing our gelatine.

The result—

We are supplying hundreds of concerns with Atlantic super-clarified Gelatines—super-clarified because it shows at a glance a clearness unsurpassed by any other.

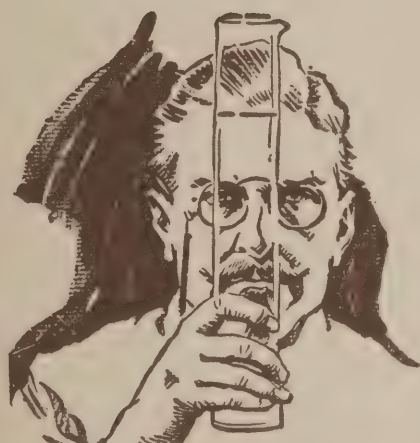
For clarity, purity and freedom from taste or odor Atlantic super-clarified gelatine has no equal. It readily passes the pure food requirements of every state in the Union. It's safe!

You should have it!

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches

Chicago Suite: 510, 118 N. La Salle Street
New York City: Room 1081 Woolworth Building



*"Purest and Best—
It Stands the Test"*

As a Test— One Barrel

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claim for it, send the unused portion back. We will pay the freight both ways.

ATLANTIC *Super-Clarified* **GELATINE**

dow strips. At the same time we believe we could put a banner on each and every one of our trucks, in addition to carrying this message in our advertising.

GLOBE ICE CREAM Co.,

A. A. Comey.

Vice-President and
General Manager.

* * *

Pottsville, Pa., March 13, 1924.

We most sincerely believe the idea of a National Ice Cream Cone Week will be very fruitful in its results, not only to the cone manufacturer but to the ice cream dealer in the consumption of ice cream and in the stimulated interest in the cone.

Our customers would all like to do more ice cream cone business for the reason that it is a more profitable sales medium for their ice cream than any other now in popular use.

We have always tried to assist our dealers to boost their cone sales with catchy window and counter displays, newspaper advertising and direct mail advertising.

I would, therefore, say that it is our belief that the ice cream manufacturers can and should co-operate with the cone manufacturers for their mutual advantage.

We have not, as yet, worked out the line upon which we shall assist in the National Cone Week propaganda but you can rest assured we are doing everything possible to make it a success.

YUENGLING'S ICE CREAM, Inc.,

T. Earle Smith, General Manager.

Small Sized Vacuum Pans

and Milk Condensing Equipment
for the Laboratory, Colleges and
Ice Cream Mix Manufacturers



Vacuum Pan.

Write
for Prices.

We can furnish these small size equipments in vacuum pan sizes ranging from 8" diameter to 36" diameter, with suitable forewarmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St.

Chicago, Ill., U. S. A.

Janesville, Wis., March 12, 1924.

I can see no reason why this should not help ice cream sales and furthermore we should have an ice cream week. Have always been a strong believer in national advertising and the ice cream manufacturers should get together and advertise the one product, "ice cream," educating the public to eat more of it on account of its great food value, etc.

The Fruit Growers' Associations, Southern Hotel Men's Associations and many other associations do this very thing with wonderful results.

I feel that the more publicity we could give National Ice Cream Cone Week through magazines, newspapers, window streamers, truck signs, bill boards, etc., the greater will be the success. One thing in particular must be encouraged, and that is the use of best grades of cones that can possibly be made.

We believe 1924 is going to be a wonderful ice cream year, but let's not wait for business to come our way—go after it and increase the consumption by educational advertising.

SHURTLEFF ICE CREAM COMPANY,

Charles Touton.

* * *

San Francisco, Cal., April 1, 1924.

I will only be too glad to co-operate in this movement by bringing it to the attention of our members and feel confident that the ice cream manufacturers in the territory covered by our association will heartily approve and get behind the movement.

JAY H. KUGLER, Secretary-Treasurer,

California & Southwestern States Ice
Cream Manufacturers' Association.

* * *

Los Angeles, Cal., March 17, 1924.

We believe that a National Ice Cream Cone Week will help materially to stimulate ice cream sales throughout the United States. Ice cream manufacturers should be able to co-operate with cone manufacturers to the mutual advantage of both.

CRESCENT CREAMERY COMPANY,

M. D. Allen, Advertising Manager.

* * *

Meridian, Miss., April 3, 1924.

Our association will be very glad to do what we can to further National Ice Cream Cone Week.

If I am supplied with window strips or any other display matter I will be very glad to send same to members of the Mississippi association.

N. D. BROOKSHIRE, Secretary,

Mississippi Ice Cream Manufacturers' Association.

* * *

Chicago, Ill., March 28, 1924.

I wish to state that the Illinois association has decided to co-operate, in every way, to make Ice Cream Cone Week successful and to aid in a greater distribution of ice cream.

We are taking the matter up more extensively with some of the ice cream manufacturers so that we may go after the matter in a whole-hearted manner.

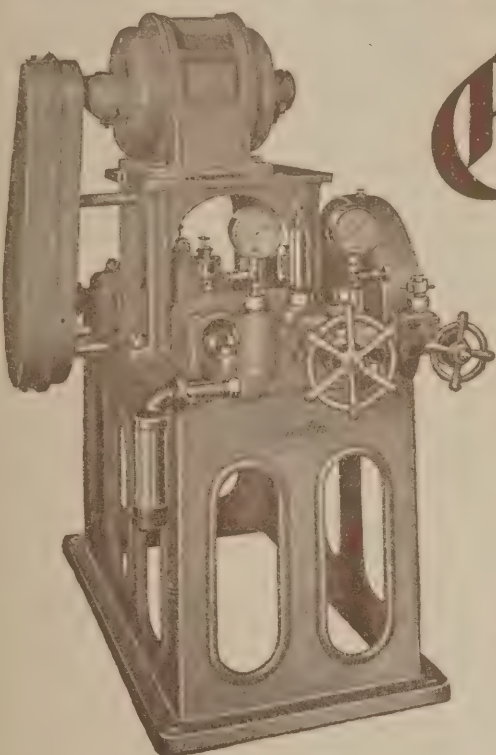
N. LOEWENSTEIN,

Secretary.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

An Absolute

Guarantee of a Better Ice Cream



The Gaulin Homogenizer
Type 400 Motor Driven
Equipped with 2-Stage Valve

Patent Applied For

Manufacturers

Manton-Gaulin Manufacturing Co.
Boston, Mass.

Sole Distributors

Manning Manufacturing Company
Rutland, Vt., New Haven, Ct.

Actual tests made with
the GAULIN 2-STAGE VALVE
have proven that—

- The viscosity or body of the finished mix is absolutely under control regardless of acidity.
- The mix may be homogenized finer than ever before, thereby producing a smoother and richer tasting ice cream.
- No increase of power consumption.

The Gaulin 2-Stage Valve is the only device on the market which can control viscosity, and the correct viscosity is just as essential as thorough homogenization

Literature describing the 2-Stage Valve in detail will be sent upon request



Guarantee: We absolutely guarantee that the Gaulin 2-Stage Valve will produce a finer ice cream than has heretofore been possible.

MANTON-GAULIN MFG. CO., INC.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

The Ice Cream Cone is a Dairy Product

Some Things Dealers and Consumers Do Not Know About Cones. The Cone is a Dairy "Handmaid" and a Fit Companion for Ice Cream

AMERICA is riding to health on dairy products. There may not be any royal road to learning, as one of the ancient teachers declared, but it would be difficult to find a more delightful road to health than by way of the ice cream cone, which certainly is entitled to be called a dairy product.

Back in the olden days of unwise dieting—of silly ideas about what children should eat and grown-ups should avoid—we had more false notions concerning food than were becoming of an enlightened civilized people. Every day doctors are making a lot of money off the foolish ideas that men and women entertained a few years ago. People are taking pills, gulping physics and undergoing painful and nerve-wracking stomach operations, much of this being due to unwise eating.

All of those things cost money. Ignorance always costs money, and many times it costs much more than all the money in the world—blasted health.

The cone is made especially for ice cream. The better class cones are made from pure rich milk and other wholesome ingredients.

THE life insurance company has an investment in human health. It deals in flesh and blood. Naturally, it is to the interest of the life insurance company to keep close tab on the rising and falling tides of life. For the insurance people have extremely good reasons for wanting to see life prolonged. They have equally good reasons for wanting to see good health prevail in the land.

For this reason it is deeply significant to note the importance that the Metropolitan Life Insurance Co., one of the greatest institutions of its kind in the world, attaches to milk as an agent of good health, thrifty habits and long life. The company spends a very great deal of money for advertising. In none of this advertising is any business solicited, and yet when you think of how important it is to this company's welfare that people follow safe and sane methods of eating and drinking, it will readily be seen that this advertising is certainly good business.

"Milk is nature's patent." That is a striking line from an advertisement the Metropolitan Life Insurance Company published in the April number of McCall's Magazine, and several other leading magazines, including the Saturday Evening Post.

THE public has no right to be ignorant of the ice cream cone. Some mothers used to say, "It certainly is hard to keep the children from thinking about those horrid old ice cream cones." Those same children now are healthy men and women, and are wise enough to let their own children eat all the cones they wish.

If every American mother fully understood the ice cream cone, its importance to the child's health, con-

tentment, peace of mind, etc., there would be more youngsters growing up into splendid manhood and womanhood to become builders of the nation.

When the cone first appeared, a score of years ago, many people regarded it as a novel container for ice cream. A few even thought the cone was not to be eaten. Later on, it was found to be very palatable. But even now many people think the cone is just a handy container for ice cream. Such is not the case. The cone is a food. Its just as much a food as the cake that people sometimes eat with their ice cream when there is company. The best thing about it is, the cone is a most digestible food, containing all the important elements that are in the cake without causing the burden of digestion such as heavy, gummy cake causes.

Few people who go into a drug store understand that the best medicine they can buy is over the soda fountain in the form of ice cream; and ice cream is never more palatable than when served in a wholesome, nourishing, appetizing cone.

Many mothers say, "I just wish I could get Johnny to drink more milk; he's such a puny lad." The answer is, let him eat it out of the ice cream cone. In taking it this way, he not only will get the value of the cream, but also of the other wholesome ingredients that go to make up ice cream, and the wholesome ingredients that make up the ice cream cone.

The drug store plays absolutely safe with the public. At one end of the store is the counter where you can buy something that will keep you well—ice cream, best served in the cone. At another end of the counter are sold products necessary to people who just never did make any effort to keep themselves well—drugs. We had rather make a profit by keeping people well than to take profits by seeking to cure people who don't know how to keep well.

IF DOCTORS were to prescribe a medicine that had nearly so much value to it as ice cream served in a cone, people would gladly pay more than a nickel for it.

Can you think of one single thing that you can buy for a nickel that gives you so much for the money?

The ice cream cone is the real bargain at the soda fountain. The customer gets more ice cream proportionately when he buys it in the cone than any other way, for the dealer likes to serve ice cream in the cone. He knows the cone is good, and when he sells it that is the end of the thing until somebody wants another, for there is no dish to wash. Therefore he can afford to put into the cone more cream for the money.

Few people understand how the ice cream cone can solve the problem of lunch in the office buildings. Many girls and young men who would like to cut down on their expenses do not know that they are spending more than is necessary for lunch.

One ice cream cone makes an admirable lunch. That is a fact. It is not generally known, it is true, but an experiment, will show you that one ice cream cone not only will satisfy the appetite, but also will leave one free of that heavy burden of digestion that slows up so many people right after lunch.

More than two billion ice cream cones were eaten in America last year.

MR. ICE CREAM MAN

Kunsmann's Cartoon Service will brighten up your ads and hold the readers' attention

WRITE FOR FREE SAMPLE SHEETS TODAY

KUNSMAN 29 Reed St. READING, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

*The H. H. Miller
Industries Co.*

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.

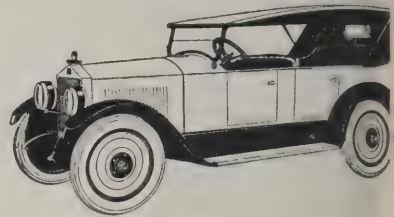


YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Auto Trade is Large Purchaser of Ice Cream Cones

**Cone is Being Recognized as an Edible Container
for Ice Cream and is Especially
Handy for Tourists**

*By HERMAN LAPAT**



AT this time, when, by the sincere efforts of the cone manufacturers in combination with the ice cream manufacturers, much thought is being given to the ice cream cone and the particular week when the public's attention will be focussed on it, it might be well for us to cast a cold, appraising eye on the position of the ice cream cone in the estimation of the public generally today by comparison with fifteen years ago.

As an article of food consumption, the ice cream cone today, retailed everywhere at five cents, is unequal for value and is, in the writer's belief, the only article of food that is being sold at prewar prices today.

The cone as an edible container for ice cream today is recognized all over the land and is without doubt here to stay. Multitudes of novelties have appeared and disappeared, but the cone stays on, due, the writer believes, for one reason to the ingrained love of children to suck and lick confections, rather than to bite them.

The cone industry generally is increasing very rapidly all over the country. This is due to many reasons. First—that the cone manufacturers, more or less, are

guaranteeing their product to be absolutely pure, which instills into the minds of the parents, the feeling that they may be eaten with safety. Secondly—that a nice cone is the natural sum for the average child to possess and to spend. Thirdly—that the ice cream manufacturers are today recognizing that a large distribution of cones materially assists in the dispensing of a larger quantity of ice cream.

The automobile trade without doubt has been and will be in the future a larger purchaser of ice cream cones. It is nothing, to the writer's own knowledge, to see many wayside stands to sell from one to five thousand cones on a Sunday. The candy manufacturer realized the possibilities of this way-side as well as city business, eight or ten years ago to the extent that today there are hundreds of standard five-cent candy packages on the market. These are in direct competition with the ice cream cone, particularly during the summer months. What is better for the child or grown-up during the extremely hot weather—a 5 cent candy bar or a nutritious and delicious ice cream cone?

* Manager Cone Company of America, Chicago.

Real Value and Correctness of Principle

is the only basis on which we could have built up a wood working plant covering 15 acres and employing 2,000 skilled workmen. This plant is a tribute to the everlasting qualities of Virginia White Cedar.

USERS OF

**Richmond
White Cedar
Tubs**

show their recognition of superior qualities by the persistency with which they re-order for increased requirements.

Send for prices

**RICHMOND
Cedar Works**

RICHMOND, VA.



TODAY one can go into San Francisco, New York, Buffalo, and find on the candy counters dozens of pieces standardized at five and ten cents, pure, well and attractively wrapped, whereas the ice cream manufacturers in the past has been, or most of them, indifferent to the vehicle wherein their own good product was conveyed to the ultimate consumer.

Many small ice cream manufacturers today think nothing of buying a carload of cones, which rebounds when wisely purchased to the reputation of their own product and enlarged sales.

The trend of the times, owing to competition, advertising and intensive distributing methods is without doubt eliminating very many of the smaller manufacturers who made cones under conditions that were simply abominable and such publicity as occurred in the Boston Post of August 23 last on its front page, telling the public that a million ice cream cones had been condemned does more damage to the ice cream trade as

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring

ANY HOLIDAY

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulps and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

At Our Risk — Make This Test of Tutti Frutti Mixture

We're so sure you'll like it that we'll ship you a 5 or 10-gallon keg and abide the result of your test. Use a half-gallon or gallon. If it fails—ship the remainder back and you owe us nothing. But it always makes good.

It's ready for use instantly and keeps perfectly; no waste at all, and it won't freeze hard. Makes the tastiest, most beautiful bulk or fancy brick cream with its bright colored fruits contrasting sharply with the cream.

Customers want it again and again. Make that test—send for a trial keg today!



Peach Cream Rules in June — Order

Solid Pack
Cold Process

Reyam Crushed Peach

In June, the bridal month, peach ice cream rules the roost. Only the part of wisdom, Mr. Ice Cream Manufacturer, to take advantage of it by ordering Reyam Solid Pack Cold Process Peach. Its deep golden color and piquant flavor will not be denied. Won't freeze hard in your mix, but keeps perfectly in each container. Packed in all sizes from No. 10 cans to 50 gallon barrels. Order it now and be prepared.

The Cincinnati Extract Works

422-424 West Fourth St.
Cincinnati, Ohio



Out in Front — Going Strong Reyam Butter Scotch

for making popular Butter Scotch Cream. Used in bulk cream or for dressing individual cups. Ready for use—your use. Order it now in No. 10 cans.

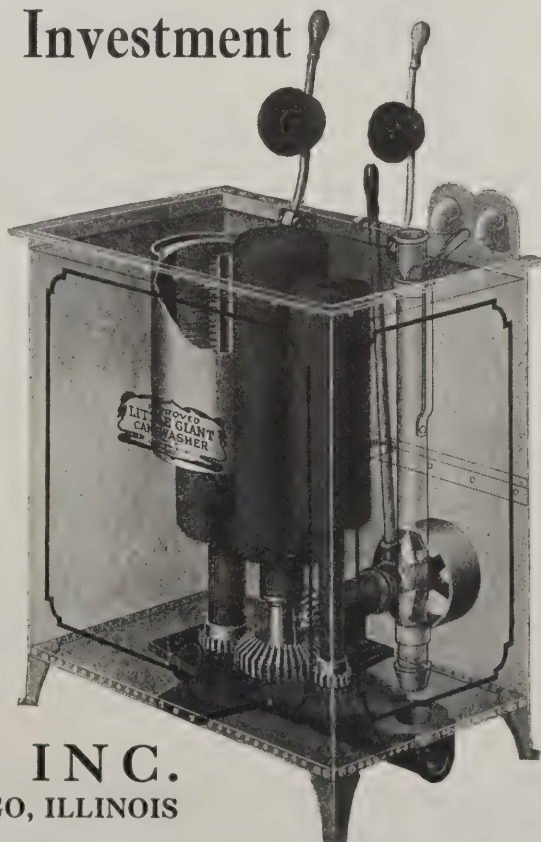
3rd Successful Season Supplying High Grade Food Products

More Cans Washed Per Dollar Investment

The Improved Little Giant Can Washer

Simple in design. Simple in operation. Inexpensive in first cost. Brushes thoroughly clean inside and out, a large volume of cans in all sizes from 4 to 40 quarts.

Factories big or little can use this can washer with profit.



WRITE US TO SEND YOU FULL INFORMATION
ON ITS ACCOMPLISHMENTS.

C. DOERING & SON, INC.
LAKE AND SHELDON STREETS CHICAGO, ILLINOIS

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.



**Franklin
Clear
Invert
Sugar**

**Will produce a vel-
vety ice cream with
a taste that lingers.**

**Ask our service
department.**

**The
Franklin Sugar
Refining Company**

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

the cone manufacturers than may be imagined. The one result of this publicity would naturally lead one to think that hundreds and hundreds of mothers and fathers in Boston and locality would strictly order their children on no account to buy ice cream cones, which means incidentally ice cream.

To such an extent have some ice cream manufacturers realized the importance of distributing a guaranteed cone that they pay their drivers so much commission for every box that they deliver, with the net result that the ice cream sales are going ahead very rapidly.

THE quicker the wall of prejudice is removed against eating out of the hand in public, the better it will be for the ice cream business. It is a peculiar thing that the average man in an average town dislikes to walk down the street eating even an apple, but once that feeling is removed, ice cream manufacturers may look forward to a huge increase in their business, due to the fact that walking down a street eating an ice cream cone is not detrimental to the dignity of any particular person.

It must be the solemn obligation of every ice cream manufacturer to push and cultivate the ice cream cone to the utmost of his ability because it rebounds back on himself in increased gallonage and profit.

The cone industry generally must be brought up to a plane, whereby a house manufacturing them must sell at a given price and not, as has been the custom in the past, the practice of making the cost fit the particular difficulty of selling a certain individual.

There are companies today whose output run into several hundred million cones per annum, but even this huge output is nothing to what may be looked forward to in the future, more especially since the ice cream manufacturer generally is recognizing the advantage of himself of furthering the sale of ice cream cones.



THE DEFIANCE ICE CREAM CO., DEFIANCE, O.

W. C. Hopkins and L. W. Hopkins purchased the ice cream plant from Weber and Harper on October 7, 1922, and business proved so successful that they soon outgrew



Defiance Ice Cream Co.

their plant and formed a corporation, including G. E. Watts. Then they erected a new building, which they went into in March, 1923. The plant is all brick and they are doing a business of 35,000 gallons of ice cream a year. They also do a milk business of 1,400 quarts bottles a day.

The firm is capitalized for \$25,000 and has an up-to-date plant. The officers of this company are: W. C. Hopkins, president; L. W. Hopkins, vice-president and G. E. Watts, secretary-treasurer.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Grand Rapids
ICE CREAM CABINET OF QUALITY

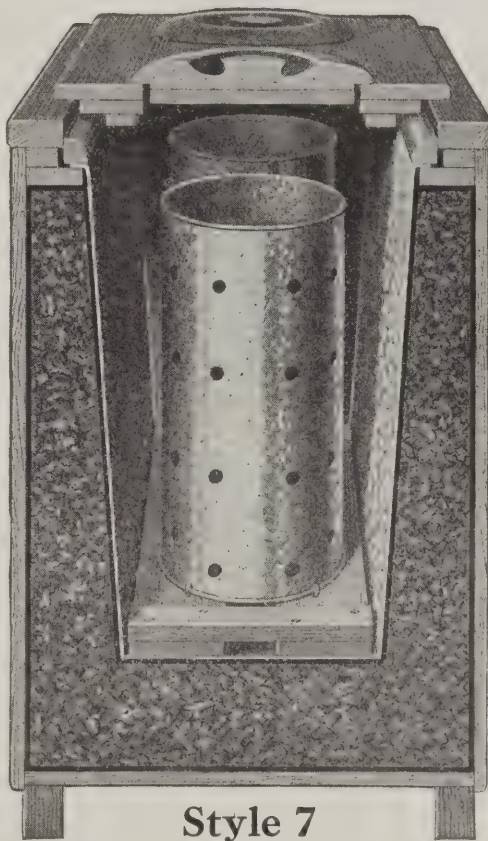
You Know You Are RIGHT When You Invest In GRAND RAPIDS ICE CREAM CABINETS

YOU pay for just one thing when you buy ice cream storage equipment—and that is **SERVICE**.

Absolute assurance of **medium service**—many years of efficient, trouble-free, low-cost service—is yours **in advance** when you standardize on Grand Rapids Ice Cream Cabinets.

Why is this so? **Because** Grand Rapids Cabinets have so unfailingly made good over a long term of years that they have built the largest business of its type in the world. **Because** the utmost in scientific refrigeration and time-proof quality is built into these cabinets. **Because** this company stands "four-square" back of its products and always has practiced this policy.

It is worth a great deal to know in advance that you are **RIGHT**, that your investment in cabinets is both safe and advantageous to your business. You can take the first step in this direction by sending today for a catalog of our complete line, including those two famous models, the Style 7 and the ZERO Brick Cabinet.



Style 7

The Most Highly Developed
Ice Cream Cabinet Ever Built

Catalog on Request

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,
CENTRAL SALES OFFICE AND WAREHOUSE,
NEW YORK STATE SALES OFFICE AND WAREHOUSE,
NORTH WESTERN SALES OFFICE AND WAREHOUSE,
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS

MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
CHERRY-BASSETT-WINNER CO., 400 Canal Street, SYRACUSE, N. Y.
A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Kicked Into Business

William Drake of Nashville Doesn't Believe in "Kicking Out" Folks; He Got Into Business Through the Kick of a Horse But Made it Pay by Pulling

OCCASIONALLY some man is "kicked out," but it is seldom that anyone is kicked into business. But that's what happened to a Tennessee gentleman. The kick of a horse made William E. Drake one of the leading ice cream manufacturers in the South. Mr. Drake, who, as the secretary-treasurer and general manager of the Union Ice Cream Company, Nashville,



W. E. DRAKE

directs the energies of a \$300,000 investment, told the story of how he got into the ice cream business recently to a representative of The Ice Cream Review.

"I was just a youngster, 17 to be exact, when the incident happened which got me into the ice cream business," Mr. Drake said, and leaned forward in his chair a bit as his memory reviewed the incident. Then he told the story.

When Mr. Drake was 17 and scarcely old enough to be out of school he was engaged for general clerical work in a Nashville bank. The bank was virtually owned by its president, who also owned a small ice cream plant in the city. One day when young Drake had been with the bank but a short time he was summoned to the boss immediately over him.

"How would you like to go out of banking and into the ice cream business?" his boss asked, and explained that the manager of the president's ice cream plant had recently been kicked by a horse and the blow had so utterly deranged him a new man must be found for the business.

"Mr. Blank told me to pick one of you boys here in the bank and send you over to him with the idea of training you up to take over the ice cream plant's management. Its a real chance; do you want it?"

And young Drake, naturally feeling a bit set over the idea, said yes.

Thus the kick of a horse in reality directly made a young bank clerk into an ice cream manufacturer, a manufacturer who has come to be recognized as one of the leading ice cream men in the South.

DRAKE was too progressive and independent to settle down for life in somebody else's business and as soon as he got on to the ropes of ice cream making he branched out for himself. True, it was with a small amount that he entered the ice cream industry, his own account, scarcely more than \$500 to be exact. But he was industrious, worked early and late, and had a knack for making one dollar do the work of two. The result was that within a few years he had built a little business up to the point where it had become a factor in the ice cream industry in Nashville and a consolidation with two other manufacturers was effected.

From a \$500 investment at the beginning William E. Drake now heads an ice cream manufacturing company which represents a \$300,000 investment.



EXPERIMENT TO DISCOVER THE KINDS OF ICE CREAM PEOPLE WANT.

Experiments in ice cream tastes have been conducted by the dairy division of the Department of Agriculture, Washington, D. C., under the direction of Owen Williams. Three persons out of every four, in one experiment, wanted ice cream made with a small quantity of gelatine in preference to that made without gelatine. Another experiment showed that the greater the content of fat in ice cream, the smaller the quantity consumed on the average. In the case of cream containing ten per cent fat, the average consumption was 341 grams a pint while cream with fifteen per cent fat showed average consumption of 317 grams. A pint of cream is equivalent to 283 grams.

In the third experiment, more than 60 per cent of the customers called for ice cream containing 19 per cent sugar and only 10 per cent called for that with 13 per cent sugar.



LET THE WEDDING BELLS RING OUT.

Bert Hillis, Terre Haute, Ind., is receiving the congratulations of his many friends in the ice cream business due to his marriage on March 27 to Miss Nina Hillis of Danville, Ill. Mr. Hillis has been out of the ice cream business for the past three years on account of his health, but is now quite himself again. He has been living in Florida during that time.



What is the difference between a Toreador and a Californian?

The Toreador kills the bull—the Californian "shoots" the bull.

Write for the new

Ice Cream Powder Preparations

Improve
Ice Creams
and Ices at
reduced costs
Supplied only in
100 lb. containers.

HELP
Richness
Smoothness
Viscosity
Ageing

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,

LONG WHARF

Importers

BOSTON, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

- W. G. AHERN**
40 Court St., Boston, Mass.
- H. A. JOHNSON CO.**
221 State St., Boston, Mass.
- C. E. RIDDLE**
Emerson Tower, Baltimore, Md.
- CHERRY-BASSETT-WINNER CO.**
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
- CHICAGO BRANCH**
Frank Z. Woods, Manager.
180 N. Market St.
- BLANKE MFG. & SUPPLY CO.**
214 Washington St., St. Louis, Mo.
- O'BRIEN & BUSHNELL**
304 Pioneer Building, St. Paul, Minn.
- LEE-GREEFKENS CO.**
570 Folsom St., San Francisco, Cal.
- CALIFORNIA FOOD PRODUCTS CO.**
949 E. Second St., Los Angeles, Cal.
- W. P. DOWNEY**
88 Grey Nun St., Montreal, Can.

SOMETIMES a Little Higher in Price BUT—

THINK
of
the Satisfaction
in using
GELATINE
which is—

- Free from liquefying and harmful BACTERIA when delivered.
- Freer from metallic impurities than the law requires.
- 100 per cent UNIFORMITY month after month.
- 100 per cent SOLUBILITY and rapid.
- The standard for purity and elegance by which all Food Gelatines are judged.

Ask any friendly competitor or Food Control Official.



Harold A. Sinclair

MERRELL-SOULE COMPANY QUALITY PRODUCTS

ADVERTISEMENT No. 1
For the interest and benefit of ICE CREAM MANUFACTURERS, we have planned a complete series of advertisements dealing with the production of our chief product, POWDERED MILK.

The Kind of Farms That Supply Our Fresh Milk

BELIEVING that fresh milk of the degree of uniform purity and quality that we demand can be produced only by model, modern dairy-farms, Merrell-Soule has always kept close watch over its source of milk supply.

In addition to co-operating in every respect with the various Public Health Boards with which we naturally come in contact, we maintain, at our own expense, a complete Dairy Sanitation Dept. Experts from this department make unexpected calls at all of our farms at irregular times. They require that every possible precaution be taken to insure the uniform purity of the milk at

all times. The location and condition as well as the equipment of the stables, milk houses, and all other buildings must conform to definite, rigid rules designed to eliminate, as far as possible, all forms of contamination.

So it is that these principles together with other vital factors in the manufacture of our product, that will be outlined in the succeeding advertisements of this series, enable us to offer the ice cream manufacturer a milk powder that is ideally suited to his needs.

Advertisement No. 2 will tell how the milk is received at our plant. Watch for it!

MERRELL-SOULE CO.
Syracuse, N.Y.

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Powdered Cream

Powdered Whole Milk

Powdered Skimmed Milk

Liquid Cream

Powdered Orange Juice



The New Era Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten day's trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.	{	John W. Ladd Co.
Columbus, Ohio		
Cleveland, Ohio		
Cincinnati, Ohio		
Philadelphia, Pa.	{	Cherry-Bassett-Winner Co.
Baltimore, Md.		
Pittsburgh, Pa.		
New York City		
Syracuse, N. Y.	{	J. G. Cherry Co.
Cedar Rapids, Ia.		
St. Paul, Minn.	{	A. H. Barber-Goodhue Co.
Chicago, Ill.		
St. Paul, Minn.	{	Geo. W. Prising Co.
San Francisco, Cal.		
Salt Lake City, Utah	{	Cannon Supply Co.
Louisville, Ky.		
Boston, Mass.	{	Standard Milk Machinery Co.
	{	Wright-Ziegler Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

MORE ABOUT THE USE OF EGG YOLKS IN ICE CREAM.

Brooklyn, N. Y., April 10, 1924.

Editor Ice Cream Review:

I have just read with interest the article on the use of dehydrated egg yolk as a filler in ice cream and in relation to quality, in the April issue of The Ice Cream Review and hasten to give you the following information:

We take it for granted that the article in question is based on the findings of Dr. P. H. Tracy, of the Department of Dairy Husbandry of the University of Illinois and as such is the case, would refer you to the article recently reprinted in some of the trade papers by Louis R. Price, president of The Egg Importers Association of America, the summary of which was as follows:—"the assumption that fresh eggs are used in ice cream to improve the flavor and body of the finished product, is absolutely incorrect as eggs are used in ice cream for the purpose of producing French ice cream which is a product totally different from the usual variety on the market." The report states further that "interest in dehydrated yolk is being revived through development of new methods of dehydration." The interest in the use of egg yolk in ice cream is not at all based on the convenient form of eggs that can be supplied, but it is due to the fact that by the use of eggs in ice cream, a stronger consistency is obtained, a smoother texture and a better flavor result. This flavor very naturally owes part of its character to the eggs used and is the flavor desired in so-called French ice cream.

Mr. Tracy objected to the egg flavor in some of the tests but observed that this was eliminated on heating to 150 degrees F. for fifteen to twenty minutes. Since pasteurization is ordinarily practiced in ice cream plants, this would take care of this objection and it seems very unimportant to have referred to this at all.

The results obtained in the investigations of viscosity and overrun are particularly confusing and do not appear to be consistent. By adding egg yolk before homogenization a decrease in viscosity is generally found and when added to the mix, after homogenizing the viscosity will sometimes decrease and sometimes increase. Such results are completely at variance with the results obtained by experienced ice cream manufacturers in their practical work and in the tests conducted under the auspices of the Egg Importers Association by their official chemists, Seil, Putt and Rusby of New York City.

In the matter of texture and resistance, it is not fair to conclude that this effect is simply a function of the amount of solids added and that the same results would be obtained with milk solids as with egg yolk. The addition of four ounces of egg yolk to a 50 pound batch amounts only to one-half of one per cent added solids. Such a change in percentage of solids is insignificant in claims of milk solids, yet the effect of the egg is pronounced for even the small percentage of one-half of one per cent egg yolk is equivalent to yolk obtained from fifteen shell eggs.

The effect of egg yolk is due to its particular colloidal or emulsion form which in turn influences the suspension or emulsification of other substances when the egg yolk is mixed into a batch of other ingredients. Egg yolk has long been recognized as an emulsifying agent of the highest value and not to be compared in that connection with fats or other solids of milk.

Your correspondent further states, in his report, that ice cream manufacturers should not lose sight of the fact that the same results can be obtained by additional milk solids but his own results do not warrant this conclusion. Practical tests made in the plants of leading

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

JUNIOR
\$365.00



This machine fills the carton with a mere lift of the lever. One, two or three colors—The new Automatic Valve insures a perfect package.

3
COLORS

The New
Rogers BRICK
MAKER
with
Automatic Valve
Hand and Electric
A machine to meet your requirements.
Write for Booklet 52

"National
Approved" Distributors
Specialties"

John W. Ladd Co.
Detroit Columbus Cleveland Cincinnati

2
COLORS

1
COLOR



Bigger ICICLE Profits For You This Year

The demand for ICICLE has increased so phenomenally the last two years, we are enabled to lower manufacturing costs and give you longer profits. A full 10% reduction is made on ICICLE cartons this season.

Send for a few FREE sample ICICLE cartons. Examine the exclusive and novel "push-up-bottom" feature. Fill the samples with your own brand of ice cream and try them out on dealers, consumers and friends. Then, you'll know why

ICICLE has become the most popular ice cream dainty on the market.

You buy only the carton and fill with your own cream. When you order cartons in quantities your name and color selection are used on the label. Cartons filled with Sprague, Mojonier or our special Lincoln fillers.

Get exclusive franchise for your city. Send for FREE carton samples and complete information. Write TODAY.

ICICLE SALES COMPANY, 132 South 13th Street, LINCOLN, NEBR.

What Would This "Ruling" Mean to You ?

The final decision just issued by The Interstate Commerce Commission requires dry packers to be billed at 25% less than actual weight. Actual weight of Glacifer with 5 gallons of ice cream 90 pounds. Billing weight by express 68 pounds. (Interstate) Also applies Intrastate in some places.

WE WILL BE GLAD TO TELL
YOU WHAT THE

Glacifer Dry Packers

will do for you in your section—
how they are made and why they
keep ice cream in good condition
without ice or salt for 15 to 36 hours

The Glacifer Co.

Miller Street

Somerville, Mass.



This is a
20 quart
Bulk
Glacifer

Also
made for
Brick
Shipments

Samples sent on 30 days trial

ice cream manufacturers throughout the United States have in no instance demonstrated the fact that milk solids could produce the same effect in ice cream as do the dehydrated egg yolks under consideration. It is surprising that an authority of Mr. Tracy's standing should characterize egg yolk as a filler in ice cream. In this connection, it seems unnecessary to refer to the work of numerous investigators who unanimously refer to dry egg yolk as a product of high food value possessing natural salts and vitamins.

On the question of flavor, Mr. Tracy refers to the committee of sixty-seven judges. Judges in such tests seldom render a conclusive report on any flavor. Individual tastes differ so widely that it is quite difficult to obtain definite information from tests conducted on a group even though fairly large in one locality.

Mr. Tracy summarizes the results of his flavoring tests as follows:

	4 oz.	6 oz.
	dehy.yolk	dehy.yolk
	to 50 lbs.	to 50 lbs.
	Control	batch
Number placing 1st.....	24	21
Number placing 2nd.....	19	24
Number placing 3rd.....	19	17

It is difficult to understand just why he should particularly emphasize the opinion of the minority to elaborate upon same. It will be observed that in each of the three tests out of sixty-seven judges, forty-two unquestionably selected the ice cream containing egg yolk, yet, Mr. Tracy says that the tendency was for his judges to prefer ice cream containing the smaller amount or no egg yolk at all.

Dehydrated egg yolks are now sold in the American market on merit and even though they are imported from the Orient, they are manufactured under the most sanitary conditions in modern, up-to-date plants under American supervision.

Yours very truly,
H. I. ROSNER.



"SEASON" TO OPEN EARLY IN NORTHWEST.

The ice cream season in the Northwest will open earlier this year than usual, according to Bert H. Walker, secretary of the Pacific Ice Cream Manufacturers' Association, who looks forward to a big season of business as to volume. Mr. Walker's home town, Tacoma, Wash., has more ice cream factories than many cities much larger, including Milwaukee. All of these plants are looking forward to a large volume of business, we are told.



TEXANS TO MEET EARLY IN DECEMBER.

The 1924 convention of the Texas Ice Cream Manufacturers' Association has been set for the first week in December, according to announcement by A. J. White, secretary of the association. The convention will be held at Dallas. The secretary will notify members of the exact date as soon as dates of other Southern associations are announced. It will be noted that the Texas convention will not conflict with the date for the national convention at New Orleans, November 17 to 20.



POOR FISH.

Wife: "How many fish was it you caught on Saturday George?"

Husband: "Six, darling—all beauties."

Wife: "I thought so. That fish market has made a mistake again. They've charged us for eight."—Good Hardware.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.

Gentlemen: Will you be kind
enough to write and give us
the story of your ESKIMO
PIE BALLOON DAY? We are
interested in it.

Name

Address

City



All the argument in the world will not down facts. The pin prick of fact always bursts the bubble of pretension.

It is a fact that Eskimo Pie, the original, is nationally known and appreciated. It is a fact that Eskimo Pie is sold to more people than any other ice cream confection in the world.

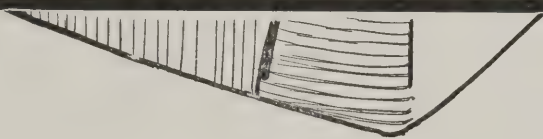
It is a fact that Eskimo Pie Balloon Days have multiplied Eskimo Pie sales five to ten times —

from ten thousands to hundreds of thousands a day for the manufacturer.

Bank on facts—persuade your dealer to keep up window strips and feature an Eskimo Pie Balloon Day, and sales will go up—up—up.

ESKIMO PIE CORPORATION
5 N. Wabash Avenue
Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

CHICAGO, ILL.
New England Distributor
EASTERN PAPER & BOX CO.
46 Portland St., Boston, Mass.



CHAS. R. PHILLIPS,
President.

F. J. MINGES,
Vice Pres.

L. W. CHAPIN,
Sec.-Treas.

STANDARD
VANILLA
AND
BLENDS

G.R. RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
EXCLUSIVELY
Rochester, N.Y.



Use International Standard Fittings

The Story of the International Standard Interchangeable
Sanitary Fitting

By R. E. LITTLE*

Outline of three years' activities of the joint committees of the Manufacturers of Sanitary Fittings, and committees on standardization of equipment of the National Association of Ice Cream Manufacturers, Allied States Creamery Association, and The International Association of Milk Dealers.

AFTER three years of earnest labor on the part of the joint committee, representing all branches of the dairy industry, having to do with sanitary pipe and fittings, the manufacturers of the fittings, the ice cream, the butter and the fresh milk national organizations, there will be placed upon the market on May 1 by the manufacturers and jobbers of sanitary pipe and fittings, the International Standard Sanitary Interchangeable Pipe and Fitting.

This accomplishment, which stands out as one of the greatest things ever brought into fruition through the co-operation of all parties in interest, is an indication of what can be done in an industry for the material benefit of that industry when all parties have a common vision and are willing and determined through a co-operative program to bring that vision into a reality.

Because of this marked progressive step by the several interests in the dairy industry, it will undoubtedly be of interest to the users of sanitary pipe and fittings, as this standard fitting is about to be placed upon the

* Secretary of the International Association of Milk Dealers and secretary of the joint conference committee.

market, to review somewhat the history of the work, the visions, and the problems and the obstacles that beset those upon whom rested the responsibility for accomplishing such an unusual undertaking. We wish to direct the attention of the user of these fittings to the responsibility that now rests upon him to show his appreciation of that work, of that labor and that vision of those who "blazed the trail" by a determined effort to adopt the International Standard Fitting in their plants just as rapidly as conditions will efficiently and economically permit.

This work was first undertaken in 1920. F. N. Martin, president of the Hazelwood Co., Ltd., of Spokane, Wash., and then president of the International Association of Milk Dealers, appointed a committee under the leadership of T. M. Carlyle, Union Milk Company, Calgary, Alberta, Canada, with whom were associated F. B. Flood, Boadview Dairy, Spokane, Wash.; L. Fred Muller, Union Dairy Co., Rockford, Ill.; Chas. F. Whiting, Whiting Milk Companies, Boston, Mass., and R. E. Little, secretary of the association.

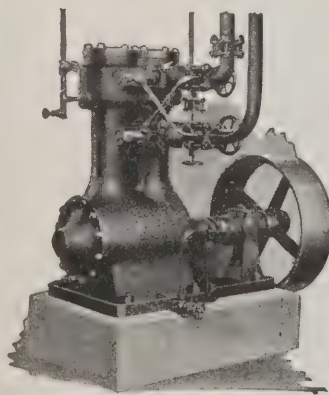
THE appointment of this committee followed a general discussion of the subject following a paper read at our thirteenth annual convention at Chicago, by F. B. Flood. In that address Mr. Flood pointed out that while undoubtedly very marked advance had been made in the science of processing and distribution of milk, that the achievements in milk plant machinery and equipment had scarcely kept pace with the rapidly developing business.

He dwelt shortly upon the need of standardization in all classes of milk plant equipment to a certain extent, but particularly the striking example of sanitary pipe and fittings. To use Mr. Flood's own words, "Every milk plant large or small must use a certain amount of equipment. Iron pipe and fittings are of standard size, regardless of pattern. The product of one manufacturer will fit that of another but the sanitary pipe and fittings found in milk plants are of fifty-seven varieties. In our plant we have no less than seven different makes of sanitary fittings, and none of these interchangeable, and being some 2,000 miles from bases of supplies, it is rather annoying at times to say the least.

* * *

"Seemingly each and every manufacturer endeavors to turn out something different in the line of sanitary pipe and fittings; and it must be said that they are eminently successful. Some manufacturers take the inside diameter to gauge size of tubing. Others, to show originality, use outside measurements. Even though one manufacturer adopts the same diameter another uses, and this he must do because there are only two to choose from, yet he still can be different, because he can vary the thickness of his tubing, making it thicker or thinner than the other fellow's. If he makes it thicker his selling talk is that he makes it stronger, and won't dent by ordinary usage, and if it is made thinner, the

Vilter Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements
—no obligation to you.

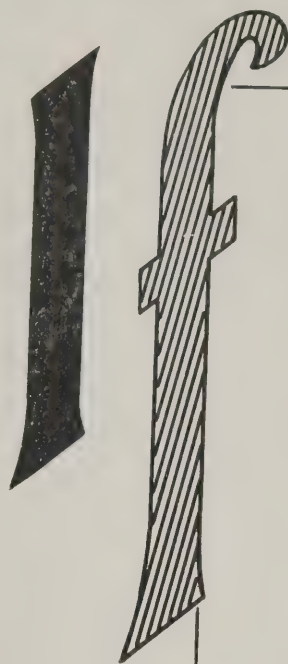
The
Vilter Manufacturing Company

ESTABLISHED 1867

830 Clinton Street

Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



you are planning new installations of Sanitary Piping for that "new" plant or for present plant expansion or replacement,—

Specify

International Standard Fittings

But

to be sure of having your fittings when wanted,—

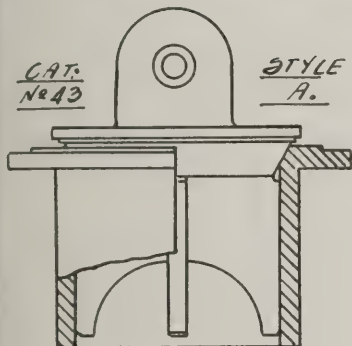
Order Early

This symbol on Sanitary Fittings denotes complete compliance with specifications of International Milk Dealers' Standard.

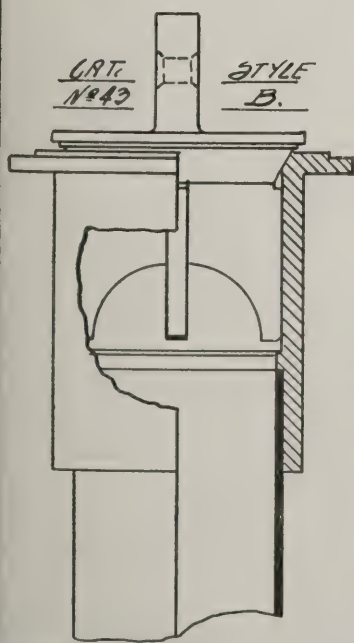


PLUG VALVES

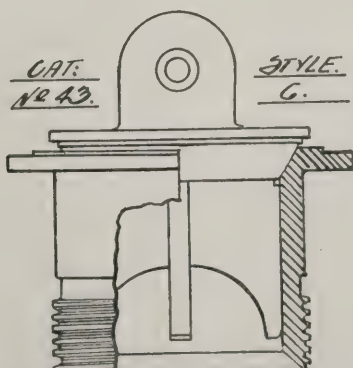
REVISED AND IMPROVED



1. Specialty Brass plug valves are now made with an extended rim so that valve seat will be protected in case of dropping on hard floors.
2. Valves are made with four wings that guide the plug straight in the sleeve and keep it from binding.
3. Valves are made in three styles. Plain; recessed with shoulder for flush fitting sanitary pipe;—or with International Standard Thread. Regular sizes from 1½ inches to 6 inches. Larger sizes and special styles to order.

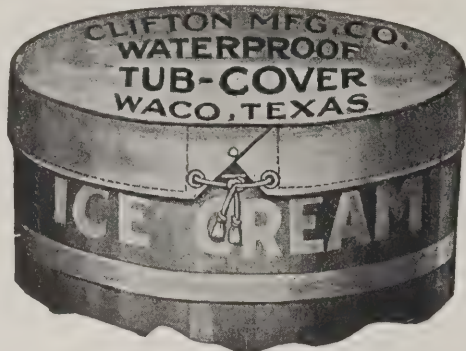


Send for complete fitting circular and prices



SPECIALTY Brass Company

KENOSHA, WIS.
ALBION, N. Y.



COVERS—

for "Real" Satisfaction

A real fit. A quality that gives real wear. Workmanship that gives real service. A price that makes this cover the best for all around satisfaction.

A sample and our prices will convince. Write—

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

SALES OFFICES:

Detroit, Mich., 4858 Linsdale Ave. Chicago, Ill., 411 So. Sangamon St.
St. Louis, Mo., 1426 Chemical Bldg. San Francisco, Calif., 276 Golden
Kansas City, Mo., 202 Bryant Bldg. Sydney, Australia, Gate Ave.
Denver, Colo., 1003 Broadway Ave. McArthur House, York St.
Los Angeles, Calif., 747 Warehouse St. Mexico, D. F., Box 2616



WE MANUFACTURE THEM

Let us give you a quotation on
your next order for

ICE CREAM PAILS AND CARRY OUT CANS

Quality and Workmanship Count

In the BESCO Ice
Cream Pails and
Cans we have both

We carry a complete line for the ice cream maker

BESSIRE & COMPANY

INCORPORATED

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA

argument produced is that it is lighter to handle. Evidently any variation has its virtues."

THIS was the beginning, and the committee appointed by President Martin immediately proceeded to get busy following a call from Mr. Carlyle. The chairman directed the secretary to make a survey of the field through members' plants and through the manufacturers of pipe and fittings to determine in a preliminary way just what practices then existed and just what problems really presented themselves to challenge the co-ordinated effort of the several interested organizations.

This was done and the chairman called a conference of representatives of the milk dealers and the dairy machinery interests at the offices of the secretary of the association in Chicago on April 18th, 1921.

At this meeting a general discussion was held as to the desirability or feasibility of co-operation between the interests looking towards an educational campaign having in view the beneficial results to be obtained from standardization of dairy plant equipment and supplies.

The representatives of the various interests were unanimously of the opinion that the time was ripe for co-operative action along this line and that steps should be taken by members of the various dairy interests to unite upon some program of co-ordinated effort that would tend to accomplish a more general standardization of dairy plant equipment and supplies.

While the representatives of the machinery interests present recognized the desirability for standardization in a number of lines of equipment, at the same time they did not feel that they were in a position to take the initiative for the reason that the equipment of the present day was the result of the dairy demand and that any changes looking towards a more universal uniformity must be brought about as a result of a crystallized suggestion from the dairy industry followed by an educational campaign, participated in by all interests, having in view the adoption eventually of certain general standards of all classes of dairy equipment and supplies.

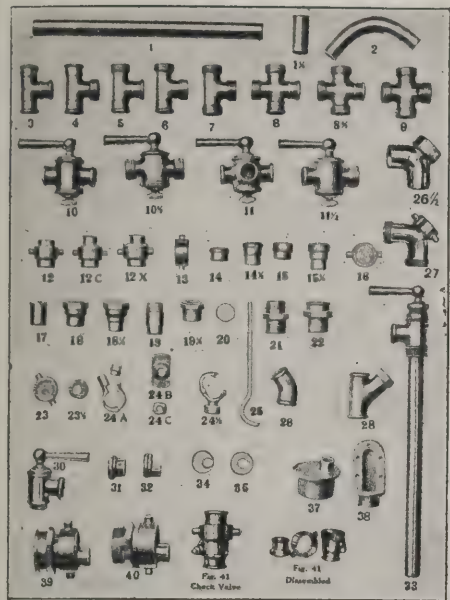
It was the sense of the meeting that a report should be made back to the several interests represented with a view of determining upon some co-operative program as would best serve to bring about these very desirable results.

It was further suggested that this matter be brought to the attention of each of the associations interested in the dairy industry, requesting that the matter be one of their subjects of discussion at their annual convention.

The instructions of this conference were complied with by the central office of the association and at the annual meeting of the International Association of Milk Dealers in October, 1921, at St. Paul, Minn., Chairman Carlyle reported upon the work of the year calling attention to the fact that the several national organizations had promised their full co-operation with the activities of the international committee. Mr. Carlyle closed his report with these significant words: "I believe this report, in a nutshell, means this: The standardization of equipment is in your hands. I don't believe anybody is quite as anxious as some of the manufacturers I have met to have our equipment standardized."

The exceptional work that was inaugurated by this committee was carried forward in the year 1922. E. M. Bailey, vice-president of the Rieck-McJunkin Dairy Company and president of the association, again appointed a committee on standardization of equipment under the leadership of W. H. Forster, The Pure Milk Company, Ltd., Hamilton, Ontario, Canada, as chair-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



“AMERICO” FITTINGS

ARE
Standardized

to
*International Milk
Dealers' Standard
Thread and
Specifications.*

For your next job
of Sanitary Fittings
specify “AMERICO”
International Stand-
ard—Correct in de-
tail--Quality--Price.

*This symbol
assures you of
fittings being in
accordance with
International
Standards and
Specifications.*

*Write for Price
List*

American Copper & Brass Works

Manufacturers of Dairy Equipment

610-616 East Front St.

Dept. R-42

CINCINNATI, OHIO



NORTH, EAST, SOUTH AND WEST—“REVIEW” IS LIKED THE BEST.

man, assisted on the committee by F. B. Flood, Broadview Dairy, Spokane, Wash.; C. R. Lindback, Abbotts Alderney Dairies, Philadelphia, Pa.; Dr. D. B. Peck, Bowman Dairy Co., Chicago, Ill., and S. M. Ross, Moores & Ross Milk Company, Columbus, Ohio.

THE National Association of Ice Cream Manufacturers appointed a committee consisting of John Knobbe, McBride Bros. & Knobbe, Chicago, Ill., chairman; H. J. Ayers, Horton Ice Cream Company, New York City; J. D. Kinnett, Macon Ga.; N. Lowenstein, secretary of the National Association of Ice Cream Manufacturers, Chicago, Ill., and Chas. G. Morris, president of the National Association of Ice Cream Manufacturers, New Haven, Conn.

The Allied States Creamery Association appointed the following: Prof. A. L. Haecker, president, Allied States Creamery Association, Lincoln, Neb.; F. W. Crowley, Des Moines, Ia.; J. J. Farrell, secretary, Dairy Products Association of the Northwest, St. Paul, Minn., and W. W. Marple, secretary, Illinois Butter Manufacturers Improvement Association, Chicago, Ill.

The first meeting of this committee was held in the central office of the international association in Chicago on February 9, 1922. The work of the previous year was analyzed and it was decided that the standardization of the sanitary pipe and fitting was the one of most immediate necessity.

The afternoon session was attended by representatives of manufacturers and supplymen, who offered their fullest co-operation in any program that might be adopted looking towards the standardization of the sanitary pipe and fitting.

Chairman Forster requested the manufacturers to send to the next meeting their engineers with blue prints

and sample fittings to work with the joint committee looking towards the development of a standard fitting which would not be the fitting of any one manufacturer but rather a new fitting embracing if possible the most desirable features of all. It would be a fitting uniform as to gauge of tubing, general outline and diameter of fitting and bevel of seat, these being the only features where standardization would be necessary to make such fittings uniformly interchangeable, in all other respects manufacturers to work out their own salvation as theretofore.

It was the sense of the committee that if this joint conference resulted in a fitting that could be the subject of a recommendation at the annual convention of the national organization of the dairy industry that an educational campaign should be engaged in with the memberships pointing out the general demands of the industry and to make it clear that if a standard fitting was adopted that the industry at large must be prepared to replace old and worthless fittings with a new standard as rapidly as operating conditions would permit.

It was also pointed out by both the dealers and manufacturers that the adoption of a standard fitting would involve the necessity of stepping out of the old path, the burden of which has been so onerous in the past and which has caused the dealer to send up a cry for a standard fitting and which has resulted in work of this committee. It was shown that this meant the scrapping of present styles of fittings as rapidly as conditions would permit. Also for the manufacturers of the newly adopted standard fitting it would mean the scrapping of old forms and parts and the making of new ones. The manufacturers graciously stated that they would be only too happy to bear this additional burden, were it the means of giving the industry a standard fitting and them the assurance of the industry that they were prepared to accept this standard fitting after they had gone to the expense of making it, thus squarely placing before the industry the sincerity of their wish to have a standard fitting.

The meeting was adjourned to March 13, 1922, and the secretary was instructed to send invitations to the following firms:

E. B. Adams, Waukesha, Wis.
D. H. Burrell & Company, Little Falls, N. Y.
Creamery Package Mfg. Co., Chicago, Ill.
Davis-Watkins Dairymens Mfg. Co., Chicago, Ill.
Miller Pasteurizing Co., Canton, Ohio.
Mojonnier Bros. Co., Chicago, Ill.
Jas. D. Rawles Co., Boston, Mass.
Specialty Brass Company, Kenosha, Wis.
Wisner Mfg. Co., New York, N. Y.

IT WAS early recognized that in the working out of such a plan, the dealer must be prepared to "give and take" on a broad plane of thinking and also that it must be determined whether if such a fitting is to be adopted, the members must be prepared to buy that fitting for future use, rather than insist on old fittings which would then be in use. Unless the industry was prepared to sincerely adopt a new standard fitting, it would be useless to recommend a new fitting.

The adjourned meeting was held on March 13, 1922, at the Hotel Sherman, Chicago. The following were in attendance:

International Association of Milk Dealers.

W. H. Forster, chairman, The Pure Milk Co., Ltd., Hamilton, Ontario, Can.

(Continued on page 132)

BAKER

System Refrigeration



Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

SLOW SPEED

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WAUKESHA NICKEL

“The Lifetime Metal”

Standardized SANITARY FITTINGS

Made in accordance with

Standard specifications of
The International Ass’n of Milk Dealers



*The Emblem
on Standard International
Fittings*



National Association of Ice Cream
Manufacturers



Allied States Creamery Ass’n

You can have your fittings interchangeable by insist-
ing on the International Standard.

Why not get them of *Waukesha Nickel* now?

WAUKESHA SPECIALTY CO.

WAUKESHA, WISCONSIN

N. J. Dessert, Detroit Creamery Co., Detroit, Mich.
 F. B. Flood, Broadview Dairy, Spokane, Wash.
 Dr. D. B. Peck, Bowman Dairy Co., Chicago, Ill.
 R. E. Little, secretary, Int. Assn. Milk Dealers, Chicago, Ill.

National Association of Ice Cream Manufacturers.

John Knobbe, chairman, McBride Bros. & Knobbe, Chicago, Ill.
 H. J. Ayers, Horton Ice Cream Co., New York, N. Y.
 J. D. Kinnett, Macon, Ga.

Allied States Creamery Association.

W. W. Marple, secretary, Ill. Butter Mfgs. Improvement Association, Chicago, Ill.

Manufacturers.

E. F. Wellinghoff, Creamery Package Mfg. Co., Chicago, Ill.
 W. C. Davis, Davis-Watkins Dairymen's Mfg. Co., Chicago, Ill.
 T. L. Valerius, Davis-Watkins Dairymen's Mfg. Co., Chicago, Ill.
 H. H. Miller, Miller Industries Co., Canton, Ohio.
 T. Mojonnier, Mojonnier Bros. Co., Chicago, Ill.
 C. M. Anderson, Specialty Brass Co., Kenosha, Wis.
 E. C. Adams, Waukesha Specialty Co., Waukesha, Wis.

Investigation, in the meantime, had developed the fact that from the consumer's standpoint it was universally expressed that the standardization of sanitary pipe and fittings was much to be desired and practically necessary for the welfare of the future buyers of fittings, after which the manufacturers one and all agreed upon a program of standardization and promised full co-operation.

The survey of the industry indicated that there was a universal demand in favor of a fitting specifying O. D. Pipe, Acme Thread with a 45 degree seat or bevel.

It was recommended that 18 inch Gage O. D. pipe should be used for 1 inch, and 1½ inch Tubing; 16 inch for 2 inch, 2½ inch and 3 inch tubing and 14 inch gage for fittings of a larger diameter.

In discussing the type of thread it was unanimously agreed that owing to its sturdy construction and the fact that the fitting could not work unless properly applied, Acme or flat thread most nearly approached the universal demand.

The foregoing particular features were unanimously agreed upon as forming the basis of a recommendation for a standard fitting.

The matter was referred to the engineers, of the various firms, to work out a standard which would be in accordance with the proper mechanical standards, to bring in a recommendation to the joint committees—this recommendation to be submitted in form of drawings showing the detail of the standard fitting in accordance with the specifications laid down by the joint conference.

The engineers were instructed to use the size of union nut which would make the fittings of any one manufacturer interchangeable with that of any other, or in other words, a standard union. This they agreed to do.

It was left to a committee of engineers to submit drawings for further approval, which would be submitted to the joint conference of milk dealers, ice cream and butter manufacturers and then to be submitted to their respective annual conventions for final adoption by their membership at large.

The meeting then adjourned subject to call at the coming annual convention.

THE next conference met at the Curtis Hotel, Minneapolis, Minn., on October 9, 1922, at which time the blue print of the international standard fitting as prepared by the engineer of the conference was submitted and with some few minor changes, was unanimously approved.

Furthermore, recognizing that this standard pipe and fitting would be standard both in the United States and Canada, it was agreed upon to designate the new standard fitting as an international standard fitting, and that the symbol that should appear on the fittings should be the letter "I" within a circle.

The report of this joint conference was submitted to the annual convention of milk dealers and unanimously approved in convention assembled. Similar approval was secured from the National Association of Ice Cream Manufacturers and the Allied States Creamery Association.

It then devolved upon the several committees to take such action with their own membership and with the manufacturers to bring into being the international standard fitting.

However, immediately following the convention of 1923, it was contended that these standard specifications were still susceptible of improvement.

It was the contention that insasmuch as the whole industry had decided upon a standard sanitary interchangeable pipe and fitting that nothing short of the best that human ingenuity could devise would be worthy of such an undertaking.

The industry, represented through the joint committees, agreed with the manufacturers that it would be better to spend such additional time as might be

(Continued on page 172)

WE MAKE THEM



International
Standard
Fittings

Standardizing your units of Sanitary Piping to "International Standard Fittings." Gives you the largest possible use out of your investment. Standardizing to "International" fittings avoids a lot of special fittings.

Our new descriptive catalogue contains an abundance of valuable information. Mailed on request

TRI-CLOVER MACHINE CO.

KENOSHA

WISCONSIN

The Symbol Assures You of International Standard Fittings

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

INDIANA MANUFACTURERS DISCUSS FREEZING CONDITIONS.

(Continued from page 80)

run than a pasteurized cream. In all cases aging the cream usually helps in obtaining a greater overrun.

There seems to be little difference between the effect of low and high grade gelatine on the overrun.

All experimental work indicates that improvers and ripeners exert no beneficial influence on overrun.

THE freezing conditions are very important factors affecting overrun. There seems to be a correlation of the various factors, whereby if one condition is changed, a change must accordingly be made in the other conditions if satisfactory results are to be had. Experimental work has imparted but very little light on this relationship. While it undoubtedly exists, we know very little about it.

It is generally accepted that the colder the mix, without reaching the freezing point, at the time it goes to the freezer, the better. A temperature of 32 degrees F. to 36 degrees F. being recommended.

The true relation or effect of viscosity on overrun remains yet to be discovered. Experimental work to date has revealed that under most conditions additional viscosity of the mix favors greater incorporation of air. However, under some conditions an increase of viscosity by means of certain constituents of the mix may result in a lesser overrun than would have been had they not been used.

The amount of mix in the freezer influences the yield obtained, and the most satisfactory results are obtained from a horizontal freezer when it is about half full of mix.

The incoming brine temperature and the brine pressure should be regulated so that the difference in the temperature between the incoming and the outgoing brine to be about 5 degrees F. and the cream be ready to draw not later than 15 minutes after the mix enters the freezer.

The proper speed of the dasher varies with the size and make of the freezer. Experience has proven as a rule that, with the brine temperature at about 12 degrees F., the best results are obtained where a dasher speed of 200 revolutions per minute is used.

The proper temperature at which to draw the ice cream depends upon the freezing point of the mix. The peak of the swell is reached at the true freezing point, and after the latent heat has been absorbed the actual freezing occurs very quickly, and shortly after the freezing point has been passed the beating down process starts, this is usually at a temperature between 27 and 28 degrees F.

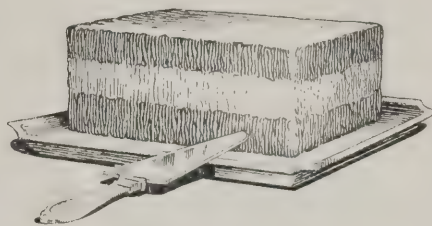
R. L. HAMMOND, secretary of the association, advises that most of the information given in the report was obtained through questionnaires sent to ice cream manufacturers and from studying all the bulletins, etc. which have been issued on this subject. Throughout the report such men as Baer, Williams, Mojonier, Roy and Mortenson were mentioned.

In the absence of F. W. Holmes of Manteno, Ill., his paper on "Cost of Manufacturing Ice Cream" was read by H. W. Fleisher of LaFayette, Ind. In this paper Mr. Holmes brought out the various items of cost which should be considered in the manufacturing of ice cream and emphasized the great necessity of every ice cream manufacturer knowing his cost.

W. A. Fisher of the Delco Light Co., Dayton, O., gave a brief talk on iceless cabinets.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

*"Indispensable
for Your Specials"*



A Finer, Tastier ORANGE- PINEAPPLE

Test CONNOR'S inimitable Orange-Pineapple and be prepared for a substantial increase in the sale of your most popular "special."

Only the choicest fruit money will buy finds its way into CONNOR'S Orange-Pineapple. And this is packed under ideal sanitary conditions by experts who know the exact needs of ice cream manufacturers. A trial shipment will demonstrate its great value to you in stimulating sales.

Special Trial Offer

Special Note

Write for prices on the complete CONNOR line of quality fruits.

To enable manufacturers economically to test this remarkable CONNOR product we have decided to pay the transportation on 10-gallon trial kegs at the regular price of \$1.95 per gallon. Don't pass up this opportunity to test a product that gives promise of substantially increasing your sales and profits. Send your order today. Use one gallon in a nine-gallon batch of ice cream. If you're not entirely satisfied return the balance.

Connor Fountain Supply Co.

112 North Ball Street

OWOSSO

MICHIGAN

CONNOR'S
QUALITY
FRUITS

Edible Gelatine

By THOMAS B. DOWNEY, PH. D.*

THE purpose of this paper is to encourage a clear understanding of the functions of edible gelatine in ice cream; especial attention will be given to the nutritive value of ice cream as influenced by the gelatine contained therein.

Edible gelatine is the pure protein-complex prepared from selected white connective tissue in skin and bone of food animals by carefully regulated processes of lim-



DR. THOMAS B. DOWNEY.

ing, washing, extracting with water, filtering and drying. Gelatine was first used in ice cream over forty years ago, when it was observed that desirable physical properties were secured by its incorporation in the mix. Unfortunately, its employment began at the time when most manufacturing processes, especially those of the food industries, were governed largely by stringent traditions. Therefore, as grandfather had not used gelatine in ice cream, the employment of this protein food was shrouded in mystery and concealment. As the ice cream industry emerged from dark cellars and back rooms, where, by the way, it would still be if traditions had been strictly adhered to, a policy of reticence regarding the employment of gelatine remained prevalent among ice cream manufacturers. This is not surprising, because the industry assumed that the value of gelatine in ice cream was solely that of a stabilizing agent and that gelatine had little, if any, effect upon the food value of ice cream.

Gelatine Influences Food Value.

This impression is erroneous, for it has been proved by feeding experiments, conducted during the past year at Mellon Institute of Industrial Research, that the influence of gelatine upon the food value of ice cream is important. These investigational results are of particular significance to ice cream manufacturers, because the continued rapid growth of the industry is dependent largely upon the nutritive value of the product. A delicious and refreshing dessert is a fine article; but the public is becoming more discriminating, and wants to know the dietetic value of foods in daily use.

Having these facts in mind, people are planning dietaries in a systematic manner, according to the newer knowledge of nutrition. For example, Willie likes ice cream, but Willie also is fond of many delicacies; Willie's mother, who knows about the nutritive value and acceptability of various foods, is going to decide the boy's choice. Not only for children is food value a question of importance, but also for every individual

consumer. In the past, the ice cream manufacturer has estimated the food value of ice cream solely on its content of milk solids and sugar and has given gelatine no consideration. In doing this, he has underestimated his product, because gelatine makes ice cream a more nutritious food, one which is easier of digestion and more complete of assimilation. It is obvious that ice cream manufacturers can be benefited by presenting to the public the true food features of their product.

It is important here to consider the chemical and physical behavior of gelatine in the ice cream mix, and to discuss the broad principles involved in the use of gelatine in food products. In the ice cream mix, gelatine increases viscosity, accounting for the formation of very small, evenly-formed air spaces by the beaters during freezing. The texture of the frozen product is dependent upon the uniformity and size of these air spaces. Gelatine, according to one theory, forms a thin film about the small ice crystals produced during freezing and prevents their growth to larger sizes and the consequent formation of grainy ice cream. This is, gelatine stabilizes or protects ice cream; the chemist, therefore terms gelatine a "protective colloid." It has been observed that gelatine in ice cream minimizes super-cooling effects during freezing. Excessive super-cooling results in the formation of large crystals and consequently grainy ice cream. By super-cooling is meant refrigeration in excess of that actually required to congeal the mix.

An Efficient Emulsifying Agent.

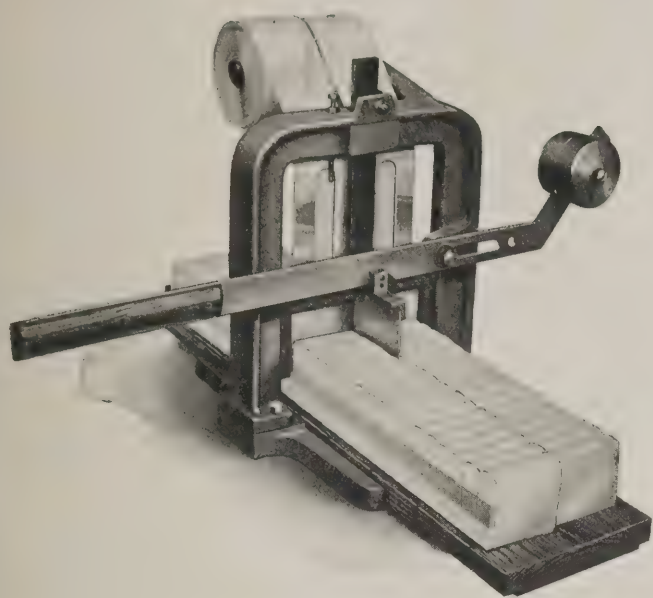
While gelatine is the most powerful protective colloid known, it is also an efficient emulsifying agent. The emulsifying action of gelatine can be illustrated by the shaking of a mixture of oil and water. Violent shaking may be resorted to, but the oil and water separate from each other after standing. However, if an emulsifying agent is present, the oil is dispersed through the water in tiny globules and remains as such when shaking ceases. That is, emulsifying agents, such as gelatine, aid in the formation of emulsions by stabilizing them. The properties which make gelatine an efficient stabilizer are the ones which cause it to aid in the digestion and absorption of foods. These properties result from the colloidal character of gelatine and are shown in the emulsifying and stabilizing or protective effects which it produces.

Thus when ice cream or milk without a stabilizer is taken into the stomach the casein is coagulated into more or less dense flocks or curds by the hydrochloric acid and rennin present in the gastric juice and the fats present in the emulsoid state, are carried down, to a large extent, by the casein.

Fats in these casein curds make them tough and leathery and difficult of digestion. Since these masses must be completely dissolved by the juices of the stomach and intestines before the body can absorb the food, large amounts of energy must be expended in the digestive processes. Otherwise much of the food eaten may pass unchanged through the intestines. However, where gelatine is present in ice cream it acts as a protector and renders the casein insensible to quantities of acid and rennin which would otherwise have caused dense curds.

On the other hand, the digestion of ice cream which contains gelatine is strikingly in contrast with the conditions described above. When ice cream containing

* Industrial Fellow, Mellon Institute of Industrial Research, University of Pittsburgh, Pittsburgh, Pa. An address delivered before the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, Altoona, Pa., November 14, 1923.



ANDERSON "Cut-Wrap" Machine

"It Wraps as it Cuts"

**Simple... Rapid...
Practical... Low Priced**

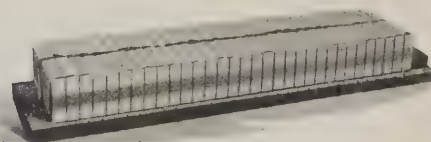
IN designing and experimenting on the Cut-Wrap idea, it was the desire to perfect a faster machine that would quickly cut ice cream slices wrapped on three sides. Our final accomplishment was greater than this, because while it does this rapidly, yet it as capably cuts quarts and pints; or even slices quarts into sizes suitable for Eskimo Pies. This wrapped idea is a good one for every Ice Cream Manufacturer—large or small.

Send to-day for Literature and Price.

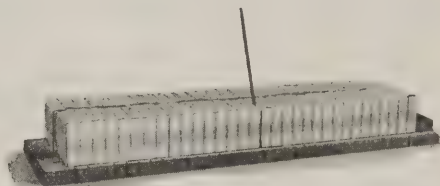
Manufactured by

ANDERSON BROS. MFG. CO.

1923 KISHWAUKEE STREET
ROCK FORD, ILL.



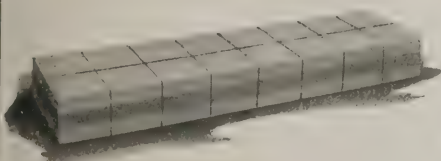
Sliced and Wrapped



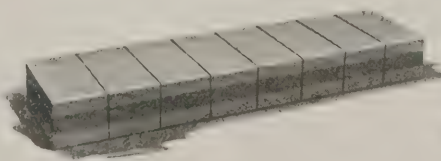
Quickly Slit for Individual Bricks



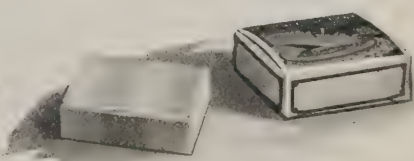
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY20 E. Jackson Boulevard
CHICAGO, ILL.

"Standard of Quality"



**CHOCOLATE
Coatings and Liquors**

Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba

Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK

CHICAGO

LOS ANGELES

gelatine passes into the stomach, curdling of the milk casein may be prevented entirely. If coagulation does take place, the flocks are loose and the digestive juices easily dissolve them. Furthermore, gelatine is a peptogenic substance, that is, one which increases the flow of gastric juice. When the food is passed from the stomach into the intestines, the gelatine remaining as such aids the pancreatic juices by keeping the fats in the finely divided emulsified condition.

In the intestines the digestion of food is completed and the nutritive portions pass through the intestinal walls into the blood stream. Gelatine itself is easily digested and its nutritive value also is secured. It is at once apparent, that ice cream containing gelatine is easily digested and readily assimilated. The maximum food value has been secured by the body with a minimum expenditure of energy. Consequently, it is of interest to examine the data secured from the feeding experiments referred to above. It is believed that these data demonstrate that gelatine enhances the nutritive value of many foods, and particularly of dairy products and cereal grains.

The animals used in these experiments were albino rats. They are omnivorous, like humans, and experience has shown that the results of feeding experiments obtained with them are comparable with those observed with human beings. Furthermore, the albino rat lives only about three years and in a comparatively short time the investigator can form conclusions applicable to the life cycle.

In these experiments a litter of young animals were taken shortly after weaning. Half of the litter were placed on a ration containing gelatine, the other half on the same ration without gelatine. The animals were fed daily and were weighed each week. A record of the weight of food consumed was also kept.

These feeding tests have demonstrated that the addition of one per cent of gelatine to milk has increased the nutritive value of milk from twenty to twenty-five per cent. Gelatine has favorably influenced the ability of the animals to reproduce and give milk to their young. The animals whose food contained gelatine were healthy after six months; the animals on milk alone were losing health and vigor.

Increases Nutritive Value.

Also, it is evident that the addition of one per cent of gelatine to a mixture of egg and milk has increased the nutritive value of this food combination. The animals on the food containing gelatine grew at a normal rate on a smaller consumption of food. In addition to this, these animals bore normal young, which in turn grew at a normal rate on the gelatine-milk and egg diet. The animals fed on milk and egg without gelatine consumed a larger amount of food for equivalent gains in weight and they did not raise healthy, normal young.

From these experiments, it is obvious that gelatine has increased the food value of milk and a combination of milk and egg to a remarkable degree.

Indeed, the results were of such significance that experiments were carried out in co-operation with a large hospital in Pittsburgh. In this hospital, one per cent of gelatine was added to the milk formulas upon which certain infants, under one month old, were failing. These babies had been losing weight and vitality from 10 to 14 days after birth, because of their inability to retain their milk food or to digest the little that was retained.

When one per cent of gelatine was added to the babies' milk food, they were able to digest it and regurgitation ceased, dense curds were no longer passed in

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Investigate!

A purely vegetable annatto color, **unequalled in shade, strength and purity** and superior to any vegetable or aniline color on the market. Try a gallon of

HANSEN'S *June Cream* Ice Cream Color

and you will be convinced that it will not only give you **more coloring power per dollar invested**, but whether you desire a pale cream color or a rich yellow egg shade, the result will be just what you want in your ice cream.

HANSEN'S Ice Cream Rennet

A pure rennet enzyme, unadulterated, in handy liquid form, especially prepared and packed for the ice cream trade. The specific action of Hansen's Ice Cream Rennet is to increase the viscosity of the mix, thereby increasing the smoothness and apparent richness, enhancing the flavor and making the desired overrun more uniform and certain.

Try a gallon now, and be convinced that **Hansen's Ice Cream Rennet** will do better work, if used as an improver, **at less than one-tenth the usual cost.**

Ask your dealer or write us for prices, giving us your dealer's name and we will send you an interesting little booklet by W. W. Fisk, the well known expert in ice cream manufacturing, "**Some Ice Cream Problems Solved,**" without charge.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, New York

Western Branch
Milwaukee, Wisconsin

Canadian Factory
Toronto, Canada

TAG HOOKS Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

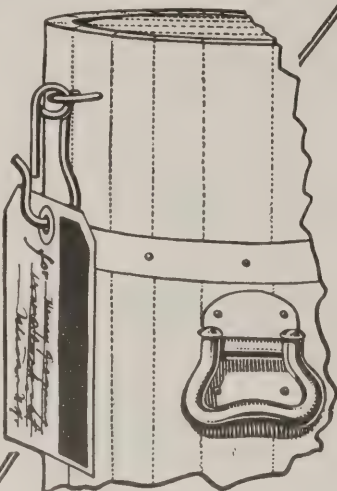
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



the stools, and the infants returned to normal health and growth. It is thus apparent that gelatine rendered the milk food acceptable to infants which were in an exceedingly delicate condition with badly damaged digestive processes.

These findings are of great importance to the ice cream manufacturer, as they demonstrate that the small amount of gelatine in ice cream is decidedly advantageous. There can be no doubt that gelatine in ice cream makes a product acceptable to children, hospital patients and adults with deranged digestion, who would otherwise have difficulty in securing the full nutritive value contained therein.

It should not be assumed that the value of gelatine in the dietary is dependent entirely upon its action as a protective colloid and emulsifying agent. Gelatine is a protein food which supplements the protein deficiencies of many food combinations.

The proteins of many cereal grains do not supply adequate amounts of all the fundamental units (amino acids) which are essential for the normal development of animals. The data shown above demonstrate that gelatine supplies these protein deficiencies in bread and wheat products, rolled oats and pearled barley—cereal grains which are used extensively in the dietary. Gelatine is particularly rich in lysine, an amino acid intimately connected with growth stimulation. For this reason its incorporation in certain food combinations is highly desirable.

Although the ice cream industry annually consumes approximately five million pounds of gelatine in a preponderating percentage of its products, ice cream manufacturers have hesitated in admitting its employment to the public until quite recently. Within the past few months radical changes in the attitude of ice cream manufacturers towards gelatine have taken place. Experimental work by government chemists has shown that three people out of four prefer a gelatine-made ice cream because of palatability. Following these tests, and supplementing them by a judging contest of its own, the Chapin-Sacks Company of Washington, D. C., presented to the public a statement of the facts and stressed the value of the use of gelatine in ice cream. Again, under the guidance of the firm of Barker, Duff and Morris, the Rieck-McJunkin Dairy Company of Pittsburgh, Pa., has given gelatine a prominent part in the advertising of the composition of Rieck's ice cream. The value of gelatine has been stressed from the standpoint of food value.

Manufacturers to Advertise Gelatine's Food Value.

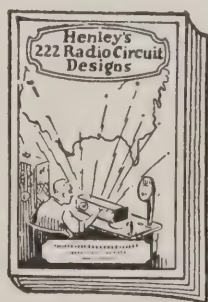
At the recent convention in Cleveland, over 20 ice cream manufacturers signified their intention of advertising the food value of gelatine in ice cream, and since that time requests for further information from manufacturers and advertising agencies, for use in putting over educational campaigns, have been received.

Thus it is seen that the ice cream industry is thoroughly aroused to a due appreciation of the benefits of gelatine in ice cream from the standpoint, not only of body and texture, but also of palatability and food value.

The position of gelatine in the ice cream industry is well established as shown by theoretical deductions, by practical experience, by laboratory experimentation with animals, and by clinical evidence obtained in hospitals. There can be no doubt that the fact that gelatine enhances the food value of ice cream is proving to be one of the most important factors in elevating the position of ice cream among food products.

Making Radios

Their Operation and Design



IN this new book on Radio.—222 different Radio designs are illustrated. You will find therein detail information on the construction and operation of the simplest and most complicated Radio outfits.

EVERY RADIO FAN
Should Have a Copy

of *Henley's 222 Radio Circuit Designs*

Price only \$1.00

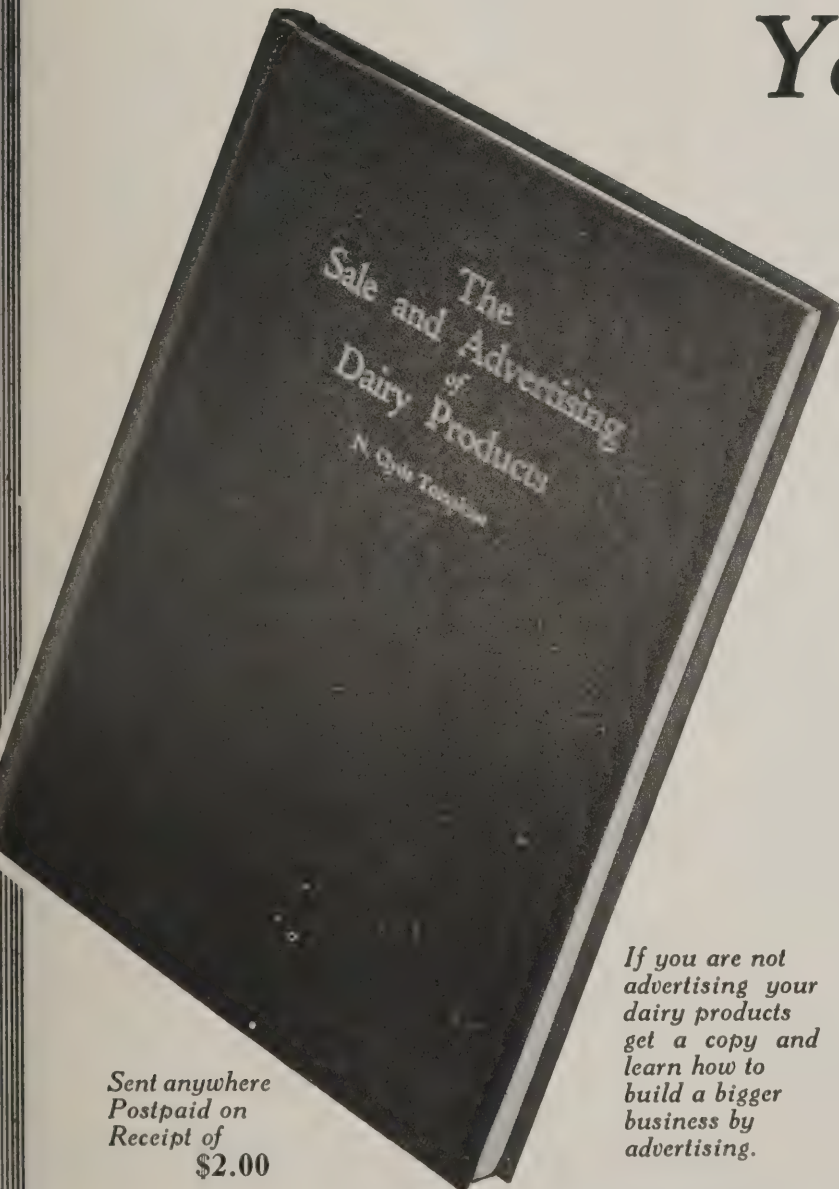
Sent anywhere Postpaid on receipt of Remittance

THE OLSEN PUBLISHING CO.
Fifth and Cherry Sts. Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Do You Advertise the Dairy Products You Make

?



The
Sale and Advertising
of
Dairy Products
N. Olsen

Sent anywhere
Postpaid on
Receipt of
\$2.00

*If you are not
advertising your
dairy products
get a copy and
learn how to
build a bigger
business by
advertising.*

THEN you need this book to tell you how a dollar will do the most work in advertising dairy products. It tells how to get your products before the public in new and novel ways. How to arrange different styles of dairy advertising for effect and money saving. How to organize an advertising and selling campaign, in short—everything you should know about the sale and advertising of dairy products.

Published and Sold by

The Olsen Publishing Company

FIFTH AND CHERRY STREETS

Milwaukee, Wis.

Overrun Control

Uniform Quality Plays Most Important Part in Building
Up Steady Consumption. Importance of Freezer
Room Not Generally Understood.

By N. M. THOMAS.*

BOUND up in the subject of overrun control are many ramifications of the ice cream business. The control of overrun neither starts nor ends in the freezing room. Overrun is affected by the method of handling your product before it reaches the freezing room, and in turn affects the balance sheet in your office

and the money in the cash register of your customers.

Were I to state which department in an ice cream plant is the most important, and at the same time receives less attention than any other, it is the freezing room. It is surely a truism that "more money is made or lost in the freezing room than in any other single and almost any other combined departments of an ice plant." This being true it should receive the care that it deserves.



N. M. THOMAS.

We see the modern plant equipped with laboratory, if its size justifies it a chemist is employed; the mix previous to freezing is carefully tested for acidity, bacteria, etc. It is in turn standardized for solids, fat and not fat, to at least one per cent and usually even closer than this. Accuracy is the watchword in preparing the mix. Going to the freezing room the supposition is that the same accuracy should be carried out. The reverse is usually the case. When we weigh our finished cans in the hardener we find that while we have standardized our mix to one per cent or less, our finished goods vary from five to

twenty per cent. It is very apparent that this had nullified all our work done in the mixing room. Colors vary, flavors vary, texture varies, body varies in exact proportion to the percentage of overrun that has been drawn.

If our standard at which we aim is 90 per cent for example and part of the day's run has been drawn at 80 and part at 100 we no doubt average 90 per cent at the end of the day. But have we stopped to consider that, if this portion of our goods which has been made at 100 per cent is satisfactory and sufficiently good quality to sell to your trade part of the time, that as a manufacturer you are losing a goodly sum of money by not standardizing all your goods at 100 per cent overrun. A business selling 100,000 gallons per year can increase their profits at least \$10,000.00 by such a method, or in turn can lose even more than this if a large volume of their cream runs below the 90 per cent standard. Where can you so quickly show increased profit on the ledger?

Do not infer from this that I advocate 100 per cent overrun as a correct figure for you to standardize at. My purpose in this is simply to illustrate the point that our freezing room deserves real honest-to-goodness consideration.

YOU appropriate goodly sums each year for advertising. You stress your quality, preach good flavor and texture and yet in one single week you can nullify all this effort and money through putting on the market goods which through careless freezing belie your ads. Advertising very often fails because we do not support it with goods of uniform quality and flavor which leave in the consumer's mind a verification of the truth of our advertising. This in turn affects our retail dealers by keeping from their cash registers a sufficient flow of nickels and dimes to pay our weekly or monthly bills. View from this standpoint overrun takes on a very deserved importance.

The factors which control overrun previous to the freezing room are many and varied. One which seems to me from my experience to be more or less incorrect is the feeling that certain percentages of solids, fat and not fat affect overrun. There is only one point where

*President the Salesmen's Club of the Association of Ice Cream Supply Men. An address before the 1924 North Carolina Ice Cream Manufacturers Association Convention.

GET THE JUNE WEDDING BUSINESS

These center molds for attractive and novel center designs are just the thing for developing special business for June.

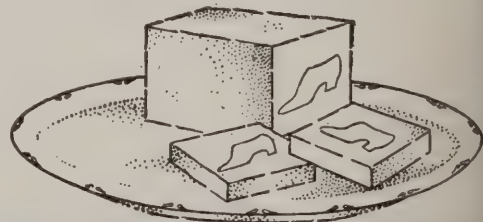
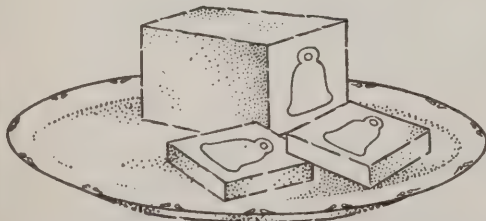
Order Now—be prepared and follow up the List of Weddings with your Special Advertising

PRICE

\$1.35 each or \$16.00 per Doz.

ORDER NOW through your jobber or write

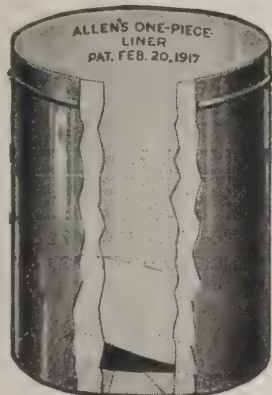
W. W. CASSELL
VINCENNES, INDIANA



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*Decidedly
Practical*

Your
Jobber
Can
Supply
You



Send
for
Samples
and
Prices

ALLEN

One-Piece Sanitary CAN LINERS

have four important points in their favor

PRACTICAL ESSENTIAL SANITARY ECONOMICAL

Practical, because simple in construction and operation, filling every requirement for which they are designed.

Essential, because they protect both Ice Cream and container, preserving the rich flavor of one and life of the other.

Sanitary, because they seal the richness of your product within and the metal container without.

Economical, because your customers will be satisfied, sales increased, therefore business more pleasant and profitable.

The Allen Candy Company

Manufacturers

Pontiac

Illinois

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY,

546 Greenwich Street.
NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

Make and sell packaged sundaes—

Ice cream manufacturers everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile increased business with handsome

ADDITIONAL PROFITS

if you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical—it actually builds the business. Send for convincing samples and full information. Ask for the Packaged Sundae.

KLEENKUP



**MONO SERVICE
COMPANY**
NEWARK, NEW JERSEY

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."



has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.



**THE NATIONAL PAINT & VARNISH
COMPANY**

8709 Kinsman Rd. Cleveland O., U.S.A.

they play an important part and that is in the mix of very high total solids. In a mix of this type there seems to be no question, but that it is harder to get a high overrun than in a mix say 35 or 36 per cent total solids. Sugar is a much more important factor in controlling overrun than is milk solids.

These statements seem to be at variance with the generally accepted idea. To illustrate my point in this matter let me cite the fact that you can mix sugar, water and fruit or fruit juice in such proportion that you can secure 150 per cent overrun in a sherbet having little or no milk solids of any kind. This would seem to disprove the idea that overrun is affected by milk solids except in the instance mentioned. High acidity does not have the effect on overrun that a proper ripening either natural or artificial accomplishes. Personally I prefer to ripen artificially rather than over a lengthy holding period. This lessens the chances for the development of high acid condition in the mix and also development of any off flavors which might occur through the use of one or two cans of goods which had a slight off flavor and which as one rotten apple will spoil a barrel, one off flavored can of mix will, if held sufficiently long, contaminate the entire batch.

Too long holding at a temperature of 145 to 150 degrees will affect overrun through hardening of the milk solids. It is well to see that your pasteurizing equipment and your viscolizer are such size that your complete operation can be concluded in one hour. In other words, it is very unwise to use a 100-gallon viscolizer in connection with a 200-gallon pasteurizer. Better the reverse way. It is very reasonable to suppose that in milk work in a city milk plant the cream line in a bottle of milk can be materially affected by overholding a batch of milk for a period of, say, 5 minutes at a temperature of 142 or by overheating to 146 or 147 that it will affect an ice cream mix by overheating and overholding. We are entirely too careless in our heating and pasteurizing of our ice cream mix. It is of sufficient importance to justify a recording thermometer on every ice cream pasteurizer so that you may know at all times what is going on in your mixing room.

Freezer speeds, brine temperature, temperature at which the mix reaches the freezer, are all factors in controlling overrun. No set formula can be adapted to each and every plant. Local conditions and plant operation will largely govern what you must do to control overrun. If you wish a uniform product, if you wish to carry out the standardizing in your mix room and not nullify this work, if you wish uniform colors and flavors, if you wish well satisfied distributors and consumers, if you wish your balance sheet to be a fair subject for an attack by Seey. Mellon, what better place to get all these combined results than to check up your freezing room and control overrun?

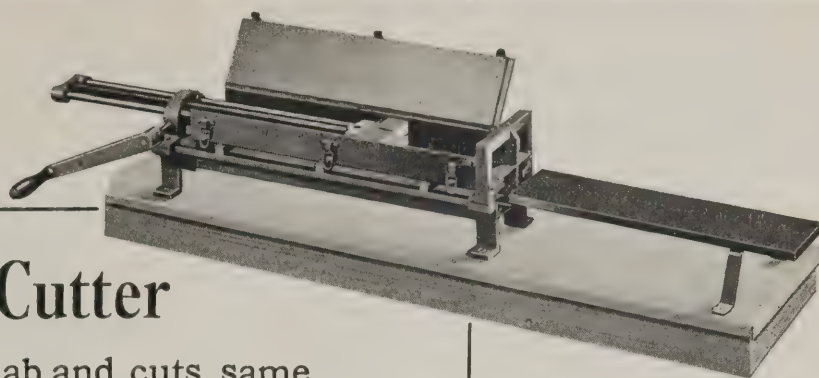


MEMBERSHIP DRIVE IN SOUTH DAKOTA.

C. C. Totman, secretary-treasurer of the Ice Cream Manufacturers' Association of South Dakota, has sent out a special letter to manufacturers of his state appealing to them to join the state association. The South Dakota association was organized four years ago. It is doing some very effective work in the interests of the industry in South Dakota, according to developments disclosed at the last two conventions. The association's slogan is "service to its members."

Membership dues are \$4.00 to subscribers to The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



R & D Slab Cutter

Takes a full slab and cuts same lengthwise into four equal parts. Knife is stationary. Nothing can get out of order. Can be used to split bricks. Excellent for Eskimo Pie work.

Cutter can be attached to any bench.

REICHEL & DREWS

452-4-6 N. Ashland Ave.

CHICAGO, ILL.

*Send for
prices*



Wall Super Service Steel Cylinders

Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

Wall 100% Leakproof Steel Buckets

Heavy gauge steel, one side seam, reinforcing top and bottom, securely brazed with hard brass solder and hot galvanized when completed.

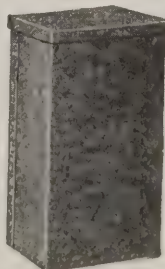
20 and 26 quart size.



Wall Super Service Brick Cans

Built like Wall Superior Ice Cans, absolutely leakproof, with leakproof lid. Heavy galvanized steel. Cost no more than inferior brick cans.

*Prices on your
specifications.*



P. WALL MFG. SUPPLY CO.

3058-3098 Preble Ave., N.S.

PITTSBURGH, PA.

SINCE 1864



TRADE CO-OPERATION IN MARKET DEVELOPMENT.

(Continued from page 12)

trade message to the public and expanding the total common market.

How are we getting on in increasing the sale of our product in comparison with some other goods and service? The nation's wealth in 1910 was one hundred and seventy billions; in 1921 three hundred billions, or an increase of 43 per cent. The present yearly rate of productive wealth in the United States is approximately twelve billion dollars from agricultural sources and twelve billion dollars from manufacturing sources. From this purchasing fund we received for ice cream production in 1923 \$253,295,000.00, or one per cent. You will be interested to note the increase in volume of sales of the ice cream business, compared to a few others as noted below:

Ice Cream (Gallons)	1910	
Candy (Value)	1909	
Cigarettes (Number)	1910	
Coffee (Pounds)	1910	
Automobiles (Number)	1910	
Automobiles (Value)	1910	
— 95,450,000	1922— 263,520,000	Increase 176 %
— \$134,796,000	1919— \$447,726,000	232 %
— 9,000,000,000	1920— 51,000,000,000	466 %
— 933,000,000	1920— 1,290,000,000	38 %
— 187,000	1922— 2,348,982	1156 %
— \$225,000,000	1922— \$2,350,000,000	953 %

Our very unique product—ice cream—is at once a very wholesome food and delicious confection and makes, as do very few articles, a universal appeal to the entire population, so it would seem quite reasonable that

through proper national and local sales co-operation along these new lines, to greatly and rapidly increase the total value. This is obviously a common object everyone connected with the business, directly as manufacturers and dealers in ice cream or indirectly as suppliers of services to the ice cream manufacturer. We may agree and have controversial subjects along many lines but we shall all be of one accord in our desire to see the total volume of the business increased and to contribute our share of money and effort when practical measures are pointed out for its accomplishment.

Co-operation along broad, common lines of market development offers the opportunity to secure the greatest possible sales effect per dollar spent and to very greatly reduce the waste and inefficiency of present methods.

THIS plan contemplates, through proper organization, co-operative advertising by local manufacturers in each city and many other lines of joint promotion, which this initial step will logically lead up, such as featuring demonstrations, talks over the radio and before churches and other organizations, presenting to dealers better promotion methods, etc. All of these common activities by local manufacturers has the very distinct advantage in addition of promoting friendly personal and trade relations along sane and legitimate lines in which the creative selling impulse finds a favorable atmosphere for original planning and vigorous initiation.

The ice cream manufacturers of Grand Rapids have pooled their advertising appropriation for this year in line with this newer and better method and samples of these first advertisements in the local papers are given herewith. In addition they are planning to give the papers educational publicity about our business and our product which will run free in the news columns. The Detroit manufacturers are considering the plan and have started off by arranging for a monthly radio program for which they will supply songs, music, etc., interspersing with a few short, snappy educational talks. It is hoped that in the near future these plans will spread throughout Michigan, and be a step toward their general adoption in the country at large.

Nationally through the proper organization the same effective lines of work can be carried on in the way of national advertising and truthful, educational, free publicity. Competent sales promoters, representatives of the central organization, should be traveling the country over to study the best sales and advertising methods and broadcast them to the trade through special publications in the trade papers, as well as by addresses before national associations, state associations and local meetings of manufacturers.

I have suggested these few lines of co-operative massed sales and advertising effort but there are many other refinements possible which would follow along in the logical development of the plan.

In the selling field during the last twenty years refinement and complexity of sales and advertising effort have been going on. The emphasis has been very largely on the competitive side to secure the other fellow's business and the business of natural growth so that the general result has not been increased efficiency but often on the contrary, decreased efficiency measured in terms of percentage of sales cost to the value of goods sold. Improvement in net selling efficiency as thus defined has not been found along previous lines and never will be. It lies in our waking up to the necessity, importance and essential efficiency of getting over the broad educational trade message of the advantages of our product, through

When ordering flavor
for Maple-Nut Cream

Specify

ELPAM

If you are not using this flavor,
ask us for a FREE SAMPLE.

A trial will convince you of its
SUPERIORITY.

MANUFACTURED BY

**G. W. Wardrop
Company, Inc.**

450 Broadway
Boston 27, Mass.



G. W. Wardrop Co. Inc.
27, Mass. Send Sample of ELPAM for trial
Name
Address

Cut off this tab
and mail.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

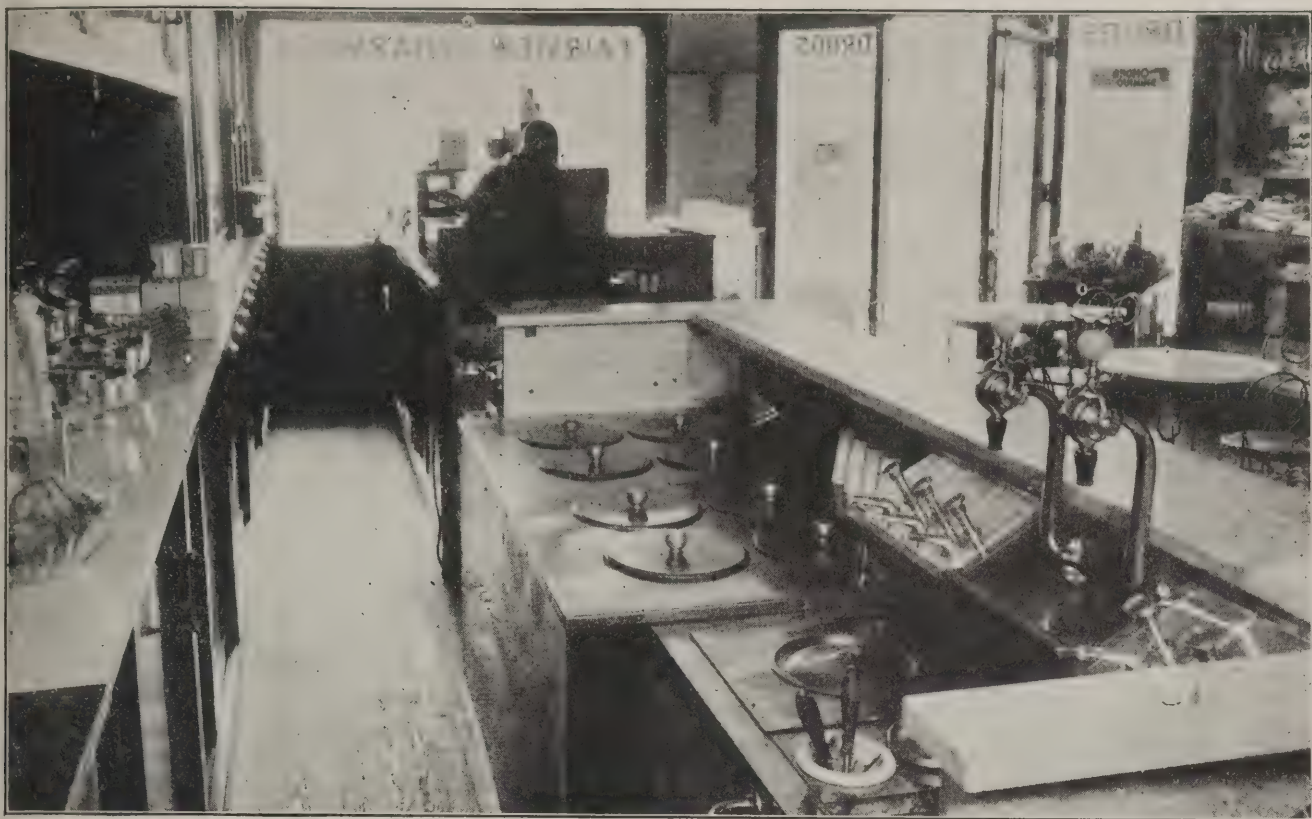


Illustration shows an eight hole Frigidaire Cabinet installed
in the Fairview Pharmacy, Dayton, Ohio

A Paying Investment

The Frigidaire Ice Cream Cabinet has been designed to *save money* for manufacturers and retailers of ice cream.

It renders money-saving service wherever it is installed—freedom from the use of ice and salt, freedom from *repacking*. Eliminates *shrinkage*. In this way, in the average small store, the Frigidaire Ice Cream Cabinet pays for itself in less than a year.

The Frigidaire Ice Cream Cabinet represents the result of over eight years' experience in the refrigerating field, and a National Service Organization assures prompt and capable service at all times.

Made in four, six and eight hole sizes.

WRITE FOR FURTHER INFORMATION

Frigidaire

Electric & Refrigeration

DELCO-LIGHT COMPANY

Subsidiary General Motors Corporation

DAYTON, OHIO

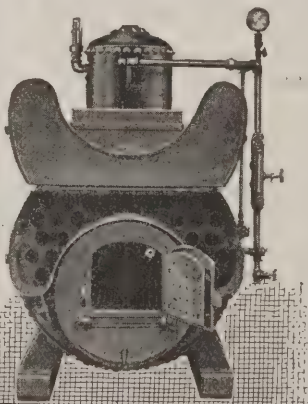
"STAY-ON" TUB COVERS

Best In Every Test

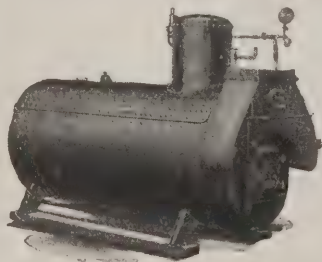
SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC WISCONSIN

Leffel Scotch Marine Boiler



EASY cleaning and firing facilities are among the reasons why Leffel Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers are so desirable for use in Ice Cream Factories, Creameries and Dairies. The above illustration shows the accessibility of tubes, fire box and water chambers.



They come on skids complete with all necessary fittings. Made in 12 sizes—6 to 100 H.P.—each size more powerful than other boilers of the same size. They are quick, steady steamers, decidedly economical to operate, and meet requirements of all State boiler laws.

Literature and prices
sent on request

The James Leffel & Co.
Box 333 Springfield, Ohio, U. S. A.

massed, co-operative attack, freed from this endless competitive duplication by every manufacturer in telling the message single handed.

WHEN an entire trade organizes to promote and advertise its goods and services, to issue educational publicity, etc., the public accepts the effort as the dignified and truthful expression of a great business and takes it at very near 100 per cent of face value. On the other hand when a single manufacturer makes a similar effort the public realizes that he is at least saying all that is to be said along the narrow competitive lines of a particular product and company, and accordingly discounts it generously.

The writer in 1903 began the agitation and started an educational campaign in the electrical business along these general lines which culminated after ten years in 1913, in the establishment of the society for electrical development which has been actively at work for over ten years in prosecuting a comprehensive sales promotion campaign, both nationally and locally. You doubtless are familiar with its slogan, "Do It Electrically." The results of its work have been so great that the entire plan is now accepted by the electrical business as advanced, forward looking, trade policy in market development. Its scale of operation may be inferred from the size of its salaried staff of forty people in its varied line of activity at the home office and in the field.

The plan and work of the society has been the subject of investigation by other lines of trade, one of which the Paper Makers' Association, says of it as follows in a recent publication:

"Preceding any detailed description of the work of the society, it will be interesting to note what has happened in the electrical industry since 1913. The astonishing growth in the use of electricity during the last ten years cannot, of course, all be attributed to The Society for Electrical Development. But it is admitted by the leading men in the industry that the society has been one of the most important factors in doubling and trebling the consumption of electricity.

From 1913 to 1922 the number of kilowatt-hours consumed increased from 14,175,554,940 to 47,659,004,000 or more than three times. The number of homes wired for electricity increased during this ten-year period from 2,500,000, to between 8,000,000 and 9,000,000, or more than three times. And the number of electrical appliances sold during this time increased from a few hundred thousand to 25,000,000.

To bring figures still further up to date, we quote from the Electrical World: During the first six months of 1923 the electric lighting companies sold a total of 32,480,000,000 kilowatt-hours of electrical energy, which shows a gain of 25.4 per cent over the amount of energy sold during the first six months of 1922. "If this increase is maintained at the same rate during the second half of 1923," the World continues, "the figures will be astonishing. To double the operations of an already large industry inside of four years is a stupendous undertaking."

I have quoted enough of their comment to convince you, I trust, that this plan has passed through the theoretical stage and has now back of it over ten years of practical accomplishment which fully proves the extraordinary degree of efficiency that is claimed.

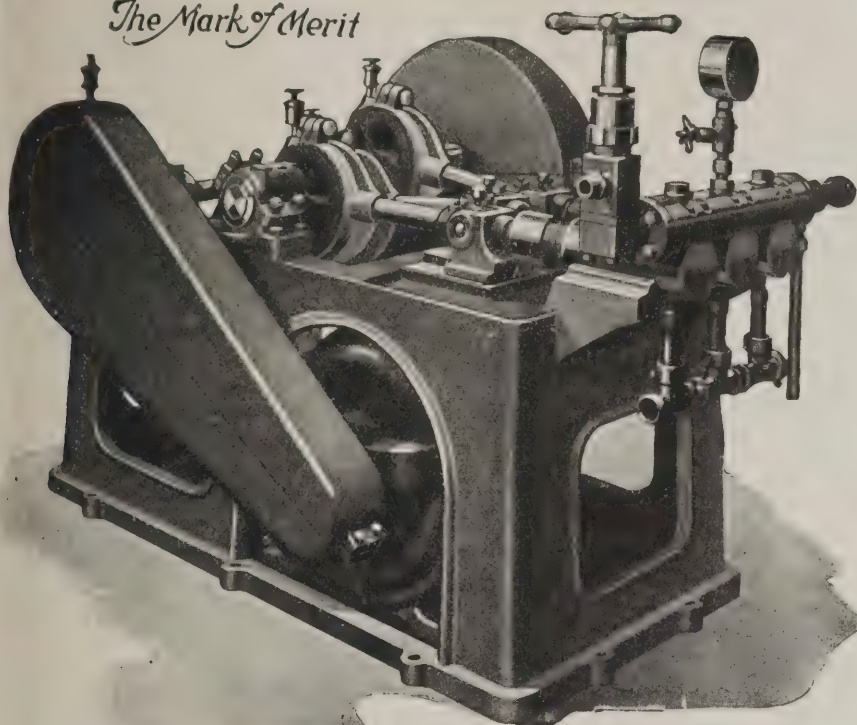
THE writer has a substantial material interest in the ice cream business as a director and officer in the Arctic Ice Cream Company of Detroit, The Telling-Belle Vernon Company of Cleveland and some other companies, in addition to which he is interested as president

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Universal Homogenizer

The Mark of Merit



Built to Keep Upkeep Down

The universal embodies all the advantages of old time machines in addition to many much needed improvements.

So constructed that it will stand up under severest of tests day in and day out—year in and year out—without adjustments or replacement of parts.

Individual cylinders machined from rolled Tobin bronze bars (not cast).

High pressure manifold machined from rolled Tobin bronze having tensile strength of 55,000 pounds.

Individual shimming of cross-head slides maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts.

Monel metal pistons not affected by milk acids.

Homogenizing valve—internal spring type—plug and seat are made of an alloy of semi-precious metals so hard it cannot be machined but must be ground with carborundum.

Built in belt or motor drive sizes 200, 400 and 800 gallons.

Sole Distributors

Jensen Creamery Machinery Company

Bloomfield, N. J.

Oakland, Calif.

CP Mechanical Refrigeration

"OUR CP Refrigerating Machine was installed for us about five years ago and although it has never had the attention of a mechanic, it does just as good work now as it did when first installed."

The preceding is an extract from a letter recently received from Mr. F. C. Pernert, Mgr. of the St. Louis Co-op. Cry. Co., St. Louis, Mich., and expresses the general sentiment of CP Refrigeration users everywhere.

Its extra heavy construction, long life and quiet operation are features that appeal to all users.

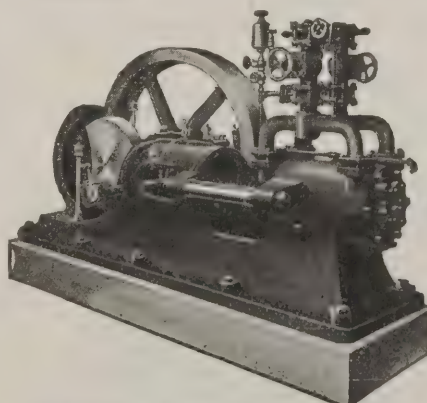
Made in vertical and horizontal designs in sizes ranging from ¼ tons upwards driven by belt or electric motor. The vertical type may be either automatic or hand operated. Please write for catalogue. Address

THE CREAMERY PACKAGE MFG. COMPANY

General Office: 61-67 W. Kinzie St.

Chicago, Ill.

SALES BRANCHES EVERYWHERE



CP Horizontal Refrigerating Machine



of the Nizer Laboratory Company in scientific development of new apparatus of which the Nizer electric cabinet is at the moment the outstanding accomplishment. These connections are mentioned so that if it might seem appropriate they would constitute sufficient justification for addressing the ice cream trade at large on this plan. The writer will be glad to place his rather unusual experience along the lines of The Ice Cream Review at the disposal of the ice cream industry through the proper officers or committee of the association, and to assist as far as possible in introducing this more modern and efficient method of creative co-operative market development.

Roosevelt said, very rightly, "Every man owes it to his profession or trade to make some contribution of time and thought along broad lines for its progress." I hope I may be able to make some contribution in this one important branch which I feel certain will result in not only material gain through increased volume but by bringing a secondary and perhaps larger advantage, since the very nature of the efforts to accomplish it develops a more friendly personal and trade atmosphere so favorable and necessary to constructive thinking and action along all progressive lines.



NEW WAYS OF ADVERTISING ICE CREAM.

(Continued from page 8)

zation holds regularly, you should demonstrate the proper way to decorate a window and the plant carpenter can easily make a dummy window for you to carry on your demonstration work. Plan out two or three simple window trims that can be completed in

five minutes time and show how they are done. If you get the window trims simple and good looking, the salesman will be interested in how you do it, and will readily put in such display themselves. Use some good window display signs, and with the addition of a few cones and cartons, a very good effect can be obtained. Never attempt to use window display material which is too large or too bulky. No salesman can be expected to carry it and no dealer wants it in his window.

As often as possible have the salesmen deliver or place the advertising material themselves. In this way they have an opportunity to check up on the service, the quality of the cream, and to nip in the bud any criticism the dealer may have to offer. If the dealer's windows are already decorated, they can at least place a few signs on his back bar or counter, and at a later date decorate his windows. The dealer, first and last, likes to be catered to. If the salesman is a wise man he will cater to his dealers in every possible way. It is merely a matter of making the salesman secure the maximum service from the advertising material. In many of the larger organizations the work of distributing advertising material is being made a definite part of each salesman's work, and he is not asked if he will distribute it, but is told to distribute it. As the tendency for co-operation grows in favor among the various ice cream manufacturers, the different sales departments can be expected to co-operate far more than they have ever done in the past.

In conclusion, there is one sentence which every advertising man should accept as his slogan, "Make your advertising display material so good that it will sell itself." Use discriminating care in your selection of the proper type of advertising material and your sales organization will place it for you.



KENTUCKIANS DISCUSS CO-OPERATIVE ADVERTISING AND NEW ICE CREAM LAW.

Taxation, co-operative advertising and Kentucky's new ice cream law were topics discussed at a cold meeting of the ice cream division of the Dairy Products Association of Kentucky at Louisville, April 16. Several of the principal ice cream manufacturers of the state attended.

An important meeting covering the new ice cream law and its enforcement followed luncheon at the Brown Hotel. The following announcement was issued by Carlton Ball, general secretary of the association, following the meeting:

"The new law, which provides for a minimum of ten per cent butterfat and thirty-four per cent total solids, is complete in its scope for the protection of the consumer, the upright dealer and the legitimate manufacturer, and carries with it a penalty of ten to a hundred dollars fine or imprisonment not to exceed fifty days, or both so fined and imprisoned for each offense.

"It is first planned to acquaint every ice cream manufacturer and every ice cream dealer in the state with the law and its benefits for upbuilding the industry, and to enlist their respect and seek their co-operation, after educational means have been exhausted, in bringing violators to face with the reality of the law.

"Kentucky has a tax law exempting machinery for manufacturing purposes from city and county taxation. Some cities recognize this law for ice cream machinery while others overlook the fact. A friendly suit will be brought by the ice cream manufacturers of Lexington to definitely determine the status of their machinery.

"The \$1000.00 For A Slogan Campaign which has been inaugurated by the National Association of Ice Cream Manufacturers was heartily approved and preparations will be made to lend the proper co-operation by all the manufacturers present, to make the campaign a success.

"Arrangements will also be made to feature the National Cone Week which begins the week of June 9, the manufacturers co-operatively making such a program as will be best suited for the conditions in each city."

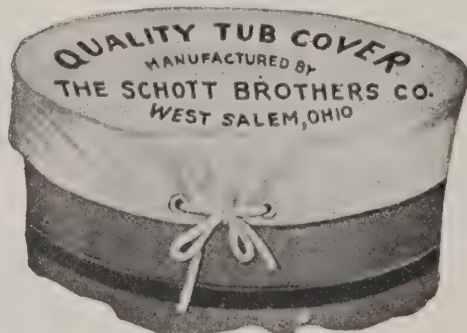
Tub Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.

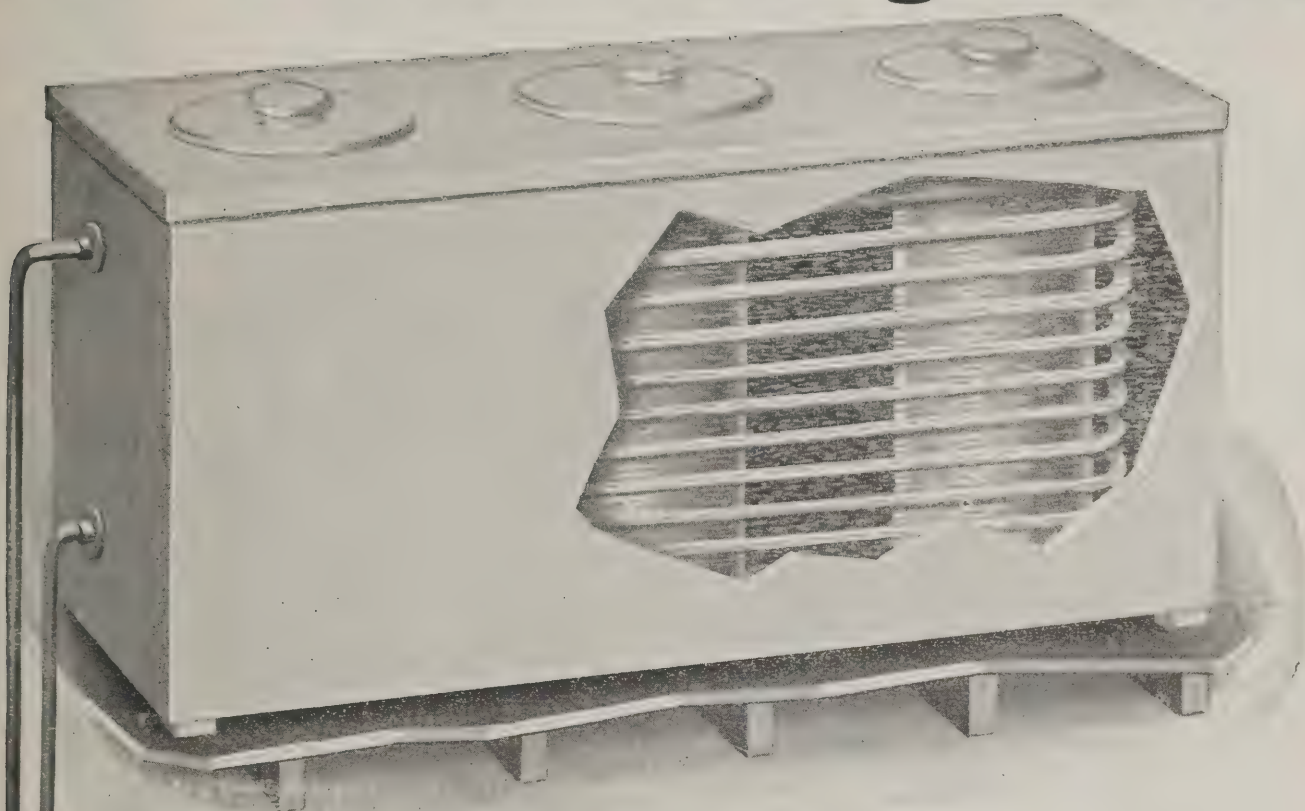


Write us for quotations on your season's requirements NOW

The Schott Bros. Co.
West Salem, Ohio U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Automatic Refrigeration



REFRIGO for the Ice Cream Cabinet

HIGH SPOTS

Fits any cabinet
Completely automatic
Capacity, equals 200 pounds ice per day
Operated by $\frac{1}{4}$ H. P. motor
Installed beside cabinet, or in basement
Ammonia; Sanitary; Economical
Saves 9 to 16 cents per gallon
Maintains uniform temperature
Eliminates salt and ice
Soon pays for itself
Patented leak-proof seal
Cost of operation nominal
An investment, not an expense

The Last Word

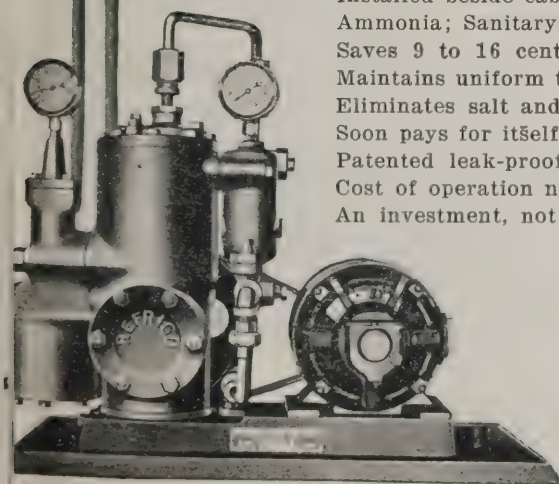
REFRIGO is the last word in the refrigeration of ice cream cabinets. It refrigerates as dependably as the large commercial ammonia machines, but is without their size or expense.

REFRIGO is the machine every ice cream manufacturer and dealer needs. It saves him big money.

Write for illustrated booklet

Refrigo Corporation
Milwaukee Wisconsin

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



Supply Association Co-operating in New Orleans' Plans

Entertainment Schedule for Members of National Association of Ice Cream Manufacturers Prepared by the Supplymen's Association

ANNOUNCEMENT from The Association of Ice Cream Supply Men of arrangements it is making in connection with New Orleans, indicates that Ice Cream Manufacturers and the supply men, are at work to make the former's convention in November an outstanding success.

The Association of Ice Cream Supply Men, chiefly because of unfavorable physical facilities for a large scale, national show, decided recently that an exposition could not be held in 1924. It has already begun the carrying out of plans for national activity in the interest of the convention, announcement now reveals, with the approval of the National Association of Ice Cream Manufacturers.

Conferences of representatives of the two organizations have resulted in the formulation of an entertainment schedule for the national association's New Orleans week, extending from Sunday, November 16, when some national association members will arrive in the southern city, through Thursday, November 20, the day convention sessions close. In this schedule the Dixie Flyers, the organization of supply salesmen, travelers or resident in the South, will co-operate with The Association of Ice Cream Supply Men.

This program of entertainment will be under the general direction of, and in large part provided by, The

Association of Ice Cream Supply Men as an official part of the convention events, just as the supply organization provided and assumed direction of the entertainment events in connection with the 1922 and 1923 conventions of the national association in Cleveland.

ON Saturday, November 22, as already announced by the national association, its special Havan Canal Zone 17 day boat trip will start from New Orleans. This, of course, is under the control and auspices of the national association itself, and adds a unique entertainment possibility to the whole affair.

Indications, according to observers, pointing to an exceptional attendance of ladies at New Orleans, the supplymen are making unusual arrangements for the comfort and convenience which, when worked out, the association's announcement promises, will be found to have taken into primary consideration individual and small group rather than large group freedom and enjoyment for those entertained.

"Association members and the members of the affiliated salesmen's club share with many of the country ice cream manufacturers a logical enthusiasm for the New Orleans plans," a statement issued from the association's offices recently said. "They will be found saying so in many an office and to many a customer acquaintance."



Before You Buy New Cans

INVESTIGATE THE SAVING OF
HAVING YOUR OLD ONES DO
A NEW STRETCH OF SERVICE

Our Retinning and Rebuilding Service

Reconditions old cans that serve as new



JOHN WOOD
ICE CREAM CANS

**THOMPSON
BREMER & CO.**

1750 Carroll Avenue
CHICAGO, ILL.

*You can't find a
better can for the
money — and we
retin them at a
price below that
of a soldered can.*

*Electric
Weld*

**Let Us Supply Your Needs
We are Distributors**

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

An Improvement Found In Solar Cans Only —Solar Triple-Folded Top Bands

Clean, smooth, rounded edges that cannot become ragged or out of shape are the distinctive features of the tops of Solar Ice Cream Cans—both "Ultra" and "Tin-Okeh." These tops cannot open up or spread—they cannot cut the hands of your workmen. They will not crack and will not admit dirt or cream to sour and contaminate. And Solar can covers always fit.

SOLAR

ICE CREAM CANS

The Triple-Folded Top Bands on Solar Ice Cream Cans "stay put" for life, because they are part of the cylinder. By a patented process of manufacture they are made to hug the top of the can under enormous pressure. This process binds the top of the can tightly, keeps its shape and makes a thicker, heavier, stronger top than the old style separate hoop.

Such care in every detail of manufacture makes "Ultra" and "Tin-Okeh" the longest wearing, most economical cans you can buy. Write us today for prices and full description.

SOLAR-STURGES MFG. CO.

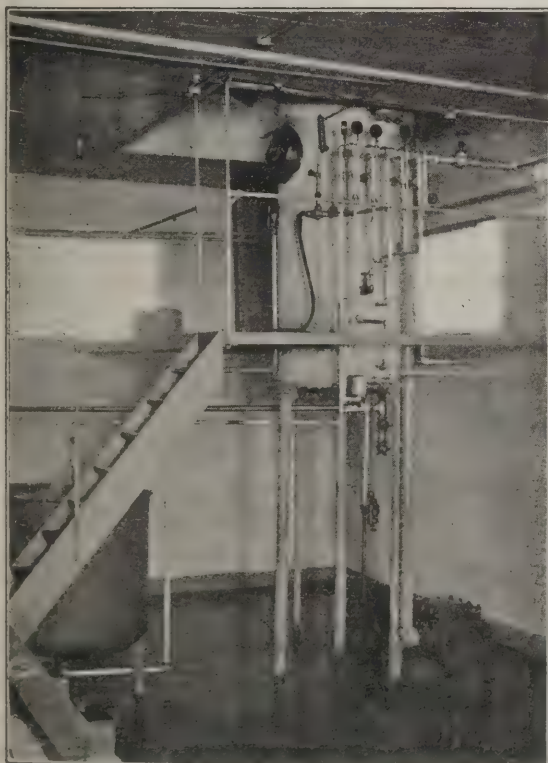
Established 1864

CHICAGO, 838 WEST CONGRESS ST.

New York, 50 Church St.

San Francisco, 103-5 Clay St.

Choose either of these cans
—Both have Solar Triple-Folded Top Bands.



Three Foot Condensing Unit in the plant of
Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY FRANKLIN, INDIANA

MANUFACTURERS OF

"SANIGOLD"
CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec.
13th
1923

C.E. Rogers,
Detroit, Mich.
Gentlemen:

The thirty-six inch pan which we purchased from you, has been in operation about nine months.

The pan is working perfectly, and has never given us a bit of trouble. We are using it for making ice cream mix, and are enabled to make our mix cheaper and better by this method. We will probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered on this installation, we remain,

Yours very truly,

Franklin Dairy Co.

D. D. Fertig

WE HAVE A SIZE TO FIT
YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street

Detroit, Mich.

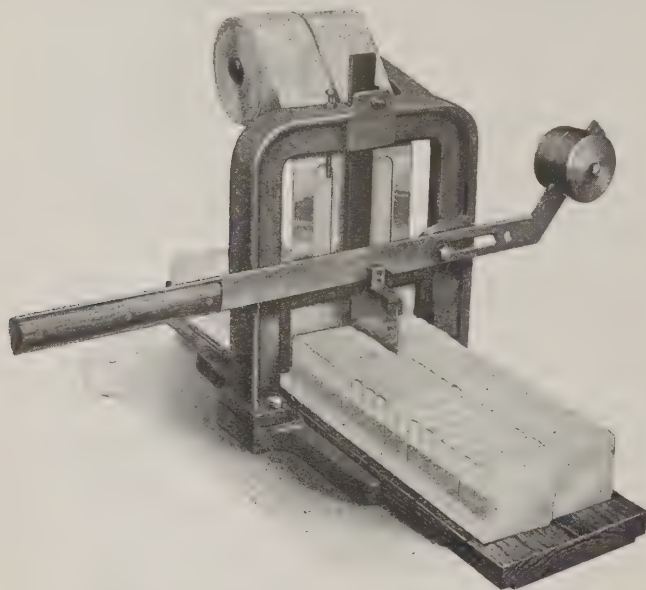
AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

ANDERSON "CUT-WRAP" MACHINE.

The Anderson "Cut-Wrap" machine is described by its makers, the Anderson Bros. Manufacturing Co., Rockford, Ill., as a machine that wraps and cuts at one operation. It is claimed to be simple, rapid, practical and low-priced. In a bulletin explaining the nature of the machine, the company states that an eight-quart brick slab is quickly cut-wrapped



into any desired number of slices, as it "cut-wraps" two slices at one time. These prices can be slit for individual bricks or slit into quarts and placed in cartons. Wrapped individual slices have a good market at schools, theaters, outings, baseball games, etc., the company points out. Officials say "cut-wrap" quarts make an ideal and quicker way to serve large gatherings such as churches, lodges, socials, etc.

* * *

SWEET CREAM BUTTERMILK POWDER.

"Lacalac" is the trade name of a dehydrated pasteurized sweet cream buttermilk powder manufactured by The Dry Buttermilk Company of Waseca, Minn. The product is described as sweet butter milk with the water taken out, nothing added. It is said to require no ice, to entail no waste, give no worry, and is convenient and economical.

E. W. Ward of the Dry Buttermilk Co., advises The Ice Cream Review that his company is going into creameries making only sweet cream butter, and hopes to have at least ten plants equipped with butter milk driers by September 1. Mr. Ward points out that as the product is made from the milk churned from sweet cream it is sweet and palatable, and that it has a much larger butterfat content than sweet skim milk.

The company is incorporated for \$100,000. R. P. Ward is president, and E. T. Wishop is vice-president. Plants recently were installed at Dover, Fergus Falls and Leican Rapids, in Wisconsin. The company has operated at Dodge City, Wis., for some time.

* * *

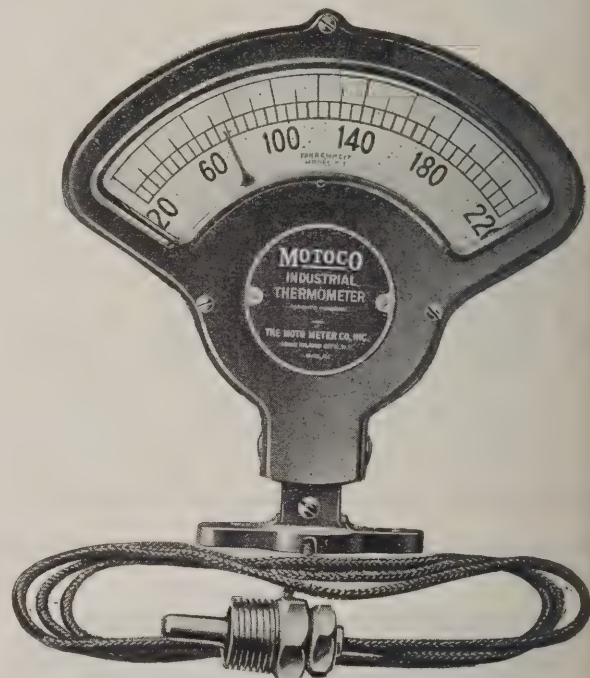
HUGHES GELATINE CO. IN NEW HOME.

Steady growth of the business of the "House of Personal Gelatine Service" has compelled the Hughes Gelatine Co., Detroit, Michigan, to move from 143 Griswold St., into new and spacious quarters at 1815 Franklin St., according to recent announcement. The company reports splendid prospects for the year 1924.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

NEW DIAL THERMOMETER.

What is termed "a radical departure in thermometer construction," is announced by the Moto Meter Co., Inc., Long Island City, N. Y. The new instrument, which takes the name of Motoco Industrial Thermometer, is of the dial type and



therefore holds out all the advantages of easy reading offered by indicating thermometers of that class. The dial is said to be of the standard annometer form, with large, legible numerals, for which the makers claim readability at an average distance of 20 feet.

For installations in dark or inaccessible places, 10 feet of tubing is furnished as part of the regular equipment. By inserting the bulb at the point where it is desired to take the temperature, the head may be mounted in the light on the wall, instrument board or elsewhere, and it is claimed that this facilitates temperature readings.

It is possible to lead the tubing from the factory or work-room through partitions to the superintendent's office or to points farther than 10 feet distance by ordering an extra length of tubing. The flexible construction of the bracket is said to allow for mounting on horizontal or vertical surfaces, while the swing of the thermometer on the bracket covers an arc of 90 degrees, sufficient to incline the dial so that it comes within the range of vision from any convenient position, company officials say.

* * *

TO EMBARK FOR EUROPE.

Announcement has been made by the Blanke-Baer Extract & Preserving Company, St. Louis, that the company's president, Dr. Baer, and Mrs. Baer expect to embark on June 7 for a three months' trip abroad. Dr. Baer will call on the distributors of Blanke-Baer products located in London, Liverpool, Glasgow, Paris, Copenhagen, and Christiania, and also will arrange for distributors in Holland, Belgium, Switzerland and Italy, it is announced. The company claims that Blanke-Baer Pineapple cubes have met with great favor in England and continental Europe, and on this item officials expect their export business to more than double this year. They report that their extracts have slowly but surely been making headway in Europe.

Back Up Your Flavor Specials With "Taste Appeal" Advertising



Put A Real Merchandising Idea Behind Your Product This Season, Mr. Sales Manager

CUT out costly experiments. Get down to brass tacks. *Back* your sales force and dealers with the *identical selling idea* that "big time" manufacturers all over America are *using every day in the year*. THE WEEKLY FLAVOR SPECIAL has proven to be, beyond all doubt, the *biggest, the best, the hardest hitting gallonage producer* the Ice Cream trade has ever known. And our Beautiful Flavor Strips are to the "Special Flavor" what gas is to your car; what honey is to the bee; what salt is to food. They put the "Special Flavor" across and keep it put.

They never fail, which is something that can't be said about any other form of Ice Cream Advertising.

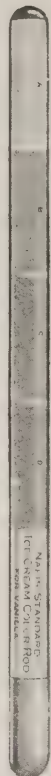
American Ice Cream producers spend thousands yearly for expensive Cutouts, Calendars, and other "good will" advertising. Yet you can't honestly prove that one single dipper of Ice Cream was ever sold through these mediums.

On the other hand FLAVOR STREAMERS will never lie idle in your stockroom. They are "Selling Advertising." The kind of advertising that you can actually "see" gets results from the first day used.

Your salesmen welcome them, Dealers ask for them. The consumer constantly watches for the special story they tell. And the big point is the consumer buys, when, and WHERE Flavor Streamers tell their story. Your request on firm's stationery speedily brings all information.

Ryan & Timberman, Inc.
Ice Cream Advertising WILKES-BARRE
Headquarters PENNSYLVANIA

A New Practical Standard for Ice Cream Manufacturers



NAFIS Standard Ice Cream Color Rods

will help you maintain uniform colors of your ice cream. One color rod for each of the three popular flavors:—Vanilla (including egg ice cream), Strawberry and Chocolate, each rod containing four shades to suit various tastes.

Order a set of three today from your jobbers. If they do not stock NAFIS GLASSWARE, write for our circular on NAFIS ICE CREAM COLOR RODS and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glassware for Testing Milk and Its Products

17-23 N. Desplaines St., Chicago, Ill.

NAFIS ICE CREAM COLOR RODS.

Louis F. Nafis, Inc., of Chicago, manufacturers of scientific glass apparatus for testing milk and its products, now have ready for the market another of their patented color comparison rods—this time the Nafis standard ice cream color rod, being somewhat similar to the Nafis standard butter color rod. Each glass rod contains four shades of color for a flavor and they are now furnished for the three most popular flavors: Vanilla (including egg ice cream), strawberry and chocolate, the three rods making a set.

The Nafis company has spent considerable time, money and effort to obtain just the correct colors and the shade they finally adopted represent the consensus of opinion as they have obtained it from numerous ice cream manufacturers and dairy school professors in various parts of the country, officials say. These color rods, they declare are put out in response to constant requests for such a standard from various ice cream associations and companies in United States and Canada. Officials believe they will prove of practical and educational value. They can be used for standardizing the colors of ice cream mix during the process of manufacture as well as for judging finished ice cream, it is claimed.

WAR VETERAN IS SALES SUPERVISOR.



ALLYN G. WHITEHEAD.

Allyn G. Whitehead is the general supervisor of sales, Eastern district for The Purity Paper Vessels Co. of Baltimore Md., well-known manufacturers of Purity Paper Cans and Pavesco Paper Milk Bottles. Mr. Whitehead became associated with The Purity Paper Vessels Co. shortly after he was discharged from the army where he served overseas with the famous Squadron "A" of New York. Previous to the time of his appointment to the position of sales supervisor, Mr. Whitehead was a special representative and called on most of the ice cream manufacturers throughout the United States; the company's product being distributed nationally.

SOMETHING EVERY RADIO FAN SHOULD HAVE.

We are glad to bring to the attention of radio fans a new book which should be a desirable acquisition to every operator or prospective operator.



Henley's 222 Radio Circuit Design is the title of the book. It is a comprehensive and up-to-date collection of modern receiving and transmitting circuits with complete design data showing the electrical values of inductances, capacities and resistances. The name of each element is on the diagram of the circuit. Each circuit has actually been tested and can be successfully built and operated when directions are followed.

This book of nearly 300 pages and showing hundreds of illustrations can be secured from The Olsen Publishing Co., Milwaukee, Wis., for only \$1.00.

Orders will be executed on receipt of remittance and book will be sent postage paid.

ESKIMO PIES IN ARGENTINE.

Announcement has been made by the Eskimo Pie Corporation of arrangements for the manufacture, distribution and sale of Eskimo Pies in Buenos Aires, Argentine, South America. Saint Hermanos of Buenos Aires are the representatives there.

The Eskimo Pie Corporation also announces that Eskimo pies are now being made and sold in Mexico, Cuba, Canada.

ESKIMO PIES

If you are making 5 cent Pies you need a Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" produces a thin shell-like covering, has a delicious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

"THINFLO" was used on the Anderson Eskimo Pie machine at the Cleveland Convention.

Manufactured By

Fortune Products Company

416-422 S. Desplaines Street


CHICAGO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Crown Fruit Products

The QUALITY
FRUITS

*for Discriminating
Ice Cream Manufacturers*



Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK



The Harder You Pull The Tighter The Knot

WHEN IT'S TIED WITH A
"SAXMAYER" BUNDLE TYER

Every user of a "Saxmayer" depends upon the perfect knot this machine ties in more ways than one.

It is neat looking, and every business man knows the value of a nifty package, free from trailing, uneven ends of string.

You can always depend upon these knots to stay tied, even when the packages are carelessly handled.

SAVES TWINE AND TIME

You do not need a trained operator for this machine. Anybody can operate it, many times faster and very much better than they can tie by hand, to say nothing about the big saving of string.

PACKAGES — BOXES — BUNDLES

The machine is automatic and ties various sizes and shapes without special adjustment.



Ten Days' Free Trial

We want you to try this machine in your own plant, on your own work.

That is the best way to decide just how much it will save you.

Write us to ship a machine.

The National Bundle Tyer Co.
BLISSFIELD, MICHIGAN

Panama Canal Zone, Australia, New Zealand and some of the smaller countries in Europe.

ELYRIA GETS MANY REPLIES FROM AD IN REVIEW.

The Elyria Enamelled Products Company announced its "300 Special" in its advertisement in The Ice Cream Review in February. Since that time, officials of the company say, the sales of this unit have far exceeded their hopes. They recommend the "300 Special" to our readers and suggest that manufacturers write the Elyria company at Elyria, O., for one of their new folders just issued on this unit. This folder describes the unit in detail and gives prices and complete data.

The line of pumps handled by Lammert & Mann Co., 215 North Wood St., Chicago, is described in a pamphlet recently issued, copy of which has been received by The Ice Cream Review. The pamphlet gives interesting information concerning Lammert dry vacuum and pressure pumps, which are said to be used extensively in dairy plants, chemical laboratories and for many varied special purposes where hard dry vacuum is required. With automatic control they are adapted to the priming of centrifugal pumps, it is claimed. Lammert pressure pumps are said to be used for spraying, positive blowing for machine shops and any other service where pressure up to 25 pounds can be used. The pamphlet says that Lammert pumps may be procured for any type of power drive, such as common pulley, tight and loose pulley, clutch, motor equipped, etc.

The James F. Drew Co., importers of gelatine and egg yolks, has changed its location from 382 Pearl St. to 320 Broadway, New York City. Correspondents have been asked to note the new address, and change records accordingly.

A new wooden spoon for use by ice cream manufacturers in packaging with bricks and other cartons to go to the retail trade has been designed by L. F. Grammes & Sons, Inc., Allentown, Pa. One of the advantages this company claims for its spoon is the smooth edge, and it is claimed that each and every spoon is a perfectly formed and cut product made of clean, white wood and packed in clean containers.

The Daisy fly killer offered to the dairy industry by Harold Sommers of 150 DeKalb Ave., Brooklyn, N. Y., is going to be a great help in eliminating the fly pest, according to Mr. Sommers. The fly killer is supplied in a container made of metal and cannot spill or tip over. It is claimed that it does not soil or injure anything it may be placed upon, but on the contrary is ornamental looking. Ice cream manufacturers will be interested in investigating the merits of this method of eliminating the fly, Mr. Sommers believes.

A. L. Sherman of New York recently announced his association with B. W. Burckhalter and will continue business under the name of Sherman & Company with headquarters at 100 Hudson Street, New York City. Mr. Sherman will continue to devote his time to pasteurized sweet cream and sweet barrelled condensed and evaporated milk. Mr. Burckhalter formerly was associated with the Golden State Sales Corporation, originally the California Central Creameries, and will specialize in the sale of butter, milk, fat, casein, powdered and whole milk. They will act as the direct factory representatives for the exclusive sale of milk products. The consolidation became effective on March 1, 1924.

The C. J. Tagliabue Mfg. Co., Brooklyn, N. Y. has added to its instrument line, a combined recorder-controller. In this design an air-operated temperature controller mechanism and a recording thermometer are mounted in the same case and are actuated by the same thermostatic system, according to officials of the company, who add that all the "structural features" of the Tag recorder such as the uniformly graduated chart, non-corrodible inverted fountain pen, pen pressure and position adjustment, improved chart holder are incorporated in this design. An important improvement is said to be the entire elimination of the rubber connections usually employed in instruments of the combined form.

Officials of the company believe that every manufacturer of ice cream who is contemplating the purchase of new equip-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Measure of Value

Quality and service are so related to cost that results alone can determine economy.

For this reason the uniform and dependable quality and the unfailing service which accompanies the use of

Wyandotte
Dairyman's
Cleaner and Cleanser

is deciding the steadily increasing demand by ice cream manufacturers for this unusual product.

They know that wholesome, odorless, sweet and sanitary equipment throughout the ice cream plant largely determines the quality of the finished product.

They know too, by experience, that these desirable results are more quickly, easily and harmlessly obtained by Wyandotte Sanitary Cleaner and Cleanser.

Moreover their experience proves also that this cleaner is unusually economical.

Ask your supply man.

Indian in Circle



In Every Package

It Cleans Clean

The J. B. Ford Co.

Sole Mnfrs.

Wyandotte, Michigan



DeRaef Ice Cream Weight Standardizer

Standard ice cream to standard weight per gallon regardless of kind or flavor, without adjustments. Once adjusted always adjusted.

DE-RAEF
DISTRIBUTED BY
N.A. Kennedy
Supply Co.

KANSAS CITY, MO.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

ment should by all means be in possession of the beautiful new catalog No. 2063, just issued by the J. G. Cherry Co., Cedar Rapids, Ia., describing its complete line of freezers. The catalog gives full details of the construction of the 100-quart, 80-quart, 60-quart, 50-quart and 40-quart machines, and is profusely illustrated. The catalog also contains pictures of many of the recent large installations of Cherry freezers.

* * *

J. H. Hart of Patchogue, Long Island, New York, announces having just completed an addition to his plant, that of the Hart Waterproof Clothing Company. This company has enjoyed an increase in business which made it necessary to expand the capacity of their plant, officials say. They are making the well known Hart six-in-one waterproof aprons and other waterproof clothing which is sold by virtually all leading jobbers of dairy supplies.

* * *

Announcement has been made by J. Noodleman, president of the newly formed Houston Cooperage & Tub Co., Houston, Tex., that this company now is erecting a new

building for its home and will install machinery for the construction of all kinds of wood barrels, kegs, and ice cream tubs, making the well-known patented double-bottom ice cream tub, which is said to be guaranteed for a period of three years against the bottom coming out.

The company expects to be in operation in May. Machinery for the manufacture of barrels and kegs will be in operation at that time, but it is expected that the machinery for tub manufacture will not be installed until some time later.

* * *

The Elyria Enameled Products Co., Elyria, Ohio, announce the addition of L. H. Evers to its sales force. Mr. Evers will represent this concern in the Southern territory with headquarters at Birmingham, Ala.

* * *

The Century Electric Company has changed their office address from Century Electric Company, 56 West Randolph St., Chicago, to Rooms 1931-3, 160 N. La Salle St., Chicago, Ill. This change will enable the company to give better service to its customers, officials say.

Texas Ice Cream Manufacturer Goes a-Hunting

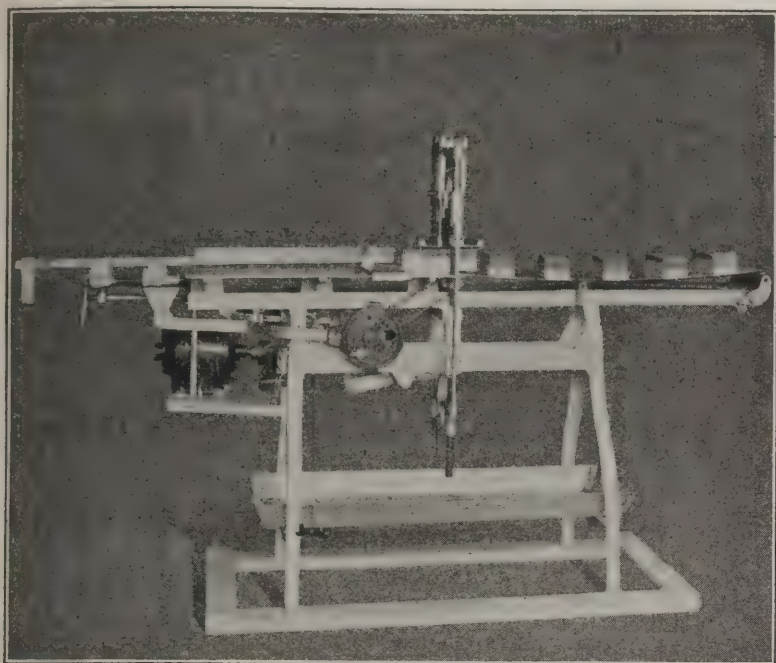


W. H. Irvin, Houston Ice Cream Manufacturer; Sheriff T. A. Binford, and the three deer they killed between convention trains.

W. H. Irvin, Houston ice cream manufacturer, is the envy of friends in his town. The accompanying photo shows three deer that were killed by Mr. Irvin and others who went out on a little hunting expedition in the interval between the Texas convention and the Southern convention. Some Texas ice cream manufacturers went on from the convention at Galveston last fall to the

Southern convention at Little Rock in December. During this time, Mr. Irvin, accompanied by T. A. Binford, sheriff, visited the King Ranch near Kingsville, Texas, in pursuit of deer. The three deer were carried to Houston and displayed to the delegates who returned from the Southern convention.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Cuts the Size You Want

*All the Time and
With Speed*

UNIVERSAL Ice Cream Cutting Machine

A hand or power operated cutting machine that is adjustable to any size piece. Cuts over 25000 Eskimo Pie pieces per hour.

All cuts are uniform in size. There is no variation between one brick and another. No waste or work to be done over again. No interruption of speed in your packing department.

For Accuracy—Reliability—Speed—Economy, Investigate

WM. E. KAY and SONS, Elyria, Ohio
MANUFACTURERS

Vanilla—and Personality In Your Ice Cream

IN one particular, the various authorities on Ice Cream and the manufacturers of that product are in very close accord. All agree that the flavor of Ice Cream is the most important factor to be considered in scoring it as to appeal and quality.

Cosco DIAMOND E. VANILLA

[A Compound]

*"Three ounces to a forty-five pound mix imparts
a distinctive character to your Ice Cream."*

Has been specially designed to add personality to your Ice Cream, for use with Reconstituted Mix; a product which gives to your Ice Cream Richness and Strength without rankness and eliminates the very common "Condensed" taste.

A ten gallon keg at \$4.95 a gallon will demonstrate that it is really different. Our guarantee allows you to return this Vanilla for credit should it not satisfy you.

SETHNESS COMPANY

*Manufacturers since 1880
Extracts, Colors and Fruits*

C H I C A G O

Cosco

*For 44 years
the mark of
quality in Ice
Cream Prod-
ucts.*

*May we suggest that
you confer with us on
your Ice Cream Prob-
lems. Our trained Ice
Cream Specialists are
at your entire disposal
—without charge, of
course.*

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

New Constitution and By-Laws Adopted by the Ohio Association

WHEN the matter of revising the constitution and by-laws was brought up at the past convention of the Ohio Association of Ice Cream Manufacturers it was voted to incorporate and adopt constitution and by-laws submitted with but few changes. They are as follows:

These Articles of Incorporation of the Ohio Association of Ice Cream Manufacturers.

WITNESSETH, That we, the undersigned, all of whom are citizens of the state of Ohio, desiring to form a corporation, not for profit, under the general corporation laws of said state, do hereby certify:

FIRST, The name of said corporation shall be The Ohio Association of Ice Cream Manufacturers.

SECOND, Said corporation is to be located at Columbus in Franklin county, Ohio, and its principal business there transacted.

THIRD, Said corporation is formed for the purpose of collecting and recording substantial information relating to the ice cream trade; adjusting and settling, in proper and equitable manner, controversies, disputes and differences as to contracts, accounts and other disputes that may arise; guarding, protecting and promoting the general interests of the ice cream trade in Ohio; the collection and distribution, without charge, of scientific data relating to the manufacture of ice cream, to increase and promote a general spirit of usefulness of the industry to the public, and doing all of the things necessary and incident thereto.

To acquire property either by purchase or lease for the building of the association headquarters.

Regulations and By-Laws.

Article I

Officers

The officers of this association shall be a president, a vice-president, a secretary who shall be designated as executive secretary, a treasurer and a board of trustees.

Article II

Membership

Sec. 1. Any manufacturer of ice cream or manager of a department of an ice cream factory, or an officer of any company manufacturing ice cream, if such manufacturing concern shall be doing business in Ohio, may become a member of this association upon recommendation of any member of this association, subject to the approval of a majority of the board of trustees and the payment to the secretary of the annual membership fee as may be determined by the board of trustees.

Any member or representative of a firm engaged in the manufacture of ice cream or supply equipment business may become an associate member of this association without voting power by paying associated membership dues as may be provided by the board of trustees.

Any member or employee of a firm which holds a regular membership in this association may become an associate member without voting power, by paying the associate membership dues.

Sec. 2. Any member of this association who may violate any of the provisions of these articles and by-laws, or who may violate any code of ethics now in force or hereafter adopted, or who may permit his dues to the association to fall into arrears may forfeit his membership in the association by an affirmative vote of three-fourths of the membership of the board of trustees.

Article III

Sec. 1. There shall be no capital stock in this association and no dividends shall be declared to members hereof. No profit is contemplated and none shall be earned.

Sec. 2. The monies and income of this association shall be appropriated by the board of trustees to carry out the objects of this association and to promote social and business interests of those engaged in the ice cream business.

Article IV

Affiliation With Allied Associations.

Sec. 1. This association may become affiliated with any allied dairy association upon the affirmative vote of a majority of the board of trustees and the officers of the association shall, by virtue of their office, be delegated to represent the association in such allied association, with power to vote the wishes of this association in the conduct of the affairs of said allied association.

Article V

These articles of association may be amended or changed by a two-thirds vote of the members in good standing at any regular meeting of the association, or at any special meeting called for that purpose upon fourteen days written notice to members. Said notice shall state the purpose of the meeting and give an explanation of the reasons for the proposed changes.

Article VI

Districts

The board of trustees shall have the power to divide the state into—geographical districts and designate the number of each said districts for the purpose hereinbefore set out.

BY-LAWS.

Article I

Meetings

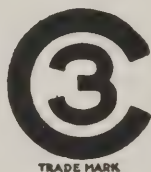
Sec. 1. Annual meetings of this association shall be held on the last Thursday in January of each year, or upon such day as may be designated by the board of trustees.

Sec. 2. Auxiliary meetings of this association shall be held at the call of the president or as may be decided upon by the board of trustees. The president shall call a meeting at any time upon the written request of ten members.

Sec. 3. Meetings of the board of trustees shall be held quarterly and at the call of the president and at such other times as the members thereof may specify.

Sec. 4. Delegates shall vote in person; no voting by proxy shall be allowed.

All votes shall be by viva voce, except on elections, which shall be by ballot, and nominations shall be made from the



**73 to 75%
Calcium Chloride**

Free from Magnesium

Write for Prices

Ask for bulletins No. 5a—and 36

**Carbondale Calcium Co.
Carbondale, Pa.**

New York Pittsburgh Atlanta Washington, D. C. Baltimore
Chicago Buffalo New Orleans Kansas City Philadelphia

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

RARE BARGAIN

Progress Ice Cream Freezers

Subject to prior sale we offer one to four PROGRESS Brine Ice Cream Freezers — 40 quarts — vertical — with Motor directly connected — (not belt-drive) at each **\$650.00** f. o. b. Chicago

These Freezers are entirely new. Our price constitutes a saving of about \$500.00 per Freezer, an opportunity which will not return.

Please also address us for ice making and refrigerating equipment. We handle the STERLING machine; on the market for over 30 years. The record of Sterling machines is not equalled by any other ice machine. We can prove it.

THE ERECTING ENGINEERS CO.

Builders of Better Plants

4421 Carroll Avenue

(Phone: Mansfield 6160)

Chicago

"Atlas" Century Color
will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.

BBLs. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

NEW YORK
 83-93 Park Place

Established 1851

CHICAGO
 11-13 E. Illinois St.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Order Your DeFoe-Colvin Ice Cream Molds Now

for



Considerable publicity has been given this article during the past year and we are now pleased to announce the molds are carried in stock by many jobbers.

They are easy to operate with speed and without waste,—measuring 20 sandwiches to the quart of bulk ice cream.

If your jobber does not carry them give us his name and address or order direct from the Factory. Address:—

DeFoe-Colvin Mfg. & Japanning Company

1752 N. KIMBALL AVENUE

Chicago, Illinois

Dept. E

floor. In all viva voce votes any delegate may demand a division of the house.

Sec. 5. Notices of all association meetings shall be issued by the executive secretary and mailed to the address of each member at least seven days prior to the date of the meeting.

Article II

Quorum

Sec. 1. At any meeting of this association 25 per cent of all members in good standing shall constitute a quorum, but a lesser number may adjourn from time to time.

Sec. 2. A majority of the members of the board of trustees shall constitute a quorum for the transaction of business.

Article III

Election of Officers

Sec. 1. The president and vice-president and treasurer of this association shall be elected by the board of trustees at the first meeting of the board following the annual meeting of the association each year.

No president or vice-president who is elected to office shall succeed himself.

Sec. 2. The board of trustees of this association shall be composed of one member from each geographical district to be elected by the members of said district; which said districts shall be numerically designated. At the first election the districts represented by the odd numbers shall elect their trustee for a period of one year, the districts represented by even numbers shall elect their trustee for a period of two years, upon the adoption of these articles and by-laws. Upon the expiration of the terms of all trustees their successors shall be elected for terms of two years each, the purpose being to have but one-half of the trustees retire each year, and the remaining one-half to serve during the next ensuing year.

Article IV

Voting

Each member in good standing of this association shall be entitled to one vote on any question that may come before any business meeting.

Article V

Duties of Officers

Sec. 1. The duties of the president shall be to preside over all meetings and to perform such other duties as are usually required of such officer.

Sec. 2. The duties of the vice-president shall be to perform the duties of the president during the absence of the president.

Sec. 3. The duties of the executive secretary shall be to keep an accurate record of all proceedings of the meetings of this association; to keep an accurate account of all monies received and expended; to certify to the treasurer for payment all accounts which have been authorized by the association or by the board of trustees; to transfer all monies of the association received by him to the treasurer; to attend to all correspondence of the association; to furnish an accurate statement of the financial condition of the association at its annual meeting and to the board of trustees at any time that the board may request it and upon seven days notice; to meet with the board of trustees at their meeting, although he is not to have a vote in any meeting and to do all those things and perform all those duties which are reasonable and which the association may ask of him.

Sec. 4. The duties of the treasurer shall be to receive and keep all funds of the association that may be turned over to him and to pay out such monies as may be directed by the board of trustees of the association, and to pay such accounts as may be certified to him for payment by the secretary. The treasurer shall at all times be under a \$2,000 bond, the premium for which shall be paid from the funds of the association.

Sec. 5. The board of trustees shall constitute the managing and governing body to carry out the objects of the association, always seeking council and advice from competent attorneys when matters of a legal nature are involved, and they shall use the moneys of the association for these purposes.

The management and control of the affairs of the business of this association shall be conducted by the board of trustees and correct and accurate minutes shall be kept of the proceedings.

The board of trustees shall be authorized to employ an executive secretary, who shall be charged with the duty of

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

EXTRACTS

EMULSIONS

Acme Extract & Chemical Works

Hanover, Pa.

Sicilian Fruit Flavors

In Concrete Form

Not made from domestic fruits.

Lemon
Orange
Lime

NON-ALCOHOLIC

Will remain sweet; is miscible with water or syrup without undue turpidity and will not separate.

For flavoring Ice Cream, Pastries, Soda Syrups, Candy, etc.

"ACME"

Custard Flavor for Ice Cream

A small quantity of any fruit may be added to the batch making the respective custards, namely:

CHERRY CUSTARD
PINEAPPLE CUSTARD
PEACH CUSTARD

Working sample for a 40 qt. freeze—
36c or 1½c to flavor and color one gallon of cream.

If It's A Flavor, We Have It

CUSTARDS

COLORS

G-W Crushed Ice Elevators and Ice Breakers



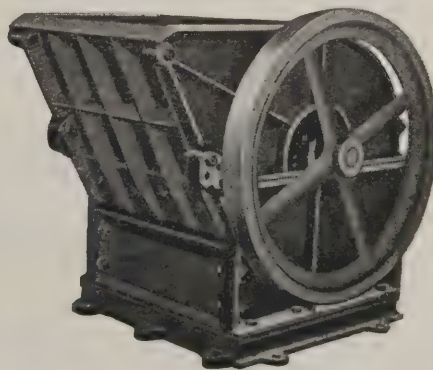
Users of crushed ice will find a type of incline elevator or conveyor exactly suited to their requirements in the complete G-W line. The illustrations merely show several typical installations.

We carry a complete line of Creasey Ice Breakers—both motor and hand driven. Their correct design and rugged construction insure maximum service with minimum upkeep.

Write our nearest office for detailed information.

MAIN OFFICE AND WORKS: 5 Hill Street, HUDSON, N. Y.
New York: 50 Church Street
Chicago: 565 W. Washington Street
Pittsburgh: Peoples Bank Building
Boston: 222 State Street

Gifford BUILT STRONGER LASTS LONGER **Wood Co.**
ICE HANDLING MACHINERY AND TOOLS



ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

carrying out the purposes for which this association is formed. He shall follow the instructions of the board of trustees with reference to the conduct of the business and he shall draw such salary for his services as is mutually agreed upon between himself and the board of trustees. The executive secretary may, with the approval of the board of trustees, employ such persons to assist him in his duties as the nature and extent of the work may require.

The board of trustees shall cause an audit to be made of the books of the executive secretary and treasurer during the month of January of each year, and at such other times as they may consider it necessary. They shall arrange programs for all meetings of the association and decide upon the date of meeting. They shall furnish and equip headquarters for the association in a manner that may be deemed reasonable.

Sec. 6. All officers shall serve until the next annual meeting of the association, or until their successors are chosen.

Article VI.

Membership Dues.

Section 1. The dues of this association shall be determined by the board of trustees, but always based upon the volume of butter manufactured.

Sec. 1. It is further provided that no monthly dues shall be less than \$2.00.

Article VII.

Officers and Committee Expenses.

Section 1. All expenses of the officers and board of trustees for special meetings held in the interest of the association, after being approved by the president, shall be paid by the treasurer, out of association funds.

Sec. 2. All expenses of any regularly constituted committee serving in the interest of the association, after being approved by the president, shall be paid by the treasurer out of association funds.

Article VIII.

The state of Ohio shall be divided into.....districts. Each district shall be composed of the members of the association resident in that district, and each member thereof

shall also be a member of the district organization, with one vote in the district meeting. Each district shall elect a chairman and vice-chairman, and said chairman shall, by virtue of his office, be a member of the board of trustees of the association.

Article IX.

Order of Business.

In the conduct of any meeting of this association or any district meeting of this association, or of the board of trustees of this association, the provisions of Roberts' Rules of Order shall be followed.

Article X.

Section 1. These by-laws may be amended or changed by a majority vote of the members at any annual meeting or any meeting called for that purpose, upon written notice to the members. Or amendments to the by-laws may be made with the assent in writing of two-thirds of the members.



APRIL MEETING OF NEW ENGLAND ASSOCIATION.

There were 42 present at the monthly meeting of the New England Association of Ice Cream Manufacturers held at the American House, Boston, on April 16, 1921. It was announced that the executive committee voted that hereafter all regular monthly meetings of the association be for all members. It was announced that the executive committee had voted a contribution of \$100 to the U. S. Chamber of Commerce toward their building fund.

A letter was read from The Ice Cream Review relative to Cone Week. It was left to the secretary to find out what was contemplated being done. The Nation Slogan Contest was taken up and discussed thoroughly, the association going on record as being back of it.

It was voted that the association offer \$100 additional prize for the slogan providing the winner is a resident of New England, and also that the association prepare window strips and contest blanks to be distributed free to ice cream manufacturers in New England. The secretary was instructed to prepare copy relative to the slogan contest that could be used in local papers and send them to ice cream manufacturers. It was recommended that manufacturers of the different group cities or markets get together to advertise the slogan contest and share the expense.

O. S. Jordan, president of the Association of Ice Cream Supply Men, gave a short talk about co-operation and the recent ruling of his association on sectional and state shows.

Professor Judkins invited the association to spend May 22 at the Massachusetts Agricultural College following the Springfield meeting on May 21.



MISSOURI COMPANY TO HAVE NEW HOME.

The Mitchell Dairy Co., Kirksville, Mo., is having plans drawn for the erection of a modern plant with a capacity of 500 gallons of milk, 500 pounds of butter and 100 gallons of ice cream a day. Officials expect the plant to be completed by September 1.

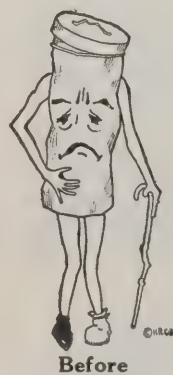


Changed Sex.

Miss Sweet—Before marrying her he used to roar around like a bull.

Miss Brier—Yes; but now she certainly keeps him cowed down!

HOPWOOD RETNING CO., INC.



Before

*High Quality
And
Quick Service
At The
Right Price*



After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn, N. Y.

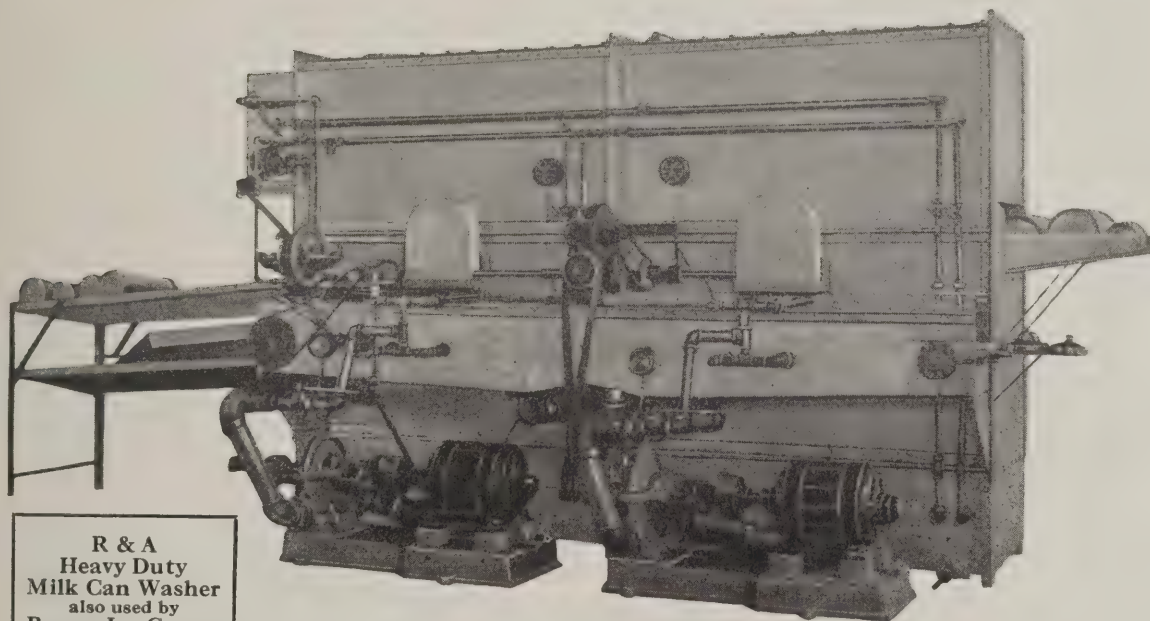
Factories
52 to 64 Commercial Street
15 to 64 Clay Street

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

AT THE BREYER ICE CREAM COMPANY NEW PLANT

Ice Cream Cans are Washed and
Sterilized on a

RICE & ADAMS ICE CREAM CAN WASHER



R & A
Heavy Duty
Milk Can Washer
also used by
Breyer Ice Cream
Company

OTHER MACHINES INSTALLED OR ON ORDER

CLEVELAND ICE CREAM CO.
CLEVELAND, OHIO

HOEFLER ICE CREAM CO.
BUFFALO, N. Y.

NATIONAL ICE CREAM CO.
SAN FRANCISCO, CAL.

OTTAWA DAIRY
OTTAWA, CANADA.

RIECK-McJUNKIN DAIRY CO.
PITTSBURGH, PA.

PAGE DAIRY
TOLEDO, OHIO

RIED ICE CREAM CO.
NEWARK, N. J.

SUPPLEE-WILLS-JONES MILK CO.
PHILADELPHIA, PA.

TECH ICE CREAM CO.
PITTSBURGH, PA.

WHEAT'S ICE CREAM CO.
BUFFALO, N. Y.

WRITE FOR CATALOG AND PRICES

Rice & Adams Corporation

NEW YORK

BUFFALO

CHICAGO

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Appalling Carelessness in Granting Credit in Ice Cream Industry

An Address Before Last Annual Convention of Illinois Association

By Z. G. GASSMANN*

HISTORIANS tell us that in the earliest times of man's existence credit was virtually unknown. In those days might made right, the stronger possessed himself at will of the property of the weaker, and since the problem of payment did not arise, neither did the problem of credit. But times have changed, and the law of might has gradually given way to the law of right. Possession by exchange, rather than by conquest, has come into existence.

And as the law of right gradually replaced its more vigorous predecessor, there came a growing confidence of man in his fellow-man. Though this confidence is at times sorely tried and even broken, yet it is confidence that is the basis for our present day credit.

Anyone who makes an examination of the credit side of any business, whether wholesale or retail, is appalled by the carelessness with which credit is granted, and the fact that as a group we are careless in granting credit is hardly controverted. There are many reasons for this seeming neglect on the part of the manufacturers to make inquiry into the proper amount of credit to which a customer is entitled, if he is entitled to credit at all.

Ignorance of the costs of doing business, credit losses and collections, desire to outdo competitors in volume of business without regard to the quality of the business, fear of driving away business by requesting credit information, and lack of a definite collection policy are some of the reasons responsible for the stupendous losses we suffer. Is there a remedy? I believe there is.

In my estimation, careless granting of credit and a desire to get additional volume are the greatest obstacles to the cutting down of our losses. When spring arrives after the long, cold winter, most of us are ready and willing to take any and all business that comes our way, with little examination or investigation. A competitor's customer calls us and gives us an order. Do we find the reason for his sudden change of heart? An inquiry might save us considerable trouble, worry, and perhaps a loss.

* President Illinois Association of Ice Cream Manufacturers.

JUST last summer we had an experience which illustrates my point. A customer who never should have been extended credit in the first place quit us owing a large balance. We immediately took steps to protect our interests, resulting in an uncollectable judgment. Despite the fact that this information was a matter of record, he was able to buy from two other manufacturers for the next sixty days, and both of them have told me that they came in for a nice slice of experience also. Our loss would have been avoided if we had been possessed of enough backbone to refuse credit in the first place, thus keeping the account on a strictly cash basis. The loss of our competitors could have been avoided by a timely investigation of the customer's credit status when he quit us.

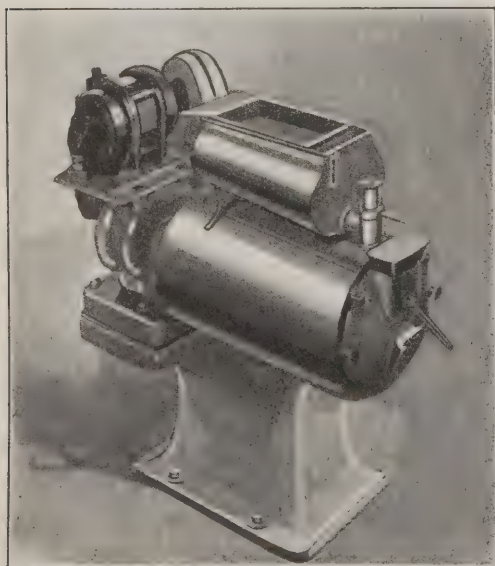
Credit information on the average account in the ice cream business is usually available if one is willing to go after it. Conditions vary in different communities and the city store presents a different credit problem than the small town store or restaurant.

There are several sources of credit information with which all of us are more or less acquainted. We may get information from: (1) agencies, (2) banks, (3) personal calls and investigations by salesmen, (4) other manufacturers.

Agency information is usually reliable, where it can be obtained. The great trouble in rural communities is that the small store or restaurant is not rated. Information from local banks, while usually honest, is of little value for credit purposes. Banks as a rule will not misrepresent, but are reticent about giving definite information about a local dealer, who is usually a customer of the bank.

A great deal of dependence can be placed on information secured by the personal investigation. While this is the most expensive means of securing information, it is practicable in the ice cream business and is the cheapest in the long run.

Interchange of information is highly desirable though I hardly believe that the industry has reached



BARGAINS IN Guaranteed Rebuilt Freezers

Latest types at less than half the
cost of new.

30 day trial period allowed

100 qt. Ft. Atkinson Motor Drive
80 qt. Miller Pyramid Motor Drive
40 qt. Miller Pyramid and Anvil Base
40 qt. Cherry, Thompson and others
Vats, Homogenizers, Viscolizers, etc.

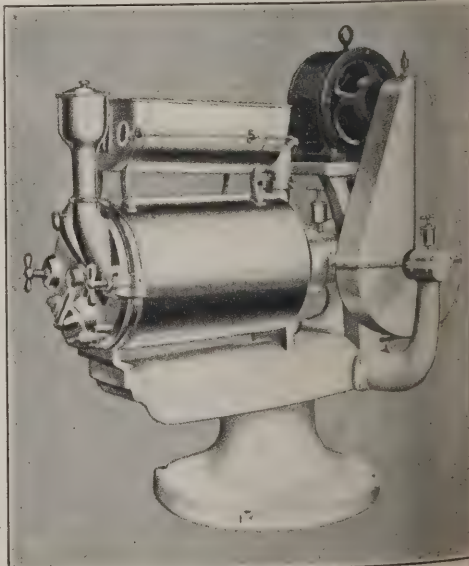
Send for Prices, Photos and
Complete List

Philadelphia Retinning Co.

2908 N. 16th Street
N. PHILADELPHIA, PA.

Ft.
Atkinson
100 qt.

The
Miller
Pyramid



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Why Waste Ice and Salt Which Costs Money? NEVERLEAK CABINETS

ECONOMIZE ON

Space
Labor
Repairs
Ice
Salt



ABSOLUTELY

Warp-Proof
Leak-Proof
Brine-Proof

Cut Ice and Salt Bills 40%
Beautiful in appearance.

Note Roller Base and distance from floor to valve. Can cannot float.

NEVERLEAK CABINETS are stamped out in one piece; have double dead air space covers; are made in three sizes, one, two and three eye.

We can supply your wants. Write for prices.

COTTON FIBRE-WOOD SALES COMPANY

OAKLAND AVENUE AND BELT LINE

MEMPHIS, TENNESSEE

Take a tip,
Buy from
Zipp!

HIGHEST
QUALITY
for
YEARS

ZIPP'S VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—Special Flavors—Colors and Fruits in bulk. Delicious Cold Process Strawberries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.

BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.



THERE are times when you want privacy in operation—buying—selling—seeking—or acting in any way; when for a short time you would prefer to act independently of those associated with you.

At such times a classified advertisement will prove to be an ideal agent, working discreetly and privately. It will not reveal your identity nor disclose more details than you are willing to have disclosed. It operates silently and efficiently, introducing you to other individuals with whom you can negotiate by mail or in person.

Classified advertisements in The Ice Cream Review are the dairy products man's *confidential agent*. Insert them under any of the following headings:

**Wanted-to-Buy
For Sale
Business Opportunities
Employee Wanted
Position Wanted**

Cost is but 2c per word. Write out your advertisement and mail with check or money order to The Ice Cream Review, 5th and Cherry Streets, Milwaukee, Wisconsin.

*Classified Advertisements
are found in the last pages
of this issue.*

stage where a credit bureau in our association could be successfully operated.

But eventually we come back to the original statement that "credit is based on confidence."

"Have we confidence in the men we sell?" is a simple question, yet the answer to it would solve many of our credit problems.

SOMEONE has said that the proper time to consider the payment of an account is before the account is opened, and there is little doubt that such a procedure would greatly simplify our credit and collection problems. A clear understanding of what is expected of the customer has never driven away any desirable business, rather, it has put business on a better and firmer basis. Prompt payment of due accounts should never be regarded as a courtesy or spoken of as a favor. In our own business we have tried to impress on our customers that we expect to pay with the same promptness that they expect us to ship their orders. Education is a slow process, but a policy such as this, put into force and firmly held to will work wonders in a remarkably short time.

There is no doubt that the house which insists on prompt payment is more respected by its customers than is its easy-going competitor. Experience in ice cream and other lines has shown that the maintenance of a prompt payment policy drives away no profitable business.

Discounts for prompt payment are in vogue in the ice cream business at this time and are being used with varying measures of success. This system has worked successfully where strictly applied to the letter, giving no discounts after the expiration date. When a customer will not pay in time to take advantage of a five or ten per cent discount, he is usually a customer to watch closely. As one manufacturer put it, "the discount system separates the sheep from the goats immediately."

CREDIT insurance is used by a few manufacturers. As a rule the credit risk in the ice cream business is sufficiently distributed to justify the policy of setting up a reserve for bad debts instead of taking out insurance.

A good collector always is courteous and tactful, but he is not easily fooled by the customer who tries to take advantage of him. He is not easily "stood off" by promises of an early payment, neither will he long be in ignorance of a delinquent's true condition. He is always ready to grant an extension when a valid reason exists, but he does it with the implied understanding that such an extension is an unusual occurrence, granted only as a special favor for the present occasion, and that no repetition of the request is expected.

The manufacturer who maintains such a policy, and who at all times remains unruffled, courteous and cheerful in his credit management will not only minimize his losses, but will, by his attitude teach his customers to employ correct collection principles in their own business, thereby making them stronger business men and consequently better credit risks as customers of his house.

PRINTING

Anything from a Card to a Catalog

The Olsen Publishing Co.

Fifth and Cherry Sts.

Milwaukee, Wis.

Judge Your Corkboard by the Plant that Makes it

The more efficient a plant is—the more exacting its methods are—the better the article it manufactures is bound to be. And the plant that operates on the largest and most modern scale can naturally produce its goods at minimum cost.

NOVOID CORKBOARD

is made by Manufacturas de Corcho, whose enormous plants, illustrated, occupy over 200 acres and are the largest and most thoroughly and modernly equipped of the kind in Spain.

Manufacturas de Corcho are the **only** corkboard makers in the world who produce their own raw material, therefore the only ones who **control** its quality and are **sure** of their supply.

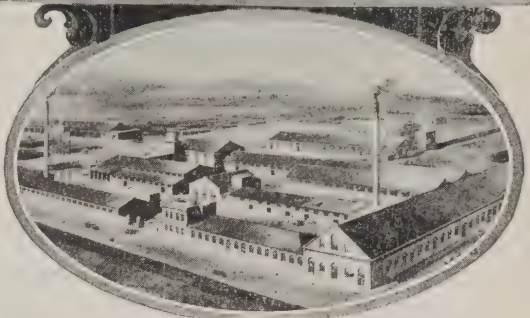
Write for Interesting Booklet

CORK IMPORT CORP'N.

345-349 W. 40th Street

NEW YORK CITY

BRANCHES IN LARGE CITIES



Service



Promptness

BLANKE

MFG. & SUPPLY CO.

ST. LOUIS

MO.

Quality



Dependability

JENSEN VERTICAL COIL VATS have been on the market only a few years — Horizontal Coil Vats for thirty years

JENSEN PATENTS PROHIBIT

other manufacturers from making and selling vats with Vertical suspended heating and cooling coils.

With approximately thirteen salesmen selling vertical suspended coil vats (exclusively Jensen's) and thirteen hundred salesmen selling the old style "horizontal" coil vats that can be made by any manufacturer is it any wonder that the thirteen hundred voices make themselves felt when they say "Do not buy Square Verticals." And yet three hundred thousand dollars worth of vertical coil machines have been installed within past six months.

The horizontal coil machine does not offer the plant owner a single advantage that he cannot secure in a Vertical Coil Machine and in the Vertical he secures in addition —

Freedom from Stuffing Box Contamination — Freedom from Air (and Foam) Incorporation — Elimination of Air and Noxious Gases and many other desirable features.

A post card will bring you a bulletin on "starter" and buttermilk making that is worth reading. It tells among other things how "Buttermilk" (cultured milk) is being made day after day without the necessity of carrying and caring for "mother" culture in a laboratory.

BLANKE MFG. & SUPPLY COMPANY

214 WASHINGTON AVENUE

ST. LOUIS, MO.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

USE INTERNATIONAL STANDARD FITTINGS.

(Continued from page 132)

necessary to make this standard and interchangeable fitting the best, as stated, that human ingenuity could devise.

With that end in view, Chairman Forster arranged a conference with the committee's engineer and the manufacturers in question. After several conferences, they finally agreed on this change, which in their opinion would provide for the best possible standard fitting.

Samples were made up by these manufacturers according to the revised specifications and accordingly a new tracing was made and submitted to the various manufacturers and other associations interested for the purpose of securing their respective approvals.

The next problem which presented itself to the conference, in order to bring about the manufacture of the standard fitting, was the necessity of obtaining steel gages. The central office of the International Association of Milk Dealers negotiated with one of the large manufacturers of steel gages for the purpose of securing the best possible prices on behalf of each of the manufacturers, for a set of master gages. The idea was that the gages being made by one firm for all the manufacturers making the fitting, would secure absolute uniformity and also that one set might be retained in the office of the International Association of Milk Dealers in Chicago to which any purchaser of sanitary fittings could submit their fittings at any time for test in the event of any question as to their imperfection.

The time between the last convention of the International Association of Milk Dealers at Syracuse, N. Y., October, 1923, and the date of this present article, has been consumed with the manufacturers of gages and the

manufacturers of fittings in accomplishing a set of specifications and blue prints that would be satisfactory to each manufacturer.

These gages were promised for delivery not later than April 15, which will mean that the International Standard Interchangeable Sanitary Fitting, which we have been working on for the past three years, will be placed on the market by the manufacturers not later than May 1.

At this date the problem is placed squarely before the user, the dairy industry, as to whether this great undertaking has been justified. The manufacturers of these fittings have co-operated with your joint committees in the perfection of the fitting. They have done so at a great expense because it has been necessary for them to make new patterns, tools and dies in order to manufacture this new standard fitting and their old tools and dies will be scraped, which has cost them thousands of dollars.

Using the words of Chairman Forster of the committee: "We must not let it be said that we have asked the manufacturers to make the fitting and then refused to purchase it. I am sure that each and every member will stand behind the work of the committee and the manufacturers, and demonstrate their good faith by purchasing no other than International Standard Fittings."

The labors of the joint committees, in developing the standard fitting, as requested by the industry at large are through. They submit to you that they have accepted your commission, have performed the labor which you requested of them, and in return they ask that you justify that duty which you delegated to them, by specifying in the future on your orders in every instance, the International Standard Sanitary Fitting. In this way and only in this way can the universal adoption of the fitting and the benefit to be derived from this standardization be ultimately secured. The success of this undertaking now rests entirely in your hands. That confidence, I am sure, you will prove to the manufacturer has not been misplaced.



OHIO AND INDIANA NOTES.

By C. J. Yunker.

The proprietors of Watts Bros.' Ice Cream Company, Logansport, Ind., mourn the loss of their father by death, whose name was Isaac N. Watts, at 510 West Miami St., Logansport, Ind.

* * *

The Julia Ross Ice Cream Co., Cincinnati, O., has been incorporated for \$10,000.

* * *

Watts Bros. Ice Cream Co., Logansport, Ind., has added another new ice cream truck to its fleet and are usual are putting on their regular color of paint as their tubs, etc. Getting ready for Spring—they believe in keeping things bright.

* * *

Atkins Creamery Co., Marion, Ind., says business is coming along nicely.

* * *

Conter Ice Cream & Bottling Co., Decatur, Ind., is ready for the rush of the season and getting ready to push the sale of their goods bigger than ever.

* * *

Ames Gipe Ice Cream Co., Wabash, Ind., says business is picking up, and Waldo Gipe, the manager, expects to increase their output this season.



Schroeder—Perfection Cabinets

for 1924 are now
ready. Check over
your stock and
send us your re-
quirements early.



"Insulation is the thing"

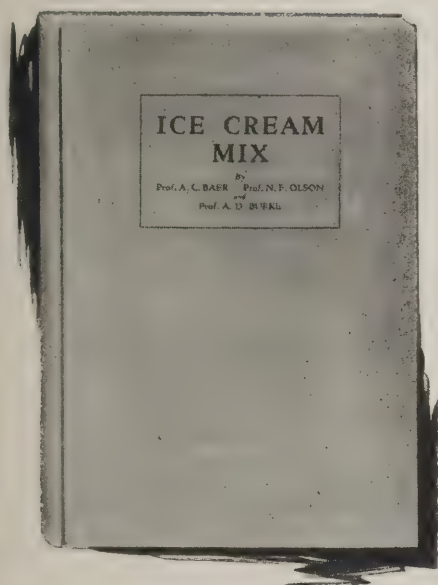
JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. --- MILWAUKEE, WIS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

What You Want to Know About Ice Cream Mix



How to standardize the ice cream mix.

How to calculate the required amount of various ingredients.

Formulas for different mixes all worked out from 8 % to 14 % butterfat.

Comparative cost of ice cream mixes.

Acidity and overrun.

Factors influencing overrun.

Processing the mix.

Gelatine and the ice cream mix.

Legal standards and requirements.

Sixteen pages of useful information.

Sent Anywhere

Postpaid

on Receipt of

\$1.00

*All by such eminent ice cream authorities as Profs.
A. C. Baer, N. E. Olson, A. R. Burke.*

Get a Copy NOW

The Olsen Publishing Co.

MILWAUKEE

-

WISCONSIN

THE OLSEN PUBLISHING CO.

5th & Cherry St.
Milwaukee, Wis.

Enclosed find \$1.00 for which please send to address below a copy of Ice Cream Mix.

Name

Street Number.....

CityState

WASHINGTON

MAINE

News From Far and Near

CALIFORNIA

FLORIDA

Gadsden, Ala.—L. E. Lokey and C. W. Singleton have purchased the plant of the Marshal Ice Cream Co., which they will remodel, installing new equipment.

Dothan, Ala.—Work on the new building is being rushed to completion and machinery is also being installed for a creamery. When the building is completed it will be one of the most modern in the state. For some years leading citizens have felt the need of a creamery in Dothan in order to create more interest in diversification from cotton as the staple crop. A high grade of creamery butter is already being put on the market by this company of which J. W. Parkman is manager.

Blytheville, Ark.—New machinery and several interior improvements are being installed in the Blytheville Ice Cream Co. building on Fifth and Main streets.

Los Angeles, Cal.—All buildings of the Globe Ice Cream Company, located at the corner of Jefferson and Hill streets, are now completed. The mammoth sanitary, scientific plant of the Grove Ice Cream Company now being fully completed represents an investment of \$1,000,000. In order to celebrate the completion of this factory a grand opening will be held for five days.

Jacksonville, Fla.—Herman A. Haft and D. W. Anderson, operating under the firm name of Haft's will open a new ice cream plant at 1733 Main street, where they will turn out the choicest of ices for their local patrons.

Davenport, Ia.—The Banner Creamery Co., a concern sponsored largely by Moline business men, has acquired the Venholz ice cream factory at 2300 Fifth Avenue, Moline. The new owners took over the management of the business today and announcement was made that there will be no interruption in the operation of the factory.

Officers of the Banner Creamery Company plan to manufacture a complete line of dairy products, featuring ice cream and table butter made entirely from sweet cream. It is also

planned to open dairy stores in other cities and negotiations with the chamber of commerce in one of the leading cities of Kentucky have been opened with a view of establishing a second factory at that place.

Maplehurst, Iowa.—The Maplehurst Dairy Co. gave away 20 dozen Eskimo pies each evening and Wednesday afternoon at the Better Homes Show.

Onawa, Ia.—Turin's only eating establishment is the Turin Cafe and Ice Cream Parlor, which has been under the management of J. J. Roeberg since January 1st of this year he having purchased the business from Glenn Edwards.

Mr. Roeberg has greatly improved the place, installing new fixtures and a soda fountain.

Oelwein, Ia.—The Crowell Ice Cream Company is erecting a building on West Charles just this side of the viaduct for their enlarged business. This building is to be 30x65, a fire proof structure of concrete and hollow tile, with brick front. It faces on Charles street and will be quite convenient for shipping purposes as it is close to the railroad. The building is to be an up-to-date factory with a handsome front and one that will be quite an improvement to the city. They will be temporarily located in the Flynn Dairy building until their new one is completed in the early part of May.

The Larson Dairy is moving into the room vacated by the Crowell Company and are putting in a large pasteurizing plant.

Maquoketa, Ia.—The Kirchoff Ice and Ice Cream Co. has enlarged its business and Arthur Nichols of State Center, will have charge of the dairy department of the plant.

Monticello, Ia.—The Hutchinson Ice Cream Co. of Cedar Rapids has opened its seventeenth factory, which is located in Monticello, under the management of Herman Schneider, a Monticello man, who has taken a course in dairying at Ames, and has a great deal of experience along the line of work upon which he is entering.

Chicago, Ill.—T. F. McGuire Ice Cream Company at 4263 Elston Avenue has been incorporated with a capital of \$60,000. Incorporators are Max Setlmeir, Robert H. Hendrickson and Herman Kaus.

Indianapolis, Ind.—George Killis opened an ice cream manufacturing business at 21 South West Street.

Carroll, Ia.—Wholesale ice cream manufacturers from this district assembled in convention in Carroll to discuss trade abuses.

Colfax, Iowa.—The Porter Farming Co., announce that they are starting their ice cream factory again.

Monticello, Ia.—A quantity of machinery has been shipped to Monticello by the Hutchinson Ice Cream Co. of Cedar Rapids. It is at present being installed in a large brick building in the rear of the Franklin Barn Equipment Co. The Monticello factory will be in charge of Herman Schneider.

Chicago, Ill.—Silver Ice Cream Co., Inc., 4540 State St., has been organized with a capital of \$50,000. It will manufacture and deal in ice, ice cream, sweets, etc. Incorporators: G. W. Dobbins, R. A. Barker, P. H. Curry, M. F. Fuller.

Chicago, Ill.—Goldenrod Ice Cream Company, 937 W. 21st St., has incorporated with a capital of \$1,500,000. Incorporators are Irving Sacks, R. F. Bippus, Louis Olin and G. D. Rose.

Rensselaer, Ind.—The Rensselaer Ice Cream and Supply Company has been formed with a capital of \$10,000. The directors are H. E. Randle, W. R. Coffroth, L. M. Ellis, P. P. Grove and J. W. Klink.

Terre Haute, Ind.—Taylor Ice Cream Company has been organized with a capital of \$5,000 to manufacture ice cream and confectioneries; directors are Charles Taylor, Andrew Taylor and Charlotte Taylor.

Downs, Kan.—H. Edell has opened an ice cream factory here.

Marysville, Kan.—The Marysville Ice Cream Company has begun business under the management of S. B. Hamphill. He recently purchased the equipment of the Purity Ice Cream Co. and has his plant located in the same quarters as the latter company had in the ice plant.

Crowley, Ia.—The Riceland Ice Cream and Creamery, successors to The Farrell Ice Cream Co., has installed several new units of machinery for improving the plant and products, the latest thing being a homogenizer for the more perfect blending of the cream.

Cambridge, Mass.—Mansion House Ice Cream Co., Cambridge, has been incorporated with a capital of \$300,000; incorporators are William P. Sutton, Matilda J. Sutton and Esther V. Sutton, all of Cambridge.

Cambridgeport, Mass.—A crew of 200 men, groups of whom cleared the ruins, while others followed to renovate the building, were set to work less than six hours after the firemen had quit the Cambridge ice cream plant of the H. P.

Read The Southern Magazine

One Hundred Pages Monthly and measuring right up to metropolitan standards. Typically southern in life, traditions, customs, history developments and progress, and presented in a manner highly interesting to read.

Anyone Interested in the "Southland" should read The Southern Magazine

Points out the resources and opportunities in the south. Tells of what the South is doing. Shows that the real opportunities for the average man are in the South today.

Subscribe Now. Only \$2.00 a year. If at the end of that time you are not satisfied that you got your money's worth, subscription will be gladly refunded. Your friends will like it too.

The Southern Magazine Gives Value Received

Act Now by Saying it with a Check.

Yearly subscriptions only \$2.00

J. P. HOLM, Special Agent

P. O. Box 1697

BIRMINGHAM, ALABAMA

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Wood & Sons Co., Cambridge and Albany Sts., and by 3 p. m. the ammonia freezing system had been reinstalled. The manufacture of ice cream will now be resumed.

Springfield, Mass.—Tait Bros., ice cream manufacturers and milk dealers, have offered to the Park Department a tract of land adjoining the Armory Street Reservoir to be added to that park.

Charlotte, Mich.—The Snow Ice Cream Company has purchased the plant of the Artificial Ice Company which was started in 1908 by the L. H. Shepherd Grain, Bean and Milling Company, and which has done a very flourishing business since that time. Through the manufacture of a superior grade of ice cream the Snow Ice Cream Company has established a good business and the plant which is located in the same building naturally goes with their business. With a few alterations the two plants will be converted into one. Ice will be sold to the city residential trade as heretofore.

Clarksdale, Miss.—McLeran Ice Cream Co., has organized with a capital of \$14,000. John S. Garmon, J. S. Hays and others are the incorporators.

Jefferson City, Mo.—Frank J. Gorbes has disposed of his interest in the Purity Ice Cream Co. to E. H. Wilburs.

Eldorado Springs, Mo.—G. E. Tucker, proprietor of the Eldorado Ice Cream and Bottling Works, will soon install new machinery in his ice cream department.

Lincoln, Neb.—The attorney general was asked to give an opinion whether discrimination in cream prices is punishable under the Nebraska uniform price law or the anti-discrimination law. Many complaints have been received of cases where cream sold at competitive points brings a price higher than that paid for the same quality at non-competitive stations nearby.

Asheville, N. C.—H. Broby of the Carolina Creamery Co., manufacturers of ice cream here, has announced completion of arrangements and the installation of new equipment.

Brooklyn, N. Y.—Eclipse Ice Cream Company has incorporated with a capital of \$10,000.

Durham, N. C.—In 1920, the Waverly Ice Cream Co., on Holland street, installed complete new machinery and equipment. The equipment is said to be as good as that of any plant in the South, and enlargements are now being made, in order to increase the capacity of the plant.

Officers of the company are: A. J. Pollard, president; H. J. Pollard, vice-president and general manager; W. P. Lucas, treasurer; Miss Leah Pope, secretary and treasurer.

Greensboro, N. C.—The White Rose Ice Cream Co., has been organized, with authorized capital stock of class "A" stock at \$100 per share and 248 shares of class "B" stock without nominal or par value. The subscribers are W. A. James, J. L. Robinson, and W. S. Lyon, all of Greensboro.

Hamlet, N. C.—An amendment has been made to the charter of Buttercup Ice Cream Company, and its capital stock increased from \$100,000 to \$150,000.

Fargo, N. D.—The plant of the Frank O. Knerr Dairy Co., which opened two years ago in a new large brick building, is being enlarged to nearly double its present capacity because of increased business, due, Mr. Knerr says, to increased dairymen in the district. The company, founded in 1907, made 15 per cent of all ice cream made in North Dakota during 1923.

Grand Forks, N. D.—S. J. DaDue of Minot was re-elected president of the North Dakota Ice Cream Manufacturers' Association at the annual convention here. Other officers are: H. S. Shulte, Mandan, vice-president; E. K. Geise of Grand Forks, re-elected secretary; Frank O. Knorr and H. Christian of Fargo, directors.

Grand Forks, N. D.—S. J. LaDue of Minot, was re-elected president of the North Dakota Ice Cream Manufacturers' Association at the close of the annual convention. Other officers are: H. S. Shulte, Mandan, vice-president; H. K. Shulte, Grand Forks, re-elected secretary; Frank O. Knerr and H. Christian of Fargo, directors.

Camden, N. J.—Venice Spumoni Co., manufacturing ice cream, has been organized at Camden with a capital of \$5,000.

Dover, N. J.—F. Chapin Weed of Allentown, Pa., ice cream maker, who distributed ice cream in Dover for the past 20 years, has purchased the ice cream business of Oron P. Le and will continue manufacturing at the plant recently moved to the old Morris county machine shops property in Farlan Street from Cole's former stand in East Blackwell Street.

Brooklyn, N. Y.—Arc Ice Cream Distributors' Company has been organized with a capital of \$10,000, by M. Herschaft and M. Tachna.

Brooklyn, N. Y.—The Eclipse Ice Cream Company has been organized by H. A. Leonard, B. Bretan and V. Zweig, with a capital of \$10,000.

Hornell, N. Y.—The Purity Ice Cream Company of this city of which Paul J. Johnner, the oldest ice cream manufacturer in the city, is the proprietor, is gaining wide favor through its recent new and delicious offering, Kist ice cream.

Olean, N. Y.—The First National Bank recently purchased the buildings, equipment, and stock of the Jersey Ice Cream Company in Portville, at a public hearing held in County Surrogate George A. Larkin's office. The deal was transacted following bids of stockholders and officials of the company. The company's equipment, stock and buildings were sold for \$17,400.

Syracuse, N. Y.—The Dairymen's League Co-operative Association, Inc., has opened its Syracuse plant for manufacture and distribution of Dairylea Ice Cream. The business occupies the former Crystal Springs bottling plant in Burnet Avenue, held under lease. The plant is the seventh owned by the association, and negotiations are under way to establish the eighth factory and distribution center at Binghamton. Eighty men are employed here making, packing and transporting Dairylea ice cream to all parts of the county. Seven trucks and three light motor deliveries are employed.

Chillicothe, Ohio.—Ohio will probably have an ice cream week early in June.

Columbus, Ohio.—Receivers of the R. L. Dollings Company were authorized to sell the common stock of the Crane Ohio Ice Cream Company at \$10 a share, by common pleas Judge Duncan. Preferred stock holders of the Crane Ohio Company fought the disposal of the stock but Judge Duncan held it was the property of the Dollings Company, which organized the ice cream concern. The court authorized the sale of most of the stock to Stanley M. Ross and Harry C. Moores, of the Moores and Ross Milk Company of Columbus, which, with the Maple Dell Ice Cream Company, formed the Crane Ohio Company. Consideration was \$94,500, but the money will be held by the receivers subject to action by the upper courts to which preferred stockholders of the Crane Ohio Company will appeal.

Cincinnati, O.—The Julia Ross Ice Cream Co., has been organized by Julia Ross, with a capital stock of \$10,000.

Dayton, Ohio.—Ice cream manufacturers and milk distributors from a number of counties in western and southwestern Ohio met at the Gibbons Hotel to make provisions to improve the quality of food products and to establish better sanitary conditions generally. Ice cream manufacturers attended from Auglaize, Clark, Champaign, Darke, Fayette, Greene, Logan, Montgomery, Miami, Mercer, Preble and Shelby counties. The milk distributors came from Allen, Auglaize, Clark, Champaign, Darke, Fayette, Greene, Montgomery, Mercer, Miami, Preble, Shelby and Van Wert counties.

Maumee, O.—Creamery and ice cream men from 15 southeastern Ohio counties and part of West Virginia met at Athens and planned a campaign to make all cream stations sanitary.

Clinton, Okla.—The new Clinton Ice Cream factory was opened for business April 1. W. E. Bright and Otto S. Pearman are owners and operators of the company.

Punxsutawney, Okla.—The Mahoning Ice Cream Company has been organized by P. L. Brown, with a capital of \$75,000.

Altoona, Pa.—A permit for the erection of a one-story brick building at Industrial avenue and Twenty-eighth street for the Penn-Cress Ice Cream Company was issued to F. J. Cupples. The building will cost \$18,000 and will be used as a distributing plant, the ice cream being brought here from the plant in Cresson.

Corry, Pa.—Work is now under way on the remodeling of the old Keating block on W. Main St., which will be occupied by the Corry branch of the Levant Ice Cream Company.

Hamburg, Pa.—A. P. Wertley, ice cream manufacturer, whose plant has been located on Apple alley, south of State street, for many years, will soon be housed in quarters now nearing completion at his large ice house along the Philadelphia-Pottsville state highway at the southern borough boundary. Removal of two of the freezing machines is now in progress. Two more of these machines have been ordered and are on the way to arrive within the next few days. As soon as these are installed the two remaining machines in the town plant will be transferred, after which all the ice cream will be manufactured in the new plant, which will have a greater capacity than the old one.

Harrisburg, Pa.—The Mulholland Ice Cream Co. has been incorporated with a capital of \$100,000, the incorporators being Thos. J. Mulholland, Simpson; R. H. Kerwin and C. H. Taylor, Carbondale.

Philadelphia, Pa.—Abbotts' Alderney Dairies, Inc., have just completed their first five years in the manufacture of ice cream. With the completion of extensive improvements to their plant at Third and Lombard streets, it becomes one

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

of the largest and most modern ice cream plants in the world. In this plant the manufacture of ice cream has been developed to a remarkable degree of efficiency.

Reading, Pa.—Protection of Reading ice cream manufacturers, by repeal of the strict ordinance regulating the quality of their product, is promised by Mayor Sharman. He said that the city ordinance tends to discourage home producers because foreign manufacturers, by making ice cream on a larger scale, can meet the requirements, while local products often show negative tests.

Sunbury, Pa.—Oswald Yeager and John Shindel, well known local young men, have taken out a building permit for the erection of a single story building on North Sixth St., between Race and the "Horn," to be used in the manufacture of ice cream for the wholesale and retail trade.

Harry Hoffman, who for many years was engaged in the ice cream business on Pennsylvania Avenue, will be associated with the new firm for a time and they will turn out the famous Hoffman brand of ice cream. They expect to be ready for operation about June 1.

Westminster, Pa.—Announcement has been made of the organization of the Zile-Neuman Co. with a capital of \$150,000, composed of Arthur Z. Zile and the Neuman Ice Cream Company, York, Pa. The new company has taken over the factory and dwelling of Mr. Zile on East Main Street, Westminster. Mr. Zile has devoted nearly 20 years to the ice cream business.

Charleston, S. C.—Ashley Ice Cream Co. increased its capital from \$25,000 to \$50,000.

Memphis, Tenn.—The Liberty Ice Cream Company, Inc., was organized in November, 1923. This company has a new plant, with all modern equipment, and pride themselves on its cleanliness and sanitation.

Memphis, Tenn.—The Superior Ice Cream Company, recently incorporated with a capital stock of \$50,000, announces the perfection of its organization and the installation of equipment that will enable it to serve the local retail trade adequately during the summer season.

The concern is operating four delivery trucks. The company also is shipping cream to a fast-growing list of dealers in the tri-state territory. Deliveries are made to homes only in the case of purchases which the retail dealers cannot handle.

Memphis, Tenn.—Liberty Ice Cream Co., 939 Walker St., with a capital of \$20,000, has been incorporated by R. H. Rosmuncer, C. E. Duvall and others.

Memphis, Tenn.—Ben Bluestein has opened a wholesale ice cream manufacturing plant at Fourth street and Linden Avenue. Mr. Bluestein will be president, general manager and treasurer of the new establishment. Associated with him will be Milton D. Therry as vice-president; W. B. LaCroix, secretary, and Clyde Washburn, A. J. Cook, of A. J. Cook & Co., directors. The new concern, called the Superior Ice Cream Company, is capitalized at \$50,000, and while it is a wholesale plant, will have molds for home distribution.

Memphis, Tenn.—The Pig and Whistle Ice Cream Company bears a unique name but makes an unusually high grade of ice cream and sherbet, officials of the company say. They recently moved to 366 Beale Avenue from their former home on Linden Avenue, due to the necessity for larger quarters to accommodate a rapidly growing business. Thos. Poulus is the manager.

Nashville, Tenn.—To show the mothers and teachers of Nashville how a modern ice cream manufacturing plant is operated, W. E. Drake, general manager of the Union Ice Cream Company, kept open house at his plant for the members of the Parent-Teachers' Association of Nashville. Nearly 100 representatives from among the parents and teachers of the city, and from every public school of Nashville, visited the plant at 1158 Broadway. The visitors were shown through every department of the plant, from the laboratory, where daily chemical tests are made of all milk and cream used, to the fancy mould room, where individual ices in 300 different moulds are prepared for special parties and entertainments. On leaving every guest was presented with a carton containing several of these individual ices, together with a bouquet of jonquils as souvenirs of the day.

Tracy City, Tenn.—C. C. Jones of Lebanon, Tenn., has taken over the plant adjoining that of the Mountain Ice & Cold Storage Company, and within a few weeks will begin the manufacture of ice cream, having already placed orders for the necessary equipment, and operations will begin as soon as the equipment arrives and is installed. Heretofore residents of this city have had to depend on other cities for their ice cream during the hot summer months.

Austin, Tex.—The Nacogdoches Ice Cream Company has been incorporated by Eugene H. Blount, R. G. Muckleroy and H. Spindler.

Brownsville, Tex.—C. C. Lambreth has started to build modern ice cream plant which will have a capacity of 50 gallons a day.

Bronte, Tex.—C. W. Luttrell, proprietor of the Three Minute Cafe at Bronte, is installing the machinery for an ice cream factory.

Cisco, Tex.—Equipment for a modern ice cream plant has been shipped from Omaha, Neb., and when it arrives Banner Ice Cream Company of Ranger and Breckenridge will open a plant in the building at 4th street and Avenue F.

Houston, Tex.—The Rettig Ice Cream Co., Louisiana and Jefferson Streets, has opened for business.

Port Arthur, Tex.—Work of installing some \$14,000 worth of additional equipment in the Kewpie Ice Cream Company's Port Arthur plant will be completed within the next two weeks.

Wichita Falls, Tex.—The Bright Ice Cream Company has been incorporated with a capital of \$6,000. Incorporators are W. R. Alexander, W. H. Waegner and E. C. Stuart.

Staunton, Va.—The Staunton Creamery has been incorporated by E. W. Holsinger, president, and A. F. Howard secretary, with a capital of \$10,000.

Kennewick, Wash.—The first full car-load of butter was shipped January 31, by Paul Spreen, proprietor of the D Sota creamery. It contained 270 cubes weighing 18,36 pounds which brought approximately \$8,000 cash f. o. b. Kennewick and was shipped via the Northern Pacific to Los Angeles.

Shelton, Wash.—The Shelton Creamery, operated by the Mason County Fruit Growers' Association, has installed a big power ice cream freezer of forty quart capacity, and is completing arrangements for supplying the trade of Mason county hereafter. The new plant will be operated in connection with the refrigerating system of the creamery and is expected to open a new market for the fresh cream produced in the county.

Grafton, W. Va.—Early in April, the Imperial Ice Cream Company will erect a two-story ice cream plant in that city. The building alone will cost \$40,000.

Wheeling, W. Va.—The erection of the new home of Ale Durst's Sons, local ice cream manufacturers, at 1210 Chaplin St. is rapidly nearing completion.

Burlington, Wis.—The Kellogg Ice Cream Company of Burlington has purchased a new G. M. C. truck which will be used for making deliveries in this territory.

Gibson, Wis.—At the Gibson Ice Cream Company's annual meeting officers and directors elected were: President, T. J. Gibson; vice-president, N. G. Hall; secretary, A. A. Gibson; treasurer, Zebina Gibson. The directors elected were: T. J. Gibson, N. G. Hall, A. A. Gibson, Zebina Gibson and John C. Gibson.

Ladysmith, Wis.—Undersheriff Jim Moore and Leo L. Schoepf have purchased the Ladysmith Ice Cream Co. from Aune and Hoveland. Mr. Schoepf will have the selling end of the business and Mr. Moore the general supervision of the factory.

Milwaukee, Wis.—The capital stock of the Luick Ice Cream Company of Milwaukee, Wis., has been increased from \$800,000 to \$1,300,000. It is also announced that James W. Martin, a well known advertising expert of the Middle West, has joined the executive staff of the company as sales manager.

Rhineland, Wis.—The Oneida Milk and Ice Cream Company at South Stevens St. has added five new machines to their plant.

Ripon, Wis.—The Ripon Ice Cream Co. recently bought the Berlin Ice Cream and Dairy Products Company of Berlin. It also added a freezer to its plant.

Sturgeon Bay, Wis.—Frank Pleck, who for a number of years manufactured ice cream in this city, but several years ago sold out to the Hagemester Products Company, is preparing to again enter the business on a large scale. Joseph Weirichs of Algoma is to be associated with Mr. Pleck in the business and it will not be confined to the manufacture of ice cream, but milk, cream and butter will also be handled. Mr. Weirich was formerly a resident of Egg Harbor, and is an experienced milk man.

Sparta, Wis.—"Spartan" is the name chosen out of several hundred, as the most desirable one for the new ice cream products to be made by the Dairy Food Products Company. Two girls sent in the same name, Miss Sybil Perry and Leah Quakenbush and each received a sum of \$15 for a prize.

First Diner-out—"Why did you tip that boy so handsomely when he gave you your coat?"

Second Ditto—"Look at the coat he gave me!"—Answers

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Trade Marks Department

Conducted by National Trade Mark Co.,
Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers, The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

SER. NO. 182,734. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Beatrice Creamery Company, Chicago, Ill. Filed July 3, 1923.

Beatrice

Particular description of goods.—Ice Cream.
Claims use since March 1, 1910.

* * *

SER. NO. 174,651. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Christian N. Bergmann, Pittsburgh, Pa. Filed Jan. 16, 1923.

DAIRY
PIE

Particular description of goods.—Ice Cream.
Claims use since Jan. 2, 1923.

SER. NO. 164,490. (CLASS 31. FILTERS AND REFRIGERATORS.) Chemical Machinery Experiment Co., Inc., New York, N. Y. Filed May 25, 1922.

* * *

SER. NO. 170,543. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Purity Ice Cream Company, Tulsa, Okla. Filed Oct. 10, 1922.

PURITY
XX
ICE CREAM

No claim is made to the words "Purity" or "Ice Cream" apart from the "XX" forming the essential feature of the mark.

Particular description of goods.—Ice Cream.
Claims use since March 1, 1922.

SOUTHERN CONVENTION—NEW ORLEANS—NOVEMBER 14-15, 1924.

SER. NO. 166,531. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Melloyd Co., Inc., New York, N. Y. Filed July 6, 1922.



Particular description of goods.—Food Products, Namely, Ice Cream and Frozen Confections.
Claims use since June 28, 1922.

* * *

SER. NO. 176,735. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Felix M. Frederiksen, Little Falls, N. Y. Filed Feb. 28, 1923.

FLAKICE

No claim is made to the exclusive right to the use of the word "Flakice" except in the form shown in the accompanying drawing.

Particular description of goods.—Ice-Manufacturing Machines and Parts Thereof.
Claims use since May 19, 1922.

* * *

SER. NO. 178,445. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Kentwood Ice Manufacturing and Bottling Works, Ltd., Kentwood, La. Filed April 2, 1923.

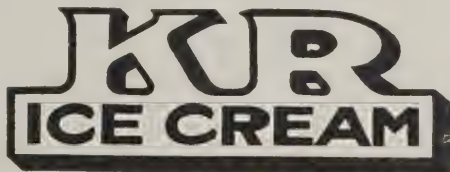
KIM

No claim is made to the words "The Mark of Quality" and "Kentwood, La." except in the relation shown.

Particular Description of goods.—Ice Cream, Butter, Ice-Cream Mix, and Condensed Milk.
Claims use since April, 1921.

* * *

SER. NO. 184,399. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Galveston Ice Cream Co. Inc., Galveston, Tex. Filed Aug. 13, 1923.



THE STANDARD OF EXCELLENCE

No claim is made to the exclusive use of the words "Ice Cream" and the exclusive use of the words "The Standard of Excellence" apart from the Other features of the mark shown.

Particular description of goods.—Ice Cream and Frozen Ices.

Claims use since about June 15, 1921.

(Continued on next page)

SER. No. 164,712. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Marchiony Brothers, Inc., New York, N. Y. Filed May 31, 1922.

"SPUMONETTES"

Particular description of goods.—Ice Cream, Flavored Ice, Ice-Cream Bricks, Ice-Cream Cones, and Ice-Cream Sandwiches.

Claims use since January, 1920.

* * *

SER. No. 167,603. (CLASS 23. CUTLERY, MACHINERY, AND TOOLS, AND PARTS THEREOF.) The Creamery Package Mfg. Company, Chicago, Ill. Filed July 31, 1922.



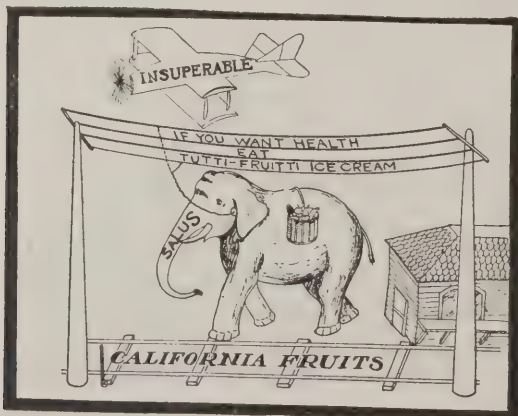
The lining of drawing expresses shading.

Particular description of goods.—Dairy, Creamery, Milk-Plant, Cheese-Factory, and Ice-Cream-Factory Machinery and Appliances, Comprising Milk Vats, Pasteurizers, Milk Heaters, Milk Holders, Milk Coolers, Milk Pumps, Milk Concentrators, Homogenizers, Sanitary Valves and Fittings for Said Machinery, Bottle Washers, Bottle Sterilizers, Bottle Fillers, Bottle Cappers, Can Washers, Can Sterilizers, Can Driers, Cream Ripeners, Cream Starters, Cream Savers, Churns, Butterworkers, Butter Printers, Cheese Vats, Cheese Presses, Curd Mills, Paraffiners, Ice-Cream Mixers, Batch Tanks, Brick Cutters, Packaging Machines, Mold Washers and Sterilizers, and Ice Breakers.

Claims use since about May 1, 1908.

* * *

SER. No. 183,170. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Nick F. Spinelli, New York, N. Y. Filed July 13, 1923.



Nick F. Spinelli

No claim is made to the words "Insuperable," "If you want health eat Tutti-Fruitti Ice Cream," "Salus," and "California Fruits" apart from the mark as shown.

Particular description of goods.—Fruit Ice Cream.

Claims use since May 15, 1923.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SER. No. 180,330. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Frank W. Epperson, Oakland, Cal. Filed May 8, 1923.

EPSICLE

Particular description of goods.—Frozen Confections.

Claims use since Mar. 17, 1923.

* * *

SER. No. 187,409. (CLASS 2. RECEPTACLES.) Jam R. Ellis, Washington, D. C. Filed Oct. 24, 1923.

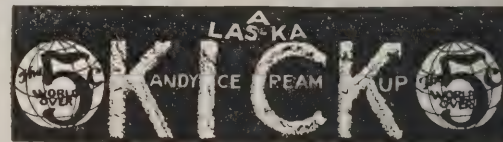
EVERHARD

Particular description of goods.—Shipping Containers for Ice Cream.

Claims use since Oct. 20, 1921.

* * *

SER. No. 181,286. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) The Las-Ka Company, Inc., D Moines, Iowa. Filed May 28, 1923.



No claim is made to the exclusive right to the use of the words "5c the World Over."

Particular description of goods.—A Candy Cup for Holding Ice Cream and Ices.

Claims use since April 21, 1921.

* * *

SER. No. 183,869. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) The Adams Cone Co., Inc., Bridgeport, Conn. Filed July 31, 1923.

SWEET-HEART

"Sweet-Heart." The body portion of the letters is printed in red and the edges of the letters printed in black.

Particular description of goods.—Ice-Cream Cones.

Claims use since July 5, 1923.

* * *

SER. No. 183,069. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) The Hendler Creamery Company, Baltimore, Md. Filed July 11, 1923.



Particular description of goods.—Ice Cream.

Claims use since May 15, 1923.



Extra-ladylike.

The Actor: "Have you special terms for actor madam?"

Landlady: "Yes, I 'ave; but I 'ope I'm too much of a lady to use them."—Sydney (Australia) Bulletin.

405 App. 200

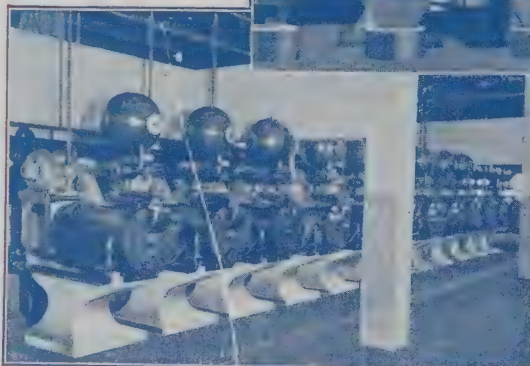
The ICE CREAM REVIEW



Milwaukee, Wisconsin—June, 1924
VOLUME SEVEN — NUMBER ELEVEN
TWO DOLLARS PER YEAR

Breyer Ice Cream Co.

Battery of three Cherry 100-Quart Freezers with Thomas Batch Measures, installed on the Brick Ice Cream Balcony of the new Breyer plant. Brick making machines under the balcony.



A battery of twelve of the twenty-one Cherry 100-Quart Freezers in the new Breyer plant.

Here you see two views of the twelve 1000-gallon Cherry Ice Cream Batch Mixers and Aging Tanks installed by Breyer in their new plant.



These are vitrified enamel, direct motor driven. The tanks in the foreground of the lower picture are pre-heaters—two being sunken in the floor for ease in dumping cream.

Knows! How!

This company in Philadelphia is using thirty-nine Cherry Freezers—twenty-one in their new plant and eighteen in their old plant. Besides this complete Cherry Freezer equipment they have installed twelve 1,000 gallon Cherry Horizontal Ice Cream Batch Mixers.

Cherry won after gruelling competitive test!

Before the Breyer Company decided upon Cherry Freezers it conducted an open competitive test, covering ninety days and in which Cherry and several other leading makes participated. Accurate day by day and hour by hour records were kept. At the end of sixty days all but Cherry and one other make of freezer were eliminated.

At the end of ninety days the Cherry 100-Quart Freezer won out because of unqualified and complete excellence of performance under varying difficult conditions imposed and the proven reduction in power consumption by the use of SKF ball bearings.

If you have not received our latest Freezer catalog—write for a copy today. Remember it is just as easy and cheaper too, to buy the best.

Boost for
NATIONAL ADVERTISING of ICE CREAM

J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA

St. Paul, Minn.

Tama, Iowa.

Peoria, Ill.



Table of Contents

EDITORIALS.

Getting Ready for Big Business.....	4
Significant Figures	4
Low Quality Will Not Build Business.....	5
The Southern Exhibition.....	5
Ice Cream Men Interested In National Dairy Show	5
Value of Co-operation Illustrated in Slogan Campaign	6
National Ice Cream Cone Week.....	6
War is Bad Business—Trade and Otherwise	6

ARTICLES.

Stable Ice Cream Conditions Indicated by Industrial Survey	8
Why Ice Cream Is Not Competing With Soft Drinks	12
Ice Cream Industry in Tokyo	22
By E. G. Garritt.....	22
Five Essential Steps in Ice Cream Making	26
By Benjamin Masurovsky, B. S., M. S. . .	26
An Arithmetical Method of Balancing the Serum Solids in the Ice Cream Mix	32
By Prof. Howard E. Doty.....	32
Experimental Studies in Ice Cream During Past Year	36
By Prof. R. C. Fisher.....	36
Editorial	102
Electric Motors, Their Care and Attention	50
By F. B. Fulmer.....	50
Ices Can Be Profitable to Small Manufacturers	60
By Percy Werner	60
Building Business in the Small Town.....	62
Professor Baer's Inquiry Department	66
By Prof. A. C. Baer.....	66
Package Ice Cream and Its Advantages to the Manufacturer, Retailer and Consumer	94
A Mathematical Method of Determining the Serum Solids in an Ice Cream Mix.....	132
Carolina Plant Has Impressive Opening.....	138
Slogan Campaign Awakens Widespread Interest	154

THE ICE CREAM INDUSTRY OF THE MIDDLE WEST.

Editorial	102
Forty Years of Association Progress Celebrated in Michigan	104
By R. F. Frary.....	104
Twenty-eight Years in Michigan Dairy Industry	108
Michigan Company Entertains Dealers.....	110
Ohio Firm Grows.....	110
New Equipment For Indiana Plant.....	110
Organization has Played Important Part in Development of Indiana's Dairy Manufacturing Industry	112
By R. L. Hammond.....	112
The Ice Cream Manufacturers Association of West Virginia	116
By C. J. Jamison, Secretary.....	116
Indiana Plant in New Quarters	112
Bryan Ice Cream Co., Adds New Trucks..	114
Heckler Company's Plant.....	114
Ice Cream Plant Added to Dairy.....	114
Ice Cream Plant Added.....	114
Ohio Firm Shows the Public How.....	114
One of Ohio's Handsome New Plants.....	118
Growth of Indiana Ice Cream Industry. . .	120
By Prof. W. G. Goss.....	120
Imperial Ice Cream Company has Six West Virginia Plants	124
Noaker Ice Cream Food Show Exploitation at Canton, O.	124
Kentucky Ice Cream Industry Rapidly Expanding	126
Ohio Ice Cream Industry.....	128

ASSOCIATION NEWS.

List of Associations.....	2
Bulletin of Events	6
Dixie Flyers Form Exhibition Plans.....	14
Wisconsin Dairy Interests Lay Plans for World's Greatest Dairy Show.....	16
Pacific Coast Plans Elaborate Ice Cream Show	42
Supply Men Spread the Story of the National Association	25
Carolina Association Growing	30
American Dairy Federation to Meet at National Dairy Show	49
District Association Organized	94
Pacific Manufacturers Prepare for Record Convention	124
Hotel Accommodations for Exposition....	131
Dixie Flyers Not to Exhibit at National Convention	152

NEWS AND PERSONAL.

Texas Manufacturer Passes Away.....	14
Alabama Firm in New Home.....	14
Many Industries Co-operating Toward Practical Cost System	40
South Carolina Firm Makes Fancy Ice Cream	40
Sticks Up For 10-cent Soda.....	49
Mystery Brick Contest.....	58
Texas Plant Expands.....	64
Explain Methods to Dealers.....	64
School Boy Champion Trains on Ice Cream	65
Our "Ice Cream Baby" Goes Abroad.....	92
English Lawmakers Laugh at Our Ice Cream	96
Birmingham Plant is Growing.....	98
Arthur A. Chapin Passes Away.....	100
"The Feller Passin' By"	100
Hendler Company Celebrates Opening....	122
Requires Dealers to Meet Proper Standard	126
The Ice Cream Industry in China.....	130
Florida Company Growing.....	131
A New Packing Idea	132
Southern Manufacturer Raises Wages....	132
News from the Eastern Front—From the Ice Cream Review's New York Bureau..	134
Getting Ready for Increased Business....	137
Students See Ice Cream Manufactured....	137
New Plant in Iowa	137
New York Plant Changes Hands.....	143
Dampier Superintends New York Plant....	143
Ice Cream Transportation Demonstrated..	143
Nebraska's First Ice Cream.....	151
How Ice Cream Cones Are Made.....	152
California Firm in New Home.....	154
Drivers' Strike Temporarily Halts Chicago Ice Cream Plants.....	155
News From Far and Near.....	156

NOTES OF THE TRADE.

Nizer Corporation Appoints District Managers	144
A New Pineapple Product.....	144
Bristol Company Repairs Plant.....	144
Announcement of New Homogenizer.....	146
McCormick Organizes Midwest Glacifer Co.	146
Shimp Sanitary Non-Leakable Valves.....	146
"Tommy" Stewart to Make New Connection	148
New Portable Pump	148
New Ice Cream Cabinet Service.....	148
New Viscolizer Described in Bulletin....	148
Stollwerck Chocolate Company's New York Office Moved	149
New Name in Cochrane Corporation.....	149
Moumblo Attends Jobbers' Convention....	149
New Overrun Tester	149
Hamel Joins Crescent Co.....	149
Nizer Corporation Issued New Booklet....	149
Ladd Announces New Bulletins.....	149

Index to Advertisers

	Page		Page
Acme Extract & Chemical Works.....	111	Hughes Gelatine Co.....	142
Albert Trading Company.....	133	Icicle Sales Co.....	48
Allen Candy Co.....	156	Ideal Cocoa & Chocolate Co.....	13
Alsop Engineering Co.....	126	Impruv-Mix Co., The.....	24
American Copper & Brass Works.....	50	International Co., The.....	101
Anderson Bros. Mfg. Co.....	59-98	Jamison Cold Storage Door Co.....	115
Arctic Cabinet Company.....	150	Jensen Creamery Machinery Company.....	123
Arctic Ice Machine Co.....	117	Kalamazoo Vegetable Parchment Co.....	147
Armstrong Cork & Insulation Company.....	27	Kay and Sons, Wm. E.....	101
Aschenbach & Miller, Inc.....	38-147	Kay-White Products Co., Inc.....	39
Ass'n of Ice Cream Supply Men.....	3	Kehoe, Robert P.....	138
Atlantic Gelatine Co.....	35	Kennedy Supply Co., N. A.....	107
Baird Company, William F.....	53	Kohnstamm & Co., H.....	139
Baker Ice Machine Co.....	148	Kunsman.....	68
Barber-Goodhue Company, A. H.....	85	Ladd Company, John W.....	129
Beehler Steel Products Co.....	108	Leffel & Company, The James.....	28
Bessire & Company.....	53	Lipman Refrigeration Co.....	69
Blanke-Eaer Extract & Preserving Co.....	1	Manning Mfg. Co.....	33
Blanke Mfg. & Supply Co.....	107	Manton-Gaulin Mfg. Co., Inc.....	33
Bristol Company, The.....	122	McKee Corporation, R. A.....	155
Brooks Cabinet Co., Inc.....	20	McLaren Products Co., The.....	92
Burrell & Co., Inc., D. H.....	51	Merrell-Soule Co.....	125
Canvas Products Corporation.....	32	Michael & Co., Inc., David.....	73
Carbondale Calcium Co.....	22	Miller Co., The Joseph.....	114
Cassell, W. W.....	90	Miller Industries Co., The H. H.....	91
Century Electric Company.....	110	Mojonnier Bros. Co.....	121
Cherry-Bassett-Winner Co.....	63-129	Mono Service Co.....	66
Cherry Company, J. G.....	Cover II	Montgomery-Washburn Co.....	68
Chittenden Turner & Co.....	32	Mulholland Co., John H.....	69
Cincinnati Extract Works, The.....	145	Nafis, Inc., Louis F.....	30
Cleveland Fruit Juice Company.....	87	National Bundle Tyer Co., The.....	80
Clifton Manufacturing Company.....	104	National Paint & Varnish Co.....	152
Cochrane Corporation.....	151	Natural Dry Milk Company.....	127
Commercial Truck Co.....	57	Nelson Manufacturing Co., C.....	61
Commission Sales Co.....	42	New Era Company, The.....	78
Cone Company of America.....	136	Nizer Corporation.....	55
Connor Fountain Supply Co.....	86	Northwestern Corporation.....	127
Consolidated Wafer Company.....	67-131	Nutting Truck Company.....	75
Cork Import Corporation.....	52	Oakes & Burger Co.....	93
Corn Products Refining Company.....	99	Pfaudler Co., The.....	23
Corrizzo Extract Co.....	99	Philadelphia Ice Cream Cone Machinery and Art Metal Works, The.....	134
Cotton Fibre-Wood Sales Co.....	36	Pierce Manufacturing Company.....	119
Creamery Package Mfg. Co.....	145	Powers & Co.....	44
Creamery Package Mfg. Co.....	Cover III	Refrigo Corporation.....	11
Crescent Manufacturing Company.....	9	Richmond Cedar Works.....	140
Crown Fruit & Extract Co., Inc.....	37	Rogers, C. E.....	139
Crystal Gelatine Co.....	60	Ryan Manufacturing Co., Inc., G. R.....	121
Damrow Bros. Company.....	106-158	Sanitary Tinning & Mfg. Co.....	150
Daigger Corporation.....	Cover IV	Sanisco Co., The.....	131
Daly Brothers.....	84	Schall & Co.....	66
Decy Sales Co., R. J.....	151	Schott Bros. Co., The.....	116
Delco Light Company.....	89	Schroeder Lumber Co., John.....	70
Doering & Son, Inc.....	64	Scott Mfg. Co.....	34
Drew & Co., James F.....	26	Sealright Co., Inc.....	76
Dry Buttermilk Co., Inc., The.....	120	Sethness Company.....	82
Dry-Zero Insulation Co.....	46	Shimp Manufacturing Co., The.....	135
Dunn Company, Thos. W.....	111	Sinclair, Harold A.....	109
Electro Chemical Co., The.....	47	Smith & Mann.....	43
Elyria Enameled Products Co.....	45	Solar-Sturges Mfg. Co.....	109
Emery Thompson Machine & Supply Co.....	117	Somers, Harold.....	26
Eppelsheimer & Co.....	60	Star Extract Works, Inc.....	39
Eskimo Pie Corporation.....	129	Stephens-Adams-Cyr Co.....	25
Essex Gelatine Co.....	132	Sterling Motor Truck Co.....	17
Everhot Mfg. Co.....	114	Stollwerck Chocolate Co.....	120
Ford Co., The J. B.....	135	Stout Mfg. Co.....	44
Fortune Products Co.....	56	Sutherland Paper Co.....	71
Franklin Sugar Refining Co., The.....	49	Tagliabue Mfg. Co., C. J.....	143
Frick Company.....	74	Taylor Instrument Companies.....	88
Fucoma Company, Inc.....	62	Telling, C. B.....	106
Fulton Manufacturing Co.....	146	Texas Barrel Co.....	154
Gearhart Sales Cabinet Co., Inc.....	97	Thompson-Bremer & Co.....	123
Gem City Boiler Co.....	34	Tiffany & Company.....	134-153
General Laboratories.....	113	United Chemical & Organic Products Co.....	105
General Motors Truck Company.....	83	United Cork Companies.....	137
Geuder, Paeschke & Frey Co.....	96	United Iron Works, Inc.....	94
Gifford-Wood Co.....	15-113	U. S. Freezer & Machine Corporation.....	103
Glacier Co., The.....	40	Unfited States Gelatine Co.....	18
Gould Cream Co.....	112	Viking Pump Co.....	124
Gowing-Dietrich Company, Inc.....	79	Vilter Manufacturing Co.....	128
Grammes & Sons, Inc., L. F.....	84	Wall Mfg. Supply Co., P.....	125
Grand Rapids Cabinet Co.....	65	Want Ads.....	157-158
Grothe Co., Inc., John J.....	95	Wardrop Co., G. W.....	54
Gumpert & Co., S.....	81	Warner-Jenkinson Co.....	19
Hansen's Laboratory, Inc., Chr.....	31	Westerlin & Campbell Co.....	52
Harris & Co., Arthur.....	72	Whitten Co., J. O.....	100
Heathized Products Co.....	77	Wirfs, E. J.....	130
Homer Manufacturing Co.....	41	Wood Manufacturing Co., John.....	7
Hopwood Retinning Co., Inc.....	116	Wright-Ziegler Company.....	29
Horine & Bowey Co.....	21	Zipp Manufacturing Co.....	149

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE 125 MEMBERS of this Association believe in national organization for industrial protection and advancement. They observe on all sides those industries forging forward which have the strongest, most inclusive national associations The ice cream industry today is faced with a proposed Federal standard, with many intricate and serious problems of distribution, equipment and materials. Its National Association is defending and laboring to advance the interests of the industry in its entirety We believe in the mission of the National Association of Ice Cream Manufacturers and that its success will be found to be the measure of the industry's success.

The Seal



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN

1328 Broadway

New York City



of Safety

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

JUNE 1924

"THE time has come," the walrus said. These are busy days around the ice cream plants. Again spring weather was a little slow in opening up, but ice cream manufacturers are now at high speed and within another few weeks will be wondering how in the world their equipment will ever be able to stand up under the rush. This is something that should have been attended to early in the spring, but if you have been careless in organizing for the summer drive, you will find it good advice to get busy right now and see that everything is in readiness.

It would not be a bad idea for you to turn through the pages of this issue and make sure that you have everything you need. Delaying the matter another week or so will make it all the harder for you.

There are many reasons to believe that business will be better this year than ever before. It would be unfortunate for the ice cream industry to lose a large part of its share just because it is not fully prepared.

THOSE are very significant figures shown in the article in this issue dealing with the increase of soft drink consumption over ice cream. They should be an incentive to every ice cream manufacturer. That is the purpose of this discussion. There is no quarrel with the beverage industry. We must give them full credit for taking a product that has nothing like the health appeal of ice cream, nothing like the genuine palatableness and refreshing qualities, and so advance it in public popularity that it represents one of the truly great industries of the world today. Ten million dollars for soft drinks in one just fairly large city in one year—that tells an interesting story.

Ice cream is the national dish. We like to dwell upon that thought. It is true that it is typically American, but we have much ground to cover before we shall have ice cream established in its rightful place in this country.

We have not the co-operation of the dealers; they are leagued against us. They probably are unconscious of this, but the fact remains that virtually everything sold in the dealer's store has far more of a chance of attracting the public's eye than ice cream. Men who have studied salesmanship, especially retail salesmanship, know the value of the eye appeal. The dealers are not to blame when you consider that virtually the only people they ever see in their store from their ice cream manufacturers are salesmen and collectors with occasionally, now and then, an advertising man to place material. But the dealer has heard very little selling talk except that which is designed to show him why he should handle this or that manufacturer's ice cream. He is human, you know, and it is not a bit strange that he should finally reach the opinion that all that the manufacturers want is to unload a lot of ice cream on him—not the public.

We must help the dealer and show him how to draw the eyes of the public to ice cream. It is easy to line up the soda fountain with rows of bottles, packages of candy, chewing gum, wrapped fruit, salted nuts, etc., whereas ice cream cannot be so easily displayed. The windows, however, can be used for ice cream displays, and alert manufacturers can help the dealers put the ice cream appeal upon mirrors, with the judicious applying of paint and chalk.

We learn that in one Southern city, no larger than 250,000, the people spent ten million dollars for soft drinks in one year. That shows the stiff competition facing the ice cream industry. It explains in large measure why less ice cream is consumed in the Southern states than elsewhere. For a long time unthoughtful members of the industry have felt that it was the Southern ice cream manufacturers' lack of progressiveness that caused that section to lag in ice cream production, but the soft drink figures show a different reason. The figures should not be discouraging. On the contrary they show that people of the South will spend much money for the things they like. So will other people of other sections.

We must help them all to learn more about ice cream, and there is no doubt that they will like it.

WE HOBNOBBED with the wealthy for a couple of days last week at the world famous health resort. We didn't have money enough to be sick, so we just popped off to get the other fellow's viewpoint.

We strolled about the beautiful grounds and even played a game of golf. We realize that an editor is out of his element in such a place, but we managed to hide our identity for nearly forty-eight hours.

But we didn't start out to tell you all about this wonderful place. Let the proprietor do his own advertising. What we want to tell you about is our experience with a soda fountain in the town in which that resort is located. We were just "hankerin'" for a good ice cream soda. We picked out a corner drug store—the best in the town and we felt that here we would get something unusually good. This particular drug store was appealing to transients—most of them wealthy—for the biggest share of its business.

We ordered a chocolate nut sundae and settled down at a cozy corner expecting a real treat. We were not even worrying about the cost because it was the second time there and we were getting accustomed to cost shocks.

Imagine our disappointment when we got that sundae. I couldn't eat it in spite of the fact that we told you on this page a short time ago that we like ice cream so much that we can eat poor ice cream in preference to none at all. That was the cheapest, poorest ice cream that we ever encountered. The syrup and the nuts were of fine quality which was evidence to us that the dealer was trying to serve us something good. The ice cream was low in fat content, if any at all, and it was coarse. There was nothing about it to attract repeat orders, in fact it was no good.

We appealed to the proprietor and he agreed that the ice cream was poor. He said that complaints about its quality were numerous, but he has handled the same kind of ice cream for several years and he doesn't like change. He admitted that a change would come soon, however, if the manufacturer does not get back to the time quality.

We know nothing about the conditions surrounding the production of that particular ice cream, in fact we don't know who made it. We didn't want to know because we might find him a regular reader of The Ice Cream Review and then we would feel badly.

Our guess is that he is trying to see how cheaply he can make a gallon of ice cream. If this is his aim he is to be congratulated. He has struck rock bottom on the low cost of materials at least.

Why, oh why, will business men attempt to build a business that way? Why do they try to fly in the face of experience? Men have lost fortunes trying to build businesses on low quality and fraud. Why will they keep right on trying?

The time of year is at hand when ice cream manufacturers are tempted especially hard to lower the quality of their product. Some listen to the voice of the devil but the wise ones don't. They are building on quality and they never let the standard be lowered.

They are the men who are helping to popularize the National Dish.

The manufacturer who takes advantage of a brisk demand to lower the quality of his product is more than foolish. He is a traitor to this fine industry which depends upon high quality for its very existence.

These may be harsh words but we all need to appreciate the importance of keeping the standard high. The American consumer judges ice cream by the dish set before him and the only way to gain his confidence, and hold it, is to serve him good ice cream.



THE trade-at-large will receive with much interest the announcement in this issue that the Dixie Flyers, that singularly energetic body of supplymen operating in the Southern states, has made arrangements for one of the most elaborate exhibitions it has ever undertaken. This is to be staged in connection with the convention at New Orleans next fall. As this issue is going to press it is not definitely known if the Dixie Flyers will exhibit for the national convention, as well as for the Southern meeting. But it is known that the Flyers have sufficient space in the Winter Garden for 150 booths.

It is understood that the national supply association will carry out an entertainment program for the National Association of Ice Cream Manufacturers. As the matter now stands, in spite of the fact that there will be no exposition by the large national body of supplymen, there still is every reason to believe that the New Orleans convention will be the colorful event that it has promised from the first.

The decision of The Association of Ice Cream Supply Men not to hold an exhibition this year has met with disappointment among ice cream manufacturers of the South, who had been laying extensive plans for the important gathering of ice cream men to be held in their section in November. It is in this way that we get a very clear understanding of the importance which the ice cream manufacturers attach to the trade exhibits, especially to those conducted by the national supply association.

It is significant that the last two conventions held by the National Association of Ice Cream Manufacturers have been the most successful in point of attendance and general interest of any previous sessions, and association officials have not failed to give much of the credit to the interesting expositions which The Association of Ice Cream Supply Men provided.

Officials of the Dixie Flyers are to be commended for so promptly stepping into the breach. President Harry Benner's announcement that the show "is on" no doubt will serve to keep the hopes of the Southern ice cream men who have been so greatly counting upon making their 1924 convention one long to be remembered.



THE National Dairy Exposition this year will have a greater appeal to the ice cream manufacturers than any previous dairy show. In recent speeches W.

E. Skinner, secretary of the National Dairy Association, has declared that the 1924 show will hold more interest for all arms, branches and divisions of dairying in all sections of the country, than any ever staged.

The ice cream manufacturers will visit Milwaukee from all sections of the country. Exposition officials felt very sure of this even before announcement was made that there will be no national ice cream exposition this year. The ice cream industry is coming to a greater appreciation of the dairy show and its importance to their own advancement. Some of us have persisted in the fallacious belief that the manufacture of ice cream is an industry entirely separate from all other branches of dairying. It is true that to a great extent the ice cream manufacturer's problems are more peculiar to his line of business, but as the dairy economic scheme goes on in advancement, it is to be impressed with the fact that the paths of all arms of the dairy industry lie more or less in the same direction.

Proper milk supply has become one of the outstanding problems of the ice cream industry. Some manufacturers may lead themselves to believe they have no interest in the dairy industry, but in doing so they are blinding themselves to some important facts. We in the ice cream industry are in the dairy industry. There is absolutely no chance to get out of it so long as ice cream is to be made with milk and butter. Those manufacturers are better off in every way whose plants are located in regions where dairying has been extensively developed.

The 1924 National Dairy Exposition, although four months away, is attracting the widest interest among ice cream manufacturers. Milwaukee is getting ready for the coming of delegates on special trains from virtually every section of the country. The Ice Cream Review looks forward to welcoming to "America's Dairy Capital" friends in the ice cream industry from North, South, East and West, and all way stations.



MUCH satisfaction prevails as developments are unfolded in the slogan campaign of the National Association of Ice Cream Manufacturers. The campaign has been the means of giving ice cream considerable national advertising. No less important is the object lesson in the value of co-operation. Through the assistance of different state and regional associations the association was able to spread its advertising material in many homes throughout the country.

All of us will await with much interest announcement of the winning slogan in the campaign. This slogan itself will do much indeed to solidify the industry. The National Association of Ice Cream Manufacturers is to be congratulated. In carrying out this campaign it follows the suit of many of the great industries of the country that have recognized the value of co-operative advertising. It shows us that any business which is rendering a useful public service can afford to give its support to co-operative work, and the other kind has no business in business.

NATIONAL Ice Cream Cone Week opens June 9. Ice cream manufacturers in many sections of the country have taken steps to co-operate in teaching the public that the good ice cream cone is not merely a holder but also has a real food value. This is the first attempt to teach the consumer about the ice cream cone, which has become one of the most popular means of serving ice cream, popular both with the dealer and the public. Ice cream cone week comes close on the heels of the slogan campaign. It was purposely held back so it would not interfere with the efforts to interest people in the contest conducted by the slogan committee of the National Association of Ice Cream Manufacturers. This leaves the manufacturers free to give one week of concentrated efforts toward boosting the ice cream cone.



THE boys in blue marched again last month. They know something about war. They know it is bad business. So do the boys in gray, who marched again just a few weeks previous.

But in the ice cream industry it is different. We have not had quite enough war yet. All of us have not learned that there is nothing to be gained by stabbing and throat-cutting. Some day this will be changed. It's a pity we couldn't save all the money that it will cost to learn this lesson.

BULLETIN OF EVENTS

National Cone Week—Week of June 9, to be observed nationally with the co-operation of associations of ice cream manufacturers and the assistance of the Cone Manufacturers' Association. Secretary, the Cone Manufacturers' Association, 501 Cherry St., Milwaukee, Wis.

National Dairy Exposition—Wisconsin State Fair Grounds and the City Auditorium, Milwaukee, September 27 to October 4. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.

Southern Association of Ice Cream Manufacturers—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

National Association of Ice Cream Manufacturers—Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.

Louisiana Association of Ice Cream Manufacturers—Annual convention, November 21, 1924. New Orleans, La. Secretary, N. F. Manning, Monroe.

Texas Ice Cream Manufacturers' Association—Annual Convention, Dallas, first week in December, 1924. Secretary, A. White, San Antonio.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 to 16 inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.

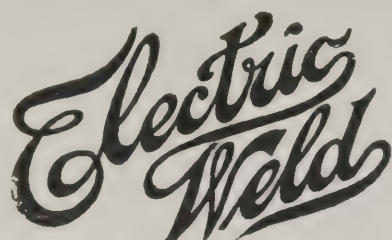
California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, San Francisco.

Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., December 2, 1924. Convention headquarters, Richmond Hotel. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hoober, Pine Bluff.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary, A. E. Dixon, Fayetteville.



There Is Only One "Electric Weld."

WE MAKE IT.

You can get prompt shipment from
the following places.

Chicago, Ill.	J. W. Allen Co.....	118 N. Peoria St.
	Thompson-Bremer & Co.....	1750 Carroll Ave.
	John Wood Mfg. Co.....	320 E. North Water St.
Indianapolis, Ind.	Bessire & Company.....	Pennsylvania & South Sts.
Cedar Rapids, Iowa ...	J. G. Cherry Company.	
St. Louis, Mo.	Dairymen's Mfg. & Supply Co.....	403 North Main St.
Lincoln, Nebr.	G. F. Lessenhop & Sons Co.....	2012 O St.
Columbus, Ohio	Soda Fountain Supply Co.....	1951½ E. Long St.
Pittsburgh, Pa.	Cherry-Bassett-Winner Co.....	1139 Penn Ave.
Memphis, Tenn.	Bessire & Company.....	Beale Ave. & Front St.
Louisville, Ky.	Bessire & Company.....	Eighth & Main Sts.
New York City, N. Y. .	Cherry-Bassett-Winner Co.....	10 E. Sixteenth St.
	Wisner Mfg. Co.....	241-243 W. Broadway
Brooklyn, N. Y.....	John Wood Mfg. Co.....	Bush Terminal Bldg. No. 5.
Syracuse, N. Y.....	Cherry-Bassett-Winner Co.....	400 Canal St.
Binghamton, N. Y....	Universal Shops, Inc.	
Boston, Mass.	Three Miller Co.....	54 Chardon St.
Malden, Mass.	Stephens-Adams-Cyr Co.....	52 High St.
Philadelphia, Pa.	Cherry-Bassett-Winner Co.....	1918 Market St.
Baltimore, Md.	Cherry-Bassett-Winner Co.....	33 S. Charles St.
Atlanta, Ga.	Bessire & Company.....	26 Central Ave.
St. Paul, Minn.....	J. G. Cherry Co.....	23 Fairfield Ave., West
Oakland, Cal.	John Wood Mfg. Co.....	335 Cypress St.

JOHN WOOD MANUFACTURING CO.
CONSHOHOCKEN, PA.

Stable Ice Cream Conditions Indicated by Industrial Survey

Manufacturers Discuss Wholesale and Retail Prices, Servicing Practices, Iceless Cabinets and Butterfat and Total Solids Content, in Sweeping Quizz Conducted by The Ice Cream Review

A SURVEY of the ice cream industry on the eve of the 1924 campaign indicates a fixed general opinion that a prosperous year for the industry is at hand. That is reflected by a searching inquiry into prices and policies made by The Ice Cream Review. Although it seems that wholesale prices will not be materially higher than last year's, the inquiry reveals increased interest in quality production.

All the reports had not been tabulated when this issue was going to press, but little progress was indicated for the hope to push off the burden of buying the iceless cabinet upon the retail dealer. Out of 45 manufacturers handling iceless cabinets, only 17 reported that some of their dealers owned the cabinets outright. Out of the 28 manufacturers owning their iceless cabinets, 17 reported that they do not make any allowance for not having to service the cabinet. One reported that the dealer paid rental. Six allow 10 cents a gallon discount, one five cents a gallon, one seven cents, one 20 cents and one allows power charges.

Five of the manufacturers whose dealers own their cabinets outright reported that they allow a discount of 10 cents a gallon, one 17 cents, one 15 cents and one five cents.

Eighty-eight manufacturers who reported that they are not using iceless cabinets at all had various answers for queries on service charges. Seventy-four manufacturers do not ice, 27 have included icing charges in their regular wholesale price, eight charge 10 cents a gallon for icing, one 25 cents a gallon, three 17 cents a gallon, two 20 cents a gallon, two "20 cents daily," two \$1.25 a hole a week, four ranging from \$1.00 to \$1.15 a week, one \$1.00 for every 50 pounds of ice, and one cent a pound for ice and salt, and one \$2.00 a week to dealers using less than 400 gallons a season.

In discussing the query on iceless cabinets, a Kansas manufacturer said, "To make sure the dealer owns them—no allowance."

THE average wholesale price of three Alabama manufacturers is \$1.15, which is the same for eleven manufacturers reporting from Colorado and one from Arizona, while nine manufacturers of Texas struck an average one cent higher. Seven Illinois manufacturers get an average wholesale delivery price of 1.02, five in Indiana the same, five in Kansas \$1.00, four in Michigan \$1.18, three in Mississippi \$1.23, four in Minnesota 95 cents, five in Missouri \$1.00, three in Montana \$1.17, three in New York State \$1.35, three in North Carolina \$1.13, six in North Dakota \$1.00, eleven in Ohio \$1.18, five in Pennsylvania \$1.40, eight in Wisconsin \$1.06, four in Washington \$1.05, three in West Virginia \$1.35, three in Virginia \$1.05.

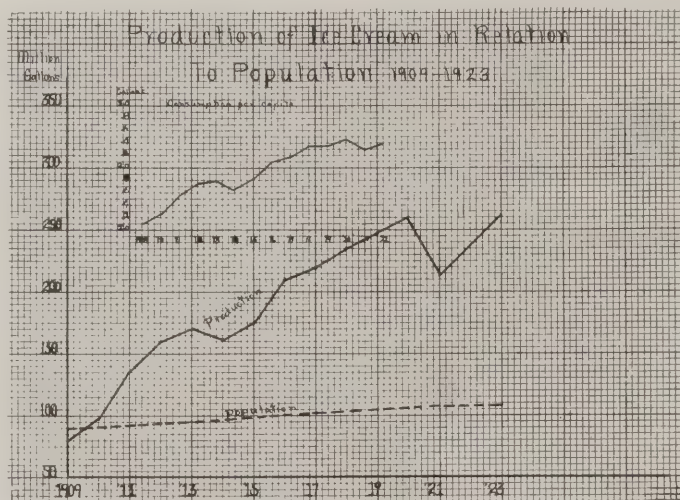
Following are average prices of manufacturers reporting on prices for ice cream shipped by express:

Alabama \$1.00, Colorado \$1.05, Washington, D. C. \$1.35, Georgia \$1.15, Illinois 98 cents, Indiana 97 cents, Iowa \$1.00, Kansas 97 cents, Kentucky 90 cents, Maine \$1.30, Maryland \$1.20, Massachusetts \$1.25, Michigan \$1.03, Minnesota 90 cents, Mississippi \$1.18, Missouri 90 cents, Montana \$1.07, Nebraska \$1.05, Nevada \$1.15, New Mexico \$1.20, New York State \$1.35, North Carolina \$1.00, North Dakota \$1.00, Ohio \$1.06, Oklahoma 90 cents, Oregon \$1.00, Pennsylvania \$1.27, South Dakota \$1.00, Tennessee 95 cents, Texas \$1.08, Utah \$1.25, Virginia \$1.05, Washington \$1.05, West Virginia \$1.30, Wisconsin \$1.04, Wyoming \$1.20.

NEVADA seems to head the list in the retail price of brick ice cream, with a price of 85 cents a quart. Hard by is Kentucky, with a price of 75 cents, and then Wyoming, 70 cents.

Replies indicate the following retail prices, approximately, for brick ice cream per quart in different states:

Alabama 60 cents, Arizona 75 cents, Colorado 60 cents, Washington, D. C. 75 cents, Illinois 54 cents, Indiana 51 cents, Missouri 50 cents, Montana 60 cents, Nebraska 50 to 55 cents, New Mexico 60 cents, New York 75 cents, North Carolina 50 to 60 cents, North Dakota 50 to 60 cents, Ohio 50 to 60 cents, Oklahoma 50 cents, Oregon 60 cents, Pennsylvania 60 cents, South Carolina 50 cents, Tennessee 60 cents, Texas 50 to 60 cents, Utah 70 cents, Virginia 60 cents, Washington 50 to 65 cents, West Virginia 60 cents, Wisconsin 50 to 60 cents.



THE retail prices of brick per pint for different states are approximately as follows, according to tabulations from the reports:

Alabama 35 cents, Arizona 40 cents, Colorado 30 cents, Washington, D. C., 35 cents, Georgia 30 cents, Illinois 30 cents, Indiana 25 and 30 cents, Iowa 35 and 40 cents, Kansas 30 and 35 cents, Maine 30 cents, Maryland 30 cents, Massachusetts 35 cents, Michigan 30 cents, Minnesota 25 and 30 cents, Mississippi 30 and 35 cents, Missouri 25 and 30 cents, Montana 30 cents, Nebraska 25 and 30 cents, New Mexico 35 cents, New York State 35 and 40 cents, North Carolina 30 and 35 cents, North Dakota 25 and 30 cents, Ohio 30 cents, Oklahoma 25 cents, Pennsylvania 30 cents, South Dakota 35 cents, Tennessee 30 and 35 cents, Texas 30 cents, Utah 40 cents, Virginia 30 cents, Washington 25 and 30 cents, West Virginia 30 and 35 cents, Wisconsin 25 and 30 cents, Wyoming 40 cents.

Following are average retail prices per bulk quart for different states:

(Continued on page 10)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

This is the season to sell profit~ making **Mapleine** ice cream

WITH good vanilla almost double its normal price, it will pay manufacturers this year to get behind those flavors which meet the public's fancy and at the same time pay a good profit.



MAPLEINE

Is such a flavor. It is so well liked that each year practically all producers experience a big gain in its demand. With many, Mapleine Ice Cream sells in a class with two staples — strawberry and chocolate.

And it is much more profitable. Mapleine flavors a gallon of ice cream for 1½ c. This makes it worth your while to push it in place of more expensive flavors.

Mapleine is a vegetable flavoring, containing no ethers to change flavor in freezing and storing. It is so concentrated that 2 ounces flavor and color 10 gallons of finished ice cream.

Test Mapleine to your satisfaction. Order of your supply house or write us. We guarantee good results.

Crescent Manufacturing Co.

1054 Railroad Ave. South

SEATTLE, WASH.

MAPLEINE

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

Alabama 50 and 55 cents, Arizona 55 cents, Colorado 55 cents, Washington, D. C., no bulk price given, Georgia 60 to 75 cents, Illinois 50 cents, Kansas 50 and 55 cents, Kentucky 50 cents, Maine 60 cents, Indiana 45 to 55 cents, Maryland 60 cents, Massachusetts 60 to 70 cents, Michigan 55 and 60 cents, Minnesota 50 and 55 cents, Mississippi 50 and 55 cents, Missouri 50 and 55 cents, Montana 55 and 60 cents, New Mexico 60 cents,

per cent, Illinois 11 and 12 per cent, Indiana 11 per cent, Iowa 12 per cent, Kansas 12 per cent, Kentucky 12 per cent, Maine 14 per cent, Maryland 13 per cent, Massachusetts 14 per cent, Michigan 12 per cent, Minnesota 13 per cent, Mississippi 10 per cent, Missouri 11 per cent, Montana 12 per cent, Nevada 14 per cent, New Mexico 12 per cent, New York 12 per cent, North Carolina 9 per cent, North Dakota 13 per cent, Tennessee 9 per

	Av. Whol. Del. Price	Av. Whol. Exp. Price	Retail Pr. Qt. Brick	Retail Pr. Pt. Brick	Retail Pr. Qt. Bulk	Retail Pr. Pt. Bulk	Per cent B. F.	State Require- ments	Pr. Ct. Total Solids
Alabama	\$1.15	\$1.00	\$0.57	\$0.32	\$0.53	\$0.29	14	14	34
Arizona	1.15	1.15	.75	.40	.55	.30	11	11	35
Colorado	1.15	1.05	.60	.32	.52 1/2	.28	14	14	33
Washington, D. C.	1.35	1.25	.60	12	10	37
Georgia	1.35	1.15	.55	.30	.62 1/2	.32 1/2	13	8	35
Illinois	1.05	.98	.54	.30	.50	.26 1/2	11 1/2	8	35
Indiana	1.05	.97	.51	.26	.49	.25	10 1/2	8	35
Iowa	1.00	1.00	.37 1/2	12	12	..
Kansas	1.00	.97	.60	.30	.52	.27	11	10	34
Kentucky	1.00	.90	.7550	.25	12	10	34
Maine	1.30	1.30	.60	.30	.60	.30	14	14	..
Maryland	1.25	1.20	.60	.30	.60	.30	13	8	38
Massachusetts	1.45	1.25	.62 1/2	.35	.65	.32 1/2	14	..	37
Michigan	1.18	1.03	.56	.30	.56	.30	12	10	34
Minnesota	.95	.90	.52 1/2	.28	.51	.27 1/2	13	..	37
Mississippi	1.25	1.18	.58	.32	.53	.26	10	8	35 1/2
Missouri	1.00	.98	.50	.26	.52	.27 1/2	10 1/2	8	34
Montana	1.17	1.07	.60	.30	.57	.28 1/2	11 1/2	10	36
Nebraska	1.15	1.05	.53	.26	.50	.26	14	..	34
Nevada	1.25	1.15	.8580	14	14	38
New Mexico	1.27	1.20	.60	.35	.60	.35	12	no standard	..
New York	1.35	1.35	.75	.37	.70	.35	12	8	36
North Carolina	1.13	1.00	.59	.32	.56	.30	9	8	36
North Dakota	1.00	1.00	.53	.29	.52	.26	12 1/2	12	35
Ohio	1.18	1.06	.56	.30	.53 1/2	.28	11	8	37
Oklahoma	1.00	.90	.50	.25	.50	.25	10	10	34
Oregon	1.10	1.00	.6060	.30	11 1/2	8	36
Pennsylvania	1.40	1.27	.60	.30	.54	.28	12	8	37
South Carolina	1.0050	10	14	34
South Dakota	1.10	1.00	.60	.35	.50	.30	14 1/2	..	36
Tennessee	1.00	.95	.60	.32	.50	.30	9	8	33
Texas	1.16	1.08	.56 1/2	.30	.56	.28	10 1/2	8	35 1/2
Utah	1.25	1.25	.75	.40	.50	.30	14	no standard	..
Virginia	1.08	1.06	.60	.30	.57	.30	10 1/2	8	34
Washington	1.05	1.03	.51 1/4	.29	.48	.26 1/2	11 1/2	8	33 1/2
West Virginia	1.35	1.30	.60	.32	.54	.30	11 1/2	8	34
Wisconsin	1.06	1.04	.54	.27	.50	.25	12 1/2	12	33 1/2
Wyoming	1.20	1.20	.70	.40	.58	.20	14	10	36

Figures given here are averaged from reports of manufacturers in a recent trade survey by The Ice Cream Review.

New York 70 cents, North Carolina 55 and 60 cents, North Dakota 50 and 55 cents, Ohio 50 and 55 cents, Oklahoma 50 cents, Oregon 60 cents, Pennsylvania 55 cents, South Dakota 50 cents, Tennessee 50 cents, Texas 55 cents, Utah 50 cents, Virginia 60 cents, Washington 45 and 50 cents, West Virginia 55 cents, Wisconsin 50 cents, Wyoming 60 cents.

Following are average retail prices per bulk pint:

Alabama 30 cents, Arizona 30 cents, Colorado 25 to 30 cents, Washington, D. C., 30 cents, Georgia 35 cents, Illinois 30 cents, Indiana 25 cents, Kansas 25 and 30 cents, Kentucky 25 cents, Maine 30 cents, Maryland 30 cents, Massachusetts 30 and 35 cents, Michigan 30 cents, Minnesota 25 and 30 cents, Mississippi 25 and 30 cents, Missouri 25 and 30 cents, Montana 25 and 30 cents, Nebraska 25 cents, New Mexico 35 cents, North Carolina 30 cents, North Dakota 25 and 30 cents, Ohio 25 and 30 cents, Oklahoma 25 cents, Oregon 30 cents, Pennsylvania 25 and 30 cents, South Dakota 30 cents, Tennessee 30 cents, Texas 25 and 30 cents, Utah 30 cents, Virginia 30 cents, Washington 25 and 30 cents, West Virginia 30 cents, Wisconsin 25 cents, Wyoming 25 and 30 cents.

THE average percentage of butterfat content maintained in different states, as indicated by reports, follows:

Alabama 11 per cent, Arizona 11 per cent, Colorado 12 per cent, Washington, D. C., 12 per cent, Georgia 13

cent, Texas 11 per cent, Utah 14 per cent, Virginia 11 per cent, Washington 12 per cent, West Virginia 12 per cent, Wisconsin 13 per cent, Wyoming 14 per cent.

The average percentage of total solids follows:

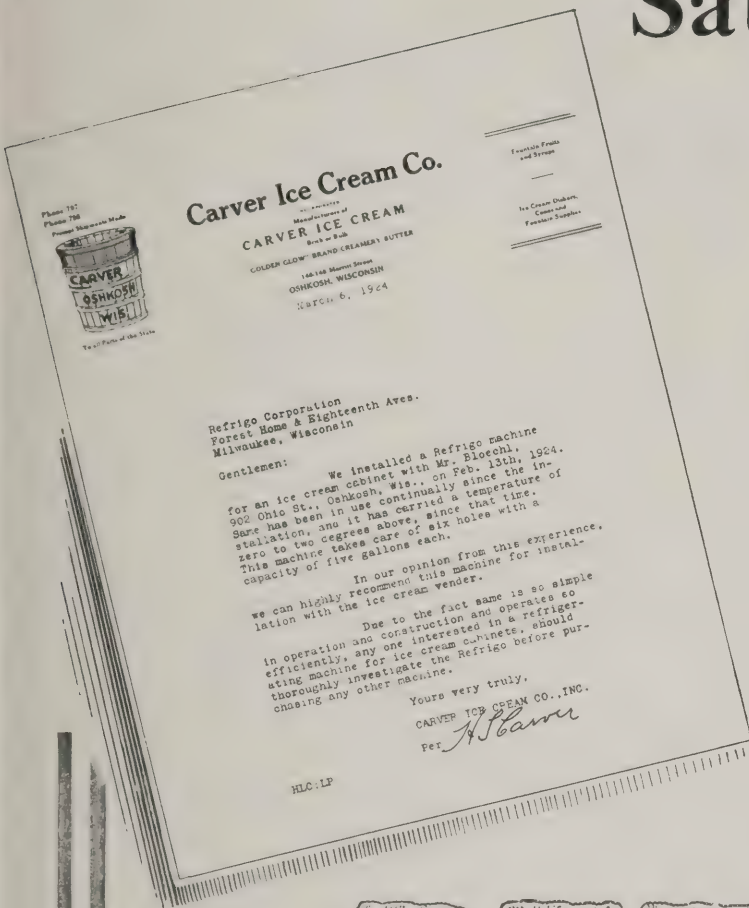
Alabama 34 per cent, Arizona 35 per cent, Colorado 33 per cent, Washington, D. C., 37 per cent, Georgia 35 per cent, Illinois 35 per cent, Indiana 35 per cent, Kansas 34 per cent, Kentucky 34 per cent, Maryland 38 per cent, Massachusetts 37 per cent, Michigan 34 per cent, Minnesota 37 per cent, Mississippi 36 per cent, Missouri 34 per cent, Montana 37 per cent, North Carolina 36 per cent, North Dakota 35 per cent, Oklahoma 34 per cent, Ohio 37 per cent, Oregon 36 per cent, Pennsylvania 37 per cent, South Carolina 34 per cent, Tennessee 33 per cent, Texas 36 per cent, Utah 36 per cent, Virginia 34 per cent, Washington 34 per cent, Wisconsin 33 per cent, and Wyoming 36 per cent.

MORE TRADE REPORTS NEXT MONTH.

Further reports in The Ice Cream Review's recent sweeping industrial survey will be published in the July issue of The Ice Cream Review. Some of the reports had not been tabulated when this issue was going to press.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Practical Tests Result in Satisfied Users



Only through actual installations do ice cream manufacturers realize the big benefit of mechanically refrigerated ice cream cabinets. The saving in ice, salt and time becomes a reality. The cost of operation, a practical demonstration of economy and the quality of product maintained an asset to every ice cream manufacturer.

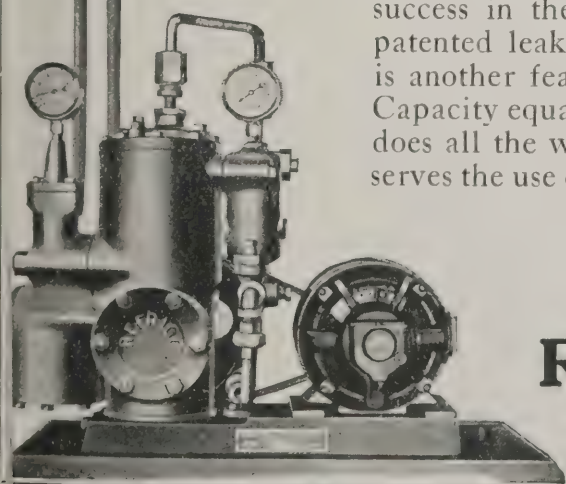
REFRIGO for the Ice Cream Cabinet

REFRIGO for the ice cream cabinet is the ideal machine. Its silence in operation is a pronounced feature essential to its success in the establishments of dealers of distinction. Its patented leak-proof seal, preventing escape of ammonia gas is another feature that places Refrigo foremost in this field. Capacity equals 200 pounds of ice per day. A $\frac{1}{4}$ H. P. motor does all the work and an automatic temperature control conserves the use of power.

For a real profit on an investment, Investigate

Write for illustrated booklet

Refrigo Corporation
Milwaukee Wisconsin



EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Why Ice Cream is Not Competing with Soft Drinks



The Dealer is in League Against the Ice Cream Man as Shown by Figures Revealing that One City Spent Ten Million Dollars for Soft Drinks.

Beverage People Get Their Goods Before the Public's Eyes

ONE can readily understand possibilities for the development of ice cream consumption, not only in the South but in the entire nation, when it is understood that in one Southern city alone, Atlanta, ten million dollars was spent for soft drinks in 1922. This was an average of \$40 for every inhabitant in the city limits. This amounted to 324 drinks per person during the entire year, Atlanta consuming seven gallons of syrup per capita.

Three hundred twenty-four drinks a person. This is almost an average of one drink a day. Now, what if we could get the public to carry out the ice cream manufacturers' advice to "eat a plate of ice cream every day" for health and satisfaction?

As the soft drink industry continues to outstrip the ice cream industry in advancement, we are reminded that there is a peculiar psychology to the situation. The peculiar appeal of soft drinks to public popularity is hard to arrive at, but it is only fair to say that soft drinks—bottled and soda fountain beverages—have a claim to rank as a food product. People familiar with the ice cream industry, however, realize that the carbonated beverage is not the same wholesome product as ice cream—there is a vast difference.

What is the difference? It is hard to face the truth some times, but in this case it must be admitted by all that the soft drink industry has advanced because the people behind it did not wait to feel their way and question whether the people would like this or that, or whether it would be advisable to try to sell the people soft drinks in the winter time; they went ahead and acted! They have sold their products.

You must take off your hats to the soft drink people, however much they may be a thorn in the ice cream man's side. Nothing is to be gained by cussing this competition, for the soft drink people have just as much right to go after the public's dollars as we. The point is, they are doing just that—going after the dollars. Incidentally, they are getting them—the dollars. A nickel a shot is the way the soft drink goes, but there are lots of shots and accordingly lots of nickels.

IT IS easy to understand why one Southern city averaged more than one drink of soda water every day in the year, not counting Sundays. Atlanta is the soft drink capital of the country. The largest soda water bottling plant in the world is located in Atlanta. Some of the largest bottling supply houses in the world operate from Atlanta, either having headquarters there or large

district agencies. One particular soft drink has had sensational popularity in that section for many years. In late years it has been sold extensively in other sections of the country. There are men and women, boys and girls, white and black, who would not think of starting off a day's work without first stopping at the soda fountain and calling for this particular drink. This drink is quite an industry of its own, a very large industry indeed. People have called it harmful, have insisted that it causes wakefulness, hurtful stimulation, etc., but the popularity of the drink has not waned one iota.

To the credit of this exceedingly popular drink it must be said that it never has been definitely shown that it causes injury to health. But imagine, gentlemen of the ice cream industry, how many people would be willing to believe the slightest suggestion that ice cream in the main is an unwholesome conglomeration. No one would have to say that ice cream causes wakefulness, unnatural stimulation, or a drug effect; it would only be necessary to hint that a certain man's ice cream has a little too much gelatine, is a little too rich or not quite rich enough, and instantly there would be created a prejudice not only against that ice cream but all ice cream in general.

Even ice cream manufacturers who also distribute bottled drinks would find it hard to explain the condition whereby the bottled beverage is accepted with less questioning than ice cream.

THERE is one reason, however, for the greater popularity of soft drinks that is readily understood. The retail dealers are keeping them before the public's eyes. That is where the greatest difficulty comes in; the ice cream industry's greatest competitors, candy, chewing gum, packaged fruits, etc., are given conspicuous places on the soda fountains and display counters while there is rarely—very rarely, anything concerning ice cream to catch the eye. At best, if anything at all, there is some kind of picture of an ice cream sundae or an ice cream cone, sometimes more or less tattered and torn at that.

When a man enters a soda fountain, the bottled beverage immediately has all the advantage if that man is thinking about something refreshing. He may really want a dish of ice cream, or a cone or sundae, but as he stands around awhile waiting for clerks to pass out glass after glass of soda water, all the time with rows of bottled beverages before him, the chances are more than favorable that he will say, "Aw, just gimme a cold drink, something with lemon or orange in it."

(Continued on page 140)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.






IDEAL
True to Name



IDEAL SUPERIOR COCOA



FROM every standpoint, this cocoa is ideal for ice cream purposes.   

Of strong chocolate flavor, rich color and unusual solubility, it gives to your product the quality look, the delicious chocolaty taste and the velvety smoothness which combine to make your ice cream popular with the discriminating public.

We want you to try IDEAL Superior Cocoa at our expense. Just drop us a line, asking for samples!

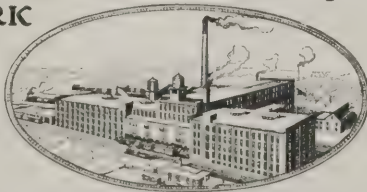
IDEAL COCOA & CHOCOLATE CO.

Manufacturers of the finest Coatings and Cocos

39 PARK PLACE, NEW YORK

MILLS, LITITZ, PENN.

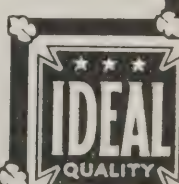
CHICAGO OFFICE
1005 W. HARRISON ST.



CAMBRIDGE, MASS. OFFICE
798 MAIN ST.



"IDEAL ONCE-IDEAL ALWAYS"



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Dixie Flyers Form Exhibition Plans

Winter Garden at New Orleans to be Scene of What is Expected to be
Southern Ice Cream Industry's Greatest
Exhibition. Probably 150 Booths

Southern Convention Session to be Held in Same Building

THE Winter Garden, located one block from the DeSota Hotel, the headquarters of the Southern Association of Ice Cream Manufacturers, has been selected as the scene of the exposition to be staged by The Dixie Flyers in connection with the annual convention of the Southern association, to be held in New Orleans, November 14 and 15. This is expected to be the South's greatest ice cream event.



HARRY A. BENNERS.

The decision of the Dixie Flyers to hold an exhibition came at the request of officials of the Southern association, which will close its convention before the opening of the national convention in New Orleans the following week, but most of the members of the Southern association will remain for the national convention. The Dixie Flyers will not exhibit in connection with the national convention, and since The Association of Ice Cream Supply Men has decided to hold no exposition this year, the National Association of Ice Cream Manufacturers will meet without an

exposition for the first time since 1921.

Arrangements have been made to hold the business sessions of the Southern association in the exhibit hall, according to Harry A. Benners, president of the Dixie Flyers and head of the Southern Sales Corporation, with headquarters in the United Fruit Building, New Orleans, La. He reports that a number of supply houses already have made application for space, "as they realize the importance of displaying their products at this convention," which promises to be the largest ever held in the South. Applications for space should be made immediately to P. N. Miller, Jr., secretary of the Dixie Flyers, Box 1830, Birmingham, Ala., or to H. A. Benners, president, 605 United Fruit Building, New Orleans.

HAVING recently completed a tour of the Southern territory, President Benners declares that the ice cream manufacturers of Dixie, "have expressed themselves to a man that it is their intention to attend the convention in full force."

The Winter Garden will afford the Dixie Flyers space for about 100 to 150 booths, this depending largely upon the amount of space to be allotted for the Southern convention sessions. The size of the space will be either 8 by 8, or 10 by 10 feet, and will not cost more than \$35.00, the president says. He stresses the importance of early reservation by all supply houses.

It is felt sure that supply houses will be quick to seize upon this opportunity to exhibit at New Orleans this year. The decision of the Association of Ice Cream Supply Men not to hold an exposition caused keen disappointment throughout the Southern ice cream industry, according to Mr. Benners, who says his tour disclosed that manufacturers of Dixie are unanimous in favor of an exhibition.

IN VIEW of the conditions surrounding the New Orleans gathering, President Benners believes the Dixie Flyers' exhibit will be the most spectacular.

Officials of the Southern Association of Ice Cream Manufacturers have expressed the belief that their 1921 convention will be the most largely attended on record. The association is laying extensive plans, both in the interest of its own convention and toward the success of the national convention, and although all plans are only of a tentative nature at this time, assurance is given that the trip to New Orleans will be one of the most enjoyable that ice cream manufacturers in any section ever took in connection with a convention.

New Orleans calls itself "America's most interesting city," and many manufacturers no doubt will find the convention city an irresistible magnet.

Secretary N. Loewenstein of the National Association of Ice Cream Manufacturers is of the opinion that his association will have a largely attended convention. Reports to him indicate very wide interest.



TEXAS MANUFACTURER PASSES AWAY.

The Ice Cream Review has received announcement of the death early last month of J. A. Smith of the Boedeker Ice Cream Co., Dallas, Tex. Mr. Smith, who had been connected with the firm since its organization forty years ago, passed away at his home in Dallas. He was secretary-treasurer of the firm and was widely known in the Southern trade. His death is a source of profound regret for friends in that territory.

The Boedeker Ice Cream Co. is one of the oldest ice cream manufacturing establishments in the South. Mr. Smith joined with the late George L. Boedeker, Sr., in the enterprise. The new plant of the Boedeker Company was their life-long dream. It was completed three years ago, just before the death of the elder Boedeker. The plant now is under the active management of George L. Boedeker, Jr.



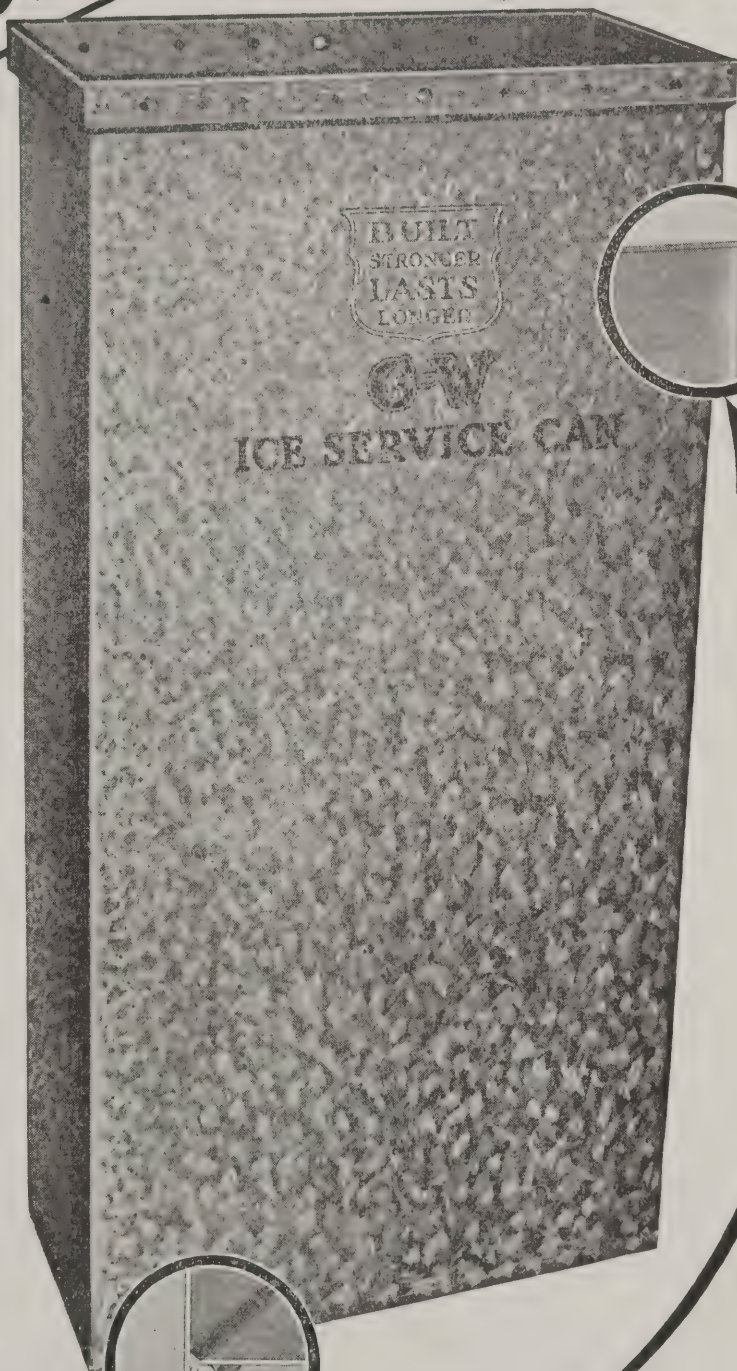
ALABAMA FIRM IN NEW HOME.

The new home of the Huntsville Ice Cream and Creamery Co., Huntsville, Ala., on West Clinton street, is now in full operation. J. C. Beane, manager of the plant, reports a steady increase in business and announces that the machinery for buttermaking is being run full time.

Mr. Beane reports that the latest type machinery has been added to take care of the increase in business. Of course the ice cream business is rapidly increasing just now, but the company reports that its modern machinery enables it to fill orders promptly.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Rivetless Seams!



A CAN without a single rivet in side or bottom seams.

Built with a heavy galvanized sheet steel body—electrically welded into one, inseparable piece. 5-ply bottom construction, with electrically welded corners.

Write for prices.

Gifford-Wood Co.
ICE HANDLING MACHINERY AND TOOLS

Main Office: 5 Hill St., Hudson, N. Y.
New York: 50 Church St.
Boston: 222 State St.
Chicago: 565 W. Washington St.
Pittsburgh: Peoples Bank Bldg.
Plants: Hudson, N. Y. and Oakmont, Pa.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Wisconsin Dairy Interests Lay Plans for World's Greatest Dairy Show

National Dairy Club of Wisconsin Organized to Prepare for Mighty Gathering at 1924 Exposition

ON WISCONSIN—to Dairy Show victory! That was the battle-cry raised at a luncheon-conference at the Republican House, Milwaukee, Thursday, May 15, when dairy interests of the Cream City and others identified with preparations for the National Dairy Exposition formally laid aside their knives and forks, rolled up their sleeves and went to work on the biggest job that ever faced a dairy organization.

The meeting was in the nature of a follow-up to other sessions that had been held in connection with the coming exposition. The National Dairy Club of Wisconsin was formally organized. This step marked the first move toward the building up of committee machinery to iron out all kinks and open the way for the coming of the greatest event ever held in dairymen.

The club will meet every two weeks, every other Thursday. Each meeting will find the members of the club gathered over bread-and-butter dishes to talk over plans in connection with the National Dairy Exposition, which everybody knows will take place in Milwaukee September 27 to October 4, 1924.

This club, which is one of five recently organized at different points in the country in connection with the activities of the National Dairy Association, will be the medium through which Wisconsin dairy interests will work toward getting "America's Dairy Capital" in readiness to do itself proud when the day of dairy glory dawns next September.

Outstanding impressions gathered at the meeting on May 15 were:

The 1924 National Dairy Exposition will be the most representative gathering of the dairy clans ever held, far surpassing anything ever before dreamed of insofar as concerns all section of the country and all arms, branches and divisions of the dairy industry.

The 1924 National Dairy Exposition will be truly an all-American, all-dairying affair.

Milwaukee faces the opportunity to be the permanent home of the National Dairy Show.

Milwaukee faces the task of making arrangements for receiving and taking care of the greatest avalanche of dairy delegates that ever moved on any city.

Wisconsin's highly developed science of dairying will be one of the mighty magnets to draw visitors from North, East, South and West to study dairying possibilities in all sections.

The 1924 National Dairy Exposition will draw the largest attendance of ice cream manufacturers of any past event of this character.

The fullest possible strength of the dairy industry of Wisconsin is required behind the efforts of the National Dairy Club of Wisconsin to make arrangements for the coming dairy classic.

Different speakers pointed out that the biggest task facing dairy interests of the Badger state is developing a conception of the magnitude of the undertaking in their hands. The spirit shown at the luncheon was evidence sufficient that the Badger state is fully alive to the work ahead of them. Members were asking for work—and were finding it.

WIDESPREAD sectional interest in the show was indicated in a stirring speech by W. E. Skinner, secretary of the National Dairy Association and honor guest at the conference. Mr. Skinner said letters have been received stating that special trains will be run from Omaha under the auspices of bankers of Nebraska, from Knoxville, Tenn., under the auspices of bankers of that state and from other cities in different parts of the country.

The 1924 show will find the Southern states more interested in this event than ever before has been the case. There are two explanations. In the first place, the dairying urge is stronger in the South now than ever before. And, too, the South wants to study Wisconsin's system of dairying.

This is also true in other sections of the country where dairying has lately taken firm root.

The luncheon served immediately to dispel any impression that might have existed that the 1924 show would be a Milwaukee, and Wisconsin proposition. The principal job facing Wisconsin and its metropolis is the matter of playing hosts to visitors from far and wide.

Wisconsin's dairy industry will be on parade. Prospective delegates are regarding Wisconsin as being as much a part of the show as any of the high-producers, machinery and equipment to be exhibited. The story has gone to remote corners that Wisconsin has builded an empire of dairy prosperity.

IT WAS no less an authority than W. E. Skinner, that wise and campaign-scarred veteran of National Dairy Association activities, who pointed out that the nation-at-large wants to see what the world's greatest dairying state has done.

(Continued on page 155)

An All-American Dairy Show

THE 1924 Dairy Show will be an all-American, all-dairying exposition. By this is meant it will be for every branch of dairying and dairy manufacturing and for dairymen of every section of the country. It will be the most representative Dairy Show yet held. This was brought out at a dairy meeting in Chicago recently. It was echoed at a meeting in Milwaukee May 15, when the National Dairy Club of Wisconsin was organized.

Wisconsin is now going forward with plans for its great army of visitors next fall.

Every man engaged in dairying, no matter where or in what capacity, will find that the Dairy Show will fully cover his end of the business.

Here is the schedule for dairy plant operators:

Monday, September 29—Milk Dealers' Day.

Tuesday, September 30—Creamerymen's Day.

Wednesday, October 1—Cheesemakers' Day.

Thursday, October 2—Ice Cream Day.

Friday, October 3—Evaporated and Powdered Milk Day.

EVERY DAY — DAIRYMEN'S DAY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WIN THE TRADE WITH TASTIER ICE CREAM

Every ice cream manufacturer knows how to make a good, wholesome product—the deciding factor in winning the trade is FLAVOR. Insure public preference for your ice cream by using

BOWEY BRAND

SUPERFINE

Bulk Fruits and Flavors

Especially prepared for the ICE CREAM MANUFACTURER

For more than a quarter of a century we have served many of the leading Ice Cream Makers with the following Bowey Brand Products:—

Van Cou Concentrate

The Wonder Vanilla Flavoring Concentrate, containing 62½% of pure vanilla. Will not freeze out and costs less than 1 cent a gallon ice cream.

Special Dark Dutch Process Cocoa

For Prize Winning Chocolate Ice Cream — the richest and best — at a cost of only 5c a gallon for the flavor. Make this one of your leaders.

Compound Caramel Flavor

Imparts that natural cooked cream flavor everybody loves! A gallon at \$5.50 (net) will flavor 320 gallons of finished ice cream, costing only 1¾c a gallon.

Orange and Lemon Creme Flavors

For refreshing Water Ices, Frappes, Sherbets, etc. Made from whole selected fruits—\$7.00 and \$6.00 a gallon, respectively.

Jeline (Ice Cream) Powder

The wonderful emulsifier, used instead of gelatine by many of the leading ice cream makers, because it is better, more convenient and economical.

Bowey Brand Fruits and Flavors are of the highest quality. They will impart to your product that delightful freshness of flavor that defies imitation. Place sample order today.

Write for latest quotations on Bulk Fruits



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St.

CHICAGO, ILL.

Established 1895

Ice Cream Industry In Tokyo

Olden Prejudices Have Handicapped Development of Industry

By E. G. BABBITT

THE ice cream industry in Tokyo is still in its infancy. While ice cream, sherbet and the like have been served for many years in the purely foreign style hotels and in the homes of foreign residents, these frozen confections were practically unknown to the Japanese ten years ago, and it was only about 1912 that any attempt was made to popularize the soda fountain idea among the foreign residents of Yokohama.

The growth of this business in the foreign settlement was very slow, having to overcome many prejudices against what was commonly known as an American habit; ice cream and ice cream sodas. The Japanese appear to have been satisfied with their "korimizu" (literally ice water), usually peddled from carts, and consisting of ice shaved with a common plane into a glass, and flavored with bean syrup or other sweet syrups. This is still popular in the hot weather, as the Japanese are not partial to rich ice creams, preferring the ices of sherbet type.

Such ice cream as was made was produced in small hand-turned freezers in the homes and hotels. It was not until about three years ago that the manufacture of ice cream in quantity, by mechanical means, was introduced. Before September 1, 1923, there were several companies operating with machinery, but most of them were put out of business by the fire, and the changed conditions of the city and inhabitants. There are about 3,000 eating places, including hotels, in the city, serving foreign dishes in varying extent, and it is reported that

about 80 per cent of these make for themselves such ice cream as they require.

THERE are several concerns manufacturing ice cream for wholesale distribution. This district produces considerable quantities of milk and the manufacturers find it more profitable to make and ship the ice cream to Tokyo rather than shipping the milk. They have also a fair local demand. From time to time other manufacturers have entered the field, as will probably be the case with the commencement of warm weather this year, but none has made any particular success.

The foregoing refer to companies manufacturing for retailers; there are a great number of establishments which prepare their own ice cream. They sell considerable ice cream in their own retail shops and tea rooms, this department for one company being in charge of a Japanese who had been for some years in America and gained a thorough knowledge of the business.

One drug store has a very popular lunch counter, where ice cream and sodas are dispensed under the direction of a Japanese who learned the business in Los Angeles. This man is experimenting with the idea of producing an ice cream which will meet with popular approval among the Japanese, who are not accustomed to the use of milk and do not care for rich ice cream.

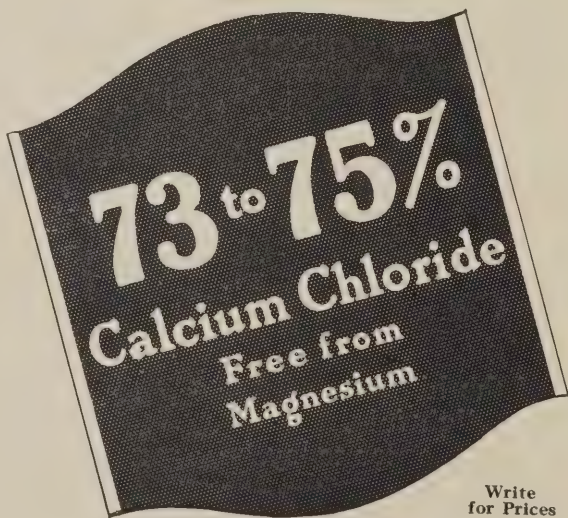
Fresh milk and cream form the base of most of the ice cream manufactured, but considerable adulteration is reported in some of the cheaper establishments. The Food Inspector of the Metropolitan Police Board, Tokyo, states that no regulations governing the manufacture of ice cream have been issued by the Department of Home Affairs, and consequently there is much variation in methods of preparation. Cornstarch, gelatine and ice cream powders are used to some extent; also eggs. The best is made of fresh milk and cream, with imported flavors, though some flavoring is produced in Japan of native fruits and berries.

The retail price runs from 5 to 40 sen per plate or glass, with higher prices prevailing for fancy sundaes or combinations; the best, however, not selling under 40 sen per plate.

NO OFFICIAL figures are available covering the consumption of ice cream in Tokyo, the records of the Food Inspection Bureau having been destroyed. Unofficial estimates have been supplied. According to these unofficial estimates there are some 4,000 retail establishments in Tokyo using from four to six gallons of ice cream daily, with a total yearly consumption of 6,570,000 gallons (which seems high). The larger restaurants use electric power in the manufacture of ice cream, some hotels use the ammonia process, but the smaller suppliers employ hand-turned freezers.

The wholesale price of ice cream last year was from Yen 12. to Yen 13. per 100 plates, for ordinary quality, or per 4 sho (one sho being equivalent to 1,588 quarts).

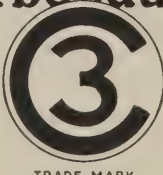
There is a sale for ice cream throughout the year in Tokyo, and an increasing demand during the hot weather. It is likely that regulations will be issued governing its manufacture, to guard against impurities, artificial coloring and the like, so that with a standardized product there is possible the manufacture of ice cream on a larger scale than heretofore will be attempted.



Carbondale Calcium Co.

Carbondale, Pa.

Ask for
Bulletins
No. 5
and
36



New York
Chicago
Pittsburg
Atlanta
Washington D. C.

New Orleans
Philadelphia
Baltimore
Buffalo
Kansas City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SUPPLY MEN SPREAD THE STORY OF THE NATIONAL ASSOCIATION.

Hundreds of Salesmen Posted on Accomplishments of Ice Cream Manufacturers' Organization.

The Association of Ice Cream Supply Men has placed in the hands of all members of its affiliated Salesmen's Club a "True Story of National Association Benefits" pertaining to the work of the National Association of Ice Cream Manufacturers and its value to all ice cream men.

The hundreds of members of the Salesmen's Club are prepared to acquaint interested ice cream manufacturers who may not have availed themselves of participation in the national association work, with a resume of the latter organization's activities. The "True Story of the National Association" in part follows.

Generally:—1. The national association is promoting three kinds of things:

- A—Progress in the ice cream industry.
- B—Harmony in the ice cream industry.
- C—Protection for the ice cream industry.

1. The national association is advertising over the whole country for a permanent slogan for ice cream. See the attached proof of one of these ads.

2. The national association is preparing to advertise not merely for a slogan but to advertise ice cream itself—least to enable ice cream manufacturers to standardize, simplify and economize in an individual participation in a national advertising campaign.

3. The national association has spent much money and the time of many gifted men in analyzing accounting problems of the ice cream business. Its uniform cost accounting data can save an ice cream man—no matter how he is—untold confusion and increase his profits.

4. The national association is protecting the whole industry against unjust standards. It employs able attorneys; its officers themselves go to Washington; it fights the battle of the whole great industry.

5. The national association protects the industry against unfair express rates. Its officers and committee men fight many a battle before committees, with express company officials and before regulatory commissions.

6. It does a lot of other things. It is interested in standardization of equipment. Through it ice cream men can have a voice in the Chamber of Commerce of the United States. Its conventions are incalculable in their educational value. Its vigilance committee smooths out sore spots in the industry and helps keep the advertising of supplies on a proper level. It saved the ice cream industry during the war by winning classification as an essential industry and so ensuring a sugar supply. It posts its members on tax questions and other business matters. It has an industrial laboratory fund.

7. If it were not for the national association there would be today no ice cream industry of the scope and we know and unless the national association continues to grow in the future and comes to include the great majority of ice cream men within its membership, there will be no truly and permanently greater ice cream industry in the future.



TO OPEN ICE CREAM PLANT.

A building was recently purchased by Elbert Garrett at Morrilton, Ark., for an ice cream factory and creamery. Mr. Garrett, who is proprietor of the Purity Ice Cream Company of Russellville, said that work of installing the machinery, which will cost about \$15,000, will be started right away.

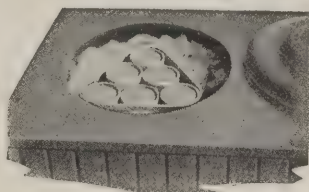
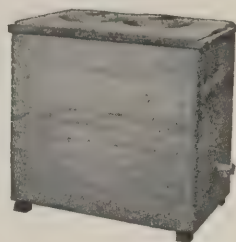
SOUTHERN CONVENTION—NEW ORLEANS—NOVEMBER 14-15, 1924.

Increase Your ICE CREAM SALES

with attractive

Stout Cabinets

The best cost no more.
Extra thick insulation.
Extra large icing space.



And with "Leak-Proof"

Sealright Containers

the ideal carry-home package.

Have your stores ice these in

"O. & B." Triangular Packers

DURABILITY

is the chief consideration in

Tubs and Cans

WE CARRY IN STOCK

John Wood Cans

No solder—No leaks



AND--

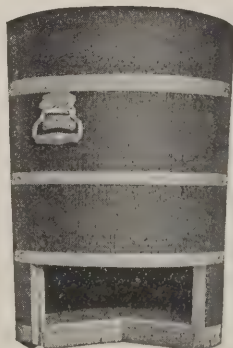
Stout Cedar Tubs

with the
Wedged-in-Bottom

"The more you drop it
The tighter it holds"

Draw On Our Boston
Warehouse

and Be Assured of Your
Summer Supply.



Stephens-Adams-Cyr Co.

Ice Cream Equipment and Supplies including
Viscolizers, Cherry Freezers, Creasey Ice Breakers, Rice &
Adams Ice Cream Can Washers and Elyria
Glass Lined Tanks

52 HIGH ST., Malden, Mass.

PROVIDENCE, 911 Smith St. WORCESTER, 11 Dustin St.
FRAMINGHAM, 26 Alexander St.

Our Nearest Man Will Call on You.

"Service Always Counts"

The Five Essential Steps in Ice Cream Making

The Essential Steps Recommending the Attention of the Ice Cream Manufacturer Are
Assembling, Processing, Stabilizing, Freezing and Ripening.
What Do You Know About Them?

By BENJAMIN MASUROVSKY, B. S., M. S.*

THE technical improvements in the manufacturing of ice cream nowadays facilitate to draw sharp border lines between the various processes in ice cream making.

It is of great importance to know the different stages of the game and the connection existing between the various stages as affecting the finished product. This knowledge can only be acquired by an analytical study and in a logical way the different steps involved in making ice cream.

There are five essential steps recommending the attention of the ice cream manufacturer. They are, in order, as follows:

1. Assembling.
2. Processing.
3. Stabilizing.
4. Freezing.
5. Ripening.

I. Assembling, as the term implies, designates the gathering or aggregating of the various ingredients which are to enter the ice cream mix. This step covers the standardization of the mix for butterfat, solids-not-fat and total solids, and apportioning of the various amounts of raw material available for the preparation of the ice cream mix. Here is where consideration should be given to the quality of the milk products as to acidity and flavor, also, the grade of gelatine, sugar, and other non-dairy ingredients to be used in the ice cream mix. At this step the foundation is laid and according to the common saying, "Whatsoever a man soweth that shall he reap," the quality of the foundation stock on hand will affect the quality of the finished product. It is not sound reasoning to depend upon such phenomena as freezing out the odor or flavor because the latter condition is more often "an olfactory illusion."

Although it is true that freezing reduces considerably the volatility of ice cream while in a frozen condition, nevertheless the odor or flavor of the frozen product reappears on melting due to an increase of volatility at a higher temperature. No matter whether it is a lactic acid flavor or any other objectionable odor of the raw material used in ice cream making it will in-

variably be carried to the frozen delicacy and reduce the quality of the finished product.

Only high grade raw material should be used in building up a high quality ice cream. In other words the first step in successful ice cream making is the selection of good raw material during the process of assembling the ingredients which go to make up the ice cream mix.

II. The second essential step in ice cream making lies in the processing of the ice cream mix. After the desirable proportioning and selection of quality ingredients received proper attention the next step is to combine them in such a manner that all the ingredients are interwoven to a great degree of fineness and are homogeneously incorporated in the mix. This is accomplished by pasteurizing the entire mix at a temperature of 145 degrees F. for 30 minutes, then by passing it through a homogenizer or viscolizer at a pressure of 2000 to 2500 pounds per square inch. In other words, the combined ingredients undergo processing by virtue of which the entire ice cream mix is turned into a complete fine fabric to be used in the making of ice cream. Pasteurization destroys the pathogenic micro-organisms that might be present in the mix and it renders the butterfat globules and milk proteins pliable and easily to be acted upon by either the homogenizer or viscolizer.

III. Just as in the case of building a house care is taken that the foundation is first "set" or stabilized before the structure is placed on it; so it is with an ice cream mix. The assembling and processing of the mix formed the basis for preparing the ice cream mix for the freezing process but before placing the processed mix into the freezer it is good practice to allow the mix to stabilize itself. In other words, the time element must be considered as a prerequisite in obtaining a stable texture while the mix becomes set. This is accomplished in the third step where stabilizing of the mix takes place during aging, i. e., allowing the processed mix to remain undisturbed in the aging room for 24-48 hours at a temperature below 40 degrees F. In one sense aging is a continuation of processing the mix whereby the homogeneously distributed particles of the milk proteins and fat readjust themselves to the new environment.

The lactalbumin, casein, gelatine particles imbibe the

* In the Dairy Dept., University of Nebraska, Lincoln, Neb.
(Written exclusively for The Ice Cream Review.)

DREW'S
Egg Yolk
Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGE

Prices on Request

JAMES F. DREW & CO.
320 Broadway New York City

Kill all Flies THEY SPREAD DISEASE
DAISY FLY KILLER

Attracts and effectively destroys all flies. Neat, clean and convenient.
Can't spill or tip over.

MADE of METAL LASTS all SEASON

Will not soil or injure anything
FROM YOUR WHOLESALE OR JOBBER
1 doz. \$1.55 F. O. B. Factory, by express collect

HAROLD SOMERS
DEPT. R, 150 DeKALB AVE.
Brooklyn, N. Y.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



- BRANCH OFFICES
★ BRANCH OFFICES
OR AGENTS WITH
WAREHOUSES

Branch Offices

- NEW YORK.....50 Church Street
• SCHENECTADY.....426 State Street
• BOSTON.....275 Congress Street, Station 9
• ATLANTA.....1224 Candler Building
• CHARLOTTE, N. C.....406 Severs Avenue
• JACKSONVILLE, FLA.....720 Professional Building
• LOUISVILLE, KY.....1614 Inter-Southern Building
• ROCHESTER.....808 Powers Building
• BUFFALO.....623 Genesee Building
• CLEVELAND.....1204-5-6 Ulmer Building
• DETROIT.....453-457 W. Fort St.
• GRAND RAPIDS, MICH.....109 Campau Ave. N. W.
• CINCINNATI.....1015 Broadway
• INDIANAPOLIS.....1128 Hume-Mansur Building
• ST. LOUIS.....24 South Third Street
• CHICAGO.....120 West Illinois Street
• MILWAUKEE.....911 Majestic Building
• MINNEAPOLIS.....316-18-20 Third Avenue, N.
• MEMPHIS.....1812 Exchange Building
• DALLAS.....421 North Harwood Street
• HOUSTON.....407 First National Bank Bldg.
• TULSA.....234 West 11th Street
• KANSAS CITY.....529 Lee Building
• OMAHA.....201 Kennedy Building
• DENVER.....725 Symes Building

Agents

- PHILADELPHIA.....John R. Livezey
Glenwood Ave. W. of 22nd St.
• BALTIMORE.....John R. Livezey
526-30 St. Paul Street
• NEW ORLEANS.....H. T. Steffee
841 Carondelet Street
• SPOKANE.....D. E. Fryer & Company
1023 Paulsen Building
• SEATTLE.....D. E. Fryer & Company
305 Lumber Exchange Bldg.
• PORTLAND.....Gillen-Cole Company
Front and Davis Streets
• TACOMA.....D. E. Fryer & Company
501-502 Providence Bldg.
• LOS ANGELES.....Gay Engineering Corporation
2650 Santa Fe Ave.
• SAN FRANCISCO.....Van Fleet-Freear Company
557 Howard St.

*Also Warehouse

Close to You

WITHIN a few hours by mail, a few days by freight, there is an Armstrong branch office, or agent, and a warehouse all ready for action on your insulation needs. A man on the job—quick—and the goods when you want them.

All over this country, in your city or near it, you can reach an Armstrong Insulation Engineer, an ample stock of Nonpareil Corkboard or Cork Covering and an experienced erection superintendent or foreman.

Do you want information? Do you need a rush order of material? Are you ready for the foreman on your contract? Wire or write, or call up on the 'phone. The service is there for your benefit. Use it.

ARMSTRONG CORK &
INSULATION COMPANY

164 Twenty-fourth Street

Pittsburgh, Pa.

Nonpareil Corkboard Insulation

For All Cold Storage Rooms

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

milk serum causing them to swell up. The milk fat is more highly emulsified and are enveloped by the suspended milk proteins, collectively giving rise to higher viscosity and smoother texture of the mix. All in all aging is just as important to a step in stabilizing the mix as homogenization is in the processing of the assembled ingredients of the mix.

IV. With the ice cream mix properly combined and handled the next step is to bring the mix into a partially frozen and sufficiently whipped up cream so that it can be placed in the hardening room for completion. In other words, the well prepared ice cream mix has to undergo a freezing process which produces a not-completely finished product or a "green" frozen article. This stage is reached in two distinct phases: (a) The pre-freezing phase, and (b) the freezing point phase.

A. The temperature of the ice cream mix before drawn into the freezer is ordinarily below 40 degrees F. During agitation and cooling the temperature of the mix is lowered to about 28 degrees F. when attention is given to the whipped up condition of the ice cream mix. This constitutes the pre-freezing phase.

B. From the time the ice cream mix reaches 28 degrees F. until it is ready to pull, the freezing point phase is watched carefully. During this phase the temperature remains practically constant while the whipping condition of the ice cream mix increases rapidly.

THE factors which influence the freezing of the ice cream mix are: (a) Quantity of mix, (b) temperature, (c) speed of the dasher, (d) composition of the mix, (e) treatment of the mix, and (f) the rate of flow of the brine.

(a) Regarding the quantity of mix to be used it is definitely shown that judging by the size of the freezer

amounts representing half the capacity of the freezer or slightly less give best results. At that point the mix exposed to the optimum conditions which facilitate proper agitation and the desirable incorporation of air.

(b) Temperature factors may be considered from two standpoints: 1. From the standpoint of the freezing agent, and 2, from that of the mix. If the circulating brine is too cold (below zero F.) the ice cream will reach a solid condition too soon to allow for the incorporation of enough air to obtain the desired yield. On the other hand, if the brine is too warm (about 12 degrees F.) the time of freezing will be prolonged and the resulting ice cream will become too fluffy or light. The optimum temperature of the freezing agent is ordinarily between 5 and 10 degrees F. above zero.

Desired results could be obtained at lower temperatures if the freezing process is carefully watched. When the brine is around zero or below, it is left on a comparatively short time and after shutting it off the yield may be gotten by further whipping the cream in the freezer. The mix before drawn into the freezer should be precooled to about 40 degrees F. or below because higher temperatures require more time for freezing and if the cream is not homogenized there is danger of churning.

It is practically impossible to bring the ice cream mix below 26 degrees F. and be able to draw it readily from the freezer. If freezing is prolonged to such an extent that the temperature falls below 26 degrees F. then the yield is reduced considerably due to the working out of the air cells from the stiff cream. Ordinarily the optimum temperature to draw the ice cream from the freezer is about 26-27 degrees F.

(c) With the factory constructed freezer the dasher is run at a uniform rate of speed provided there is no slippage in the belt. Therefore, in order to obtain efficient and correct results it is necessary to adjust the temperature of the mix and that of the circulating brine in harmony with the speed of the dasher. For example, if the speed of the dasher is 250 revolutions per minute when the temperature of the incoming brine is zero degree F. and the temperature of the mix is 32 degrees F. it will require about 12 minutes to freeze the batch. In other words, this illustrates the variations which must occur in the several factors concerned when the speed of the dasher is fixed.

(d) The composition of the mix affects the freezing point in the following manner: An increase in the butterfat content will raise the freezing point, while an increase in the other solids-not-fat tends to lower the freezing point.

(e) In the freezing of a homogenized mix it usually requires more time to obtain the proper consistency during freezing than in the case of an ordinary pasteurized cream because the former, as a rule, is more viscous and offers greater resistance towards the incorporation of air although the final temperature is the same as in the latter.

(f) Since the flow of brine through the freezer is fixed the rapidity of freezing is determined by the temperature of the flowing brine; the lower the temperature the less time will be required to freeze the mix at a given rate of flow of brine.

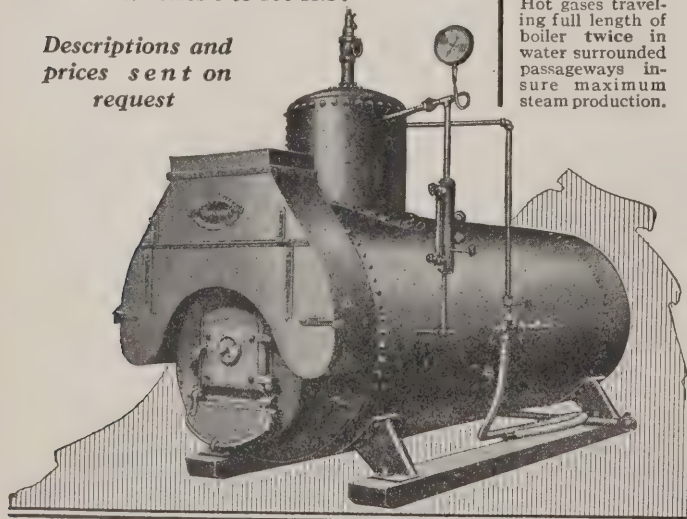
V. The final step in ice cream making consists in hardening or ripening the partially frozen or "green" cream. In other words, hardening is the continuation of the freezing process which converts the semi-frozen product into a more completely frozen condition. The main object of hardening ice cream is to bring about a more firm and solid frozen product. There are three common methods employed in hardening under present methods of ice cream manufacturing: 1. The packing

Leffel Scotch Marine Boilers

BECAUSE they require less room and are more powerful than other boilers of the same size Leffel Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers are highly desirable for use in Creameries, Dairies, Ice Cream Factories—Milk Handling Plants of all kinds.

They are perfectly safe and require little attention and meet requirements of all State boiler laws. Sizes 6 to 100 H.P.

*Descriptions and
prices sent on
request*



The James Leffel & Co.

Box 333, Springfield, Ohio, U.S.A.

Self-Contained
Come complete with wooden skids and necessary fittings.

Internally Fired
Fire box and ash pit, entirely surrounded by water, provide generous heating surface.

Quick, Steady Steamer

Hot gases traveling full length of boiler twice in water surrounded passageways insure maximum steam production.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

OFFICE CONTROL

TORRID weather. Demand and supply are fighting for supremacy. Only through most careful planning, minute control of the situation, can supply and reputation win out.

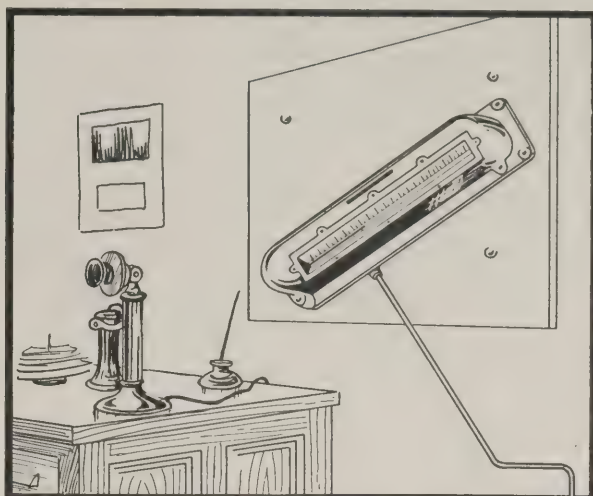
You are in the office. How much ice cream mixture is in each tank? How many gallons of milk are in the storage tanks? How much cream, sweet butter or skim milk should be added to standardize the batch.

Yes, these are facts which control the situation; facts for which you now have to telephone and depend on others, or personally get.

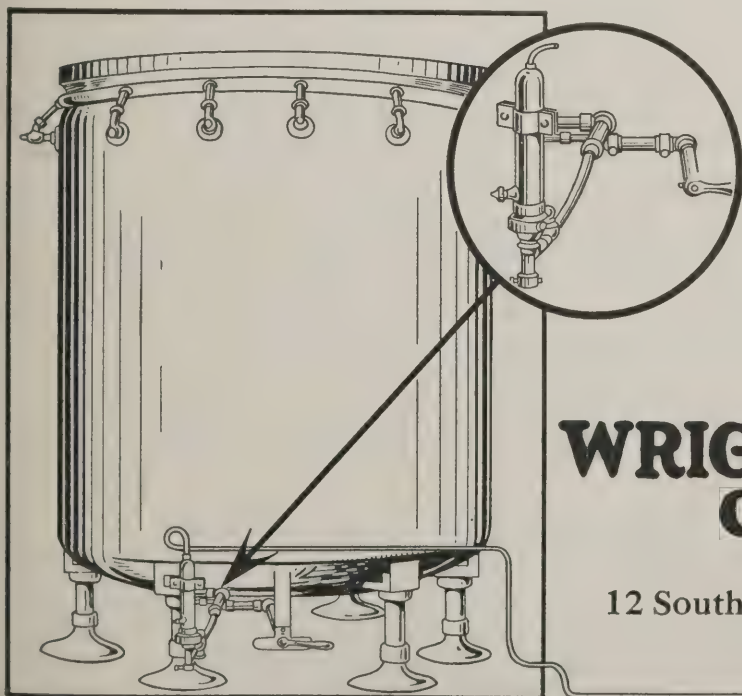
The Green Gauge System with office control is so much simpler and quicker. A mercury column on the wall near you rises and falls. It is connected directly with your tanks. You see the column drop from 19,200 to 2,000 and you know that 17,200 pounds of milk—2,000 gallons—have been withdrawn. It is time for an emergency call for more milk. Quick work through the Green Gauge keeps production ahead of demand.

The Green Gauge placed on mixing vats furnishes a simple and accurate means of weighing in the liquid ingredients, and the total batch. It is also a particular advantage on hot-wells in connection with vacuum pans for measuring raw materials, and in determining the amount of water or solids to be added to a given batch in order to obtain the correct test.

Tanks with Green Gauge control in the office



This Green Gauge on the office wall is connected with the storage tanks below



Another use for the Green Gauge is in your pasteurizing department. A Green Gauge, installed on the pasteurizing floor, will warn the operator when his tanks are ready to overflow.

Let us tell you more about the Green Gauge control.

Send for Green Gauge literature.

We are complete outfitters for the dairy industry.

WRIGHT-ZIEGLER COMPANY

12 South Market Street, Boston, Mass.

tank method. 2. The dry hardening under still air, and 3, the dry hardening under forced air.

A. In hardening ice cream by "the packing tank method" ice and salt are the freezing agents used in so-called "slush boxes." These boxes are made tight of two-inch planks of heavy construction and are of such a width as to allow for the packing of two or three rows of five-gallon cans which are placed in perforated cylinders so that they may be changed without interference with the freezing mixture. Nearer to the bottom is a drain hole for taking care of the brine at each time of repacking. The proportion of salt to ice is 1:15-18 parts. The following table shows the approximate temperature obtained with different proportions of salt and ice:

Per cent of salt in mixture. Temperature of mixture.

	Degrees F.
0	+32
5	+27
10	+20
15	+11
20	+ 1.5
25	-10

B. The dry hardening under still air is accomplished in the following way. The hardening room is piped with direct expansion ammonia coils in such a way as to form shelves upon which are placed the ice cream cans containing the semi-frozen ice cream. The temperature of the room is reduced due to the removal of heat units as the ammonia expands in the coils.

THIS system is rather slow but once the temperature is reduced to zero F. or below it hardens the ice cream in about 12-18 hours, depending upon the size of the ice cream containers. The hardening room is usually

insulated with cork board in two layers of 4-inch thickness. Before putting up the cork board it should be water-proofed by coating it with hot asphalt and allowing it to harden. The vertical and horizontal joints formed by the cork boards in the first layer should be broken by the cork boards of the second layer to eliminate loss of refrigeration.

C. In the air blast method of hardening the ammonia coils are usually located in a separate compartment directly over the hardening room. By means of a fan or blower the air is forced to circulate from the cooling coils through the room thus keeping the temperature more or less uniform. Due to the more penetrating effect of the moving air hardening is accomplished in less time than by the still air system. There is, however, greater loss of refrigeration in the air blast method of hardening than in the still system, especially when doors are opened frequently, unless the fans are automatically shut off whenever the doors open. It requires from 10 to 12 hours to harden ice cream under the air blast system when the temperature is below zero F.

The hardening or ripening of ice cream is influenced by the following factors: temperature, sugar, and solids-not-fat.

To avoid the formation of large ice crystals it is recommended to place the ice cream immediately after it leaves the freezer into a hardening room of about -15 degrees F. After the ice cream has hardened it is transferred into the regular hardening room with a temperature around zero F. The temperature of the ice cream as it leaves the freezer is usually from 26 to 28 degrees F. If kept at this temperature for an hour or longer, the air will gradually escape and the ice cream becomes coarse and grainy. To overcome this condition necessitates immediate and rapid freezing in the hardening room. The lactose and cane sugar present in the ice cream mix lower the freezing point to a marked degree. If a high percentage of milk solids-not-fat is present in the mix there will also be an increase in the milk sugar. For instance, a mix containing about 11.5 per cent solids-not-fat may have as high as 6 per cent milk sugar besides the addition of the cane sugar. The optimum amount of cane sugar is about 13 to 14 per cent although a higher percentage of sugar may be added for some other reasons demanded by the trade. Care should be taken that the milk solids-not-fat are not high in the content of milk sugar. The latter can be accomplished by selecting the dairy ingredients of a low milk sugar content and using a minimum amount of milk solids-not-fat in the preparation of the mix.

Since the hardening or ripening of ice cream puts the finishing touches on the frozen delicacy it will pay to have the best facilities for hardening the ice cream. Of course, it is important to carry out all the five essential steps in ice cream manufacturing under optimum conditions because there is close connection between each preceding and following step involved in the making of good ice cream.

Excel in your methods of manufacturing ice cream and you will turn out a product of p-a-r-e-x-c-e-l-l-e-n-c-e.



CAROLINA ASSOCIATION GROWING.

A. E. Dixon, secretary of the North Carolina Ice Cream Manufacturers' Association, has announced a new member to the association. The new member is the Mecklenburg Dairy Co. of Charlotte. This makes 63 members in all for the North Carolina association. Every year since the association has been formed, there has been a large increase in membership.

The Nafis Standard Ice Cream Color Rods



are practical, inexpensive, color standards that will help you make more money if you use them to maintain uniform colors of your ice cream.

Made for the three most popular flavors: Vanilla (including egg ice creams), Strawberry and Chocolate. Each rod contains four shades for one flavor.

Buy through your jobbers. If they do not stock NAFIS GLASSWARE, write for a circular on NAFIS ICE CREAM COLOR RODS and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glassware for Testing Milk and Its Products

17-23 N. Desplaines St., Chicago, Ill.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Investigate!

A purely vegetable annatto color, **unequalled in shade, strength and purity** and superior to any vegetable or aniline color on the market. Try a gallon of

HANSEN'S *June Cream* Ice Cream Color

and you will be convinced that it will not only give you **more coloring power per dollar invested**, but whether you desire a pale cream color or a rich yellow egg shade, the result will be just what you want in your ice cream.

HANSEN'S Ice Cream Rennet

A pure rennet enzyme, unadulterated, in handy liquid form, especially prepared and packed for the ice cream trade. The specific action of Hansen's Ice Cream Rennet is to increase the viscosity of the mix, thereby increasing the smoothness and apparent richness, enhancing the flavor and making the desired overrun more uniform and certain.

Try a gallon now, and be convinced that **Hansen's Ice Cream Rennet** will do better work, if used as an improver, **at less than one-tenth the usual cost.**

Ask your dealer or write us for prices, giving us your dealer's name and we will send you an interesting little booklet by W. W. Fisk, the well known expert in ice cream manufacturing, "**Some Ice Cream Problems Solved,**" without charge.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, New York

Western Branch
Milwaukee, Wisconsin

Canadian Factory
Toronto, Canada

An Arithmetical Method of Balancing the Serum Solids in the Ice Cream Mix

By HOWARD E. DOTY*

THIS method is exact and rapid. Factors have been calculated as explained below for each of the products in general use to raise the serum solids in ice cream. To the known ingredients sugar, gelatine and fat, is added sufficient skim milk to make 100 pounds; as problem I-A, II-A, III-A, IV-A, and VI-A. The serum solids content of the skim milk is then calculated and subtracted from the per cent (pounds per hundred) serum solids desired. The difference might be termed a shortage or deficit. This shortage must be made up by adding skim milk powder or other substance high in serum solids and subtracting from the skim milk until the proper proportion of serum solids has been obtained. By dividing this shortage by the factors given, the amount of skim milk powder or other concentrate required to balance the serum solids is immediately determined. When the skim milk powder or other concentrate is added an equal amount must be subtracted from the skim milk to keep the total weight of the mix at 100 pounds. This is explained and proved in the B part of problems I, II, III, IV, V and VI.

Problem I.

Mixes Using Skim Milk Powder.
Factor for Skim Milk Powder.

Starting with skim milk powder, use the factor .861. (The fat, sugar, and gelatine requirements are added, and subtract-

* Assistant professor of dairy manufacturing, Oklahoma A. & M. College. Written especially for The Ice Cream Review.

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC WISCONSIN

ed from 100, which will leave the number of pounds of skim milk and skim milk powder necessary to complete the mix. The factor is simply the difference that each pound of powder will make in the serum solids.

Since the fat, sugar, and gelatine are fixed quantities, any change in the skim milk powder will cause an equal inverse change in the amount of skim milk. One pound of skim milk powder will add .95 of a pound of solids, but, at the same time will replace one pound of skim milk. One pound of skim milk contains 8.9 per cent, or .089 pounds of solids, so one pound of powder will change the serum solids .95 — .089 or .861. The following problems will illustrate the method of application:

Problem I-A.

100 lb. Mix, 11% Fat, 11% Serum Solids, 13% Sugar and .4% Gelatine. Using Cream, Skim Milk and Skim Milk Powder.

To Determine the Amount of Skim Milk Powder Required.

The known ingredients, sugar, gelatine and fat, are totaled and sufficient skim milk added to complete the 100 pounds. Calculate the serum solids in skim milk and subtract from eleven the pounds desired and find the deficit.

Total solids are not calculated as they are not essential and might be confusing.

13.00 lbs. sugar	Fat 11.00 lbs.	S. S. 11.00 lbs.
.40 lbs. gelatine		
11.00 lbs. fat		
75.60 lbs. skim milk $\times 8.9\%$		6.7284

100.00 lbs.	11.00	4.2716
-------------	-------	--------

A one hundred pound mix minus 24.4 lbs. sugar, fat, and gelatine leaves 75.6 lbs. skim milk necessary to complete the hundred pounds. 75.6 lbs. skim milk $\times 8.9\% = 6.7284$ lbs. serum solids, which leaves between 11 and 6.7284, a shortage of 4.2716 lbs. of serum solids. Using the factor .861: $4.2716 \div .861 = 4.96$ lbs. of powder to be added to bring the solids up to eleven. Thus:

13.00 lbs. sugar	S. S.
.40 lbs. gelatine	
11.00 lbs. fat	
4.96 lbs. skim milk powder	4.712
70.64 lbs. skim milk	6.2869
100.00 lbs.	10.9989

Problem I-B.

Complete and Prove Mix
(Use 30% Cream and Skim Milk.)

The test of cream, of course, will not influence the serum solids. The fat may be in the form of whole milk and cream as well as skim milk and cream. Since the total in any case will be 11 pounds of fat and 70.64 pounds of skim milk. In practice we would weigh instead of 4.96 pounds, 5 pounds of powder and 70.6 pounds of skim milk.

Write for the new

Ice Cream Powder Preparations

Improve
Ice Creams
and Ices at
reduced costs

HELP
Richness
Smoothness
Viscosity
Ageing

Supplied only in
100 lb. containers.

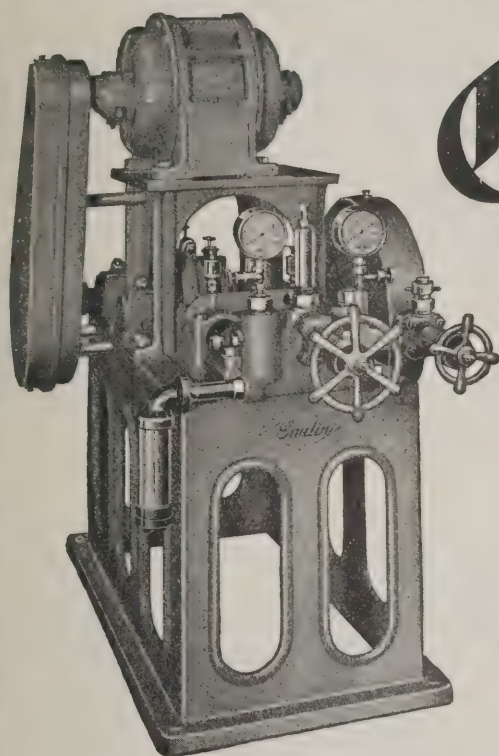
SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,
LONG WHARF Importers BOSTON, MASS.

REMEMBER THE DATES FOR YOUR STATE CONVENTION—AND BE THERE.

An Absolute

Guarantee of a Better Ice Cream



The Gaulin Homogenizer
Type 400 Motor Driven
Equipped with 2-Stage Valve

Patent Applied For

Manufacturers
Manton-Gaulin Manufacturing Co.
Boston, Mass.

Write us for names of Jobbers handling
"Gaulin" Products in your territory.

Actual tests made with
the GAULIN 2-STAGE VALVE
have proven that—

- The viscosity or body of the finished mix is absolutely under control regardless of acidity.
- The mix may be homogenized finer than ever before, thereby producing a smoother and richer tasting ice cream.
- No increase of power consumption.

The Gaulin 2-Stage Valve is the only device on the market which can control viscosity, and the correct viscosity is just as essential as thorough homogenization

Literature describing the 2-Stage Valve in detail will be sent upon request



Guarantee: We absolutely guarantee that the Gaulin 2-Stage Valve will produce a finer ice cream than has heretofore been possible.

MANTON-GAULIN MFG. CO., INC.

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

100.00 lb. Mix	Fat 11.00 lbs.	S. S. 11.00 lbs.
13.00 lbs. sugar		
.40 lbs. gelatine		
36.66 lbs. 30% cream	10.998	2.28374
5.00 lbs. skim milk powder		4.75
44.94 lbs. skim milk		4.00966
100.00 lb. Mix	10.998	11.04340

Problem I-C.

Use Cream and 4% Milk.
Complete and Prove Mix.

Thirteen pounds sugar, .4 pound gelatine and 4.96 pounds powder, total 18.36 pounds. 18.36 pounds subtracted from 100 pounds leaves 81.64 pounds of cream and whole milk. This 81.64 pounds must contain 11 pounds of fat. Divide eleven by 81.64 and find that the 81.64 must test 13.46%.

Use the Square Method with 13.46 in the center of square.
29.70 lbs. of 30% cream and 51.93 lbs. of 4% milk are required to make 81.64 lbs. of 13.46% cream containing 11 pounds fat.

30	Cream	9.46
	13.46	
4	Milk	16.54
		26.00

$$81.64 \div 26 = 3.14$$

$$9.46 \times 3.14 = 29.7044 \times 30\% = 8.911 \text{ lbs. fat}$$

$$16.54 \times 3.14 = 51.9356 \times 4\% = 2.077 \text{ lbs. fat}$$

100.00 lb. Mix	Fat 11.00 lbs.	S. S. 11.00 lbs.
13.00 lbs. sugar		
.40 lbs. gelatine		
4.96 lbs. powder		4.712
51.9356 lbs. 4% milk	2.077	4.4373
29.7044 lbs. 30% cream	8.911	1.8496
100.00 lb. Mix	10.988	10.9989

The following mixes will not be completed with whole milk and cream. This mix will show the method and is easily applied to each of the following mixes:

Problem II.

100 lb. Mix, 11% Fat, 11% Serum Solids, 13% Sugar, .4% Gelatine.

Using 84% Butter, Skim Milk and Skim Milk Powder.

Problem II-A.

To Find Skim Milk Powder Required.

13.1 lbs. of 84% butter would be required to furnish 11 lbs. fat. 13.1 lbs. butter, 13 lbs. sugar, .4 lbs. gelatine; total 26.5 lbs. and 73.5 lbs. skim milk are required to make the mix up to 100 lbs. Calculate solids in 73.5 lbs. skim milk and subtract from 11.

100.00 lb. Mix	Fat 11.00 lbs.	S. S. 11.00 lbs.
13.00 lbs. sugar		
.40 lbs. gelatine		
13.10 lbs. butter		
73.50 lbs. skim milk		6.5415
100.00 lb. Mix		4.4585

Between 11 lbs. of serum solids required and 6.5415 lbs. of solids in 73.5 lbs. skim milk we have a shortage of serum solids. $4.4585 - .861$ shows that 5.178 lbs. skim milk powder will be required.

Problem II-B.

Complete and Prove Mix.

	Fat 11.00 lbs.	S. S. 11.00 lbs.
13.00 lbs. sugar		
.40 lbs. gelatine		
13.10 lbs. butter	11.00	
5.178 lbs. powder		4.919
68.322 lbs. skim milk		6.080
100.00 lb. Mix	11.00	10.999

Problem III.

Mixes Using Whole Unsweetened Condensed.

The factor for whole unsweetened condensed is .11812.

Whole condensed milk contains two ingredients. It increases the difficulty of balancing the mix, and increases the desirability of a factor. Assuming whole condensed to analyze 20% serum solids and 8% fat, the factor would be .11812. This will be near an average composition.

One pound of condensed adds .20 of a pound serum solid and since it contains 8% fat, which is substituted into the fixed content of the mix. It changes the amount of skim milk only .92 of a pound.

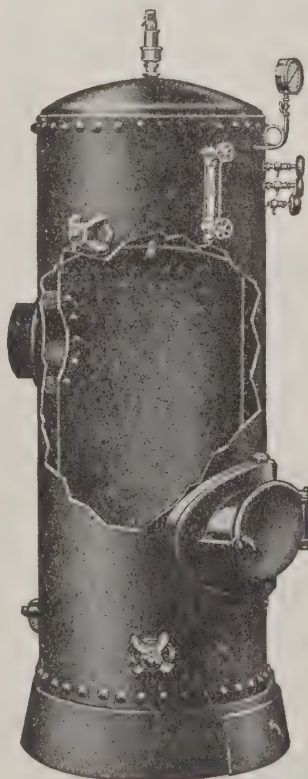
$$1 \text{ lb. cond.} \times .20 = .20 \text{ lb. serum solids,}$$

$$.92 \text{ lb. skim milk} \times .089 = .08188 \text{ lb. serum solids.}$$

.11812, factor or pounds serum solids which the mix is changed by each change of one pound of condensed milk. Similarly a factor is easily arrived at for any varying composition of condensed milk.

(Continued on page 80)

30 Horse Power And No Flues



Gem Flueless Boilers

Made in sizes from 1½ to 30 H.P. They do away with those disagreeable and costly Flue troubles.

Efficiency is high, up-keep cost is low and first cost will appeal to the practical and thrifty plant operator.

Send for prices, construction and operating details

The Gem City Boiler Co.
Dayton Est. 1895 Ohio

"SUPERIOR" TUB COVERS



Made for Service of extra heavy canvas. Double sewed and plenty of lap to cover tub. Ample in size.

Write for Samples and Prices

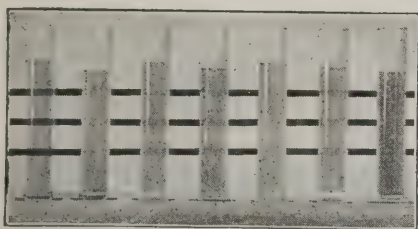
Scott Mfg. Co.
1501-5 Howard St.
OMAHA, NEBR.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Safe Candy—Safe Ice Cream

The manufacturer of ice cream or candy owes a duty to his consuming public in selecting pure materials for his product. It is good business. For a product of uniformly good quality will find a constantly increasing market.

Play safe with your gelatine.



The test tube at the left contains Atlantic Super-Clarified Gelatine. Note its clarity—its high viscosity.

**"Purest and best—
It Stands the Test"**

We Will Let You Decide

Make the test of trying out our gelatine by ordering a barrel from the nearest office. Use five or fifteen pounds and if it doesn't match up with our claims for it, send the unused portion back. We will pay the freight both ways.

Atlantic super-clarified Gelatine passes the pure food requirements of every state in the Union. Special care in its manufacturing—use of only the finest raw materials—has resulted in a gelatine of unvarying high quality. It's a great satisfaction to know that your product always contains a dependable gelatine—of high viscosity and so good, so pure, so clear that is called Atlantic *super-clarified* Gelatine.

Atlantic Gelatine Company
WOBURN, MASSACHUSETTS

Branches:

Chicago: Suite 510, 118 N. LaSalle Street
New York City: Room 1081 Woolworth Building

ATLANTIC ^{Super-Clarified} GELATINE

Experimental Studies in Ice Cream During Past Year

Continued Research Work Has Played Large Part in Advancing
the Science of Ice Cream Production and Thereby
Increasing Consumption

By PROFESSOR R. C. FISHER*

WHEN forty years ago a young man started making ice cream, little did he dream of operating a million-gallon factory in 1923. Even the wildest pipe dream did not permit such fantasies. And still today such a factory has become a reality and the young man who started making ice cream by stirring the mix with a paddle, today operates a factory with a capacity of over a million gallons a year. Nor is this man such an exception, for this audience counts among its members several who have started their career similarly and who by perseverance and business foresight have seen their business grow to large proportions.

A conception of the development of the business as a whole can best be gained from Chart No. 1, which shows the increase in gallonage from 1909 to 1923 as compared with the increase in population. A study of this chart shows that in 1909 the total production was about 80 million gallons where in 1922 it totaled to 263 millions or an increase of about 180 million gallons. During this period the population increased only 20 millions. The per capita consumption was about 1 gallon in 1909 and 2.4 gallons in 1922. An understanding and appreciation of the reasons that made possible this truly remarkable growth should furnish a guide for

* With the Connecticut Agricultural College. An address before the New England Association of Ice Cream Manufacturers, January 23, 1924.

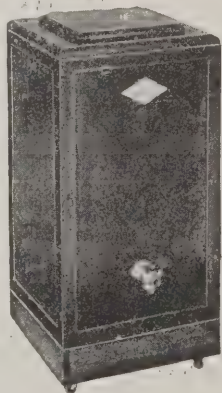
future business policies. The principal reasons for the rapid development of the industry in the last 15 years are:

UNDoubtedly the perseverance and progressive ness of the pioneer ice cream man is a large factor. Ice cream was first made in Europe but never developed commercially. It took the aggressiveness and business ability of the American business man to develop it into the big industry it is today.

It is generally believed that prohibition has played an important part in increasing the ice cream business. As a matter of fact the relative increase from 1909 to 1913 is much larger than the increase from 1916 to 1920.

Until within rather recent years ice cream was considered more of a delicacy rather than a food. Even today there is a great deal of ignorance and misconception on the part of the public as to the just place of ice cream in the diet. The work of Dr. McCollum and Dr. Bailey and others, has proved the importance and absolute necessity of milk and dairy products in the diet. Charts Nos. 1 and 2 bring out the results of recent work of Dr. McCollum. The experiment is especially significant due to the fact that children were fed on the vari-

HERE AT LAST NEVERLEAK ICE CREAM CABINETS



No More
Repair
Bills

Warp-Proof
Leak-Proof
Brine-Proof

The inside shell of NEVERLEAK Cabinets are stamped out in one piece, and are everlasting. The outside construction is of clear cypress, and is finished in a rich mahogany. Made in three sizes—one, two and three eye.

We can supply your needs.

Write for prices.

Cotton Fibre-Wood Sales Co.

Oakland Ave. & Belt Line.

MEMPHIS TENN.

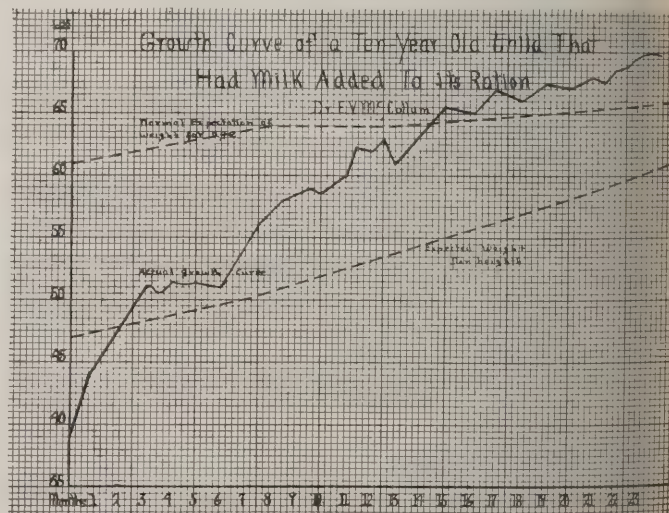


Chart No. 1.

ous diets rather than rats as in previous experiments. In this case the children who received the milk diet were at an orphanage for colored children. The diet consisted principally of meat, potatoes, white bread and tubers. Very little milk or dairy products were fed previous to the experiment. The response to the milk diet as shown in the curve is truly remarkable.

Ice cream as shown in the following analysis is a dairy product except for the cane sugar and the small amount of gelatine and flavoring added to it. As such it is rich in butterfat, milk proteins, milk sugar, minerals and vitamins, that make milk such an important and practically indispensable food. There is, I believe, a great opportunity for increasing the consumption of ice cream by educating the people to the fact that ice cream is not only a delicious delicacy and refreshment, but an excellent and economical food that should take a bigger place in the diet of the home.


(Continued on page 38)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Crown Fruit Products

The QUALITY
FRUITS

*for Discriminating
Ice Cream Manufacturers*



Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

ALLOW me once more to refer to the ambitious young fellow who started to make ice cream by stirring the mixture of cream, sugar and flavoring with a paddle, while the can set in an ice and salt mixture. What has research and science done for him. He has seen the brine freezer take the place of the old tub freezer; the dry hardening room replace the slopping in ice and salt; the homogenizer has insured him of a smoother body and texture and made possible the use of concentrated products such as butter and milk powders. The pasteurizing process assures him a more sanitary and safe

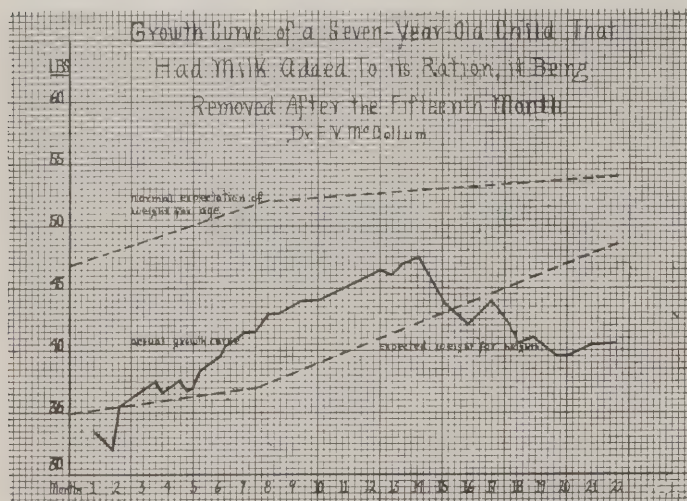


Chart No. 2.

product. The discovery that the crystallizing out of lactose was responsible for candy ice cream makes it possible for him to keep off the sandy shoals. These are

only a few of the many examples. What will the future bring us that is new? Most everyone appreciates the urgent need of continued research and experimental work especially in regard to quality. The public is becoming more and more discriminating. It requires more fully into quality and food value. A few years ago ice cream was just ice cream to most people. This situation is rapidly changing and people are learning to recognize good ice cream and to demand it. Competition is keener than ever. With a more discriminating public and the keenest competition, quality of product is a formidable weapon. So formidable a weapon indeed is quality that many a David, though small in stature, has been able to successfully combat the Goliaths in the ice cream business.

It is reasonable to assume then that quality of product will play an increasingly important part in the continued expansion of the ice cream business. I will, therefore, during the time that remains present the results of studies as to how various factors, such as composition, acidity and homogenizing pressures, affect the quality of the ice cream.

The influence of butterfat and serum on the flavor, body and texture were studied in a series of trials. The purpose was to determine if possible just what percentage of fat and serum solids gave the most desirable quality ice cream as judged by flavor, body and texture. In all studies great care was used to select only fresh and high quality products. The ingredients in each case came from the same batch of cream, milk and skim milk powder. These precautions were taken in order to have all other factors influencing flavor, body and texture under control so far as possible. Overrun was controlled so as to average about 85 per cent in each batch.

In the first series of trial the per cent of butterfat was varied from 6 per cent up to 20 per cent butterfat. The other ingredients were:

- 10 per cent serum solids.
- 14 per cent cane sugar.
- .3 per cent gelatine.

During the second series of trials the butterfat was

BUY VANILLA NOW

Vanilla Beans are SCARCE —
Prices Going HIGHER and HIGHER

COMFORT'S

3 - X R BLEND
VANILLA, VANILLIN AND TONKA
\$4.50 in 10 gal. Trial Keg

S - BLEND
HIGHER VANILLA CONTENT
\$5.50 in 10 gal. Trial Keg

3 ounces of either to 5 gallons of Mix

Aschenbach & Miller, Inc.
400 North Third Street
PHILADELPHIA, PA.

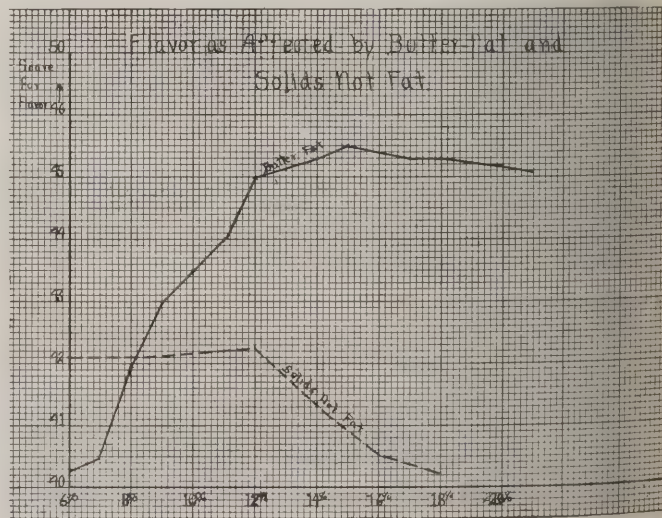


Chart No. 3.

kept constant but the serum solids were varied from 12 to 18 per cent. The other ingredients were:

- 12 per cent butterfat.
- 14 per cent cane sugar.
- .3 per cent gelatine.

Chart 3 graphically shows the influence of each butterfat and serum solids on flavor; while Chart 2 shows their influence on body and texture.

(Continued on page 86)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

KO - RACAS reinforces the delicate flavor
Of Chocolate Ice Cream. It cannot freeze out. Gives a
Rich, lingering after-taste because it
Actually strengthens and intensifies the subtle
Chocolate aroma. Adds greatly to selling quality, but
Adds little to cost, as it replaces Vanilla.
Send for trial gallon; test it thirty days; if dissatisfied return
 at our expense and we will refund.

STAR EXTRACT WORKS, Inc.

"Your Protection — 34 Years in the Extract Business"

6 WEST BROADWAY

NEW YORK

SCOTCH BOB BUTTER SCOTCH ICE CREAM

"A Dish for the Gods — A Treat for the Public"



Differently delicious, its rich Butterscotch taste brings pint customers back to your dealers for quarts.

Many progressive plants are now running SCOTCH BOB and will keep running it all-year-round because it creates its own steady demand.

SCOTCH BOB could have no higher endorsement than the many barrel repeat orders we receive.

A trial keg at ten dollars will enable you to test it thoroughly.

KAY-WHITE PRODUCTS CO., Inc.

"A Good House to Deal With"

6 West Broadway

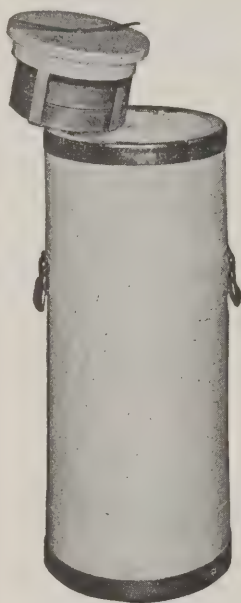
New York

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Iceless Cabinets

Should be Serviced with

GLACIFER DRY PACKERS



5 Gallons Bulk
12-15 Hours Preservation

To get the greatest value from Iceless Cabinets. Ship and deliver ice cream in dry packers.

If you ship—
lower express weights

If you deliver—
more capacity per truck.

Better preservation.

No expense for ice and salt.

Glacifer Packers are made of hard vulcanized fibre and lined with corkboard insulation. All metal parts are galvanized. Will withstand rough handling. Stronger than tub and 40% lighter.

Made in all popular sizes

The New 1 Gallon Packer is ready.

Will hold 4-1 Quart Bricks—or 4-1 Quart paper containers or their equivalent Preservation 5 to 6 hours.

Ask for circular giving comparison of costs and express rates.



20 Quart Brick
12-15 Hours Preservation

THE GLACIFER CO.

Miller Street

Somerville, Mass.

MANY INDUSTRIES CO-OPERATING TOWARD PRACTICAL COST SYSTEM.

A new trend in the development of cost accounting by American industries is disclosed in the report of the Uniform Cost Accounting Conference, recently held in New York. Reports submitted by individual members of the conference show that manufacturers in many important industries are co-operating directly in working out practical cost systems with the aid of expert accountants, rather than leaving it as heretofore entirely to the accountants to devise systems for particular industries.

Marked progress in this direction was reported at the conference which was attended by upward of 100 representatives of 103 industries, 23 more than were represented at the first conference held in Chicago in October. Some of the important industries represented were Portland cement, boots and shoes, paper, paint boxes, newsprint, women's wear, meat packing, paint and varnish, machine tools and tires.

The report reveals the practical methods employed in devising and installing uniform cost systems in the biscuit and cracker, the newsprint and other industries and the advantages derived from them. It also deals with the educational and legal aspects of the development of uniform cost accounting activities of trade associations.

The value of the opportunity to exchange views regarding the working out of various problems involved in the development and installation of uniform cost systems was expressed in a resolution adopted by the conference requesting the Department of Manufacture to hold similar meetings once or twice a year at convenient points.

"Trade associations and other similar agencies that have recognized cost accounting as one of their most constructive activities have generally made good progress in its development," said E. W. McCullough, manager of the department. "There is, however, a vast field for further endeavor among the many lines in which little effort has yet been made or with those who are struggling with the formation of methods and the securing of their adoption and use."

Mr. McCullough, who organized the conference, has announced that the full report of the proceedings is ready for distribution, and may be obtained upon application to the Department of Manufacture, Chamber of Commerce of the United States, Washington. "The conference was of so great value," said Mr. McCullough, "that its proceedings will serve as a text book on the subject of uniform cost accounting."



SOUTH CAROLINA FIRM MAKES FANCY ICE CREAM.

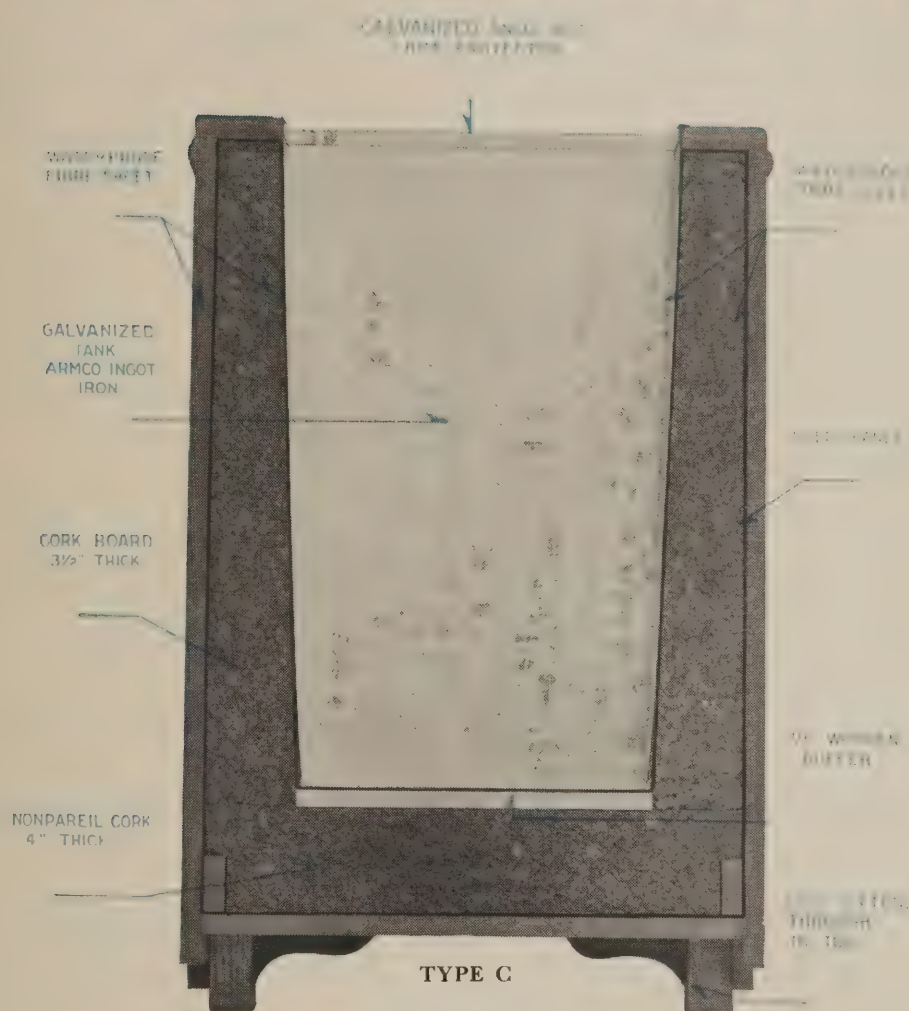
Foremost among the ice cream plants of the South is the Freyschmidt Ice Cream Co., Charleston, S. C., an organization which has been consistently successful since its establishment in 1920. This company specializes in fancy ice cream moldings, such as fruit designs, chocolate designs, flowers, and various other forms. The plant is said to be equipped with the latest type of ice cream manufacturing machinery, and one of the largest delivery systems in the state is operated by that plant, of which John A. McCormack is the head. Mr. McCormack is a prominent business man of South Carolina. Robert Pregall, secretary and treasurer of the firm, is in active charge.



You can get somebody to sell you anything you want if you use "The Ice Cream Review" Want Department

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MOST ECONOMICAL OF ECONOMY CABINETS



This **ECONOMY CORKBOARD CABINET** has created a sensation among the **ICE CREAM MANUFACTURERS** who have come to realize that superior insulation means money saved in ice consumption.

In addition to having superior insulation this cabinet has a tapered trough, conserving the ice and at the same time giving more insulation where the brine accumulates. This cabinet is equipped with cylinders, making it easy to replace a can of cream at any time.

Every **MANUFACTURER** owes it to himself to give this cabinet a thorough trial. Place your order now, increase your sales, by having your ice cream kept in the best condition with the least possible ice consumption, and **INCREASE YOUR PROFITS**.

This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with $\frac{7}{8}$ " buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.

Tub Cabinets. This separate compartment is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage.

Dry Package Cabinets. Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition, having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



Homer Manufacturing Co.,

Homer City, Penna.

331 Dwight St., Springfield, Mass., New England Distributors

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Pacific Coast Plans Elaborate Ice Cream Show

Supplymen of Far West to Stage Exhibition at Joint Convention of Ice Cream Manufacturers of Coast and Northwest, in Connection with Pacific Dairy Classic in December

PLANNED long before the recent announcement by the Association of Ice Cream Supply Men that it would refuse to endorse, as a national organization, any regional shows of ice cream machinery, equipment or supplies this year, the big exposition planned in connection with the Pacific Coast conventions for December will be held just the same. The united ice cream industry of the West and the supply men catering to it have determined this year to put this vast territory upon the map and show the rest of the country that the Pacific Slope is to be reckoned with.

The joint convention of the Pacific Ice Cream Manufacturers' Association, comprising the ice cream industry in Washington, Oregon, Idaho, Montana and British Columbia, and the California and Southwestern States Ice Cream Manufacturers' Association, comprising the trade in California, Arizona, Nevada and the Hawaiian Islands, will be held in Oakland, California, December 10, 11 and 12, 1924. And the big exposition of machinery equipment and supplies will be held under the joint auspices of the Pacific Slope Dairy Show and the supply men of the Pacific ice cream industry at the same time and place. The convention is expected to bring to Oakland every ice cream manufacturer of any prominence, whether wholesale or retail, in the territory west of the Rocky Mountains, and the exposition will house the biggest showing of ice cream and dairying equipment ever gathered together west of the Mississippi.

THE show will be held in the Oakland Municipal Auditorium at Oakland, Cal., where 24,128 square feet of floor space is available for exhibits, all in one room, besides a like amount in corridors and special rooms, and where there are found, under the same roof, adequate convention halls, banquet halls, reception rooms and offices for several conventions to be held simultaneously, if necessary. The show will open December 10 and will continue through the evening of December 17. While the ice cream convention will be held only during the first three days of the show, the entire week will be taken up with state and regional conventions of other dairy industry organizations, including those of the creamery operators, the market milk producers, milk distributors, butter and cheese manufacturers, dairy stock breeders and the California Dairy Council.

Oakland, Cal., is situated across the bay from San Francisco and the Municipal Auditorium, facing the world-famed Lake Merritt, is as readily accessible from the San Francisco as from the Oakland hotels. With fast ferry and train service every 20 minutes during the day and night the Auditorium can be reached from any San Francisco hotel in 50 minutes, and it is within a pleasant 15-minute walk from the Hotel Oakland, which will probably be made headquarters for the ice cream manufacturers during the convention.

(Continued on page 44)

RASPBERRY--STRAWBERRY

GENUINE TRUE FRUIT CONCENTRATED

Your cream and ices will impart the genuine flavor of the ripe fruit by using our true fruit concentrates.
The flavor can easily be regulated by yourself to suit your particular requirements.

Successfully used by some of
the biggest firms.

5 Gallon Can - - \$23.00

I M P O R T E R S

Commission Sales Co.

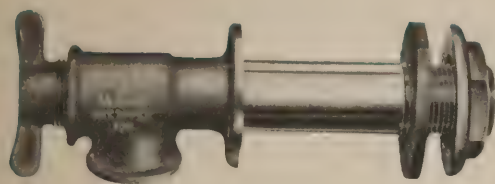
Telephone Vanderbilt 8249

110 East 42nd St.

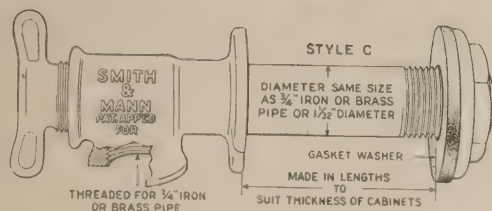
New York, N. Y.

**Satisfaction
Guaranteed**

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Showing
3/4" Style C,
Regular Plug



Something Better in Cabinet Valves

The one piece feature of Smith & Mann cabinet Drains was a big improvement over the "nipple types." It gave the ice cream manufacturer a cabinet drain that can be drawn up tight with assurance that there would be **no joints to leak**. Thus the messy floors about the dealer's cabinet are avoided; a better feeling instilled in the dealer and the rotting away of cabinets around drains is eliminated.

NOW THE SECURITY PLUG is another big advance in the construction of cabinet drains. The unique design and special "security" washer keep the plug snugly in place while the large opening is not restricted in drainage.

The Smith & Mann plug can not screw out or accidentally drop out and become lost. Neither can it be pulled out unless one knows how.

MADE OF NON-CORROSIVE METAL and cast in one piece, Smith & Mann cabinet drains are easily installed in cabinets and securely fastened against theft by a sturdy lock nut on the inside. Leather gasket on inside cabinet wall insures a leak-proof fit.

THE IMPROVED

Smith & Mann

ONE PIECE Cabinet Valve

Order your supply early and save expense of plug renewals.

Be sure and give thickness of
Cabinet Wall when ordering.

Fully patented. All infringe-
ments will be prosecuted.

SMITH & MANN

Manufacturers of Special Machinery and Fittings
for the Dairy and Ice Cream Trade

914 W. YORK ST.

PHILADELPHIA, PA.



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

THE decision of the supply men of the Pacific ice cream industry to hold the show, in spite of the national association's pronouncement against regional shows, recently broadcast through the trade press and ice cream organizations, was taken for several reasons. In the first place, the Pacific Slope Dairy Show will be held at the Oakland Municipal Auditorium whether or not the ice cream supply men join in it, and, as most of them cater to other branches of the dairy industry, many of them will be exhibiting anyhow with other equipment and the opportunity to reach all of the important ice cream manufacturers of the West at the same time is too good a one to be overlooked. Again, the decision of the two coast ice cream associations to hold a joint convention, the first in their history, and to gather together there in a three-day session all of the ice cream interests west of the Rocky Mountains, was largely predicated upon the idea of having an exposition of equipment and supplies at the same time and place. The Pacific supply men are determined that the manufacturers shall not be disappointed.

The sessions of the ice cream convention will be held Wednesday and Thursday afternoons, December 10 and 11, and all day Friday, December 12, and on the mornings of the three days the general public will be excluded from the show, so that the ice cream manufacturers in attendance will have an opportunity to inspect the exhibits at their leisure and discuss them with those exhibiting. The sessions on Wednesday and Thursday afternoon and on Friday morning will be joint, open sessions, the two associations meeting separately Friday afternoon in closed executive sessions, there to transact their annual business. Details of the program for the joint sessions are being worked out by the officers and committees of the two associations and the ice cream

manufacturers have been assured the best practical program which has ever been presented outside a national convention. The supply men of the Pacific ice cream industry are making elaborate plans for the entertainment of the visitors to the convention.

Diagrams of the floor plan of the Auditorium and the exhibit spaces are now being prepared and will be ready for issue about June 1, and all of the details of the exposition will be handled by the Pacific Slope Dairy Show, Inc., 216 Pine Street, San Francisco, though space reservations or any details will be handled by the Pacific supply men for any exhibitor not represented on the coast and who may desire such service. This will be the fourth annual show held by this organization, which is a branch of the California Dairy Council and is supported by all of the dairy industry organizations of the state for the purpose of promoting the interests of the industry as a whole. The first show, held in Stockton, Cal., in 1921, was the beginning of the great movement which has resulted in the unification of the dairy industry and supply interests of the entire Pacific coast territory. The second show was held at Fresno, Cal., in 1922, and the third at Oakland in 1923. Each year the show has more than doubled its capacity and interest and the movement has been so successful that, under the combined auspices of the state of California, the city of San Francisco and a large number of civic and industrial organizations, plans have been adopted and work is to be commenced shortly on an immense new exposition building, costing \$7,200,000, to be the permanent home of the Pacific Slope Dairy Show and to be built upon the site of the 1915 Panama-Pacific International Exposition.

THE supply men of the Pacific ice cream industry, which is working jointly with the Pacific Slope Dairy Show for the success of the exposition, is composed of practically all of the supply men catering to the ice cream industry in the Pacific coast states. It comprises many of the members of the National Association of Ice Cream Supply Men and practically all of the big firms doing a nation-wide business who are represented on the coast by personal agents, as well as a large number of supply firms located and doing business only on the coast.

The organization was formed in November, 1922, at the Fresno convention of the California and Southwestern Ice Cream Manufacturers' Association and has grown in numbers, strength and importance during the two years since that time. The supply men catering to the ice cream industry had for many years been attending the conventions of the Pacific association and of the California and Southwestern States Association

(Continued on page 130)

STOUT Schroeder Cabinets and Tubs

They're Stoutly Built They're Well Insulated
They're Handsome
Tub and Metal Lined Bulk, Brick and Combination
Cabinets in
Golden Oak Ceiling and Mahogany Smooth Panel Finish.



The Stout
Self Serve
cabinet dispenses
Bricks and Bulk
Packages without
taking off the
cover.

If You Really
Want Good Tubs
get posted on our
Stout Cedar Tubs
they're right and
so are our prices.

Don't Buy Until You've Investigated
Our Full Line.

STOUT MANUFACTURING COMPANY
610 Sycamore St. Milwaukee, Wis.

Tub Covers

Strong--Durable--Flexible
NEW LOW PRICES

Complete
with
Staples and
Tie String



Write for
Samples
and
Prices

POWERS & COMPANY
Canvas of Quality PHILADELPHIA, PA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

AMERICAN DAIRY FEDERATION TO MEET AT NATIONAL DAIRY SHOW.

Washington, D. C., May 3, 1924.

At a meeting of the executive committee of the American Dairy Federation, held at this office May 2, it was voted to make Wednesday evening, October 1, the date of a general meeting of all branches of the dairy industry under the auspices of the American Dairy Federation in connection with the National Dairy Exposition at Milwaukee.

The character of the meeting, the place and the program are to be worked out by the special committee consisting of Hon. Frank O. Lowden, president; E. M. Bailey, chairman executive committee, and A. M. Loomis, secretary of the federation in co-operation with W. E. Skinner, manager of the exposition.

Letters already received from executives of member organizations indicate a desire to have one date reserved for this event, so that events planned by other organizations could be arranged without conflict so far as possible. This notification is being sent as early as possible with this purpose primarily in mind. We hope to have this meeting one of the most largely attended and most notable ever held for the benefit of the American dairy industry.

The committee voted to secure the presence, if possible, of one speaker of national and governmental prominence, one of business or financial prominence, and one to represent the welfare and public health side of the industry. The secretary will be glad to receive suggestions as to speakers whom you would like to hear. I believe that the industry can secure the presence of almost any speaker who may be desired for this event.

Yours sincerely,

A. M. LOOMIS, Secretary.



GEORGIA PLANT GROWING.

A newspaper report from Augusta, Ga., indicates that the Augusta Creamery, which manufactured ice cream, is gradually going forward in development of consumption. The business is operated by W. F. Timm and H. I. Hill. It has been in business in Augusta for the past five years. Mr. Hill supervises the making of the ice cream.



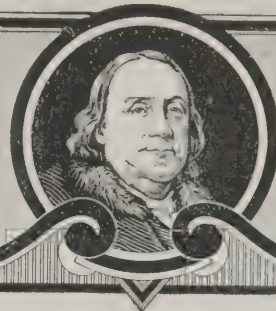
STICKS UP FOR 10-CENT SODA.

The editor of the Cedar Rapids, Ia., Republican sticks up for the ten-cent soda. After pointing out that already it is possible to find supposedly grown up persons who cannot remember when ice cream sodas sold for five cents, that newspaper points out that a ten-cent ice cream soda is not out of proportion when it is remembered that the standard of value is approximately what a man's salary and wages will purchase for him and not the number of dollars in his pay envelope.

"The trouble now is that everything now is measured with a sixty-cent dollar," an editorial in a recent issue of that paper reads: "When a man goes in to buy a hat for \$5.00 he should remember that he is really paying \$3.00 for the hat as measured in terms of the dollar of the pre-war days. It is the old story that was so often during the free silver argument.

"The fact that a man gets \$5.00 a day does not necessarily mean that he is twice as well off as he was when he was getting \$2.50 a day. The ten-cent ice cream is out of proportion and the seven or eight-cent ear of corn is a very small advance in price compared with the prices of other things that the public has to buy."

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.



Give Us the Opportunity and We Will Help You Improve Your Product

Our Service Department has learned, through years of experimenting, that sugar has much to do with the quality of ice cream.

FRANKLIN CLEAR INVERT SUGAR

is water white, 42° Baume. It doesn't crystallize, nor does it ferment. It will produce a fine texture and reduce your overhead.

This acid free sugar is exactly the thing for

WATER ICES AND SHERBERTS.

The
Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

Electric Motors, Their Care and Attention

By F. B. FULMER

(Written especially for The Ice Cream Review.)

THERE are several kinds and types of electric motors in use, and while each one may require some particular attention due to its specific construction, there are many points in common that will apply to them all.

Where a new motor is secured, it should be carefully inspected before it is placed in service. The bearings should be taken out and thoroughly cleaned by washing with kerosene to remove any dust, grit or gummy substance that may be present. While a motor may have been clean when assembled and tested in the factory where it was manufactured, dust or grit may (and probably will) get into the bearings during period of shipment and handling prior to being set up where it is to be used.

If there is any question about foreign matter being in the motor, the rotating part (called the rotor) should be taken out and cleaned. As this part of the motor is wholly metallic it can be washed with gasoline and a stiff brush, or a jet of steam can be used to blow the dirt away, after which the rotor can be placed in some warm place where it will quickly dry.

The frame which contains the field coils, or stator, should never be cleaned with any liquid substance, for no matter what its nature may be it will either allow moisture to get in between the wires of the field coils, or stator, or it will soften the insulation on the wires, and when the insulation is broken down, the motor will have to be rewound to prevent its burning up—due to a short circuit of the current when it is operating. A stiff brush and a piece of clean cloth should be used to remove the dust and dirt that may be present. It is good practice to clean the field, or stator coils, at least once each year and put on a coat of some good, waterproof quick-drying paint to protect the insulation.

Practically all prime movers are located in clean, convenient and light places where they can be easily in-

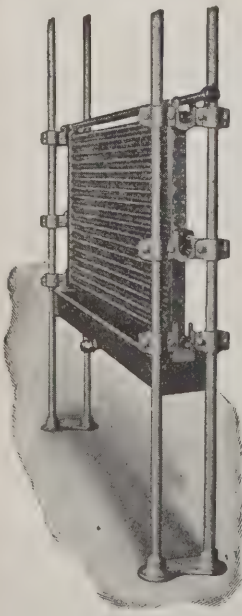
spected at frequent intervals; on the other hand electric motors are often found in some dark out-of-the-way place where they receive but very little attention, due largely to the inaccessibility of their location.

While it is true that the motor will run longer than most kinds of machinery without attention, it is very poor mechanical practice not to give it some attention, hence its location should be such that it is as accessible as possible.

Also due to the adaptability of motors to run in different positions, by changing the housings that supports the bearings, quite often small and medium sized ones are found fastened upside down on the ceiling, or on the side walls of a room, and while this arrangement may be one of convenience, it jeopardizes the ease of attention.

SMALL motors require no special foundation, except that they are placed on something firm enough to keep them solid at all times. Larger motors should have a raised concrete foundation for the bed plate to rest upon in a perfectly level position and the foundation bolts should be kept tight.

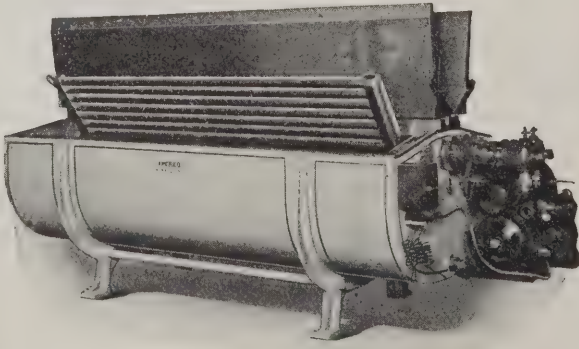
The bed plate should be cemented to the foundation, using a mixture of one part of Portland cement and two parts of clean, sharp sand. Thoroughly mix the cement and sand before adding any water. Enough water should be used to produce a thin solution, or a mixture that will run freely. Construct a form around the bed plate and pour this solution under the bed plate, continuing the process until the cement has raised about half an inch up the sides of the bed plate. The entire operation should be carried on without interruption and as rapidly as possible until it is completed, in order to prevent any part of the cement from partially setting, causing an uneven distribution of material resulting in a weakness of the foundation. After the cement has sufficiently hardened, remove the form and smooth out



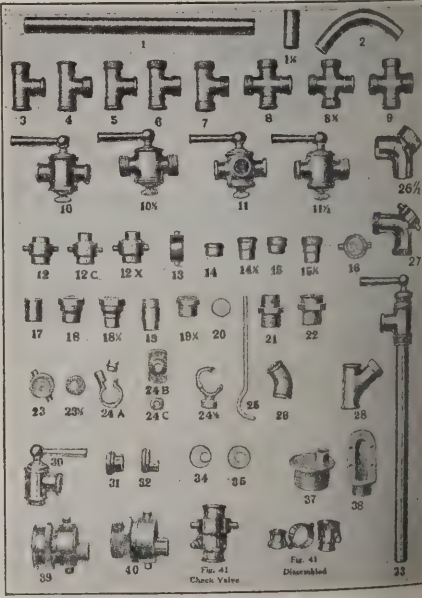
"AMERICO"

Equipment of the Better Kind

DURABLE — EFFICIENT — SANITARY

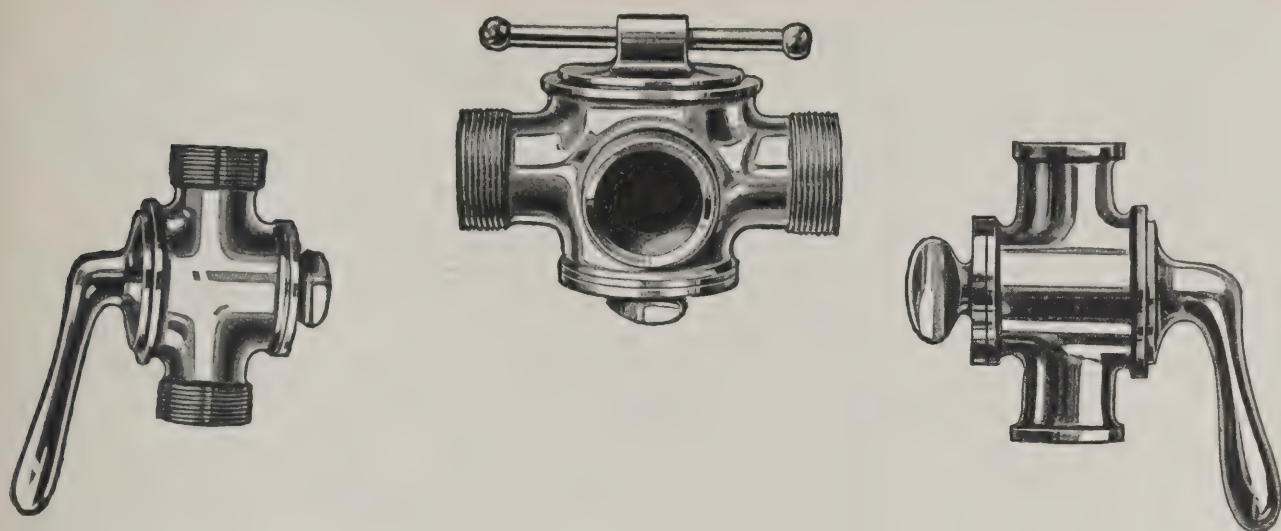


American Copper & Brass Works
610-616 E. Front Street CINCINNATI, OHIO
Manufacturers of Dairy Equipment.



INTERNATIONAL FITTINGS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



30000 Sanitary Fittings From Which To Fill Your Order

A MINIMUM stock of 30000 Burrell-Simplex Sanitary Fittings are always kept on hand — to make sure you can get *what* you want *when* you want it. And not less than 20000 feet of Burrell-Simplex Sanitary Pipe constantly await your order.

Not only is this large stock maintained as assurance that your order will be shipped the same day or, at the latest, the day following its receipt — the dimensional specifications conform to the standards established by the International Association of Milk Dealers. So you can order your fittings from Burrell knowing in advance that your order will be filled *immediately*, that the fittings will *fit*, that the quality *is unsurpassed*.

The standardization of diameters and threads, in order to make fittings of different

makes interchangeable, was a splendid move, but these accepted standards in dimensions has no relation to quality — character of metal, weight, workmanship, finish, style, etc.

Burrell-Simplex Sanitary Fittings are made of special bronze which is not only unusually hard but is free from metallic-flavoring metals. Moreover, this special analysis bronze is varied to best meet the needs of particular fittings; for instance, a part to which a wrench is directly applied is made tougher and stronger so as to stand this harder wear.

The superiority of Burrell-Simplex Sanitary Fittings is also reflected by the precisely correct taper of the cocks. This minute correctness assures easy turning without leaking and without danger of the cocks becoming unseated by ordinary pressure in the piping.

Send today for catalog section showing Burrell-Simplex Sanitary Fittings. Please address Dept. 25

D.H. BURRELL & Co. Inc.

LITTLE FALLS, NEW YORK

TRADE MARK

BURRELL

SIMPLEX

Dairy Creamery Cheesery and Milk Plant Apparatus

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

any uneven or rough places. After the cement has become real hard tighten the foundation bolts.

If a wooden foundation is used the bed plate should be tested with a reliable level every three months to see if any warping has occurred since the inspection.

It is essential that foundations be kept firm and level, otherwise vibration will follow when the motor is operating, which will result in excessive wear.

AFTER a motor has been placed in its proper position and connected with the wires that are to supply it with electric current, it should be properly lubricated and turned by hand to ascertain if it will move freely. The first time that the oil wells are filled they should be allowed to overflow so as to carry out any light foreign matter that may have been overlooked when it was cleaned, or that may have accidentally gotten in later.

Every Sheet Equally Good

You won't have any trouble for lack of uniformity in **Novoid Pure Compressed Corkboard**. Every sheet is as good as the best.

Pick out any sheet at random and you will find that it contains nothing but specially selected, clean, dry stock, uniformly baked through and through, with sharp, square edges and corners.

Novoid Corkboard

is moulded in sheets 24" wide, then cut into 12" widths, and the 2" sheets are made by splitting sheets 4" thick.

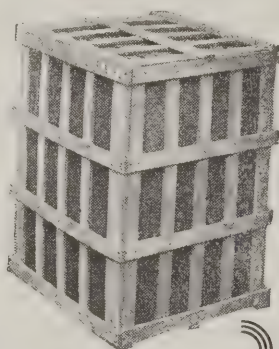
Consequently our inspectors can examine the inside as well as the outside of every sheet. And you can do likewise.

No other corkboard is made so you can see the inside of the sheet.

Write for interesting booklet.

CORK IMPORT CORPORATION

345-349 West 40th Street, New York
Branches in large cities



All points associated with the lubrication should be carefully watched; the oil rings should move freely so that they carry a sufficient quantity of oil to the bearing. If the bearing is not perfectly level, one side will probably receive more oil than the other, which may cause heating or cutting. Again, if the motor is not set level, the rotor will run against the end of one bearing and instances have been known where this has caused a part of the babbitt to melt.

When the electric power is used to run the motor, it should be started very slowly and run for a short time only and the power turned off. After a few startings and stoppings if the motor seems to run freely, with no apparent heating, it should be run without any load for a few hours that the shaft and bearings may become worn to perfect alignment. If, during this time, there is any evidence of undue heating, the motor should be stopped at once and allowed to cool down to room temperature.

The writer very distinctly remembers an experience with a new motor that had bronze bearings. The motor had stood the cautious starting tests for two-thirds of a day and appeared to be in the best of condition. The next morning it was put into use and during the first hour it was inspected every few minutes and gave no pronounced evidence of heating. In less than half an hour later it suddenly became very hot and the bearings "froze" to the shaft.

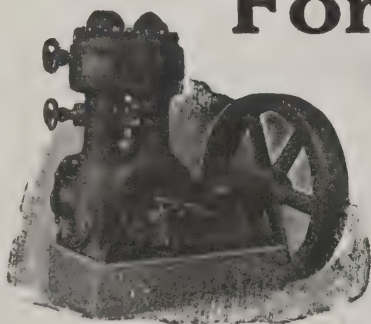
If the motor has much of a load placed upon it, or has a run of over an hour, it should be given very careful attention for at least three days operating time.

THE heating of a motor may be classed under two general divisions, mechanical and electrical. The mechanical heating applies more, particularly to the bearings and may be due to one or more causes: Excessive belt tension, failure of the oil rings to revolve with the shaft, rough bearing surface, improper alignment of the bearings with the shaft, bent shaft, inferior grade of lubricant, bearings adjusted too tightly, end thrust due to improper leveling, causing excessive pressure of the shoulder of the shaft against the side of the bearing, too much end play of the shaft allowing the motor to get out of line with the field coils and excessive side pull because is out of center.

Should a bearing become hot, it is good practice to first feed heavy oil into it and loosen the nuts on the bearing cap. If the heating continues, the belt tension should be slackened, and if relief is not afforded, the motor should have the load removed and run idle so it will not "freeze" in the bearings.

The lubrication of motors should be given special at-

For Lasting Satisfaction



York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why
York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS

J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Bldg. Milwaukee, Wisconsin



Baird Refrigerator Bodies Extra Capacity for Peak Days

WHEN desired, the empty can compartment of any Model 10 BAIRD REFRIGERATOR BODY can be provided with a refrigerating pan in the top and with one inch of cork insulation in the walls and doors. Thus equipped, this compartment will hold from 75 to 140 gallons of ice cream (depending on size of body) in good condition for approximately five hours in the hottest weather.

For instance, the Empty Can Compartment of our 350-gallon body, when insulated and refrigerated, will hold 140 gallons of ice cream in addition to that in the ice cream compartment. This gives a total capacity of practically 500-gallons when it is needed—and without extra weight.

This is one more reason for buying those good BAIRD REFRIGERATOR BODIES. They mean three degrees below zero—light weight—perfect insulation—and absolutely no brine dripped on the chassis, on the street, or in the garage at any time.

We Can Ship Quickly

William F. Baird Company

OFFICE: 401 Chamber of Commerce, BOSTON, MASS.

FACTORY: WINCHESTER, MASS.

tention at all times. It seems to be a recognized fact that a large part of the trouble with all mechanical appliances used in dairy manufacturing is improper lubrication, and this applies to a motor as well as other machinery. It is generally conceded that the most effective means of preventing a malady from developing is to remove the cause; hence the necessity of giving close attention to prevent trouble from arising, hence if a motor has operated in a satisfactory manner for six months, the bearings should be cleaned out and a new charge of oil put in. This will apply also to the motors that have ball bearings and use grease as a lubricant, for there is some frictional resistance in any type of bearings and it necessarily follows there must be mechanical wear that deteriorates the lubricant used.

The electrical heating is a condition that is not so nearly under the control of the operator as the mechanical and the causes usually are not as apparent. In many cases the electrical heating comes from an overload on the motor.

All motors are constructed to stand some overload for a short period of time only and they should never be loaded beyond their capacity. Several years ago motors were constructed with a large reserve capacity, and an overload for a considerable length of time was not such an important element, but of recent years most of the new motors do not have any reserve capacity, hence the question of overloading has become a more vital matter. It is an interesting thing to compare the size of two motors of the same rated capacity, manufactured by the same company, the one having been manufactured twenty years ago and the other within the last two years. Undoubtedly a casual glance will impress one that the older motor should have double the rating of the smaller one.

Another cause for motors heating is low voltage. All motors are built for a certain voltage that is stamped on the brass plate on the frame, usually near the top, and if the electric current drops much below the voltage required for the motor it will heat, and if this condition continues for a long period of time serious results will follow.

NEARLY all motors have a number stamped on the brass plate, which is marked "degrees" and this is the limit set by the designer for temperature rise. The older motors were usually rated at "40 degree" motors and the newer ones are rated as "50 degree" motors, these numbers represent the allowable rise in temperature in centigrade, by the manufacturer, the starting point being ordinary room temperature. As 40 degrees centigrade equals 104 degrees on the Fahrenheit scale and 50 degrees centigrade equals 122 degrees Fahrenheit, it is quite obvious why there are no more "40 degree" motors being made, as it means that the manufacturers have decided that conditions of labor, material and competition are such, that the cost of building a "40 degree" motor is too great, hence they have allowed the guaranteed raise of **temperature to be increased** nearly twenty degrees! A simple calculation will demonstrate the reason why. Assume that an ordinary warm day the air surrounding a motor loaded to capacity was 80 degrees Fahrenheit. Now 80 plus 122 (the 50 degree rating) will give a temperature of 202, or nearly at the boiling point of water!

While it is true that most of the material that enters into the construction of a motor might stand the boiling temperature for a short time, it is also true that a temperature like this for any extended period of time would tend to "break down" the material which would end in disaster.

The question of increase in temperature due to prolonged overload is well illustrated by quoting from a well known manufacturer of electric motors—"A 40 degree rating motor is an open type motor, having a 40 degree centigrade temperature rise guarantee under continuous operation, with a two hour 25 per cent overload guarantee at 55 degrees centigrade.

The question may naturally arise, "How does the high temperature injure a motor, as it is constructed nearly all of copper and iron?" It is the insulating material such as cotton, silk, oil-linnen, linnen tape, fish paper or leatheroid, etc., that is carbonized by the excessive heat and when carbonization occurs the insulating properties are destroyed and short circuits occur, resulting in serious damage.

The principle involved is analogous to a person allowing a coat sleeve to come in contact with an unprotected steam pipe; a contact for a few seconds of time will, most probably, result in no injury to the fabric of the garment, but a few minutes contact will destroy the fabric and cause physical distress as well.

The degree of heat that is injurious or objectionable in any part of a motor is easily determined by feeling the various parts. If the heat is bearable for a few minutes, it is entirely harmless. But if the heat is unbearable for more than a few seconds, the safe limit of temperature has been passed, and immediate attention should be given the motor. In testing with the hand allowance should be made for the fact that bare metal feels quite hot in comparison with other materials that may have the same temperature.

If the heat has become so great as to produce an odor or smoke, the safe limit has been exceeded and the motor

When ordering flavor
for Maple-Nut Cream

Specify

ELPAM

If you are not using this flavor,
ask us for a FREE SAMPLE.

A trial will convince you of its
SUPERIORITY.

MANUFACTURED BY

**G. W. Wardrop
Company, Inc.**

450 Broadway
Boston 27, Mass.



G. W. Wardrop Co. Inc., 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial

Name

Address

Cut off this tab
and mail.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Watch Iceless Cabinet Size!

THE Nizer is the most compact, the smallest automatic ice cream cabinet known. The floor space it saves is an important item.

But of equal importance is the fact that it lines up exactly with "short fountain interiors."

"Short fountain interiors," either of the direct-icing or mechanically refrigerated type, holds the syrups, fruits, bottled goods and water coils.

They measure about 29 inches wide and 29 inches high (32" including supports) the same dimensions as a Nizer Ice Cream Cabinet. Together, within a counter, they make an ideal complete fountain.

It is easy to see that were the Nizer either wider or higher it would be out of line with

the "short interiors" and therefore encroach upon the already cramped aisle space or project up and interfere with serving.

The rapidly growing tendency in stores is to put all fountain equipment within the counter—and so, we believe, it is wise to buy only iceless cabinets which fit in properly.

Another point! The Nizer passes easily through a standard 30-inch door-way, avoiding the delays and alterations which might otherwise be necessary.

The extreme compactness of the Nizer is possible because its refrigerating machine is so efficient and the cabinet so well made that one-half the usual thickness of insulation is ample.

Watch iceless cabinet size!

Nizer Corporation

Main Offices and Plant

DETROIT

Branch
Marbridge Building
34th and Broadway
New York

Branch
Sharples Building
Washington Blvd. at Jefferson
Chicago

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

should be relieved of its load at once. In no instance should water or ice ever be used to cool a motor.

Feeling for heat will answer in ordinary cases, but of course, the sensitiveness of the hands differ and the back is more sensitive and less variable than the palm for this test. For accurate results a thermometer should be used and the bulb covered with cotton waste to keep in the heat.

Even when a thermometer is used, it may not indicate the temperature of the hottest place by 10 to 15 degrees F. A rule used in practice by many electricians to determine the heat limit is—place the palm of the hand on the motor so it will rest firmly and if you can count twenty, keeping time with seconds, the degree of heat is safe; if you cannot keep the hand on the motor while counting twenty, the heat is dangerous. From a safe operating standpoint it is exceedingly doubtful to allow any part of a motor for any considerable period of time to attain a temperature above 170 degrees F., for aside from the danger of carbonizing the insulating material, the silk that is used in motor construction will carry electric current after it has been heated to a high temperature, hence its insulating properties are weakened.

AN electric motor is a machine that must be kept absolutely free from moisture at all times for successful operation. With this in view the motor must be protected from any chance of water splashing into it or dripping upon it and should be located in as dry a place as possible.

The moisture has a tendency to soften the insulation and when it becomes saturated it will permit the current to form a short circuit and, electrically speaking, the motor will "burn up." This means that the insu-

lation will be destroyed and before the motor can be used it will have to be rewound, which will require a complete set of new wires in the frame.

If relatively large quantities of water are allowed to come in contact with the rotor, arcs will be formed and the metal burnt in spots to the extent that it will be useless and operation become impossible.

Where there is danger of water being splashed on a motor—like one direct connected to an ice cream freezer or a pasteurizer, a suitable metallic cover should be provided to protect the motor. This cover should be as large as is possible to allow a free circulation of air around the motor, as a poorly ventilated motor may unduly heat. Practically all motors of recent construction have some fan arrangement built on the ends of the rotor to circulate the air and suitable air ducts are arranged in the frame to permit the free circulation of air that the heat may be carried out and dissipated in the surrounding atmosphere.

If for any reason a motor has become saturated with moisture it can be dried out by being short circuited on the rotor, but as this is a very delicate operation it is much safer to secure the services of an experienced electrician for this work, as there is always danger of over-heating the windings of a machine when drying it with current, as the insulating material is more easily damaged when damp than when dry. It may require several hours and even days to thoroughly dry a motor, depending on the degree of saturation.

If a motor can be placed in a room where there is dry warm air, a moderate degree of drying out can be accomplished by allowing one or more house or office fans to blow a current of the air into it, and while this is a safe method, it is also a slow one, when there is much moisture present.

Carelessness on the part of the operator in allowing moisture to come in contact with the motor will shorten its period of usefulness, while if it had been kept dry it would have given efficient service for years.

DUST, especially if it is of a metallic nature, is a great menace to motors. A sheet of common white writing paper is to all intents and purposes a perfect practical insulator—but draw a common lead pencil mark across it from one end to the other and the paper becomes a conductor of electrical energy!

By this same token all dust that may lodge in the windings of a motor becomes latent elements of a conductor. If the dust be composed of organic matter the constant heat that is developed during the operation of the motor, will tend to carbonize it, when the same condition will prevail, like the breaking down of the insulation.

From this the inevitable conclusion follows that a motor should be kept free from dust at all times, as the dust not only is a potential danger for short circuits, but also clogs the air ducts and impairs the ventilation. Recently the manufacturers are making provision to guard and screen the motors from accumulations of dust.

Compressed air, when available, is a very effective remover of dust when blown into the motor; small portable blowers, that can be operated from an ordinary light socket are very convenient. Hand bellows may also be used to blow light dust out. Periodic inspection should be made and a thorough cleaning given when necessary.

IN the smaller size motors the space between the rotor and the field coils is supposed to be uniform at all points. In nearly all of the larger size motors the rotor is set about one-thirty-second of an inch above the true

ESKIMO PIES

If you are making 5 cent Pies you need a
Thin Flowing Chocolate Coating. —USE

Fortune's "Thinflo"

"THINFLO" produces a thin shell-like covering, has a delicious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

"THINFLO" was used on the Anderson Eskimo
Pie machine at the Cleveland Convention

Manufactured By

Fortune Products Company

416-422 S. Desplaines Street

CHICAGO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

*“... we operate nine five-ton C-T Electric Trucks within a twelve-mile radius; deliver bottled milk for \$7.82 a day; deliver ice-cream for \$9.03 a day; work seven days a week...”

Abbotts Alderney Dairies.

CT ELECTRIC TRUCKS

The complete story of Abbotts—the full analysis of their delivery costs—sent on request. Remember: Lower delivery costs mean bigger profits.

Commercial Truck Company
Philadelphia

* Figures based on International Standard Truck Cost System

Some users of

CT ELECTRIC TRUCKS

Hendler Creamery Co.
[14 trucks]
Crane Ice Cream Co.
[5 trucks]
Detroit Creamery
[11 trucks]
McBride Bros. &
Knobbe [12 trucks]
Williams Ice Cream Co.
[4 trucks]
Hershey Creamery Co.
[2 trucks]



EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

center. The reason for this is the mechanical clearance being less on the top of the rotor, the magnetic attraction will be greater resulting in the downward pressure on the bearings being lessened, but this condition can be allowed to a limited extent only or the rotor will become unbalanced and serious trouble will follow.

When a new motor is put into use the clearance, or the air gap, should be carefully noted. This can be accomplished by using a slim, narrow wedge made out of hardwood. The distance that the wedge enters between the rotor and the field coils should be carefully measured. Put a rule on the wedge and note the distance from the end of the rotor to the large end of the wedge and this deducted from the total length will give the distance that it enters.

After the motor has been operated two or three months, depending on the amount of work it is doing, the air gap should be measured again and any difference noted. When any appreciable difference in measurements is noticed, a close inspection should follow to determine if the bearings have worn enough to allow the rotor to drop down from its former position, so there is danger of it dragging on the bottom of the field coils. If this should occur, the insulation will be cut through as the rotor revolves and a short circuit will result, causing severe damage to the motor.

AN electric motor is generally considered an efficient machine. A certain amount of current is delivered to a motor and this is termed the **input** and the motor performs a certain amount of work and this is termed the **output**; expressed percentagely, the difference between the input and the output is the loss. However, the term loss is not a strictly true one, for the energy

converted into heat in the motor is lost only in relation to its utility, in that it cannot be utilized to advantage and if the heat is too intense it endangers the life of the machine.

A motor is a machine for transforming electrical energy into mechanical work and the percentage of energy converted into practical work is termed the efficiency. In electrical calculations the watt is the unit of power developed and it requires 746 watts to equal one horse power. The usual way of expressing electrical power is in kilowatts, written K. W., and a K. W. represents 1,000 watts.

If the input to a motor is 10 K. W., and the output is 8 K. W., the efficiency would be 80 per cent and the loss 20 per cent. In ordinary practice with the smaller size motors, the efficiency will average about 85 per cent and some of the large motors may operate at 90 per cent efficiency. The question may arise, what causes the loss. The total loss in a motor can be separated into divisional losses, depending upon the manner in which the loss is produced and the part of the motor in which it occurs. Usually the losses will come under one of the following divisions: Mechanical friction loss, core loss, field loss, and rotor loss. The discussion of each one of these losses would be an interesting subject in itself but as they are in a measure beyond the control of the ordinary operator, they will not be considered at this time.

As a general proposition, if an electric motor is given reasonable attention and operated under favorable conditions, it will render efficient and dependable service for many years.



"MYSTERY BRICK" CONTEST.

A mystery brick contest recently was held by the Forsyth Dairy Co., Winston-Salem, N. C., to advertise its "Carolina Cream." The introduction of its special brick combination was the chief aim of the contest.

The contest was open to everyone, and a number of ice cream consumers of that part of the country engaged in it. The contest was simultaneous with the introduction to the public of a brick containing three flavors of a mystery combination. These flavors were advertised as being so delectable, appealing and delicious that only the word "mystery" could describe the product. No one but Charles E. Landreth, manager of the company, knew the combination of the flavors.

The public was asked to name the flavors, everybody being allowed as many guesses as they wished. All persons who had the correct answers won free ice cream a quart for each week for a year.

Mr. Landreth deposited in the hands of R. M. Hanes vice-president of the Wachovia Bank and Trust Co., a sealed envelope containing a sheet of paper on which was written the names of the three flavors used in making the "mystery" flavor. This envelope was opened in the presence of the officials of the bank, who certified to the names of the three flavors written on the sheet of paper.



ILLINOIS CO. EXPANDS.

Hey Bros. Ice Cream & Dairy Produce Co., Sterling, Ill., has absorbed the business of the Sterling Ice Cream Co. of that city. The enlarged company is installing refrigerated cabinets for all its principal customers. No other new machinery will be added for the present, according to J. L. McKinney.



**BESCO
CAKE
CONE**

is an
**Appetizing
Food Product.**

**A
Refreshing
Dessert**

**THAT MAKES
ICE CREAM
TASTE BETTER**

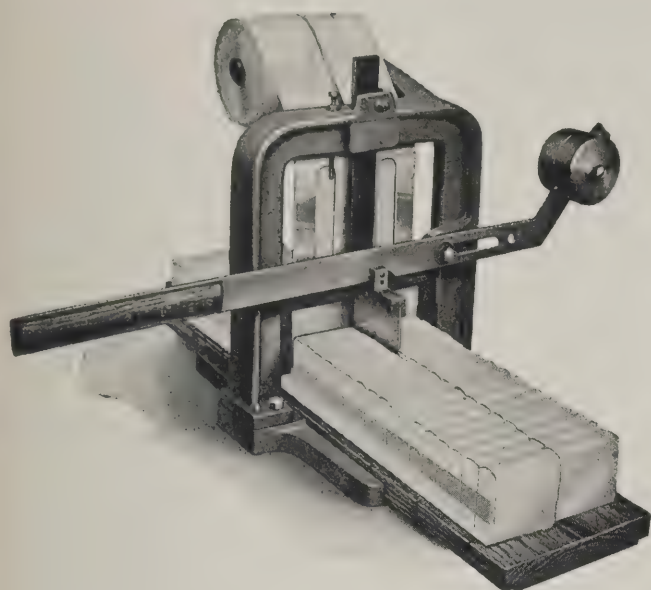
PRICES AND SAMPLES
ON REQUEST

**BESSIRE
AND
COMPANY**

INDIANAPOLIS
LOUISVILLE
MEMPHIS
ATLANTA

A PRODUCT THAT IS RIGHT

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



ANDERSON "Cut-Wrap" Machine

"It Wraps as it Cuts"

**Simple ... Rapid ...
Practical ... Low Priced**

IN designing and experimenting on the Cut-Wrap idea, it was the desire to perfect a faster machine that would quickly cut ice cream slices wrapped on three sides. Our final accomplishment was greater than this, because while it does this rapidly, yet it as capably cuts quarts and pints; or even slices quarts into sizes suitable for Eskimo Pies. This wrapped idea is a good one for every Ice Cream Manufacturer—large or small.

Send to-day for Literature and Price.

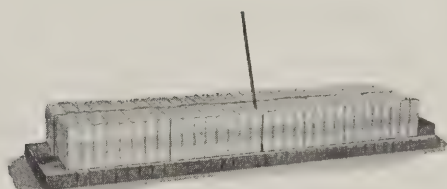
Manufactured by

ANDERSON BROS. MFG. CO.

1923 KISHWAUKEE STREET
ROCKFORD, ILL.



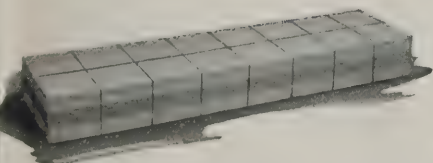
Sliced and Wrapped



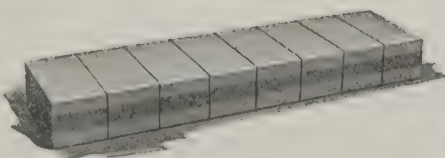
Quickly Slit for Individual Bricks



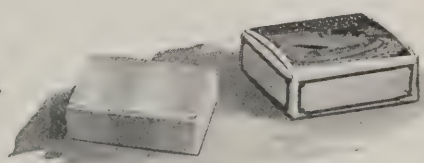
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Ices Can Be Profitable to Small Manufacturers

Any Manufacturer Can Stock Ice on Hand to Fill Short Orders for Sherbet

By PERCY WERNER*

THE SMALL ice cream manufacturer frequently is forced to turn down orders for ices and sherbets which the big manufacturer keeps in stock. Even if time is allowed to fill the order, extra expense is involved in freezing up small batches of a gallon or less. This problem bothered the writer considerably until an experiment was made with stock ice made by the same formula used in all our ices with the exception that no flavor is added until required.

Now we keep on hand from two to ten gallons of this stock ice at all times. If an order comes in for a half-gallon of cherry ice we can fill the order by mixing a few cherries with a quart of the stock ice. The same is done with all the other flavors and fruits that any of our customers want in ices. It is our belief that even a better quality of ice is furnished in this way than where a flavored ice is kept on hand for several weeks. Ices move slowly and by this means a batch is sold quicker than where several varieties are kept on hand.

The success of the method had aided us in selling bricks containing a layer of ice. Where formerly we were prepared to furnish but three brick combinations containing ice, we can now put any of the ices in bricks on an hour's notice. This is an important factor when

* Secretary, Wall Ice Cream Co., Quincy, Ill. (Written especially for The Ice Cream Review.)

the profit in ices is considered. At present more than a fourth of our bricks contain a layer of ice.

THE formula used for the stock ice is as follows. Twenty pounds of sugar, six ounces of gelatine dissolved in a gallon of hot water, four ounces of citric acid solution (50 per cent solution), water sufficient to make seven gallons of mix. This will give an ice of very light body which, when mixed with flavoring or fruit, will pack down to a good body. If the flavoring to be used consists of a heavy sugar syrup, less sugar should be used in the mix (16 pounds), as it is almost impossible to keep an ice or put it in a brick if the sugar concentration is too high.

It will pay any manufacturer, no matter how small, to cultivate the taste of his customers for ices. Our ices vary considerably in cost but none of them cost as much as vanilla ice cream, and some of them cost less than half. Our pineapple ice is the most expensive, as we use three No. 10 cans of crushed pineapple to the ten-gallon batch. Where flavoring extracts or syrups are used the cost is less. Many of our fruit syrups we prepare ourselves when the fruit is in season. By putting down strawberries in the cooler, half sugar and half fruit, excellent berries are secured for fruit or strawberry ice cream and an excellent strawberry syrup settles at the bottom of the barrel, which is unexcelled for the manufacture of strawberry ice. In Quincy we get the same price for ices that we do for our fancy ice cream—\$1.15 a gallon wholesale and \$1.75 retail.



NEW HUTCHINSON PLANT OPERATING.

The Hutchinson Ice Cream Co. has begun operations in its handsome new plant at Leon, Ia. Early in May there still was some work to be done at the plant toward completing the installation of machinery and equipment, but the workmen are busy with production, and distribution was being made on a wide scale.

H. A. Sweger, who went to Leon from Des Moines to direct the building and equipping of the plant, is the manager in charge. He says he is supplying a large trade throughout the southern part of Iowa and northern Missouri. The new plant has a capacity of 1,000 gallons of ice cream a day.

Grades and Strength

CRYSTAL Edible Gelatine is graded and priced strictly according to jelly strength, the only true indicator of the stabilizing and water absorption value of gelatine—especially in ice cream.



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK
ST. LOUIS

PHILADELPHIA

CHICAGO
SAN FRANCISCO

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.
Manufacturers

34-44 Hubert St.

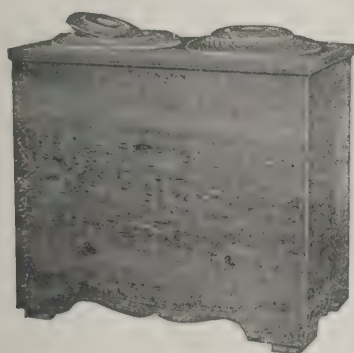
NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



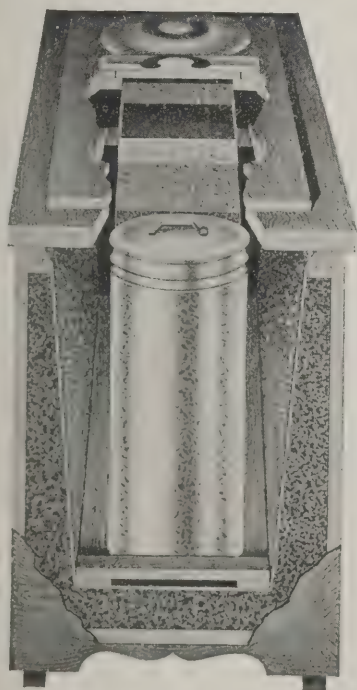
No. 25
Two-Hole Wood Compartment
Cabinet

The durable—dependable Ice Cream Cabinets — that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

*Bulk, Brick and Combination
Styles*

Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS

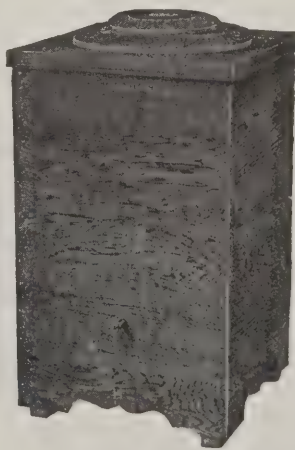


No. 335
Cross Section Metal Lined
Combination Cabinet

*"Confessed the best
when put to test"*



Write for prices—today!



No. 515
21-Quart Brick Cabinet

C. NELSON MFG. CO.

2306 Division St.

St. Louis, U. S. A.

Building Business in the Small Town

**This Small Town Manufacturer Increased Gallonage 600
Gallons for March, 1924, Over March, 1923,
by Co-operating with Dealers**

THERE is more business for the small-town ice cream manufacturer than some manufacturers realize. Being located in a town of only 17,000 inhabitants has not kept the Radley Ice Cream Co. from devising novel methods of increasing consumption. Officials realized that there was plenty of business to get—and they went after it. When the Radley Ice Cream Company succeeded the Finney Ice Cream & Creamery Co. in Arkansas City, Kan., on March 5, 1923, conditions prevailing at this plant necessitated starting at the bottom and virtually building a new business. However, consistent, carefully planned advertising, together with a quality product, achieved its reward, and the company's business is showing a steady increase, according to L. G. Blevins, manager. The Radley Ice Cream Company is the only ice cream plant in its town. This company has increased its gallonage during March this year over that of the same month last year by 519 gallons, and during the month of April an increase of 1,077 gallons is recorded over the same time last year. During the month of May, Mr. Blevins expects to treble their last year's gallonage for the same period. The company sold 30,305 gallons of ice cream during their fiscal year, from February, 1923, to February, 1924. Officials advise that they have set their goal for 1924 at 75,000 gallons.

THE plant is equipped with two 40-quart horizontal freezers and one hardening room. It has a daily capacity of 750 gallons. Improvements to the plant were announced a few months ago, but Mr. Blevins advises that a later decision of the officials postponed these improvements. Their present plans call for the erection of a new building to be started during the coming winter and they say they will erect and equip the most modern small plant in the country.

Quality is one of the main factors of the Radley ice cream and, according to Mr. Blevins, his product brings twenty cents more wholesale than that of the nearest competitor. The Arkansas city firm does not supply cabinets to dealers. However, they co-operate with their dealers to the fullest extent by advertising consistently in newspapers, supplying fountain display material, and distributing novelties that appeal to the children. One of the novel methods of advertising was inaugurated during their Eskimo pie campaign during the winter months when a slip of paper with reading matter was enclosed in the wrapper of each Eskimo pie. Some of the slips contained a misspelled word. To the persons getting the slips with the misspelled word, an Eskimo pie was given free. This resulted in a very large sale of pies and also materially increased the sale of their special ice creams, according to the manager.

THE Radley Ice Cream Company endeavors to co-operate with the dealers to the fullest extent. They made special announcement that 1,000 boys' flying kites would be given away. Every boy loves a kite and getting one absolutely free is one of the grand and glorious things that happen in a boy's life. Every boy also likes ice cream cones so a coupon was given with each ice cream cone purchased. When the boy had collected five coupons he returned them to the dealer and received his kite free. This method proved to be a big hit even with the grown up and materially increased ice cream sales during the cold weather, we are told. During Kansas Ice Cream Week, beginning June 1, the company is planning to put over the same stunt but will distribute flying birds instead of kites, which will also appeal to the little girls.

Joy rubber ball campaign was also entered into by the Radley Ice Cream Co. With every quart of ice cream purchased a coupon is given. By redeeming three coupons, a small size rubber ball would be received and five coupons would give the holder of the coupons a much larger Joy rubber ball. Within two weeks after the campaign had been started, sixty-five Joy rubber balls had been distributed to the purchasers of Velvet ice cream, "The Food You Love to Eat," and the officials expect to place that many in a day or two during the summer months.

This company is a subsidiary of the Winfield Dairy Co., operated by C. A. Radley of Windfield, Kan., but the Arkansas City plant is independently managed by L. G. Blevins.



Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. He collects the profits daily.



ICE CREAM TEST

BY
"TROY-FUCOMA" METHOD

a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING

with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND
for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained with our method.

Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.

154 Nassau St. Specialists in Testing Apparatus NEW YORK

Write for Illustrated Circulars

Butyrometer (Test Tube) for Cream

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE BESTOV CALENDAR

EQUIPMENT FOR HANDLING



MILK FROM COW TO CONSUMER

A Filter Designed for the Ice Cream Mix



THE FIRST and ORIGINAL FILTER for ICE CREAM MIX

THERE is an absolute need for a MIX filter even in the most careful and scrupulous factory. Filtering the milk alone won't do it; gelatin and sugar contribute to the fine dirt that pipe line strainers do not remove.

THE NEW BESTOV FILTER IS DESIGNED ESPECIALLY TO HANDLE ICE CREAM MIX. A newly developed filter cloth, furnished with it, removes every particle of dirt from ice cream, and yet will perfectly handle a mix containing sugar and gelatin. The sandy particles which destroy viscolizer and homogenizer valves are removed.

Besides being the only filter designed for ice cream mixes, the Bestov Filter is the most convenient and economical one to operate. By removing the **top**, the filter cloth is drawn out easily and quickly. The mix does not run over the floor; there is no waste. It is not necessary to wait for contents to filter through — the cloth may be changed at any time. Neither is there any danger of bursting the filter cloth. Altogether, the design of the Bestov Filter eliminates the undesirable features now found in many milk filters.

Representative concerns, like the following, have acknowledged the importance of mix filtration by purchasing filters from us. *The results* are convincing; they will not operate again without filters.

Hoefler I. C. Co.,	Buffalo, N. Y.
J. Schrauth's Sons,	Poughkeepsie, N. Y.
Hall I. C. Co.,	Binghampton, N. Y.
Rich I. C. Co.,	Buffalo, N. Y.
Dairy Maid I. C. Co.,	Paterson, N. J.
Breyer I. C. Co.,	Philadelphia, Pa.
Crane I. C. Co.,	Philadelphia, Pa.
Fries I. C. Co.,	Reading, Pa.
Mecklenburg Dairy,	Charlotte, N. C.
White Dairy Products,	Raleigh, N. C.
Forsythe Dairy,	Winston-Salem, N. C.

A Bestov Filter can be installer easily—put one in now. Write for full information at once.

Cherry-Bassett-Winner Company

1918 Market Street, PHILADELPHIA

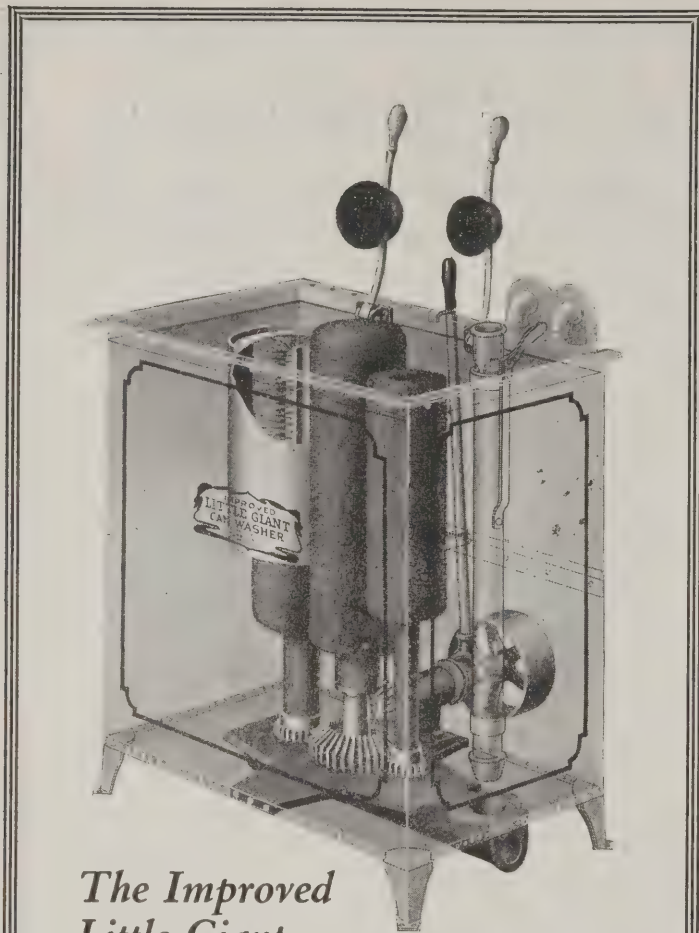
33 South Charles Street
BALTIMORE

1139 Penn Avenue
PITTSBURGH

400 Canal Street
SYRACUSE

10 E. Sixteenth Street
NEW YORK CITY

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.



*The Improved
Little Giant*

CAN WASHER

The low cost of this improved Little Giant Can Washer, the amount of clean cans it will turn out and its adaptability to many situations that make operations of big can washers too expensive—are all reasons why you should thoroughly investigate the many services and savings it can affect in your plant.

C. DOERING & SON, Inc.

Lake and Sheldon Streets
Chicago, Illinois

TEXAS PLANT EXPANDS.

The Robert Thompson ice cream factory, Taylor, Tex., will be equipped with the latest type of machinery and construction will be made so that machinery can be added later in units of 200 gallons capacity when expansion is necessary.

Excavation has started and erection of a solid brick and concrete building that will have a capacity of 200 gallons of ice cream daily will begin soon.

The Thompson Ice Cream Company also will market pasteurized milk and cream, as well as butter. The company's products will be marketed through local and neighboring town stores. Mr. Thompson says he realizes the necessity of manufacturing only the very highest grade and purest ice cream to meet the demands of the local consumption, and therefore he shall painstakingly follow this policy.

VERNON PLANT LEASED.

J. H. Payne and A. J. Jensen have leased the Vernon ice cream factory and creamery, Vernon, Tex. The plant will be entirely renovated and new equipment installed giving the plant a capacity of 800 gallons of ice cream a day. A new viscolizer, cream cooler, two cream valves and other necessary equipment will be installed to make this plant thoroughly modern and complete. Mr. Jensen is a graduate of Ames University and has had much experience in ice cream and butter manufacturing. Mr. Payne has been working with manufacturers of creamery supplies for several years and will have charge of the business end of the new plant. The name will be changed to the Vernon Ice Cream Plant.

EXPLAIN METHODS TO DEALERS.

The Blommer Ice Cream Co., Kenosha, Wis., recently exhibited methods of mechanical refrigeration to a number of dealers at their plant on Erie street. The Blommer Company has placed a large order for a supply of new-style iceless refrigeration machines and they will be supplied to retail dealers on several plans, where the dealer can either own one or merely use it on a rent plan. Various tests have been made at the Kenosha plant for the past few weeks and William Iserman, local manager, feels confident that the machines will do what is claimed for them.

SCHOOL BOY CHAMPION TRAINS ON ICE CREAM

Young William Lawrence Stribling, 19-year-old Georgia school boy who has made such a sensational record in the pugilistic realm, stopped in Milwaukee long enough last month to tell the newspaper reporters that he is very fond of ice cream. That is, this was told the reporters through his mother, who says that Stribling stays in training all the time and that his parents eat the same food that he does. Ice cream is part of the training diet of this young man who gladdened the hearts of his Georgia friends recently by completely outclassing the world's light-heavyweight champion, Mike Mettigue. Sam Marshall of Albany, secretary of the Georgia Ice Cream Manufacturers' Association, is likely to prevail upon his board of directors to hold one of their quarterly meetings in Atlanta, if everything goes through for the championship fight in that city between Stribling and Mettigue in the summer. Mr. Marshall is almost as much interested in the Georgia ring marvel as he is in the ice cream business.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Grand Rapids
ICE CREAM CABINET OF QUALITY

BE SAFE!

Standardize on Grand Rapids Cabinets of Quality

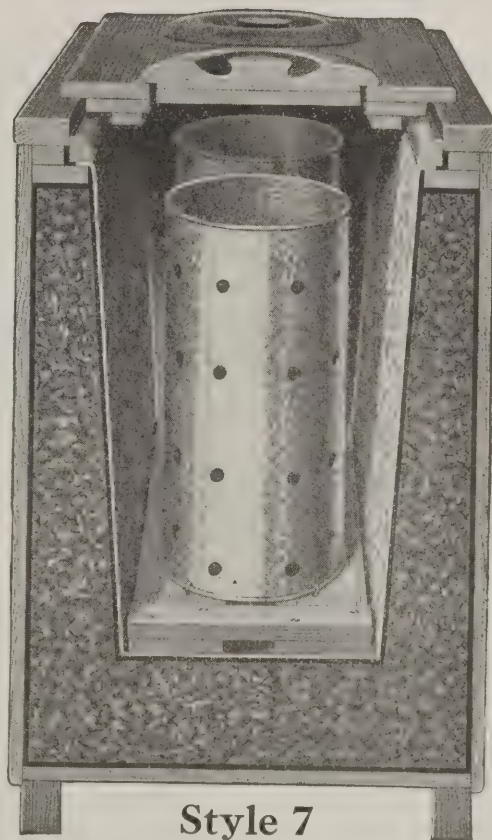
Over a period of more than a quarter of a century Grand Rapids Cabinets have stood for the final word in *efficient, economical and trouble-free* service.

They enjoy that reputation today.

And because of it they are still the first choice of leading manufacturers the country over.

Are you familiar with the outstanding qualities that account for this marked preference for Grand Rapids Cabinets? If not send for a copy of our current catalog which describes in detail the unduplicated scientific structural qualities that set Grand Rapids Cabinets apart from all others.

Be Safe! Standardize on the cabinet that has stood the test of time.



Style 7

The Most Highly Developed
Ice Cream Cabinet Ever Built

Catalog on Request

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W.

Grand Rapids, Mich.

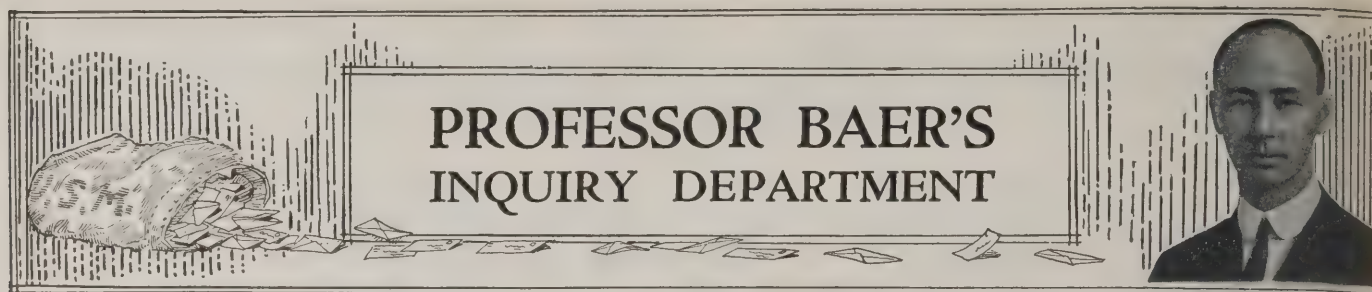
NEW ENGLAND SALES OFFICE AND WAREHOUSE,
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,
CENTRAL SALES OFFICE AND WAREHOUSE,
NEW YORK STATE SALES OFFICE AND WAREHOUSE,
NORTH WESTERN SALES OFFICE AND WAREHOUSE,
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS

MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
CHERRY-BASSETT-WINNER CO., 1139 Penn. Ave., PITTSBURGH, PA.
CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.



Replies to Inquiries

Dear Sir:—Will you please analyze our mix and offer any criticism you can:

- 24 lbs. 20% cream.
- 8 lbs. 8% condensed milk (Carnation).
- 8 lbs. sugar.
- 12 lbs. 5% milk.
- 2 ozs. ice cream powder.
- 4 ozs. gelatine.

We mix all ingredients in pasteurizer, except sugar and gelatine. This we add when mix is heated to 130 to 140 degrees; hold for 30 minutes; cool down; draw off in 10-gallon cans; hold in cooler for 24 hours or more; freeze at about 15 degrees brine. Perfection freezer. At times we get 10 gallons out of 5 gallons of mix, other times only 8 gallons. The overrun is not regular. However, the specialty seems to be O. K.

Reply: I have written the analysis and you will find the calculations given below in table one where you will find that your mix tests 11½ per cent fat and 34.6 per cent total solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total S.
24.0 lbs. 20% cream	4.80	1.70	6.50
8.0 lbs. 8% evaporated milk64	1.44	2.08
12.0 lbs. 5% milk60	1.01	1.61
8.0 lbs. sugar	7.60
.4 lbs. gel. and improver38
52.4 lbs. mix	6.04	4.15	18.17
Per cent	11.5	7.9	34.6

If I were to suggest an improvement on this mix, I would state that your serum solids is too low. This should be at least 8½ per cent so that your total mix solids would come up to 20 per cent. You are also using a little more sugar than is ordinarily used, being about 15 per cent. I note your method of processing the mix and there does not appear to be anything wrong with your method of processing or freezing. It appears, however, that you are having difficulty with getting a satisfactory overrun at all times and this is undoubtedly due to your method of handling the mix which is probably not uniform from day to day.

If you will give me the butterfat content which you would like to have in your mix and other information, I shall be glad to assist you further in working out more uniform results.

* * *

Dear Sir:—We do not seem to get the proper quality. We make all our ice cream from sweet butter, and pasteurize to 150 degrees and cool to 120 degrees, and run through viscolizer at 3,500 pounds, which goes over to cooler, and then we cool to 35 degrees; then we add our vanilla. We age our mix from 12 to 48 hours. Our mix is as follows:

- 887 lbs. 3% milk.
- 160 lbs. 8% cond. milk.
- 5½ lbs. high grade gelatine.
- 132 lbs. sugar.
- 121 lbs. 84% sweet butter.

(Continued on page 68)

Make and sell packaged sundaes—

Ice cream manufacturers everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile increased business with handsome

ADDITIONAL PROFITS

If you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical—it actually builds the business. Send for convincing samples and full information. Ask for the Packaged Sundae.

KLEEN KUP



MONO SERVICE
COMPANY
NEWARK, NEW JERSEY

FANCY ICE CREAM FORMS

(Imported and Domestic)

Featuring

ANY HOLIDAY

Leaves, W/Stem, Lace Papers, Imported Fruits, Pulpes and Marrons

SCHALL & CO.

81 Barclay St.

16-18-20 W. Broadway

NEW YORK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



A Better Cone—and Why

1. Made of the finest soft wheat flour, milk, pure cane sugar and vanilla—real cake dough—double-baked golden brown.
2. Compare the uniform thickness of “Cremo” with any other cone. Then you will realize how much more the customer gets for his money.
3. Crisp and crunchy — always fresh because ideal packing keeps out the dirt and moisture and prevents breakage.

CREMO CONE

Consolidated Wafer Company

Address all correspondence to the nearest factory

2628 Shields Avenue
CHICAGO, ILL.

105 Front Street, East
TORONTO, CANADA

515 Kent Avenue
BROOKLYN, N.Y.

*The Largest Cone Manufacturers
in the World*

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Reply: I am glad to show below, in table one, the calculations of your ice cream mix:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
887.0 lbs. 3% milk.....	26.61	76.54	103.15
160.0 lbs. 8% condensed.....	12.80	28.80	41.60
121.0 lbs. 84% butter.....	101.64	101.64
132.0 lbs. sugar	125.40
5.5 lbs. gelatine	5.22
1305.5 lbs. mix	141.05	105.34	377.01
Per cent	10.9	8.0	28.8
Per cent sugar.....	10.04

You will notice that while your mix shows 10 per cent fat, the total solids are low. It is possible that I have made an error in figuring your condensed milk. You did not state whether your condensed milk was the sweetened or the unsweetened milk. If the condensed milk is the sweetened condensed you would, of course, have a larger amount of sugar.

* * *

Dear Sir:—We are using the following recipe in making our ice cream, but we do not seem to get the right overrun:

- 126 lbs. sweet butter churned with an overrun of 20 to 22 per cent.
 110 lbs. sweetened skimmed condensed milk.
 17 lbs. skim milk powder.
 53 lbs. sugar.
 4 lbs. gelatine.
 400 lbs. water.
 Vanilla flavor.

This mix is heated in a vat to 145 to 160 degrees F. and rests in the vat for fifteen minutes, and then run through an homogenizer at 3,500 pounds pressure. It

Don't Overlook Any Bets!
Write today for Free Sample Sheet of
Kunsman's Ice Cream Kartoons

They will help you build business and
 save time and money on your advertising

Investigate this at once.

KUNSMAN, 29 Reed Street, Reading, Pa.

is cooled in the receiving vat to 40 degrees F. and kept at this temperature from 24 to 36 hours. We freeze in a 40-qt. Cherry freezer with the brine down to 6 and 10 degrees F.

Forty-eight pounds of this mix we figure should give us 10 gallons of ice cream, but we can only get about nine gallons from it. In other words, we plan on getting from this about 150 gallons, but it usually makes 130. There must be something wrong with our formula since we cannot get the proper overrun. Will you kindly figure out the serum solids and total solids, and let us know why we are not getting the proper overrun? Ice cream in this state must test not less than 14 per cent butterfat.

Reply: I am very glad to analyze your ice cream for you. You will find the analysis given below in table one.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
126.0 lbs. 80% butter.....	100.80	100.80
110.0 lbs. sweetened skim cond.	29.70	73.70
17.0 lbs. skim powder	16.15	16.15
53.0 lbs. sugar	50.35
4.0 lbs. gelatine	3.80
400.0 lbs. water
710.0 lbs. mix.....	100.80	45.85	244.80
Per cent	14.19	6.45	34.41
Per cent sugar.....	13.6

You will notice that your mix is pretty well balanced for a 14 per cent ice cream except that you could make an improvement by using a little more serum solids, possibly 7.5 per cent.

I have carefully noted your method of processing the ice cream mix and it appears that you should have no difficulty in getting a satisfactory overrun. I would suggest that while you have an opportunity during the slack season you try to age your mix for 48 hours, keeping it at a temperature between 35 and 40 degrees F. and see if that will not assist you in getting the overrun. Then you might also experiment a little with your freezer during the mix at two or three periods from the freezer. Drawing it first when rather soft, then when frozen a little harder and finally when frozen to the consistency where it will still run easily from the freezer, yet will pile up pretty well in the can.

If in this manner you are not able to solve your overrun problem, it may be necessary to change your formula a little, or your method of processing, but from what you state in your letter this appears to be all right with one exception where you state you heat the mix in a vat from 145 to 160 degrees. Heating it to 160 degrees is too high a temperature and is possibly the cause of your low overrun. I would not heat it higher than 145 degrees.

"M-W"

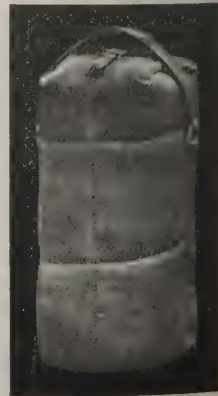
Ice Cream Delivery Can Jacket

Saves Express and Ice Costs.
Keeps the Cream firm while in transit.
Made of best insulating material—Hair Felt covered with Heavy Duck.
Top securely fastened with straps.
Canvas handle for convenient carrying.

Manufacturers of "M-W" Milk Can Jackets, Bottle Box Pads, Ice Cream Tub Covers, Plain and Waterproof Canvas Goods of all kinds.

MONTGOMERY-WASHBURN CO.

Saugerties, N. Y.



Patent Applied For

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



GLASSINE LINED & PRINTED

JOHN H. MULHOLLAND CO.

1033 Chestnut Street

Philadelphia, Pa.



ICE CREAM PLATES

LINED AND PRINTED.

PLAIN	Fluted
	Square
	Round
	Deep

— All Hot-Pressed —

ICE CREAM SPOONS

BENTWOOD
FLATWOOD

Plain

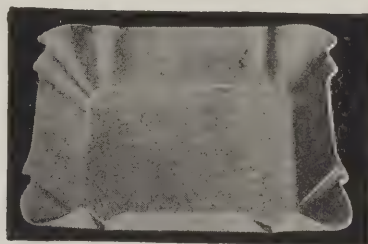
Branded

Packed

1000

100

48

If You Sell Ice Cream
Instead of Icing Service--

you will naturally be interested in any equipment that will eliminate the icing service and add to your ice cream profit.

The Lipman Automatic Ice Cream Cabinet and the Lipman Full Automatic Iceless Refrigerating Machine will do this for you—at a lower cost, we believe, than other equipment designed for the same purpose. The details are interesting. Write for them.

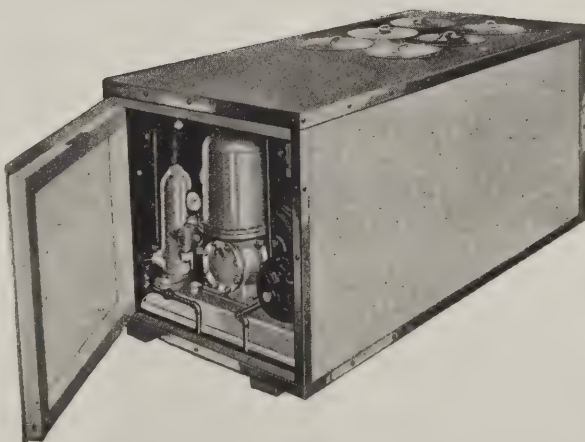
Free Inspection Service

Get expert advice regarding your present refrigeration equipment. A refrigeration engineer of our nearest distributor will inspect your equipment and give you an unbiased report without charge.

Lipman Refrigeration Co.
Dept. HH-6

BELOIT, WIS.

★ 65 Sales and Service Stations in the United States ★



Lipman automatic ice cream cabinets are furnished in 4-, 6-, and 8-hole sizes, in both single and double-row styles, supplied with or without refrigerating machine. Lipman refrigeration includes complete back bar and fountain installations.

Lipman

FULL-AUTOMATIC REFRIGERATING MACHINES

SOUTHERN CONVENTION—NEW ORLEANS—NOVEMBER 14-15, 1924.

grees, hold it in the vat for thirty minutes and then begin homogenization.

* * *

Dear Sir:—I have made and used for home consumption the following formulas which I find very good. They will not do, however, for commercial purposes as the finished product is too soft to be carried from a store:

Plain Cream—	Fruit Cream—
1 $\frac{1}{4}$ pints cream.	1 $\frac{1}{4}$ pints cream.
1 pint milk.	$\frac{3}{4}$ pint milk.
$\frac{1}{2}$ pound sugar.	1 pound sugar.
2 tablespoonfuls vanilla.	1 quart fruit.

Can you kindly tell me how to change the formulas so as to retain the quality but to make it hard enough to pack so it can be carried from the store?

Also, in your estimation, do you think I could build a business on this type product by charging, say, 80 cents a quart?

Reply: I would suggest that as you want to make ice cream rather rich in butterfat for this special trade and still have it stand up well to be carried away from the store you use the formula given below in table one:

Table 1.

50 lb. mix—for 10 gal. ice cream.
7.0 lbs. sugar.
.25 lb. gelatine (4 oz.).
30.00 lbs. 30% cream.
15.00 lbs. 4% milk.
50.25 lbs. mix—to list 19 to 20% fat.

I see no reason why you could not build up a considerable trade for this kind of product and get a higher price for it.



STOUT

Schroeder—Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



“Insulation is the thing”

JOHN SCHROEDER LUMBER CO.

“A Dozen Cabinets or a Dozen Carloads”

WALNUT ST. MILWAUKEE, WIS.

Dear Sir:—We are having quite a bit of difficulty getting the proper overrun out of our ice cream and we write to ask you for some information. Below we give you our mix:

30 gal. 30% cream.
30 gal. 4% milk.
30 gal. skimmed condensed milk.
5 lbs. gelatine.
126 lbs. sugar.

Temperature for freezing, 6 to 10 degrees above; revolutions of freezers, 198 a minute. We first mix cream, milk and condensed, then the sugar and add gelatine during pasteurization. We heat the mix to 100 degrees, cool to 40 and age for 12 hours. In running our mix we freeze 5 gallons at a time, and are never able to pull over eight gallons of finished product.

Reply: I have your letter of recent date inclosing a statement of your ice cream mix and also stating that you are having difficulty in securing the proper overrun. I have analyzed your mix and you will find the figures given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
30 gal. or 249.0 lbs. 30% cream	74.70	15.50	90.20
30 gal. or 255.0 lbs. 4% milk..	10.20	22.00	32.20
30 gal. or 370.0 lbs. cond. skim.	72.90	72.90
126.0 lbs. sugar.....	119.70
5.0 lbs. gelatine.....	4.70
905.0 lb. mix.....	84.9	110.40	319.70
Per cent	9.0	12.2	35.3
Per cent sugar.....	14.0

Your mix, according to these figures, is well balanced, but is possibly a little bit heavy for a 9 per cent butterfat product. You would probably get the overrun just a little easier using a little less milk serum solids. You could do this by using less condensed skim milk. It would, however, not reduce this lower than 11 per cent.

I also notice that you are just aging your mix 12 hours. This is probably the cause of your low overrun more than anything else. I suggest that you try aging a part of your mix 12 hours and a part of it 48 hours and see if that will not assist you in getting the proper overrun. While the mix is being aged at the same time it should not be permitted to go over 40 degrees.

Dear Sir:—I am sending you two formulas which I wish you would analyze for us. We would like a 14 per cent ice cream of good quality.

No. 1—Sugar, 15.5 lbs.; gelatine, 5 lbs.; powdered skim milk, 2 lbs.; 16 per cent cream, 82 lbs.

No. 2—Sugar, 15.5 lbs.; gelatine, 5 lbs.; 8 per cent butterfat, 20 lbs.; condensed milk; 18 per cent sweet cream, 64 lbs.

We get \$1.40 per gallon for ice cream, and we want to make a good quality without the use of a viscolizer.

Reply: Below in table one and table two you will find the calculations made on these two mixes:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
15.50 lbs. sugar	14.72
.50 lbs. gelatine47
2.00 lbs. skim powder.....	1.90	1.90
82.00 lbs. 18% cream.....	14.76	6.03	20.79
100.00 lbs. mix	14.76	7.93	37.88

Table Two.

Ingredients	Fat	Serum Sol.	Total Sol.
15.50 lbs. sugar	14.72
.50 lbs. gelatine47
20.00 lbs. 8% condensed.....	1.60	3.60	5.20
64.00 lbs. 18% cream.....	11.52	4.67	16.19
100.00 lbs. mix	13.12	8.27	36.58

(Continued on page 72)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Sending out salesmen with "high-water pants"

THEY would be sure to get a laugh and a not very respectful hearing. Ten years ago, salesmen dressed in this fashion would have made a good enough impression — but not today.

Ice cream cartons are salesmen. Their appearance helps or hinders sales. Many cartons now being used have designs which were prepared years ago when the importance of carton-designing was not so thoroly understood. These "high-water pants" designs don't put over their messages quickly or strongly enough. They lose sales.

How about your ice cream carton? Is its design clean, forceful, and sales-compelling? Ask us. Perhaps we can suggest changes that will materially increase its selling value. At any rate it costs you nothing to find out, nor does it put you under any obligation. Write today—enclosing one of your cartons. Sutherland Paper Co., Kalamazoo, Mich.



**Character Cartons
for ICE CREAM**

Our business is the making of paraffined cartons. Designing cartons and suggesting improvements in design is simply one of our services. Write for estimate on duplicating your present carton in any quantity, or for prices and samples of Character Cartons in strikingly original stock designs.

Sutherland Paper Co.

Kalamazoo, Mich.

Makers of Character Cartons for ice cream, butter, bacon, sausage, lard, oleomargarine and cheese

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Both of these mixes should make you a very satisfactory ice cream, and if you are getting \$1.40 a gallon for it I see no reason why you cannot continue these two formulas. Personally, I would prefer the formula as shown in table No. 2. Both of your mixes show 15.5 per cent sugar which is a good deal more sugar than ice cream factories generally use. Fourteen pounds of sugar in 100 pounds of mix is usually considered sufficient sugar.

* * *

Dear Sir:—Will you please give me a formula for ice cream mix, using the following:

Milk, 3.5% fat; cream, 40% fat; sugar, gelatine, flavor; about 12% fat, 14% sugar, 37 to 39 total solids.

Reply: I am glad to suggest below in table one a formula for 100 pounds of mix balanced up properly for a well balanced ice cream:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	13.30
50 lbs. gelatine475
4.00 lbs. skim powder.....	3.80	3.80
25.00 lbs. 40% cream	10.00	1.34	11.34
56.50 lbs. 3.5% milk.....	1.98	4.85	6.83
100.00 lbs. mix	11.98	9.99	35.745

You will notice, however, that the total solids is not as high as you expected it to be and I doubt whether you would want to make an ice cream containing as high as 39 per cent of total solids.

* * *

Dear Sir:—I would like very much to have you analyze the enclosed mix formula, and also suggest a mix using some of the same ingredients, replacing those that are not necessary with other ingredients that will im-

prove the mix and quality of the ice cream. I would like a mix for both sweet cream and butter.

Will you please figure mix so that I can use formula in the states of Michigan, Wisconsin, Indiana and Illinois.

Fifty Gallon Mix.

264 lbs. 3.5 per cent milk.

40 lbs. sweet butter taken from churn before salting.

80 lbs. cond. milk fresh, B. F. percentage not known.

50 lbs. sugar.

40 lbs. glucose syrup.

4 lbs. gelatine.

2 lbs. Ice cream powder.

1/2 lb. meloine. (B. Heller & Co. brand).

The 264 pounds of milk is heated hot enough to dissolve the butter. The 80 lbs. of condensed milk is the added. Sugar and ice cream powder are mixed together and added; glucose syrup is next. Gelatine is then dissolved in hot water and added. Meloine is put into the day of freezing.

The mix is pasteurized at 150 degrees, held for 10 to 15 minutes, and viscolized a few degrees lower than that at 2,000 to 2,500 pounds, and cooled immediately. Mix is aged 24 hours at 38 to 40 degrees until frozen.

Reply: I have analyzed the enclosed mix and you will find the calculations given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
264.00 lbs. 3.5% milk.....	9.24	22.67	31.91
40.00 lbs. 84% butter.....	33.60	33.60
80.00 lbs. condensed	6.40	24.40	20.80
50.00 lbs. sugar	47.50
40.00 lbs. glucose	24.00
4.00 lbs. gelatine	3.80
2.00 lbs. ice cream powders..	1.90	1.90
.50 lbs. Meloine
480.00 lbs. mix	49.44	42.77	163.51
Per cent	10.26	8.9	34.07

You called this mix the Michigan mix. You will notice that according to the analysis this mix tests about 10 per cent fat, but is a little low in milk serum solids. There is also no reason why glucose should be used instead of using all cane sugar. However, this mix should make a fairly good quality of ice cream. You have probably noticed many times that I have been recommending at least 10 per cent milk serum solids when 10 per cent butterfat is being used.

You wanted me to suggest a formula for you, using sweet milk and also using butter. Before I can do this for you if you will suggest what the per cent butterfat would be in your sweet cream and also if you will have some whole milk available which you will undoubtedly have and what the test of this whole milk would be. It would hardly be advisable for me to suggest a mix for you which could be used in the various states as your local competition would probably have a great deal to do with the kind of mix and quality of ice cream you would want.

If you will give me all the possible details that you might have in making up your mix I shall be glad to assist you in any way further I can and try to teach you the methods for calculating the fat and solids.

If you desire to purchase a book on ice cream I suggest that you buy "The Book of Ice Cream," by Fisk. You can order this book through The Olsen Publishing Co., 5th and Cherry Sts., Milwaukee, Wis.

* * *

Dear Sir:—We would appreciate very much an expression of your opinion in regard to the use of dry buttermilk in ice cream. Please analyze the following

Small Sized Vacuum Pans

and Milk Condensing Equipment
for the Laboratory, Colleges and
Ice Cream Mix Manufacturers



Vacuum Pan.

Write
for Prices.

We can furnish these small size equipments in vacuum pan sizes ranging from 8" diameter to 36" diameter, with suitable forewarmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St.

Chicago, Ill., U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The BEST Vanilla Sells the MOST Ice Cream

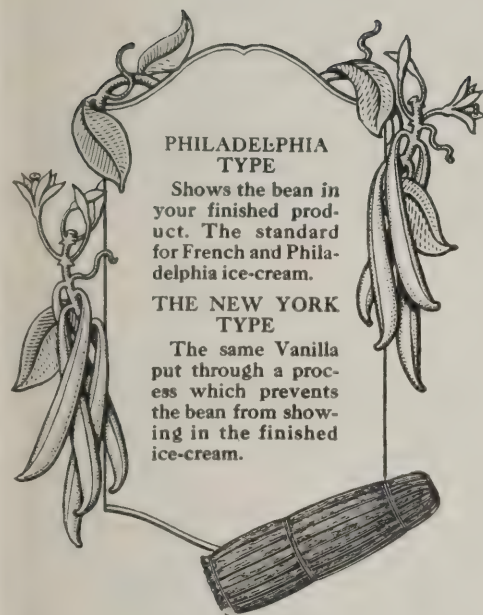
Certainly, you can get !
"cheaper" vanilla •

But—it won't have that mellow,
mild, come-again taste of genuine

MICHAEL'S Mexican Vanilla Powder "America's Favorite"

And it won't stand up to the
Michael's claim of increasing
your ice cream sales 25 per cent.
Cutting down on quality is
"shaving", and not *saving*. Some
chaps think they're saving when
they cut their own hair.

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

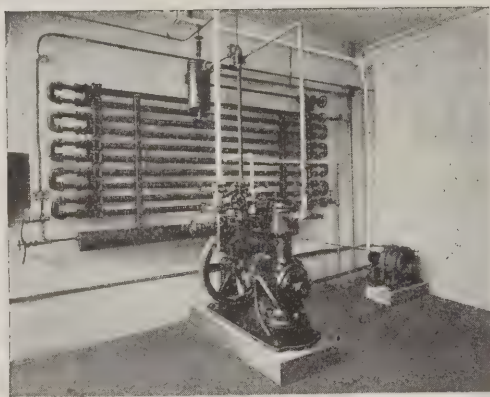


Make This Test at Our Expense

Place a trial order. Use all
you need to give it a full, fair
trial. If MICHAEL'S Mexi-
can Vanilla Powder does not
produce the finest vanilla
ice-cream you ever tasted,
return the remainder at our
expense, and we will cancel
the charge. DO this, by all
means.



When Considering Refrigerating Equipment Investigate



BECAUSE—

The machine has been carefully designed down to the last detail—

Materials and workmanship are guaranteed—

The strength and solidity of machine are apparent at a glance—

Has most efficient compression—

All details are given expert attention, assuring perfection—

Produces economical refrigeration.

Write TODAY for Catalog

Frick Company
WAYNESBORO, PA. U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

BRANCHES:

NEW YORK, N. Y.
PHILADELPHIA, PA.
BALTIMORE, MD.
DALLAS, TEXAS

ATLANTA, GA.
PITTSBURGH, PA.
CHARLOTTE, N. C.
MEMPHIS, TENN.

DISTRIBUTORS IN ALL PRINCIPAL CITIES

mix: 100 pounds 16 per cent cream, 7 pounds milk powder, 19 pounds sugar, .75 pounds gelatine.

Reply: You will find these calculations given below in table one:

Ingredients		Table 1.		
		Fat	Serum Sol.	Total Sol.
100.00 lbs.	10 % cream.....	16.00	7.48	23.48
7.00 lbs.	skimmilk powder..	6.65	6.65
19.00 lbs.	sugar	18.05
.75 lbs.	gelatine71
126.75 lbs.	mix	16.00	14.03	48.89
Per cent	12.6	11.4	38.3
Per cent sugar.....	15.00

This mix should make you an excellent quality of cream, except that possibly you are using just a little too much gelatine according to your total solids. It would also not be necessary to use quite as much sugar. That is, of course, a matter for you to decide depending upon how you have worked up your trade.

If you should like to change this formula, reducing the amount of sugar and gelatine, I shall be glad to assist you.

Relative to the use of dried buttermilk for ice cream, this would not be advisable in any case, even if the dried buttermilk were comparatively sweet. This product would not go into a true solution in your mix and is out of the question for that purpose.

Dear Sir:—The plant I am working in has the following mix, from which they get about 90 per cent overrun. They seem to be well satisfied with the product. It consists of 140 gallons whole milk, not less than 3.5; 70 gallons S. H. 8% condensed; 70 gallons 30% cream; 400 lbs. sugar; 4 gallons gelatine; 2 lbs. ice cream improver. As to how they arrived to this amount of gelatine no one in the plant seems to know. The former ice cream maker used this amount. The method they use in putting this mix together: They have a 300 gallon Cherry coil vat. They empty 140 gallons of milk, dump 400 lbs. of sugar, and put gelatine in while cold. Then heat this to 140 degrees, then they add the 70 gallons of cream, which cools the mix in vat back to about 120 degrees. Then they run it through a viscolizer at 2,000 pound pressure, and over a tubular cooler, which cools it back to 50 degrees. It is then run into the vat, and cooled back to 40 degrees. Then they add the 70 gallons of S. H. condensed. This makes a mix of 300 gallons. Recently I froze this amount of mix, making vanilla, chocolate and strawberry. I filled 40 8-quart brick slabs. I got 560 gallons of cream out of the 300 gallons of mix. I was using two Miller freezers, with 6 degree brine.

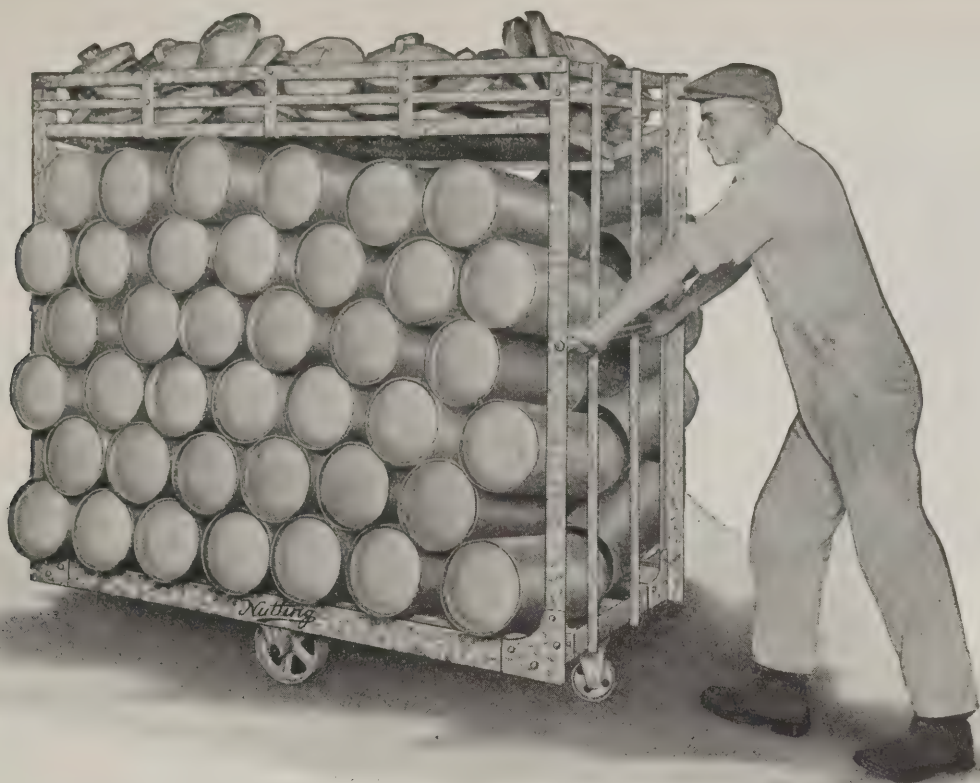
Reply: I have made an analysis of your ice cream and the calculations are shown below in table one:

Ingredients		Table 1.		
		Fat	Serum Sol.	Total Sol.
140 gal. or 120.4 lbs.	3.5 % milk	42.14	103.42	145.56
70 gal. or 616.0 lbs.	8 % cond..	49.25	110.88	160.16
70 gal. or 581.0 lbs.	30 % cream	174.30	36.28	210.58
400.0 lbs.	sugar.....	380.00
13.5 lbs.	gelatine.....	12.82
2.0 lbs.	improver	1.80
2816.5 lbs.	mix	265.72	250.58	910.92
Per cent	9.4	8.9	32.3

I was hardly able to understand what you meant in your letter when you stated you used four gallons of gelatine in the mixture. The amount of gelatine which should be required for this mix would be about 13.5 pounds and this would not make up four gallons unless the gelatine is dissolved in four gallons of water. If you can give me better advice on this amount of gelatine I can analyze your formula for you in better detail.

You will also notice that in changing the gallons to

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Speedy Can Handling Increases Net Profits

Here's the quick way to handle your "empties" before and after washing. By keeping them on Nutting Trucks they are compactly stored and ready to move instantly. This method saves time, reduces handling costs and increases profits.

Nutting

ICE CREAM CAN TRUCK

is the strongest made. Its well-braced, heavily riveted structural steel construction insures longer, better service and freedom from trouble and repairs. The entire frame is galvanized.

Easy running. Balance type. Large $8\frac{1}{4}$ inch main wheels, with a wide $2\frac{1}{2}$ inch flat face to save floors. **Ball bearing** swivel casters.

Convenient. Dirty cans are piled slanting upwards to keep contents from spilling. Washed cans are piled slanting downward for quick draining. Wood bars on platform prevent denting of cans. High railing on top holds all covers.

Price Fig. 106 (30x66 in.) Top rail included. F. O. B. Faribault or Chicago, \$52.00.

(less without cover-holding top rail.)

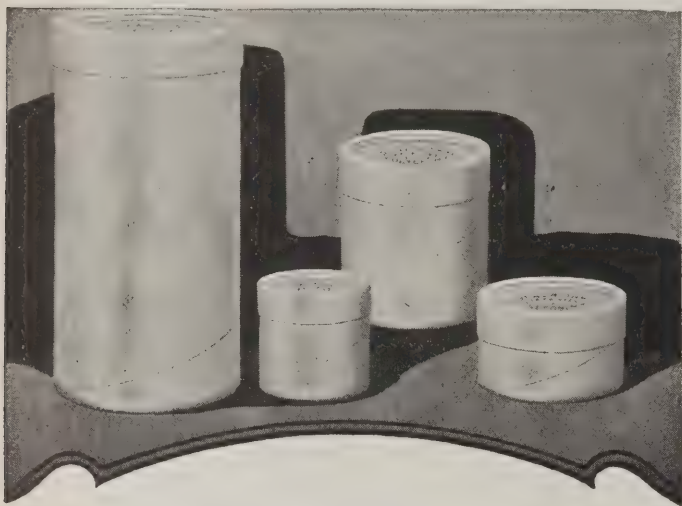
Order from your jobber or write us for Bulletin C-6 which describes and illustrates this and other floor trucks for the dairy industry.

NUTTING TRUCK CO., 1205 DIVISION ST.
FARIBAULT, MINN.

Floor Truck Specialists Since 1891

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Bigger Ice Cream Sales



Package Your Ice Cream

If you want to have the biggest year you ever had, *package* your ice cream in 100% leak-proof, drip-proof, crush-proof, complaint-proof Sealright Containers. All convenient sizes from the popular, *quick-selling* $\frac{1}{4}$ pint and $\frac{1}{2}$ pint to the gallon size and One-Time-Use Paper Packing Tray. Can be filled direct from freezer or by the Sealright Ice Cream Filling Machine. No special mix required.

Ice cream manufacturers packaging ice cream the Sealright Way reap the tremendous benefits of Sealright advertising in The Saturday Evening Post, teaching the public to *eat more ice cream* and to "carry it home in a Sealright." Write for free book "Selling Ice Cream the Sealright Way," and samples, or order from your jobber today.

SEALRIGHT CO., INC.,
Dept 27-AK
FULTON, N. Y.

Also makers of Sealright Pouring-Pull and Ordinary or Common Milk Bottle Caps and Sealright Paper Milk Bottles

Sealright

Liquid-Tight

Paper Containers

This Sealright window transparency identifies the manufacturers or dealers with Sealright Service. Sealright national advertising teaches the public to buy their ice cream where they see this sign. Send for free samples of the transparency and attractive window pasters.



pounds I arrived at a total number of 2816.5 pounds, while three hundred gallons of mix would not weigh more than 2,700 pounds. This mix as I figured it would make three hundred thirteen gallons and if you froze five hundred sixty gallons of ice cream from this the overrun would be 78 per cent. The processing of the mix appears to be all right, except that I am sure better results would be obtained if all the ingredients were put into the mix and viscolized rather than leaving out the seventy gallons of condensed.

* * *

Dear Sir:—You have given us such valuable information before that we are asking you to favor us with an analysis of the three following formulas. We are mixing in a ten gallon can:

Mix No. 1.

2 gal 40% sweet cream.
 $2\frac{1}{2}$ gal. 42% serum solids plain skim condensed.
8 ounces of gelatine.
13 lbs. sugar.
Balance water to fill ten gallon can.

Mix No. 2.

$2\frac{1}{2}$ gal. 40% sweet cream.
 $2\frac{1}{4}$ gal. 42% serum solids plain skim condensed.
8 ounces gelatine.
13 pounds sugar.
Balance water to fill ten gallon can.

Mix No. 3.

$2\frac{1}{2}$ gal. 40% sweet cream.
 $2\frac{1}{2}$ gal. 42% serum solids plain skim condensed.
8 ounces gelatine.
13 pounds sugar.
Balance water to fill ten gallon can.

Now, mix No. 1 is the cheapest to make up and we do not notice much difference in the flavor of Mix No. 1 and Mix No. 2. We have cheap competition down here and have to cut the cost of our mix all we can. After you analyze Mix No. 1 please advise if we should use more condensed so as to get 100 per cent overrun.

Reply: You will find the analysis of these mixes given below in tables one, two and three:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
16.0 lbs. 40% cream	6.4	.86	7.26
23.0 lbs. plain cond. skim 42%		9.66	9.66
13.0 lbs. sugar			12.35
.5 lbs. gelatine47
35.5 lbs. water
88.0 lbs. mix	6.4	10.52	29.74
Per cent	7.27	12.0	33.8
Per cent sugar	14.79

Table 2.

20.0 lbs. 40% cream	8.0	1.07	9.07
20.7 lbs. 42% cond. skim		8.69	8.69
.5 lbs. gelatine47
13.0 lbs. sugar			12.35
33.8 lbs. water
88.0 lbs. mix	8.0	9.76	30.50
Per cent	9.09	11.09	34.7

Table 3.

Ingredients	Fat	Serum Sol.	Total Sol.
20.0 lbs. 40% cream	8.0	1.07	9.07
23.0 lbs. 42% cond.		9.66	9.66
.5 lbs. gelatine47
13.0 lbs. sugar			12.35
31.5 lbs. water
88.0 lbs. mix	8.0	10.73	31.55
Per cent	9.09	12.19	35.8

You will notice that your mix according to table one tests only a little better than 7 per cent fat, but the

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS

Folks are Learning, Mr. Manufacturer, What

HEATHIZED

Means to Ice Cream

The people have awakened to a new appreciation of the advantages of a better ice cream.

Some years ago they learned that packaged foods, protected from the air, were more desirable than bulk goods.

So when we told the people we were keeping air out of ice cream, they realized that HEATHIZED ICE CREAM was cleaner and better.

People have also learned that air is the foe of vitamins, while Heathization protects these essential elements of health and growth in HEATHIZED ICE CREAM.

You may think people don't know the difference between HEATHIZED ICE CREAM and the ordinary commercial ice cream. But they do. An evergrowing following is demanding HEATHIZED ICE CREAM from our clients' dealers.

They may not have told you that they do, but the hundreds of thousands of gallons added to our business tell us that they seek the dealers who display the HEATHIZED sign.

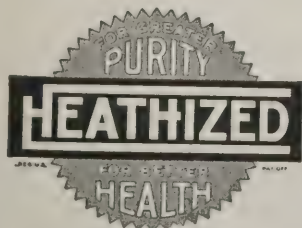
We shall be glad to establish any clean, reliable manufacturer as a Heathized agent, provided he is not too close to one of our clients already established.

For full particulars write to

Heathized Products Company

618 Wrigley Building

CHICAGO





The New Era Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten day's trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.	{John W. Ladd Co.
Columbus, Ohio		
Cleveland, Ohio		
Cincinnati, Ohio		
Philadelphia, Pa.	{Cherry-Bassett-Winner Co.
Baltimore, Md.		
Pittsburgh, Pa.		
New York City		
Syracuse, N. Y.		
Cedar Rapids, Ia.	{J. G. Cherry Co.
St. Paul, Minn.		
Chicago, Ill.	{A. H. Barber-Goodhue Co.
St. Paul, Minn.		
San Francisco, Cal.	{Geo. W. Prising Co.
Salt Lake City, Utah		
Louisville, Ky.	{Standard Milk Machinery Co.
Boston, Mass.		
	Wright-Ziegler Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

total solids is about 12 per cent. You will also notice that the sugar content is very near 15 per cent. Your mixes Nos. 2 and 3 are 9 per cent butterfat mixes and mix No. 3 is the highest one in serum solids and total solids.

I would not advise you to use more of the plain condensed skim milk in either one of the formulas, as you would be liable to have trouble with sandy ice cream. Personally, I like your mix in table No. 2. You should also have no difficulty in getting 100 per cent overrun with the mix either of table two or three.

* * *

Dear Sir:—The process we use in making mix is as follows: We use whole milk and sweet butter mixing it in a Manning pasteurizer and running it through a small emulsifier. We like about a 15 per cent butterfat content, 12 per cent sugar, using beet sugar, whole milk testing 3.5 per cent, and sweet butter.

Reply: I am suggesting below in table one how your mix would analyze.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
12.0 lbs. sugar	11.40
.5 lbs. gelatine47
15.0 lbs. 84% butter	12.60	12.60
72.5 lbs. 3.5% milk	2.53	6.23	8.76
100.0 lbs. mix.	15.13	6.23	33.23

You will notice that the percent of fat would be 15 and the milk serum solids about 6 per cent. This will make you a fairly satisfactory ice cream.

I am suggesting, however, that you put all the ingredients together including the sugar and gelatine and emulsify the entire mix. This will give you better results than if you emulsified just the butter and milk and add the sugar and gelatine later. You could also improve your mix by using 2 pounds more sugar cutting off 2 pounds from the amount of milk. This would still make 100 pounds of mix and would test 15 per cent.

* * *

Dear Sir:—We are experiencing some difficulty with our orange ice, it becoming very hard and unsalable within one or two days after it has been packed in dealer's cabinet. We are wondering if you can assist us in solving our problem. We are making our orange ice according to the following formula:

26 pounds sugar.
1½ ounces orange emulsion.
½ ounces lemon.
7 ounces 50 per cent citric acid.
1 ounce color.
4 ounces textor.

With enough water to make 10 gallons.

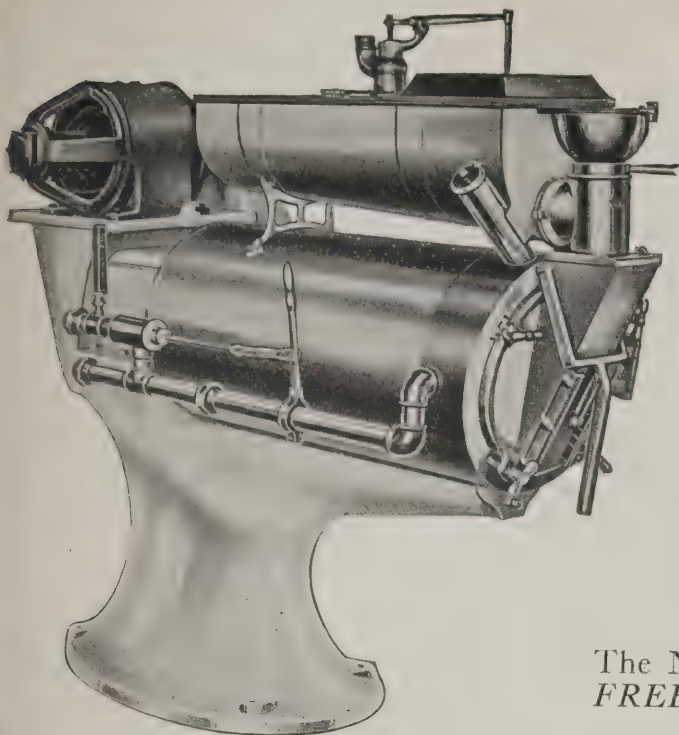
Reply: You stated that the ice became hard and unsalable within one or two days when handled in a dealer's cabinet.

If I were to make a suggestion to improve your sherbet formula I would reduce the amount of sugar from 26 pounds to 20 pounds, use probably just a little less citric acid and use from four to six ounces of gelatine cutting down the textor to about two ounces. This will make an ice with a little less solids than what you have now, but it will be a little easier to keep in the dealer's cabinet.

Your dealers should also be instructed in the proper care of a sherbet or a water ice. An ice is much harder to keep in good condition and requires a lower temperature and more frequent re-packing than an ice cream.

I believe that if your dealer has proper instructions and you will change your formula so that you will have a little less solids and will introduce a little more gelatine to give a good stabilizer to the product you should be able to overcome this difficulty.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



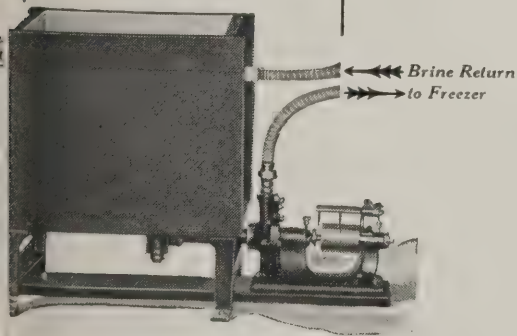
120-qt. motor - driven
EMERY - THOMPSON
horizontal brine freezer
with automatic batch
regulator valve. Rais-
ing hand lever at for-
ward end of cylinder
permits instant exami-
nation of batch.

The Thoroughbred of Its Kind

The New *EMERY-THOMPSON BRINE FREEZER* is the *thoroughbred of its kind*.

It embodies such improvements as automatic batch control valve; open and full space for brine circulation through the base of the vertical freezer and through the entire back of the horizontal freezers; true nickel silver cylinders on which scrapers run smoothly; and other fundamental improvements which have made *EMERY-THOMPSON Brine Freezers* the preferred method of ice cream manufacture.

OUR regulation brine tank, shown below, is intended for freezers of not over 40 quart capacity. It is very economical in operation, sufficient brine being cooled for the freezer at the lowest possible cost. 1" open impelled centrifugal pump gives an even, steady flow. Furnished with flexible closed couplings.



The hinging of the heads; full bronze bushings; cut steel gears; and the elimination of soldered ends are features so important that no manufacturer can afford to overlook them.


EMERY-THOMPSON brine circulating backs alone add about 10% to their refrigerating qualities. And the *EMERY THOMPSON* automatic batch control valve which accurately measures each batch will *save*

a big yearly cream loss through overflowing reservoirs and uneven over-runs.

Why pay experienced men high wages and limit their production with slow, inferior freezers? The *EMERY-THOMPSON* in your plant *will save its cost* many times over in *reduced cost-per-gallon*, better cream, and bigger sales. It will pay you to ask us for prices and further details.

"The HOUSE with the GOODS and the SERVICE"

DEPARTMENT A

GOWING  **DIETRICH**
COMPANY — INCORPORATED —
Everything For the Handling Syracuse N.Y., U.S.A. Of Milk and its Products

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



The Harder You Pull The Tighter The Knot

WHEN IT'S TIED WITH A "SAXMAYER" BUNDLE TYER

Every user of a "Saxmayer" depends upon the perfect knot this machine ties in more ways than one.

It is neat looking, and every business man knows the value of a nifty package, free from trailing, uneven ends of string.

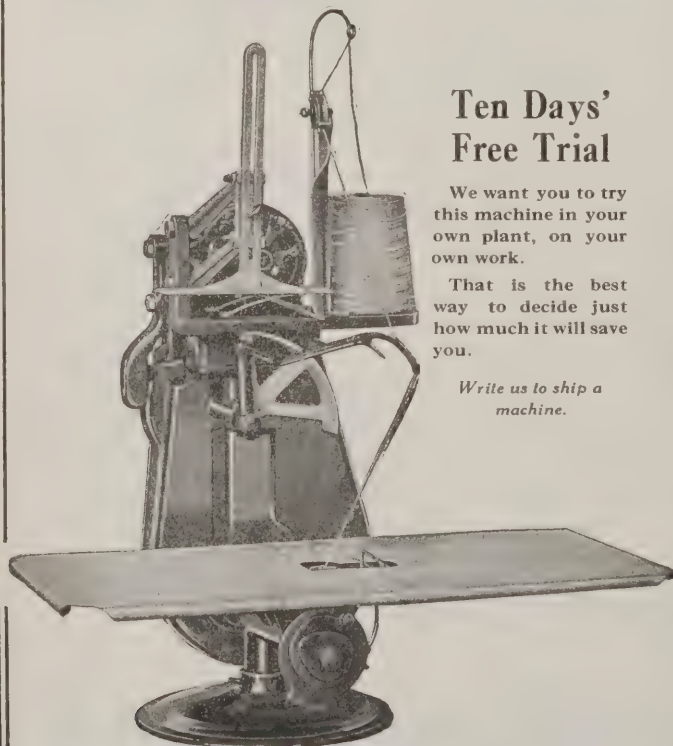
You can always depend upon these knots to stay tied, even when the packages are carelessly handled.

SAVES TWINE AND TIME

You do not need a trained operator for this machine. Anybody can operate it, many times faster and very much better than they can tie by hand, to say nothing about the big saving of string.

PACKAGES — BOXES — BUNDLES

The machine is automatic and ties various sizes and shapes without special adjustment.



Ten Days' Free Trial

We want you to try this machine in your own plant, on your own work.

That is the best way to decide just how much it will save you.

Write us to ship a machine.

The National Bundle Tyer Co.

BLISSFIELD, MICHIGAN

AN ARITHMETICAL METHOD OF BALANCING THE SERUM SOLIDS IN THE ICE CREAM MIX.

(Continued from page 34)

III-A.

One Hundred Pound Mix—11% Fat, 11% Serum Solids, 13% Sugar, .4% Gelatine.

Using Cream, Skim Milk, and Whole Unsweetened Condensed Milk.

Determine Amount Whole Unsweetened Condensed Required.

13.00 lbs. sugar	Fat 11.00 lbs.	S. S. 11.00 lbs.
11.00 lbs. fat		
.40 lbs. gelatine		
75.60 lbs. skim milk		6.7284

100.00 lb. Mix	11.00	4.2716
----------------	-------	--------

Dividing our shortage of 4.2716 pounds serum solids by our factor .11812 we find we need to add 36.163 pounds of condensed. 36.163 pounds of condensed would contain 2.893 pounds of fat, reducing our fat to be obtained from cream to 8.10696 pounds. Using 30% cream, 27.926 pounds of cream will supply the 8.107 pounds of fat.

III-B.

To Complete and Prove Mix.

100.00 lb. Mix	Fat 11.00 lbs.	S. S. 11.00 lbs.
13.00 lbs. sugar		
.40 lbs. gelatine		
27.026 lbs. 30% cream	8.1078	1.6837
36.163 lbs. cond.	2.89304	7.2326
23.411 lbs. skim milk		2.083579

100.00 lb. Mix	11.0008	10.999879
----------------	---------	-----------

Thirty-six pounds is rather high on condensed and it would probably be better to use about 25 lbs. of condensed and complete mix as illustrated in Problem VI.

Problem IV.

Mixes Using Sweetened Condensed Skimmed.

The Factor for Sweetened Condensed Skimmed is .21846.

Sweetened condensed skim analyzes 40% sugar and 27% serum solids. One pound sweetened condensed increases serum solids 27%. It contains 40% sugar solids, which is equal to .40 lb. ÷ .95 × 100 or .421 lb. of 95% sugar. Since the sugar replaces a part of the sugar requirement and does not change the quantity of skim milk, one pound of condensed milk replaces 1 minus .421 sugar or .579 pounds of skim milk which contains .951531 pounds solids. So .27 — .051531 gives the factor .218469.

$$1 \text{ lb. cond.} \times .27 = .27$$

$$.579 \text{ lb. skim milk} \times .089 = .051531$$

.218469 factor.

IV-A.

One Hundred Pound Mix—11% Fat, 11% Serum Solids, 13% Sugar and .4% Gelatine.

Using Cream, Skim Milk and Sweetened Condensed Skimmed.

Determine Amount Sweetened Condensed Skimmed Required.

	Lbs. Fat	Lbs. Sugar	Lbs. S. S.
100.00 lb. Mix	11.00	12.35	11.00
13.00 lbs. sugar × 95%		12.35	
.40 lbs. gelatine			
11.00 lbs. fat	11.00		
75.60 lbs. skim milk			6.7248

100.00 lb. Mix	11.00	12.35	4.2716 short
----------------	-------	-------	--------------

Between the 11 lb. serum solids required and the 6.7248 lb. contained in the skim milk there is a shortage of 4.2716 pounds serum solids. Dividing 4.2716 by the factor .21846 we find the mix will exactly balance with 19.55 pounds of sweetened condensed. 19.55 pounds of sweetened condensed contains 7.82 pounds sugar solids. 7.82 pounds sugar solids are equal to 8.23 pounds of 95% sugar. 13—8.23 leaves 4.77 pounds sugar, required to make 13% sugar in the mix.

IV-B.

To Complete and Prove Mix.

	Lbs. Fat	Lbs. Sugar	Lbs. S. S.
100.00 lb. Mix	11.00	12.35	11.00
4.77 lbs. sugar		4.5313	
.40 lbs. gelatine			
36.66 lbs. 30% cream	10.998		2.28374
19.55 lbs. sweetened cond.		7.82	5.2785
38.62 lbs. skim milk			3.43718

100.00 lb. Mix	10.998	12.3513	10.99942
----------------	--------	---------	----------

(Continued on page 82)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Are Water-Ice Profits Slipping Through Your Fingers?

Cash in on the demand for dependable and more profitable Water-Ices and Sherbets with this new and better method

WE offer you a better method of Water-Ice and Sherbet production. It means more dependable products; it makes it possible to take advantage of a mammoth market—a constantly growing demand.

Made the old way, water-ice ingredients easily separated, scratchy ice crystals formed, a streaky unevenly colored mass—watery on top and syrupy below, resulted from repacking. But now with TEXTOR, the stabilizer for Water-Ices, you eliminate this. With TEXTOR you make Water-Ices and Sherbets that you can ship long distances if you wish. Pack and repack a

TEXTOR made Water-Ice time and again and it retains its original evenness of color and velvety texture. For TEXTOR binds the ingredients into a stable, homogeneous combination.

Make This Interesting Test

Stabilize your profits as well as your Water-Ices with TEXTOR. We'll send you a 60 lb. drum. If, after a thorough trial, you are not convinced TEXTOR makes better Water-Ices and Sherbets, send back what remains and we'll stand the cost. That's fair enough, isn't it? Write today—Now—before you forget. *Make the test!*

S. GUMPERT CO., Inc.
Bush Terminal Brooklyn, N.Y.

Gumpert's Textor

FOR WATER-ICES and SHERBETS

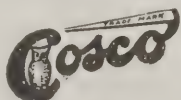
AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Your "Flavoring Dollar"

SETHNESS COMPANY, this past winter, decided to offer the Ice Cream Trade some Vanillas which would win instant recognition wherever used.

The feature about this determination that interests you, Mr. Ice Cream Manufacturer, is that Sethness Company, after the expenditure of a world of time and money is able to offer you more for your "Flavoring Dollar."

An outstanding example of this is to be found in



Special "H" Compound "A Pleasantly Flavored Vanilla Compound of Exceptional Strength"

Our label does not exaggerate the flavoring power of this Extract. One and one-half ounces or less will flavor adequately and with a delicious Vanilla character, ten to twelve gallons of any Ice Cream you may make. If you use all fresh Cream one and one-quarter ounces will give you fine results.

Order out a fifteen gallon
keg at \$5.65 a gallon.
It's a sound investment

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits
CHICAGO



For Forty-four Years the Mark
of Quality in Ice Cream Products

SETHNESS COMPANY
659 Hobbie St., Chicago

Please ship at once:

One fifteen gallon keg Cosco Special H. Compound
at \$5.65 a gallon.

Name.....

City.....State.....

Street.....

I. C. R. 6

Problem V.

Mixes Using Whole Sweetened Condensed.

One pound of whole sweetened condensed contains 8% or .08 lb. fat, 40% or .40 lb. sugar and 20% or .20 lb. serum solids. .40 lb. sugar solids is equal to .421 of 95% sugar. .421 lb. sugar+.08 lb. fat will make .501 lb. of the condensed which replaces the fixed ingredients fat and sugar and does not affect the amount of skim milk in the mix. So subtracting .501 from 1 leaves .499 pounds of skim milk which 1 lb. of condensed displaces. .499 of a pound of skim milk contains $.499 \times .089 = .044411$ of a pound serum solids.

One pound of condensed contains .20 serum solids and displaces .044411 of serum solids in the form of skim milk, so each pound whole sweetened condensed used represents a net gain in serum solids of .20 — .044411 or .155589.

1 lb. condensed \times 20% serum solids = .20 lb.
.449 lb. skim milk \times 8.9% = .044411

.155589 factor.

V-A.

One Hundred Pound Mix—11% Fat, 11% Serum Solids,
13% Sugar, .4% Gelatine.

Using Cream, Skim Milk and Whole Sweetened
Condensed Milk.

Determine Amount of Whole Sweetened Condensed
Required.

	Lbs. Fat	Lbs. Sugar	Lbs. S. S.
100.00 lb. Mix	11.00	12.35	11.00
13.00 lbs. sugar \times 95		12.35	
11.00 lbs. fat	11.00		
.40 lbs. gelatine			
75.60 lbs. skim milk			6.7284
100.00 lb. Mix	11.00	12.35	4.2716 short

There is a shortage of 4.2716 lbs. serum solids. $4.2716 \div .155589 = 27.454$ lbs. condensed which it will be necessary to add.

V-B.

To Complete and Prove Mix.

27.454 lbs. condensed are required. 27.454 will contain 40% or 10.9816 pounds sugar solids, equivalent to 11.558 pounds of 95% sugar. 13 — 11.558 leaves only 1.442 pounds sugar required. 27.454 pounds condensed at 8% will contain 2.19632 pounds fat. 11 — 2.19632 leaves 8.80368 pounds fat required which amount is supplied in 29.3456 pounds of 30% cream.

	Lbs. Fat	Lbs. Sugar	Lbs. S. S.
100.00 lb. Mix	11.00	12.35	11.00
1.442 lbs. sugar \times 95%		1.369	
40 lb. gelatine			
29.345 lbs. 30% cream	8.8035		1.828
27.45 lbs. cond.	2.196	10.98	5.49
41.359 lbs. skim milk			3.68
100.00 lb. Mix	10.99986	12.349	10.998

Problem VI.

Mixes Using Given Amount of Condensed and Completed
With Skim Milk Powder.

One Hundred Pound Mix—11% Fat, 11% Serum Solids,
13% Sugar, .4% Gelatine.

Using Butter, Skim Milk, 16 lb. Sweetened Condensed
Skimmed, and Skim Milk Powder.

Determine Amount of Skim Milk Required.

Sixteen pounds condensed skim milk at 40% contains 6.40 pounds sugar solids. 6.40 pounds sugar solids are equal to 6.73 pounds of 95% sugar. 13 minus 6.73 leaves 6.27 pounds sugar to be added.

	Lbs. Fat	Lbs. Sugar	Lbs. S. S.
100.00 lb. Mix	11.00	12.35	11.00
6.27 lbs. sugar \times 95%		5.956	
.40 lbs. gelatine			
13.00 lbs. butter	11.004		
16.00 lbs. cond. skim milk		6.40	4.32
64.23 lbs. skim milk			5.716473
100.00 lb. Mix	11.004	12.35	10.0364

As the mix stands the serum solids are 10.0364, a shortage of .9636 pounds. .9636 divided by .861 (factor for skim milk powder) shows that 1.118 pounds of powder are required.

(Continued on page 84)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"GMC trucks are seven steps ahead"



GMC Meets Every Requirement of Satisfactory Ice Cream Delivery

With a surplus of pulling power beyond its rating and extra strength in every chassis part, GMC is able to deliver its cargo day after day over all kinds of roads and grades. Moreover, GMC has a speed on good roads that assures the greatest possible daily mileage. And, combined with this power and speed is the economy of operation and maintenance that only GMC can offer.

GMC trucks offer unsurpassed efficiency in every field of hauling service. When extra power is necessary to move an exceptionally heavy load or when grades and heavy hauling call for an extra pull, GMC can supply the surplus necessary. On long trips and on good roads when time is a deciding factor, GMC can travel just as fast as is safe for a truck of its size and weight. And, with these profit-building advantages GMC combines an economy of operation and maintenance that enables GMC to work under conditions impossible to other trucks.

If you are a truck owner or you are interested in hauling and delivery in any sort, you will want to read about GMC design and construction and a detailed description of GMC special features. A free, illustrated booklet on these has been prepared and this with the GMC catalogue will tell you a great deal more about these profit-making trucks. Fill out and mail the coupon today.

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, - - MICHIGAN

General Motors Trucks



MAIL THIS TODAY

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Please send me GMC literature including GMC catalogue and booklet "Seven Steps Ahead."

Name

Business

Address

City..... State.....

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

VI-B.

To Complete and Prove Mix.

	Lbs. Fat	Lbs. Sugar	Lbs. S. S.
100.00 lb. Mix	11.00	12.35	11.00
6.27 lbs. sugar X 95		5.956	
.40 lbs. gelatine			
13.10 lbs. butter	11.004		
16.00 lbs. cond skim milk		6.40	4.32
1.118 lbs. skim. powder			1.0621
63.112 lbs. skim milk			5.6170
100.00 lb Mix	11.004	12.35	10.9991

There is one more step to consider. Multiplication is a simpler process than division. The factors can be changed so that instead of dividing by a factor, we multiply by a factor.

In the case of skim milk powder the factor to be divided by is .861. If .861 is divided into 1 a factor 1.1616 is obtained. In problem I-A we had a shortage of 4.2716 pounds of serum solids. We divided by .861 and found that the mix balanced correctly by adding 4.96 pounds of powder. It would have been more rapid to have multiplied by 1.1616 or (1.162) and the result is the same, 4.96.

Similarly converting each of the other three factors by dividing into 1:

.11812 becomes 8.466.
.21846 becomes 4.5775.
.155589 becomes 6.427.

The calculations of the factor may appear rather difficult, but such calculations are presented merely for information. It is necessary only to remember four factors and the method of making use of them in calculating the mix. It will not be necessary in general practice to use more than the first three decimals of the factors. The results obtained will be as accurate as it is possible to weigh. Four factors have been calculated.

	divided by	or	multiplied by
95% S.S.861		1.1616 (1.162)
Whole unsweetened condensed			
20% S.S. 8% fat.....	.11812	(.118)	8.466 (8.47)
Sweetened condensed skimmed			
27% S.S. 40% sugar.....	.21846	(.218)	4.5775 (4.58)
Sweetened whole condensed			
27% S.S. 40% S. 8% fat..	.155589	(.155)	6.427 (6.43)

TAG HOOKS

Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

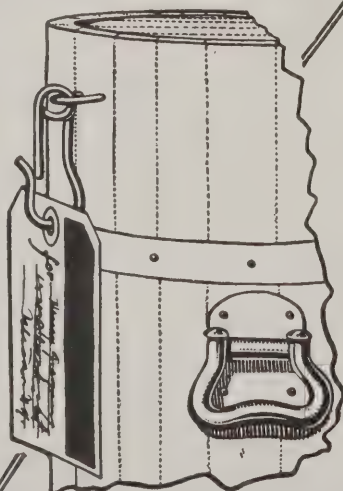
and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Owing to the rather wide variation in composition of whole unsweetened condensed the following factors for condensed having a composition of 18% serum solids and 4% fat is given:

Whole unsweetened condensed divided by or multiplied by
18% S.S. 8% fat09812 10.2

Illustrating use of multiplication factor 1.16 for skim milk powder.

Mix to analyze 11% fat 11% serum solids 12% sugar .4% gelatine.

On retest a 4,000 lb. mix was 11.5 fat and 33.77% total solids.

The total solids would be 11% fat, 11% S. S., 11.4% sugar solids and .37% gelatine solids. A total of 33.77.

4,000 times 11.5 equals 460 lbs. fat.

460 pounds of fat will make 4.181 pounds of 11% fat. 460 divided by 11 times 100 equals 4181 pounds.

4,000 times 11.5 equals 460 lbs. fat

4,000 times 33 equals 1320

4,000 lbs. mix 460 lbs. fat 1320 lbs. total solids.

4181	(11 fat)	
33.77 T. S.	460	1411.92
	000	91.92 shortage T. S.

The fat is correct but there is a shortage of 91.92 pounds of solids for the 4181 pound mix. We add sugar and gelatine solids as follows:

181 lb. mix. 12% sugar equals 21.7 lbs. times 9% equals 20.61 lbs. sugar solids. .4% gelatine equals .72 lbs. times 95% equals .68 lbs. gelatine solids.

Add skim milk to make 181 pounds and calculate balance solids.

Skim milk equals 158.58 lbs. times 8.9% equals 14.11 lbs. —181.00 lbs. mix: 35.40 lbs. solids. 91.92 minus 34.51 leaves a shortage of 56.52 pounds of serum solids.

This mix can now be completed with skim milk and material high in serum solids but containing no fat as the mix is already balanced as to fat. Use the factor for either skim milk powder or sweetened condensed skimmed. The factor for skim milk powder is 1.16. 56.52 times 1.16 equals 65.56 pounds of powder.

4000.00 lb. Mix 460.00 lbs. fat 1320 lbs. solids

21.7 lbs. sugar		20.61
.72 lbs. gelatine		.68
65.56 lbs. skim milk powder		62.28
93.02 lbs. skim milk		8.278

4181.00 lb. Mix	460.00 lbs. fat	1411.84
460	1411.84	
equals 11% fat	equals 33% total solids.	
4181	4181.00	

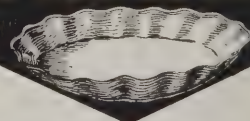


Positively.

The safety committee has sent out a warning to ladies visiting the country in short skirts to keep out of the cow pastures. The reason for said warning is that strange calves often excite a cow's anger, and there are some strange ones.—Burr.

A MONEY SAVING VALUE

Fluted Ice Cream Dish



only
\$1¹⁰
per 10

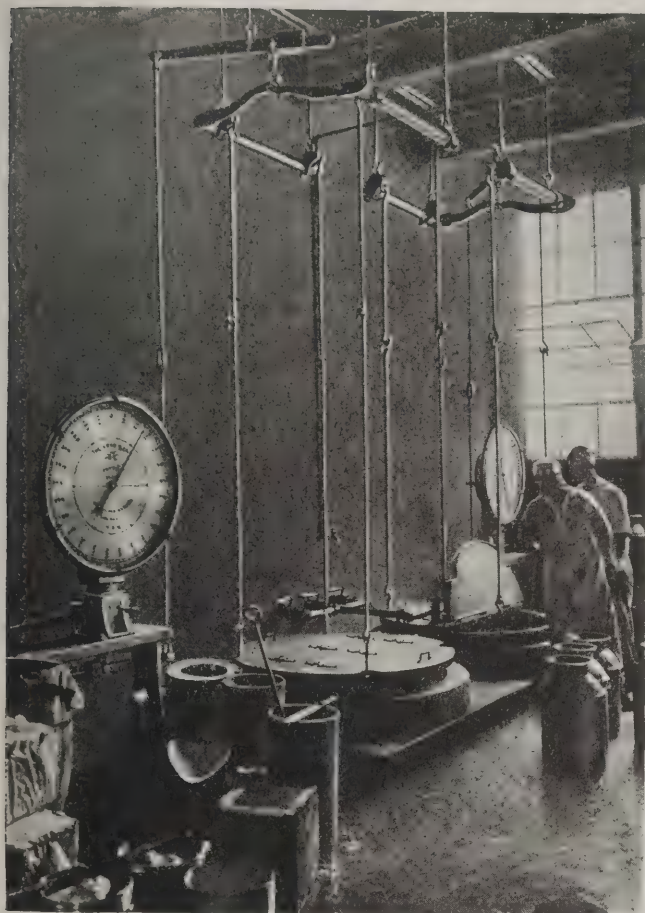
These Dishes, and our "Swan Brand" Wooden Spoon, at 85c a 1,000 make a clean, neat, and inexpensive combination. Their inviting appearance will increase sales of ice cream. Bowl-Shaped Dishes at \$15.35 a doz. and Dishing Spoons \$2.75 a doz. will also save you your supply money. Hundreds of other values in Pails, Tubs, Cans, Freezers, Crushers, are shown in our new catalog of ICE CREAM AND SODA SUPPLIES, No. Y-24. DID YOU GET YOUR COPY?

L. F. GRAMMES & SONS, Inc.
Day & Zimmermann, Inc., Management
385 Union Street Allentown, Pa.



BARBER

Everything for the Dairy Industry



The American Kron Scale

*Just Load
and Look*

WITH modern methods of making ice cream mix it is highly essential to have speedy, accurate, and practical weighing apparatus.

Speedy—to handle large batches in limited time; its action is instantaneous; it saves half or more of your weighing time.

Accurate—so that you will know that each batch contains the proper amount of each ingredient.

Practical—so that it will save labor, simplify the recording of weights, and lower your weighing costs.

The KRON Scale gives you *all* of these advantages, and speeds up the entire plant. It has no springs to put it out of adjustment. Its uncanny accuracy eliminates the possibility of dispute, and removes your weighing worries once for all.

If you will tell us briefly the capacity of your plant and your weighing requirements we shall be glad to recommend the proper KRON equipment for your use and tell you exactly what it will cost you.

Accumulative Indicator

AN added and exclusive feature of the KRON Scale. Not necessary to add the separate weights—the second indicator does that for you automatically, and instantly, always giving the total at a glance. Saves work, eliminates mistakes; avoids disputes.

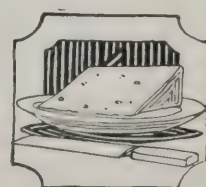
*There's a KRON Scale Exactly Fitted to
Your Needs—Let us Tell You About It*

A.H. Barber-Goodhue Company

(Formerly A.H. Barber Creamery Supply Co.)

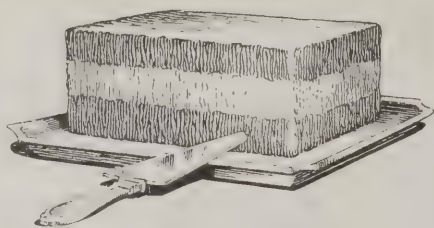
Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

*"Indispensable
for Your Specials"*



A Finer, Tastier ORANGE- PINEAPPLE

Test CONNOR'S inimitable Orange-Pineapple and be prepared for a substantial increase in the sale of your most popular "special."

Only the choicest fruit money will buy finds its way into CONNOR'S Orange-Pineapple. And this is packed under ideal sanitary conditions by experts who know the exact needs of ice cream manufacturers. A trial shipment will demonstrate its great value to you in stimulating sales.

Special Trial Offer

Special Note

Write for prices on the complete CONNOR line of quality fruits.

To enable manufacturers economically to test this remarkable CONNOR product we have decided to pay the transportation on 10-gallon trial kegs at the regular price of \$1.95 per gallon. Don't pass up this opportunity to test a product that gives promise of substantially increasing your sales and profits. Send your order today. Use one gallon in a nine-gallon batch of ice cream. If you're not entirely satisfied return the balance.

Connor Fountain Supply Co.

112 North Ball Street

OWOSSO

MICHIGAN

CONNOR'S
QUALITY
FRUITS

Experimental Studies in Ice Cream During Past Year

(Continued from page 38)

line in Chart IV measures the quality of flavor using the score card suggested by Fisher and Judkins. The horizontal line represents the per cent of butterfat or total solids contained in the different batches. A study of the chart reveals the fact that up to 12 per cent butterfat there is a great improvement in flavor. From 12 to 16 per cent the improvement in flavor continues but much slower, while above 16 per cent there is a tendency to get too rich a taste for a good many people. Solids-not-fat on the other hand have no effect on flavor except that beyond 12 per cent there is marked tendency to develop undesirable condensed, lactose and cooked flavors. Chart V shows the influence of butterfat and

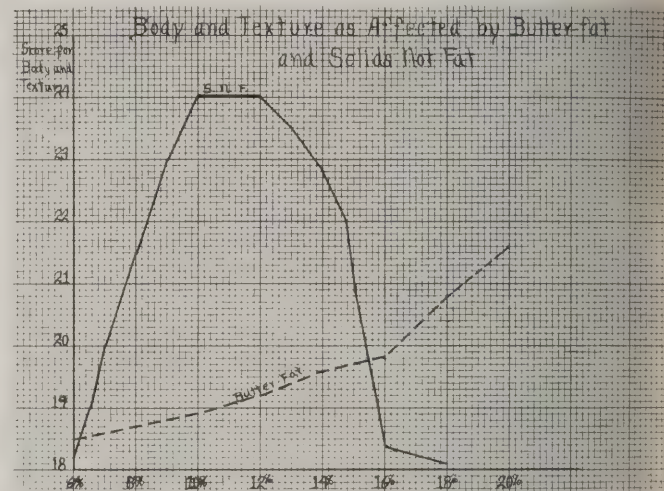


Chart No. 4

solids-not-fat on the body and texture of the finished ice cream. With every per cent increase in solids-not-fat from 6 to 10 per cent, there was a corresponding improvement in body and texture. From 10 to 12 per cent there was no improvement and over 12 per cent injured the body and texture by producing a soggy body with great tendency to become sandy. An increase of butterfat on the other hand failed to show any material improvement in body and texture until at least 16 per cent was used.

THE conclusions that may be drawn from these series of trials are: That up to about 12 per cent butterfat greatly improves the flavor. It gives the ice cream that delicate pleasing flavor and aroma which it is impossible to get unless the butterfat is present. Whether or not it would pay commercially to have an ice cream with over 12 per cent is a question, depending upon market and cost of butterfat, but certainly up to 12 per cent butterfat is a good investment and business builder.

With reference to serum solids the results show conclusively that a certain amount of additional serum solids are needed to produce the desirable body and texture. There is, however, no advantage to increase the serum solids over 10 per cent for beyond this point there is a great danger of injuring flavor by producing cooked or caramelized flavors.

As to the most desirable proportion or relation of fat to serum solids the results of these trials indicate that the best blend is obtained with 12 per cent fat, 1 per cent serum solids, 14 per cent sugar and 0.3 to 0.5 per cent gelatine. With these proportions the delicate flavor and aroma derived from the butterfat was charac-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Honeymoon Special

The Sensational New Fruit Ice Cream

HONEYMOON Ice Cream—the fastest selling fruit ice cream ever introduced! Such is the actual experience of nearly one thousand ice cream manufacturers.

A captivating fruit ice cream, bright red fruit particles showing, a color that wins quick admiration, and a name that spreads like wild-fire. What more could be desired for a rapid-selling Special!

Nothing experimental about Honeymoon Ice Cream,—it is already as standard as vanilla with hundreds of your fellow manufacturers. So popular in many cities that it has been placed on the regular list of flavors.

Wire us collect for an introductory quantity of one dozen No. 10 cans of Honeymoon Special at \$25.25 per dozen. After your customers have tasted it, you'll soon be wiring for *RUSH* barrel shipments. Mirror strips are furnished.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of the new Egg-Nog flavor, Hazel Nut Sundae, Butter Scotch, Fig Walnut, Toasted Nut Paste, Maple Concrete and all standard flavors.



HONEYMOON ICE CREAM HONEYMOON ICE CREAM HONEYMOON ICE CREAM

Mail Coupon to THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.

☐ Ship at once, one dozen No. 10 cans of Honeymoon Special @ \$25.25 per dozen.

Company

City State

Buyer

HONEYMOON ICE CREAM HONEYMOON ICE CREAM HONEYMOON ICE CREAM

SOUTHERN CONVENTION—NEW ORLEANS—NOVEMBER 14-15, 1924.

teristic while at the same time the body and texture was firm, smooth and velvety as a result of the added solids.

AT VARIOUS times last year the ice cream journals have published data as to observations on relation of acidity to ice cream quality. To further study this point a series of trials were made in which all mixes were of uniform composition and made up of the same basic materials. The composition of mixes used were

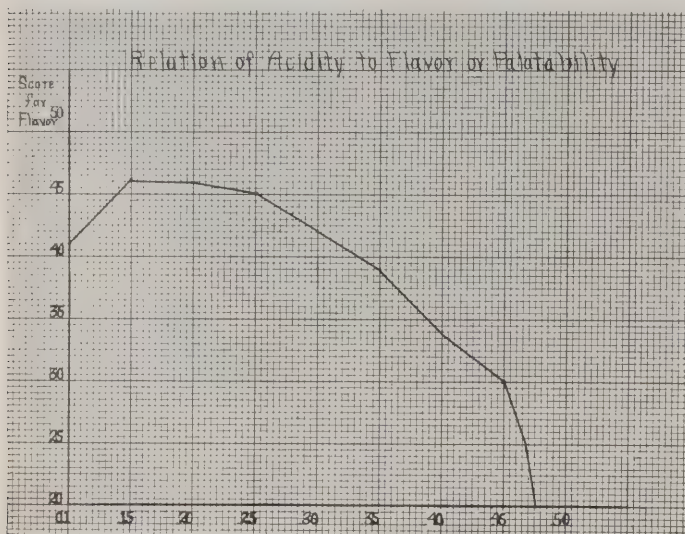


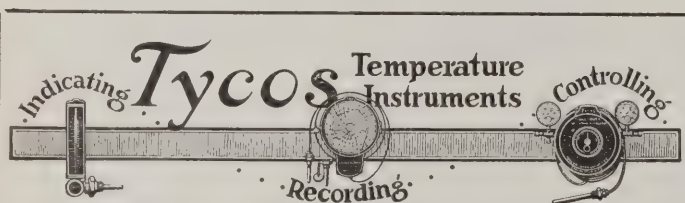
Chart No. 5

12 per cent butterfat, 10 per cent serum solids, 14 per cent cane sugar and 0.3 per cent gelatine. Fresh milk and cream of highest quality only was used, while skim milk powder was used to supply additional serum solids as it was easier to maintain uniform conditions.

The acidity of these series of trial mixes, all of which were of the same composition and basic materials, was then varied to range from 0.1 to 0.50 per cent of one per cent. In order to produce some of the lower acidities around 0.1 to .16 per cent it was found necessary to reduce the acidity. This was done by adding a 20 per cent solution of sodium bicarbonate. The solution was thoroughly boiled and added in proper amounts to the cold milk products, before sugar and gelatine was added. The mix was then brought to pasteurizing temperature and the sugar and gelatine added at this point. Sugar and gelatine should not be added to the cold mix to which the soda solution is added as it tends to produce a heavy viscogen like body.

To obtain the higher acidities the mix was allowed to ripen at 65 degrees F. until the desired acidity was reached when they were at once cooled to 45 degrees F. In some of the higher acidities of 0.4 per cent and over, pure culture of lactic acid starter was added. The batches were frozen into vanilla ice cream and then scored for flavor or palatability. The series of trials was repeated ten times, making a total of 90 batches on which observations were made. The average results were plotted and are represented on Chart 5. The vertical line again measures the flavor or palatability while the horizontal line shows the per cent of acidity in the different batches. Beginning with the exceedingly low acidity of 0.1 per cent the flavor improved until an acidity of about .15 per cent was reached. The highest scores were received by samples having an acidity ranging from 0.15 per cent to 0.20 per cent. From 0.20 per cent to 0.25 per cent there was a slight deterioration in flavor but all mixes with an acidity of over 0.25 per cent rapidly fell in score.

The results are strikingly in favor of low acidity from a flavor standpoint. In the mixes with an acidity of much over 0.20 per cent there was lacking the delicate blend of flavor and aroma characteristic of the high quality product. Some ice cream manufacturers seem to have gained the impression that because it is possible



Tycos Straight Stem Thermometer for Ice Cream Freezers.

RUGGED case affords protection for tube and scale: insulated to prevent frosting over scale, readings are easily made at a distance, or in poor light. Strong wrench head to with stand strain. Seven inch scale: range, runs 20 degrees below to plus 120 degrees. Stem, including threading, 1 3/4". Fits 1/2" or 3/4" pipe.

Ask for catalog describing all *Tycos* Instruments for Ice Cream Trade. Specify your needs.

Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

Canadian Plant, *Tycos* Building, 116 Church St., Toronto
There's a *Tycos* and Taylor Thermometer for Every Purpose

857

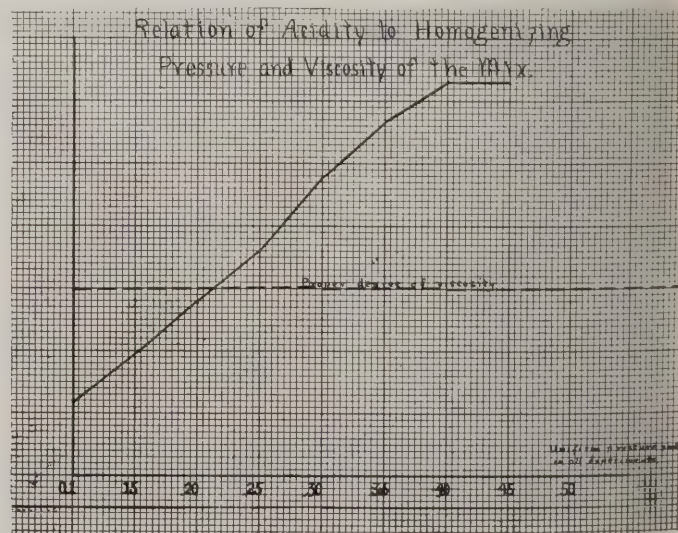


Chart No. 6

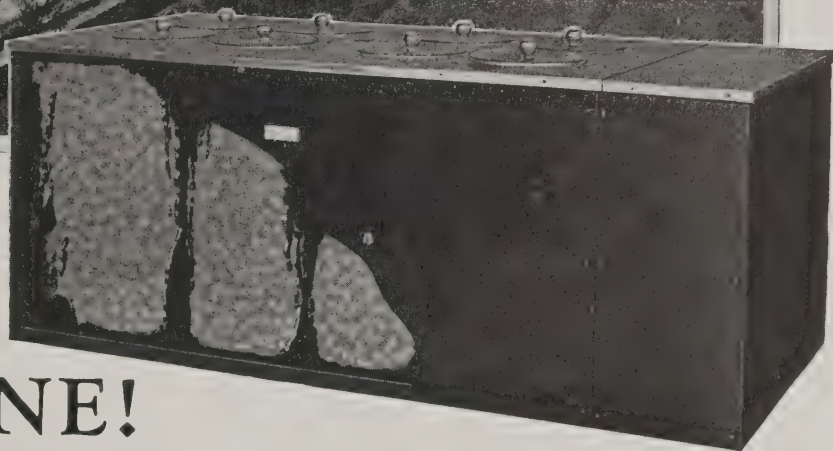
to reduce the acidity, little attention needs to be paid to the original acidity. This is absolutely wrong and such policy is bound to give disastrous results. It is impossible in a high acid mix to bring back the delicate flavor and aroma of fresh cream and as a matter of fact the acidity of a mix cannot successfully be reduced much over 0.1 of one per cent.

In view of the above results it certainly is a good and profitable business to keep the natural acidity of milk

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



This illustration shows the hot hydrolene being poured over the cork-board siding to effect a perfect insulating seal. Below is a phantom illustration of a finished product.



Sealed With

HYDROLENE!

Made the Same Way As Your Hardening Room

In building the Frigidaire Ice Cream Cabinet every possible step is taken to insure satisfactory operation and life-long service.

After the 4-inch wall of corkboard insulation is placed in position, the structure is *permanently sealed* with melted hydrolene, or refined asphaltum. This fills every joint and crevice, making a cabinet of one solid piece, properly and adequately insulated

against heat. This sealing process is the same as is used in insulating hardening rooms. It prevents the formation of moisture within the insulation, seals permanently against heat and adds greatly to the life of of the cabinet.

When you are ready to install electrically refrigerated cabinets, consider this essential and exclusive Frigidaire feature.

Frigidaire

ELECTRIC ICE CREAM CABINETS

Made and Guaranteed by DELCO-LIGHT COMPANY, DAYTON, OHIO, Subsidiary of General Motors Corporation

Frigidaire Ice Cream Cabinets Give Dependable Service

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

products as low as possible. This means careful selection of the raw products such as milk, cream and condensed milk. It further means proper care in processing, cooling and holding the mix so as to prevent the development of acidity. Holding a mix over 24 hours is to be discouraged and all mixes should be held at 45 degrees F. or below.

IT HAS been a matter of common observation and experience that mixes although of the same composition and run through the homogenizer at the same pressure will vary materially in body or viscosity. It was

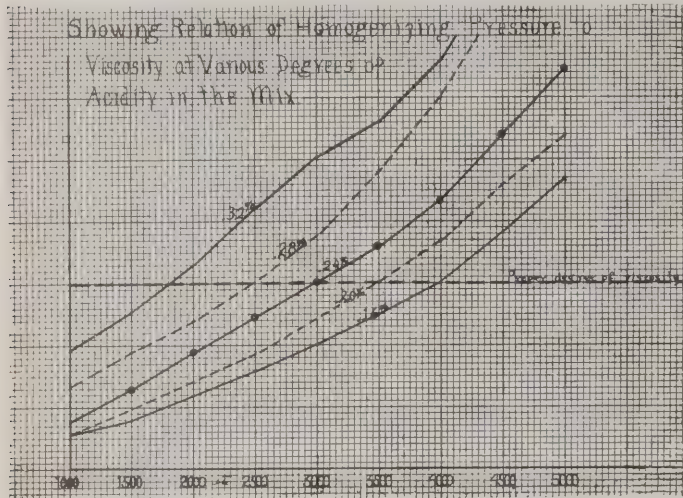


Chart No. 7

believed that acidity was largely responsible for this varying viscosity and a series of trials were run in order to study this point.

In this case all batches were of the same composition, namely, 12 per cent fat, 10 per cent serum solids, 14 per cent cane sugar and 0.3 per cent gelatine. The whole mix was homogenized in each case at 3,000 lbs. pressure and at a temperature of 120 degrees F. The only varying factor was the acidity which ranged from 0.1 to 0.5 of one per cent. The viscosity was determined immediately after homogenizing as the mix came from the cooler. Chart 6 shows the results of these series of the trials. The vertical line in this case represents the relative viscosities, while the horizontal line represents the acidity of the different mixes. The broken line represents what in the judges' opinion constitutes the most desirable viscosity of an ice cream mix. A study of the chart shows that the two lines cross each other at about 0.21 per cent acidity, indicating that for a mix of 0.21 per cent acidity and of the composition as used in these

trials, 3,000 lbs. results in about the proper viscosity. It further shows that the viscosity of the mix increases as the acidity increases, all other factors remaining the same.

Another series of trials were then started to study the relation between acidity and homogenizing pressure and the pressure to use with varying acidities. A series of batches used were of the same composition as outlined above, but the batches were varied in acidity from 0.16 up to .32 per cent. Each batch was then run through the homogenizer at various pressures ranging from 1,000 pounds to 5,000 pounds. The results are graphically reported on Chart 7. The horizontal dotted line again marks the proper degree of viscosity to be desired in the ice cream mix, the vertical line measuring the viscosity and the horizontal direction shows the pressure at which the different batches were run through the homogenizer.

In studying the chart it is striking that in each case the higher the acidity the lower was the pressure needed to give the proper viscosity. Thus with an acidity of 0.16 per cent a homogenizing pressure of 4,000 pounds gave excellent results, but 4,000 pounds pressure for the same mix with an acidity of .24 per cent resulted in too heavy a body, while the same mix with an acidity of 0.32 per cent failed to run over the cooler because of the heavy cheesy body. These results seem to explain at least one important factor as to why the body of the mix may vary materially from day to day and why sometimes too heavy a viscosity is obtained. In general the mixes with an acidity ranging from .16 to 0.20 per cent gave best results with a corresponding higher homogenizing pressure as the acidity decreased. This, however, does not necessarily mean that it is always advisable to use 4,000 pounds pressure with an 0.16 per cent acidity mix.

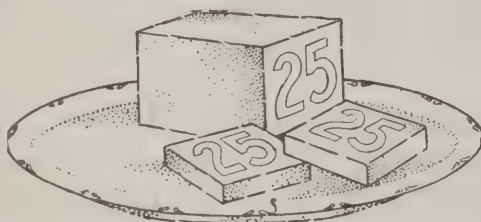
Other factors, such as cost of power, rapid rate of deterioration of machine with high pressure, composition of the mix, nature of the solids as to source of butterfat and serum solids, all must be considered in deciding what pressure is most desirable. These factors, especially those as to source and quality of fat and serum solids needs further investigation. The results, however, do indicate a direct relation between acidity, viscosity and homogenizing pressure and I believe justify the conclusion that best results are obtained with low acidity mix ranging from 0.16 to 0.20 per cent. The studies further suggest from the standpoint of uniformity of product and homogenizing pressure it would be desirable to have a uniform standard acidity for each day's mix. The question as to the advisability of standardizing acidity is worthy of consideration and one that might well be studied in further trials.

Above all, ice cream manufacturers should realize

CASSELL CENTER MOLD SPECIALS

For Wedding and Birthday Anniversaries, in Fact Any Other Kind of Anniversary

You may have any Number from "1 to 99" or any Two Letter Combinations in a 1 qt. Brick



Price for Single Letter or Numeral

\$1.70 each

ORDER NOW through your jobber or write

W. W. CASSELL

VINCENNES, INDIANA



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

The H. H. Miller
Industries Co.

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.



A CONE WITHOUT A NESTING RING IS OLD-FASHIONED

NOTE HOW
NESTING RING
RESTS ON TOP
OF LOWER
CONE.
WALLS OF CONES
CANNOT TOUCH



NESTING RING
PREVENTS
WEDGING,
SPLITTING
AND
BREAKING

Up-to-date Jobbers
recommend RING Cones

Up-to-date Dealers
demand RING Cones

Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring.

THIS VALUABLE FEATURE IS
PATENTED BY MCLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE
UP-TO-DATE



HANDLE
"MCLAREN'S"

The McLaren Products Co.

PEORIA
ILL.

DAYTON
OHIO

KANSAS CITY
MO.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

the importance of the use of fresh, clean, low acid milk products in their basic mix. Fresh, clean and low acid milk products are the foundation and corner stones of good quality ice cream without which it is impossible to build quality product and permanent success in business.

Conclusions and Summary.

1. Per capita consumption since 1909 has increased from 1.1 gallon to 2.4 gallons, an increase of 120 per cent.
2. Investment per gallon of ice cream has increased from 46 cents per gallon to \$1.12 per gallon.
3. Ice cream is not only a delicacy and refreshment, but an excellent and economical food that deserves a bigger place in the diet of the home.

Relation of Composition to Quality.

1. Butterfat up to 12 per cent decidedly improves the flavor of ice cream. From 12 to 16 per cent the improvement is slight and above 16 per cent many consider it too rich.
2. Butterfat has practically no effect on body and texture unless as much as 16 per cent is present, which is not advisable from a practical commercial standpoint.
3. Solids-not-fat have practically no effect on flavor. Over 12 per cent S. N. F. tends to produce a condensed, cooked and lactose flavor.
4. Solids-not-fat up to 10 per cent materially improve the body and texture and standing up quality. Over 12 per cent S. N. F. tends to produce a heavy, soggy and sandy body and texture.
5. Results of these trials indicate that both from a quality and a business standpoint a composition of 12 per cent fat, 10 per cent serum solids, 14 per cent sugar and 0.3 per cent to 0.5 per cent gelatine produces a well balanced and proportioned ice cream.

Relation of Acidity to Flavor or Palatability.

1. Ice cream with an acidity between .15 to .20 per cent received highest score, while samples with an acidity of over .25 per cent proved much inferior from a standpoint of flavor.

Relation of Acidity to Viscosity and Homogenizing Pressure.

1. The viscosity of the mix at homogenizing increases.
2. The homogenizing pressure necessary to obtain the desired viscosity increases as acidity decreases.
3. Low acidity ranging from .16 to .22 per cent with relatively high homogenizing pressure gave best results.
4. The question of standardizing acidity in order to get a more uniform product is worthy of serious thought and study.
5. It is impossible to reduce high acid milk products and manufacture a first class quality ice cream.
6. To produce a good quality product it is absolutely necessary to start with fresh, clean, low acid milk products.

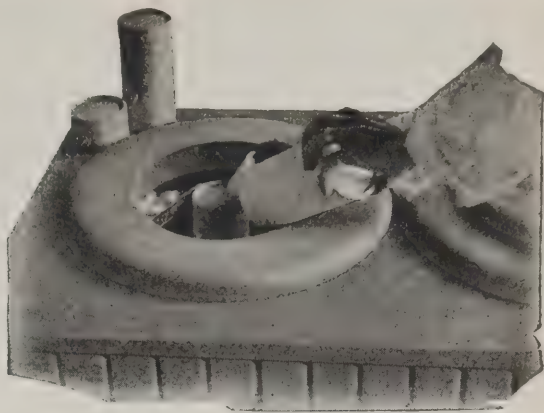


OUR "ICE CREAM BABY" GOES ABROAD.

"The Milk Messenger" is the title of the house organ of Storer, Rodgers & Hughes, Ltd., London, England. Issue No. 2 of Vol. 1 has been received in the editorial department of The Ice Cream Review. This company, which operates one of the largest dairy plants in Europe, has devoted much study to American methods in ice cream production. For its front cover the company used the famous "ice cream baby" illustration that was used on the front cover of The Ice Cream Review several months ago and later on ice cream pamphlets issued by The Olsen Publishing Co.



The O. & B. Triangular Packer is made of heavy galvanized iron, 22" high and 11" diameter. Fits into all standard shipping tubs, and cabinets.



Your Packing Problems Solved

OF course you realize that your *real problem* is getting bulk ice cream into the hands of the *home trade full volume* and still *perfectly hard*.

Filled fibre containers, all sizes and flavors, packed at the factory in practical O. & B. Triangular Packers, will solve your packing and home-selling problems *once for all*.

The fountain clerk will find selection of sizes and flavors easy. In fact, the fibre container makes it easy for the home buyer to purchase bulk ice cream, which, by the way, he *much prefers* to brick ice cream.

Cream factory-packed in this way stays hard even after reaching user's home; and since there's *no loss in volume*, dealers will co-operate.

In short, O. & B. Triangular containers and factory-filled fibre packages will solve *once for all* your packing problems.

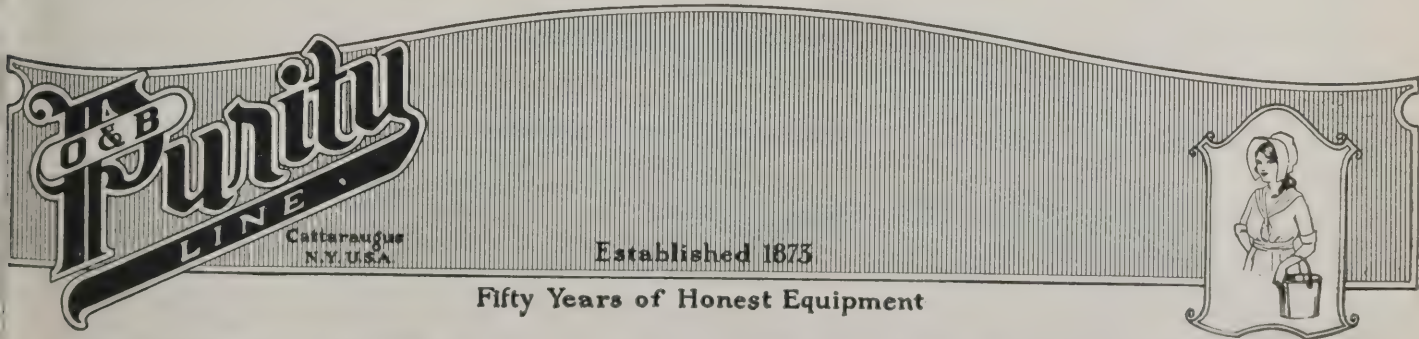
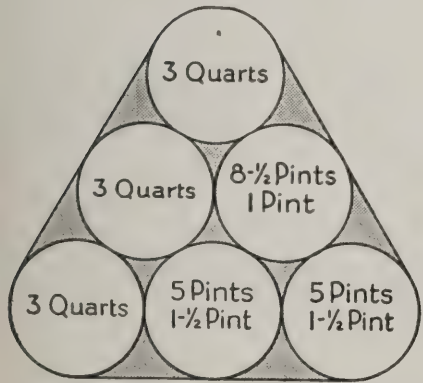
Write *today* for details and prices.

Made Only By

Oakes & Burger Co., Inc.

Dept. D., CATTARAUGUS, N. Y., U. S. A.

The diagram below shows the arrangement of filled Sea'right containers in the O. & B. Packer. Retailers with but one-hole cabinets usually take this combination. There is no waste space in the Triangular Packer, which holds 18 quarts or 34 pints; also combination of quarts, pints, and half pints.



BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.

Package Ice Cream and Its Advantages to the Manufacturer, Retailer and Consumer

This is the Prize-Winning Essay in a Contest Recently Conducted
by the Gearhart Sales Cabinet Co., Clearfield, Pa.

OVER a noon-day pot of tea two business men were discussing. The topic, originally the efficiency of present day manufacturing, had resolved itself into a discussion of ice cream. The first of these men, Mr. Gray, was enthusiastically interested in this popular refreshment. The other, Mr. Smith, frankly admitted he did not like it.

"Mr. Smith, what causes you to dislike ice cream?" said the first.

Mr. Smith replied, "I must confess it is entirely my imagination. Whenever I eat ice cream a doubt enters my mind which I cannot suppress and which renders it unenjoyable. I begin to wonder how many times it has been handled before it gets to me. I cannot help wondering if it is clean."

"Ah, my friend," earnestly began Mr. Gray, "you have not come abreast of the times. Last year you may rightfully have said that, but package ice cream has opened a new era. Ice cream which is packed in cartons insures cleanliness. There is no danger of salt or moisture or dirt getting into it. This style of ice cream is deliciously light and creamy, unlike the other, packed hard by a dipper. My wife insists that I buy in cartons because it saves so much time in serving. Mr. Smith, I

* This essay was written by R. Wienandt, Prop., Mikado Tea Room, 1 Kings Highway West, Haddonfield, N. J., and considered by the judges to be the best received in the contest, which closed April 10, 1924.

feel quite satisfied that once you have tried this new sort of ice cream you may set your mind at ease and thoroughly enjoy it."

FURTHER down the street, contemporaneously with this incident, an ice cream dealer was musing upon the same subject. Seated behind his counter during an idle hour he was saying to himself.

"When I first bought ice cream in cartons I had one end in view. I wanted to please my customers, and I did. My circle of friends has been unbelievably widened. In addition to this I have saved myself time, labor and money. I do not have the work putting it in boxes, it is ready to be sold. In package ice cream there is no shrinkage. I do not lose money by the diminishing of twelve quarts into a possible nine or ten as I did when it came in bulk. I can now calculate accurately my daily or weekly profits. My customers are more than satisfied. I am saving myself time, labor and money. No, I shall never go back to the old way."

TO meet the popular demands of the public I began to make brick ice cream." Thus began a manufacturer to a friend, in his office in a nearby city. "I have gained my prime objective, to give the people what they want. I have satisfied the public. I have made friends for myself and the retailers, and in addition I am profiting financially. Brick ice cream costs no more, yet it is so enjoyable that our record of consumers has grown enormously. Since everybody is satisfied package ice cream will soon be used exclusively."



DISTRICT ASSOCIATION ORGANIZED.

At a recent gathering of ice cream manufacturers of Columbus, Franklin, Seymour, Shelbyville, Greensburg, Madison, North Vernon and Bloomington, Indiana, the Ice Cream Manufacturers' Association of the Fourth District was organized. Albert E. Schumaker of Columbus was elected president and Dayton Fertig of Franklin, vice-president. R. L. Hammond, secretary of the Indiana Manufacturers of Dairy Products gave an interesting talk, which was followed by Charles Reeves of the Ballard Ice Cream Co., Indianapolis.

The Association, which will be a unit of the Indiana Manufacturers of Dairy Products, will meet quarterly at different cities in the district.



HOOD PLANT RESUMES OPERATIONS.

All the top floor and roof of the H. P. Hood & Sons, Inc., ice cream plant at Cambridge, Mass., was destroyed by fire on the night of April 4, as reported in the May issue of The Ice Cream Review. Officials of the H. P. Hood & Sons advise The Ice Cream Review that their plant is again in operation, and production is virtually back to normal.

"We were able to take care of our trade from our other ice cream plants," said G. H. Hood, Jr., secretary of the company, "and thereby did not inconvenience any customers."

Damage to the plant was estimated at \$55,000. Considerable damage was done to the machinery.

PEAK LOADS

When every resource of your plant is strained to deliver a maximum volume of ice cream then is when you will appreciate the

*Superior-Reliability
and Dependability*

of

Sterling

REFRIGERATING EQUIPMENT

Just why Sterling Refrigerating Equipment is so Reliable and Dependable is explained in our bulletins.

Send for them.

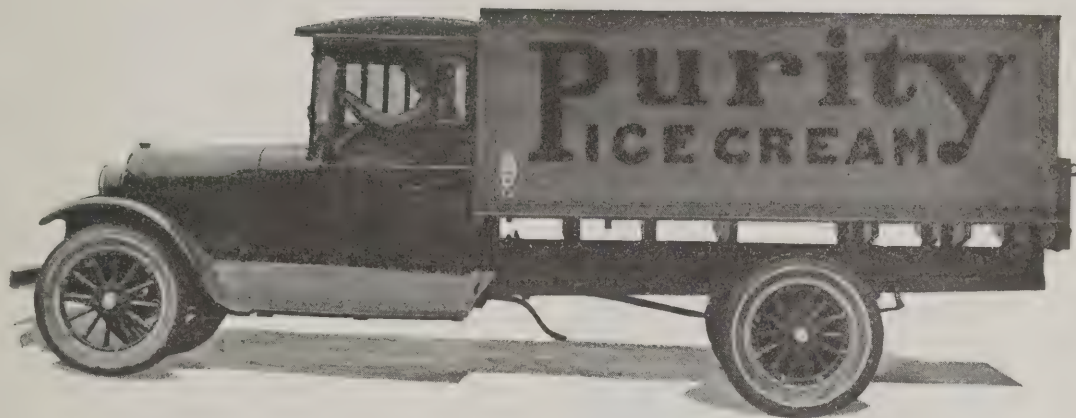
UNITED IRON WORKS, Inc.

KANSAS CITY, MO.

Branches in All Principal Cities

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Repeat Orders Tell the Story



Another repeater recently added to Kirk Maher Fleet

ZERO { Light Weight
Lowest Temperature
Maxium Pay Load
Balanced Load
Protected Chassis } **ECONOMY**

When purchasing refrigerator bodies make
the investment safe.

John J. Grothe Company, Inc.

ZERO BUILDING



WOBURN, MASS.

CLEVELAND

NEW ORLEANS

SACRAMENTO

ST. LOUIS

GUELPH, ONT.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.



Cream City

"THE CANS WITH THE STRONG STRAIGHT BREASTS"
SANITARY-DURABLE-CORRECT CAPACITY



GEUDER, PAESCHKE & FREY CO.
MANUFACTURERS · MILWAUKEE, WIS.

ENGLISH LAWMAKERS LAUGH AT OUR ICE CREAM.

The average Englishman thinks the American's ice cream is just as funny as the average American thinks that the Englishman's tea is funny. Most Englishmen always get a smile or a laugh out of the mention of ice cream.

The following is taken from a dispatch to a New York newspaper from London:

"The house of Commons has seldom echoed more laughs in a few minutes than it did the other day when a member asked for permission to introduce a bill permitting the sale of ice cream after 9:30 at night. Since the war nocturnal purchasing of ice cream has been illegal, unless it was accompanied by a meal.

"The laughter broke out first when Harry Becker, the member for Richmond, introduced his plea. He waxed louder when he said the object was to encourage the development of ice cream and soda fountains in this country. At present, he said, ice cream could be sold after 9:30 only if it was part of a meal, and this was a vexatious infringement on the liberties of the people. More laughter and a few cheers.

"If ice cream could not be sold after 9:30, the speaker argued, it began to melt and bacteria developed. Up roarious laughter. What would the colonial and foreign visitors to the Empire Exhibition think if they could not order an ice cream after 9:30, or entertain their friends at home with mineral waters? Loud guffaws.

"Hearty old Tories shook with amusement, back bench Laborites grinned, and the faces of some of the lady members broke out with smiles as Mr. Becker sat down. Then some one added to the general mirth by suggesting a division to let the whole House decide whether the ice cream bill might be presented. It seemed too funny for words, so no one seconded the motion.

"It will be interesting to observe just what the colonial and foreign visitors this summer will think about the way England puts up legal hedges around ice cream and chocolate candies and cigarettes and other pleasurable commodities, soon after sunset each evening. It is illegal to buy any of them after 9:30 unless a meal is ordered. Similar restrictions are imposed on beer and stronger beverages after the bars close at 10 or 11.

"Punch made recently a significant comment on the rising tide of laws.

"Mr. Robert Hughes," it observed, "has described American laws as the laughing stock of Europe. The trouble is that just when we are getting ready to laugh at United States legislation, we think about some examples of our own."

The English lawmakers are severely taken to task in The Ice Cream and Soda Fountain Journal, a supplement to The Confectioners' Union. The supplement is the official organ of the Ice Cream Federation of Great Britain and Ireland. Under the head line "Scrap the Lot!" here is what it had to say about England's unthoughtful parliament:

"The whole of our legislation concerning the sale of food and drink is farcical, silly, and fussy to the last degree. Only a patient people would stand it.

"Thus London's most widely-read evening paper on the ice cream curfew debate in Parliament. We've heartily agree, except that we should prefer 'foolish' to 'patient' in the last sentence. It is not surprising to read that the House of Commons recently 'rocked with laughter' when Mr. Becker, introducing his Bill to legalise the sale of ice cream and mineral waters after 9:30 p. m., outlined the absurdities of the present law.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Now Your Dealers Can "Display" Your Ice Cream

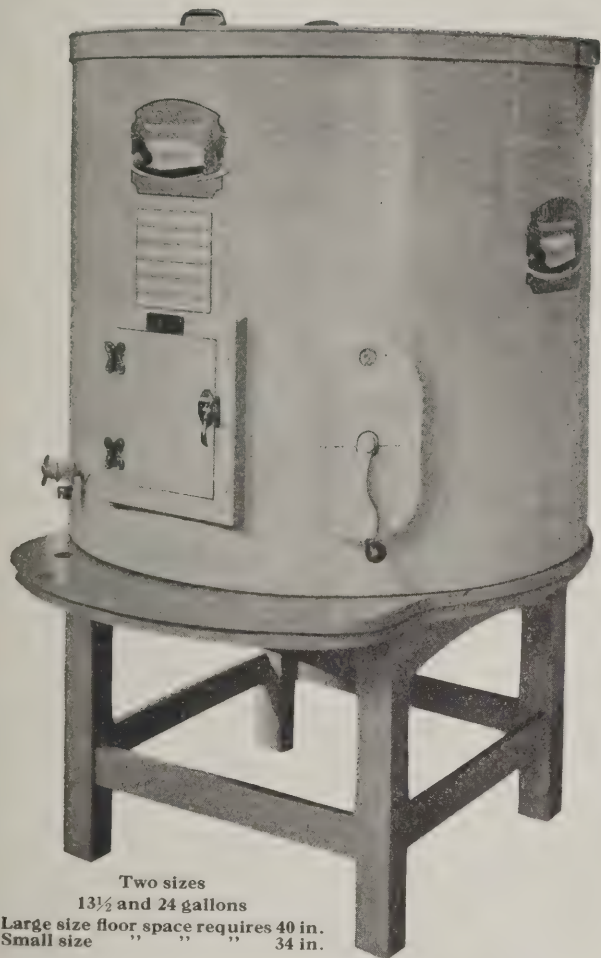
Successful merchandizers realize the value of "displaying" their products—bringing them right out where the public can not help but see them.

The Gearhart Selective Sales Cabinet

brings your ice cream out from back of the counter and presents an inviting appeal to the store customers. Its power of suggestion really sells ice cream and the selective feature spells actual service in delivering the particular variety and size of package selected. Quarts, pints, and half pints in six varieties all delivered with equal ease and speed by a turn of the handle.

*Let us show you some real sales results
from these silent salesmen*

**GEARHART SALES
CABINET CO., INC.
CLEARFIELD PENNA.**

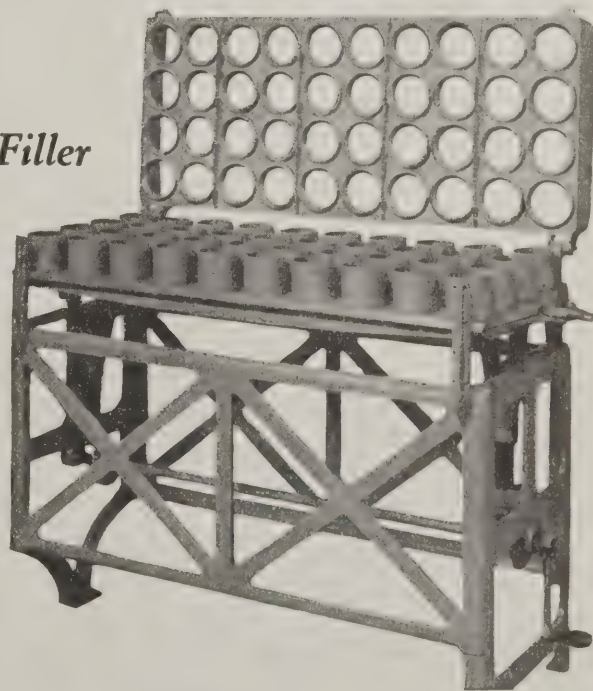


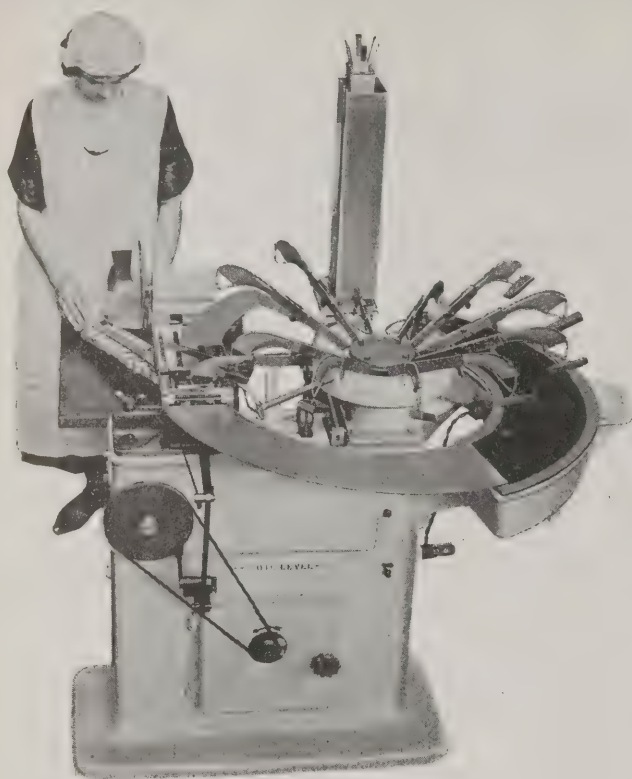
Two sizes
13½ and 24 gallons
Large size floor space requires 40 in.
Small size " " " 34 in.

The Gearhart Ice Cream Package Filler

fills 40 packages at one time, either Quarts, Pints or half-pints. Absolutely full measure. No waste. Each carton is spotted and then clamped fast; the top is then brought over and the openings being beveled slip securely over the cartons. The exact amount of ice cream is then poured in and leveled. The top is thrown back and the cartons topped and closed. Compact, only occupies 20 x 40 inches.

Send for illustrated folder showing operating details.





No Half-Way Work on this Machine

When an Eskimo Pie
leaves an

ANDERSON Eskimo Pie Machine it's "COMPLETE"

the only further handling
that is necessary is pack-
ing in a delivery box.

It Cuts--Dips--Wraps

and at the rate of 100
dozen an hour.

If it is economy in cost
you need to make a 5c Pie
a success—You'll find it in
the Anderson Pie Machine.

SEND FOR CATALOG

Anderson Bros. Mfg. Co.

1923 Kishwaukee St.

Rockford, Ill.

glomerate and confusing regulations. His remarks are reported in our Parliamentary news, and have received widespread attention throughout the country. What the fate of his Bill may be we can only conjecture. It is sure to be met with fanatical opposition by the friends of 'Early Closing,' whose intense earnestness in the worship of their fetish, hung around as it is with absurdities causes vast amusement to those people whom it does not annoy. But whether the Bill be passed or not, it will have done something to focus public and Parliamentary attention on the need for drastic reform of the present regulations. The simplest plan, we suggest, would be to 'scrap the lot' and—if we **must** have legislation of this grandmotherly and interfering type—to make a new start by endeavouring to impart at least a little common sense into the business."



BIRMINGHAM PLANT IS GROWING.

Down in the land of cotton and sunshine, in Birmingham "the Magic City of the South," is located the Glen Iris Dairies, one of the foremost and most up-to-date plants to be found in the dairy industry.

Will Franke and E. C. Robinson, popular and well-known business men of Birmingham, are head of the company. Otto Straub is plant superintendent, and John Claitor is in personal charge of the ice cream department. George Williams makes the butter, H. A. Farmer superintends the distribution of products to consumers and W. A. Bumgartner has supervision of the six retail stores operated by the company. Mr. Farmer has twenty-one retail routes under his direction, covering the city with early morning deliveries of milk, cream and butter. The stores retail ice cream, milk, butter and other products. Deliveries of ice cream are made to the homes also.

The business of Glen Iris Dairies, so we are told, is built around the one word—quality. That the quality is appreciated is evidenced by the rapid and substantial growth of the entire business. The cold storage facilities have recently been enlarged to take care of the steady increase. More floor space is needed, is being planned and will soon be under construction.

The output of forty dairies is required to supply the milk and cream handled. Only the highest grade of milk is produced. The milk is brought to the plant, pasteurized in glass-lined equipment and bottled by machinery for distribution to the public. The quality of ice cream and butter is second to none in Birmingham or any other city, according to officials.



WAYCROSS, GA., WANTS ICE CREAM PLANT.

It was intimated at the weekly meeting of the County Dairy Association that an ice cream plant will soon be erected at Waycross, Ga., backed by local capital. One of the speakers at the meeting, a representative of an out of town ice cream plant, discussed with the dairymen the advisability of establishing an ice cream factory here and also the organization of a central milk depot. All of the dairymen expressed their willingness to sell to a central milk depot and the matter is now under advisement.



No Such Thing.

"Has that mule of yours got a pedigree, Sam?"

"No, sah! No, indeedy! Dere ain't nuffin de matter wif dis mule. He am puffedly sound, sah."—Boston Transcript.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

for a Quarter of a Century

We have *SPECIALIZED* on

We guarantee
to
improve your
Flavor
with a saving
in cost

Vanilla Extracts and Vanilla Compounds

Proprietors of "VANOLEUM."
The *ORIGINAL* Concentrated
Vanilla Flavor.



CORRIZO EXTRACT COMPANY

211-215 West 20th Street

NEW YORK, N. Y.

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

- 1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.
- 2.—Cerelose produces a smoother cream.
- 3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.
- 4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.
- 5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

CORN
PRODUCTS
REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us **FREE** ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name

Address

ARTHUR A. CHAPIN PASSES AWAY.

Arthur A. Chapin, 59 years old, former president of the National Association of Ice Cream Manufacturers, and one of the founder of the North Carolina Ice Cream Manufacturers' Association, died in Washington, D. C.,



ARTHUR A. CHAPIN.

on April 22. He was widely known in the ice cream industry in the South-Atlantic states. The firm of which he was the head, the Chapin-Sacks Corporation, has plants throughout the South.

Mr. Chapin was the active head and guiding spirit of his company for many years, the company being organized in Washington, D. C., in the early nineties, and through the careful manipulation and management of Mr. Chapin and his associates, became one of the principal factors in the ice cream industry in the South, having 26 plants scat-

tered through the Virginias, the Carolinas and the adjoining states. Mr. Chapin had surrounded himself with an organization of high-class executives.

His funeral was held in Washington on Wednesday,

April 23, 1924, and was simple in character. Many of the leading members of the industry assembled from many parts of the country.

Death came to Mr. Chapin when, in the opinion of his physician, he was improving from an attack of poisoning which he suffered about two weeks ago at Savannah, Ga., where he was on a business trip. So gradually, but steadily, had Mr. Chapin improved that it was thought he might recover. His heart, however, which had become involved in the complications of the illness, suddenly gave out and he collapsed. His wife, Mrs. Frances Chapin, was with him at the end.

Mr. Chapin was one of the leaders in the ice cream industry. The company of which he was president was founded by him and others in 1902 as the Chapin-Sacks Manufacturing Company and was later merged into the Chapin-Sacks Corporation.

Mr. Chapin was born in Herndon, Va., and moved to Washington when a young man to engage in business. He was a life member of the City Club and belonged to the Congressional Country Club, New Jerusalem Lodge, No. 9, of Masons; Orient Commandery, Almas Temple, the Board of Trade and Washington Chamber of Commerce.

Surviving are the widow, Mrs. Frances Chapin; a son, Raymond E. Chapin; one daughter, Frances Chapin; one brother, Charles J. Chapin, and one sister, Miss Minnie Chapin, all of Washington.

**"THE FELLER PASSIN' BY."**

By C. A. Gratzner, Turnbull Cone & Machine Co.
"Peerless Cake Cones."

When the old home fire is burnin'
And the lights are way down low,
An' the old dreams come acrowdin'
From the days of long ago,
There comes a sort o' longin'
In the heart of every guy,
To make the budren lighter
On the feller passin' by.

It ain't so much the money
An' it ain't so much the style,
But jes' the way o' doin'
Makes the other fellow smile—
And then we sort o' chuckle
An' get to wonderin' why,
We felt so gosh darn happy
Helpin' fellers passin' by.

It ain't so much religion
That keeps the old world turnin' round,
But jes' the liftin' up o' folks
Who fall upon the ground,
An' sometimes in the darkness
To hear a humble cry
An' give the hand o' friendship
To the feller passin' by.

So beside the old home fire
When the lights are way down low,
And the old dreams come a crowdin'
From the days o' long ago,
There comes a sort o' fancy
That some day you and I
May be the feller passin'
The feller passin' by.

**COWBELLS AND DUMBBELLS**

Dear Gym:

Please add the name of my sweetie to your list of dumbbells. She thinks cows are fed cocoa beans to make them give chocolate milk.

ADAM LYRE.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Be Sure of Smooth Ice Cream

Almost every day some large ice cream manufacturer writes us about the manner in which he has improved his cream by using

VELVET EGG YOLK

which is so much better than the ordinary lifeless dry yolk.



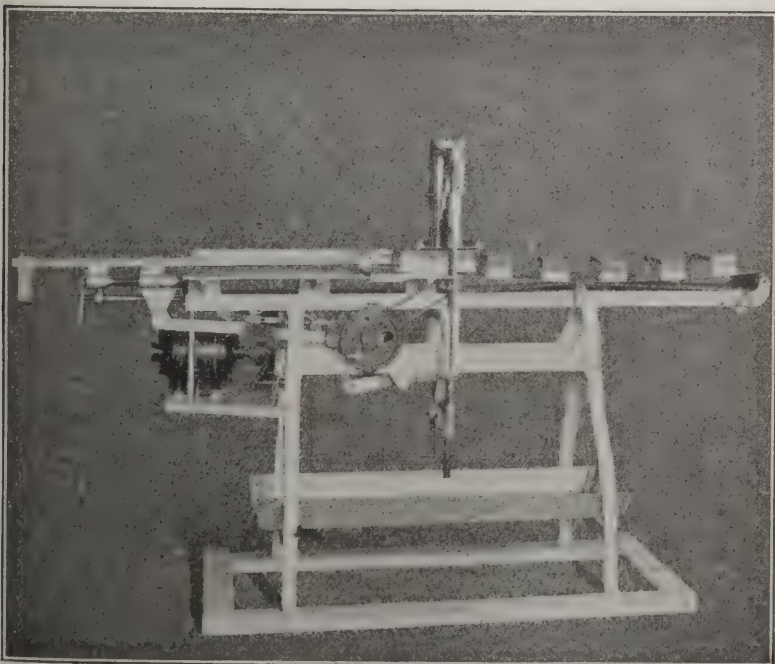
Have You Tried Velvet?

THE INTERNATIONAL CO.

"The Right Flavor for Every Ice Cream"

Lombard and
Commerce Sts.

Baltimore,
Maryland.



Cuts the Size You Want

*All the Time and
With Speed*

UNIVERSAL Ice Cream Cutting Machine

A hand or power operated cutting machine that is adjustable to any size piece. Cuts over 25000 Eskimo Pie pieces per hour.

All cuts are uniform in size. There is no variation between one brick and another. No waste or work to be done over again. No interruption of speed in your packing department.

For Accuracy—Reliability—Speed—Economy, Investigate

WM. E. KAY and SONS, Elyria, Ohio
MANUFACTURERS

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

The Ice Cream Industry of the Middle West

*Michigan Ohio Indiana West Virginia
and Kentucky*

IN COVERING the development of the ice cream industry in this country, an undertaking begun in the April issue of *The Ice Cream Review*, there are certain sections of the country that cannot be embraced in one discussion. The Middle West is one of these sections. For this reason we are taking up the eastern half of the Middle West in this issue. Two states that do not literally belong to the Middle Western group are incorporated in this discussion—Kentucky and West Virginia. The former is a Southern state by all traditions and political circumstances, but in the development of dairy manufacturing, Kentucky is following virtually the same practices in vogue in the Middle West. The same applies to a great extent to West Virginia, which has a similar type of industry and agriculture. Although climatically these two are Southern states, they belong in the Middle Western group for the purpose of this discussion.

Other states in the Middle Western group, including Illinois, Wisconsin, Minnesota, Missouri, Kansas, etc., will be covered in subsequent issues.

IT IS impossible to study the development of the ice cream industry in the Middle West without being reminded that the manufacture of ice cream has truly become a national industry. From the narrow confines of the Eastern Seaboard, where the industry was earliest in development, it has swept over into the Middle West, where plants fully comparable with the best in New England and the Middle Atlantic states have been erected and are being operated along the most advanced lines.

Just as organization was responsible for the early development and later progress of the ice cream industry in the East, just so it has contributed its share to the upbuilding of the industry in Ohio, Michigan, Indiana, West Virginia and Kentucky. Lists of the officers and members of the associations of these two states reads like a roster of the most progressive manufacturers of the Middle West. The men who have done the most toward establishing quality on a sound plane are those who are doing the most for future expansion through co-operative effort.

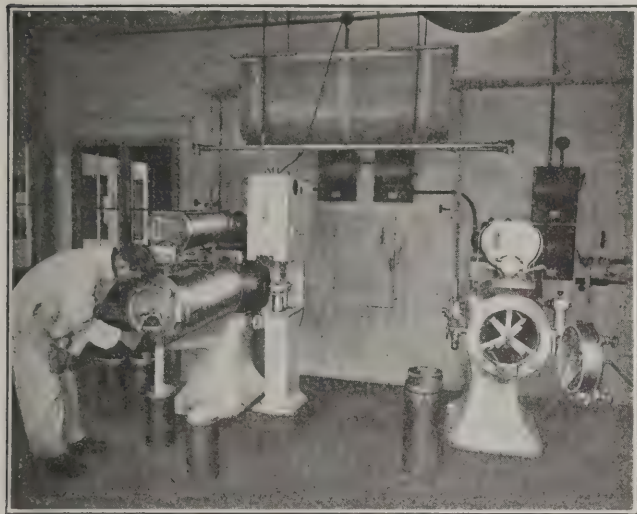
PEOPLE who have been watching the growth of the industry in these states all are more or less familiar with such men as R. F. Frary, L. S. Wilson, W. H. Bechtel, C. J. Yunker and C. J. W. Smith of Michigan; George W. Strong, J. T. Swager, C. J. Jamison and J. H. Randolph of West Virginia; John Schubach, W. A. Wentworth, W. E. Telling and Everitt Antrim of Ohio; C. W. Field; John A. Risch and R. L. Hammond of Indiana, and Harry Cuscaden, Neil Mortensen, John Kloecker, Will Heuser and Carlton Ball of Kentucky. These are only a few entitled to places on the honor roll of co-operation.

WE FEEL sure our readers will enjoy reading what has been done in these states for exploiting ice cream and developing the ice cream industry. The work has been laid carefully and with solid foundation in Michigan, Ohio, Indiana, West Virginia and Kentucky. These states, it is felt sure, have some very eventful years before them. Quality is their cornerstone, co-operation is their Golden Rule, and a bigger industry is their goal.

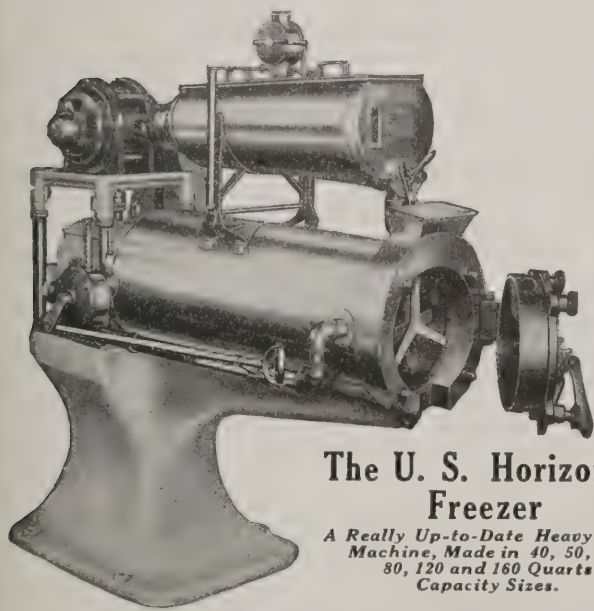
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

U. S. Heavy Duty Freezers

*Making Good Everywhere—Many Used in
Michigan, Indiana, Kentucky, Ohio and West Virginia*



Freezing Room of the
FREEMAN DAIRY CO., Flint, Michigan
Showing the 2 Acme 50 Qt. Capacity U. S. Heavy Duty Freezers
they are using in their plant in Jackson, Michigan. They are
using altogether 6 U. S. Freezers—2 in each of 3 plants.



**The U. S. Horizontal
Freezer**

*A Really Up-to-Date Heavy Duty
Machine, Made in 40, 50, 60,
80, 120 and 160 Quarts
Capacity Sizes.*

One of the Largest Ice Cream Manufacturers in
Michigan, The Freeman Dairy Co., Well Pleased.

They have several plants distributed among a
number of cities in Michigan. Their plants in Jack-
son, Saginaw and Bay City are equipped each with
2 U. S. Heavy Duty Freezers. They have written
us as follows:

"During the Spring of 1922 we installed six (6) U.
S. Heavy Duty Freezers. We are well pleased with the
operation of these machines. They have given us
splendid service."



Freezing Room of
J. M. McCOLGAN & SON, (M & B Ice Cream Co.)
Saginaw, Michigan
Showing the 3 Acme 50 Qt. Capacity U. S. Heavy Duty Freezers
they recently ordered, ready for business.

Progressive Old Timers Satisfied.

J. M. McColgan & Son had used many other
makes of freezers before trying the U. S. They first
tried out one in 1920. Then they ordered two more.
Finally they ordered three of 50 Quart Capacity,
and wrote us including the following:

"We have never found freezers that gave such satisfac-
tion. We think their construction superior to any
other on the market."

Satisfied Successful Users Everywhere

Many other ice cream manufacturers not only in Michigan, Indiana, Kentucky, Ohio and West Virginia, but all over the
United States and Canada have let us have pictures of their plants and given us letters of recommendations expressing their
great satisfaction derived from using U. S. Heavy Duty Freezers. Many of their plants are illustrated and described in our
1924 catalog and many of their opinions quoted.

We will gladly give you the names of those near you, so you can ask them what they think about U. S. Heavy Duty Freezers.

Write for complete information

State whether interested in Small or Large Horizontal Freezers, or in a 40 Quart Vertical.

U. S. FREEZER & MACHINE CORPORATION

North 11th Street and Driggs Ave.

No. 52 a

BROOKLYN, N. Y.

Jobbers and Representatives In All Parts of the United States and Canada.

We will Gladly Arrange to Have One Call on You.

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

Forty Years of Association Progress Celebrated in Michigan

E. A. Stowe Was the Paul Revere Who Aroused Dairy Manufacturers to the Challenge of Action

By R. F. FRARY*

WHEN Paul Revere on that April night 150 years ago, at the sign of the lantern hung in the old North Church tower, swam his horse across the Charles River and sped through the darkness some 30 miles to Lexington, arousing the sleeping colonists along the route with the alarm that the storm of British tyranny had broken and a secret army had been mustered and was marching to Concord, to take large warehouses of colonists' stores, he mustered the nucleus of an army that not only turned back the "red coats" at Concord, but one that through the seven long years of weird and weary struggle, gave birth to a new and independent nation.



R. F. FRARY.

As Longfellow immortalized Paul Revere in his famous poem, so too would Michigan's annual one hundred million dollar dairy industry, could it be permitted to speak its reverence, immortalize the name of Edward

A. Stowe. Mr. Stowe, a young, far-seeing editor of a trade magazine known I believe as the American Cheese Manufacturer, 40 years ago foresaw the benefits to our peninsular state of a well developed dairy industry, and realizing the necessity of some medium through which their then scattered efforts might be focused, a call was issued to all who were interested to assemble in Grand Rapids on Feb. 25 and 26, 1885, to lay the foundation for intelligent and systematic dairy promotion.

An organization was perfected in which E. N. Bates of Moline was elected president, and E. A. Stowe of

Grand Rapids was elected secretary. Mr. Stowe, now publisher of the Michigan Tradesman, and E. A. Haven of Bloomingdale are the only two charter members of the association now alive.

Last February the Michigan dairy industry celebrated its fortieth successive annual convention with a rousing three-day meeting, with a registered attendance of about 700 and with over 50 exhibitors of dairy and ice cream equipment and supplies.

OWING to the distinctively diversified branches of the dairy business and to better promote the respective branches, and yet unite the industry in a common cause, several meetings were held during the fall and winter of 1919 for the purpose and with the result of a reorganization in which membership in the parent order, instead of being by individuals was through the respective unit or branch organization.

The eight branches participating in and constituting the present Michigan Allied Dairy Association are:

The Michigan Ice Cream Manufacturers' Association.

The Michigan Association of Creamery Owners and Managers.

The Michigan Cheese Industry.

The Michigan Dry and Condensed Milk Industry.

The Michigan Market Milk Dealers.

The Michigan Milk Producers' Association.

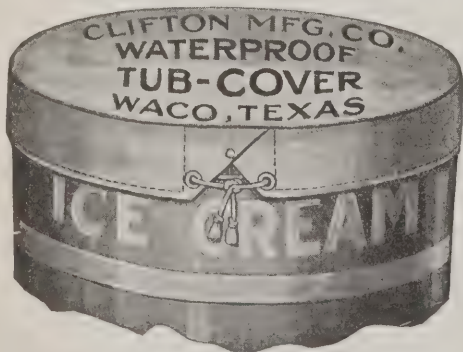
The Michigan State Farm Bureau.

The Michigan Dairy Boosters (machinery and supply dealers.)

In the main the activities of the above named branches are carried on under the auspices of the several unit organizations, leaving the Allied Association to function more definitely in the capacity of the annual show, in legislative and transportation matters, and as a clearing house on joint matters of production and manufacture.

We believe the idea of including the producers' organization in a general state association is exceptional in practice but exceedingly beneficial in effect, as one of the fundamental principles of organization is unity, and unity between producer and manufacturer can best be fostered through a common knowledge and with a common purpose.

(Continued on page 106)



TUB COVERS

Ample in size, water-proofed material; will not shrink, sewed to last. The best for all around satisfaction. Try Them

Clifton Manufacturing Company

General Office and Factory, Waco, Texas

SALES OFFICES:

Detroit, Mich., 4858 Linsdale Ave. Chicago, Ill., 411 So. Sangamon St.
St. Louis, Mo., 1426 Chemical Bldg. San Francisco, Calif., 276 Golden
Kansas City, Mo., 202 Bryant Bldg. Sydney, Australia, Gate Ave.
Denver, Colo., 1003 Broadway Ave. McArthur House, York St.
Los Angeles, Calif., 747 Warehouse St. Mexico, D. F., Box 2616

Send
for
Sample

Our
Price
Please

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Universal Acceptance of



Verifies our contention that it is
*a Better Gelatine Made
By a Better Process*

United Chemical & Organic Products Co.

Home Office: 4200 South Marshfield Ave., Chicago

Branches: NEW YORK BALTIMORE DETROIT NEW ORLEANS SAN FRANCISCO MILWAUKEE

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

THE Michigan Ice Cream Manufacturers' Association, headed by LeRoy Wilson of Port Huron as president and W. H. Bechtel of Caro as secretary, while they have been facing some discouraging features, have done much to improve conditions and pave the way for a more prosperous and more firmly established industry. They have this season put on a full time field secretary and the results of his work are showing satisfactorily.

Gallonage figures for 1923 are not yet completed, but for 1922 were 9,285,265. This was a gain over the year preceding of 802,322 gallons or nearly 10 per cent.

In 1910, Michigan had 478 registered ice cream manufacturing plants but no record of her gallonage at that time seems to be available. That number has gradually decreased, however, until in 1923 we show a total of only 289 registered plants. In spite of these facts there has been a steady increase in output. This seems to be typical of the present day tendency to centralize business.

The following table indicates the percentage of plants classified according to the amount of ice cream made.

	Per cent
Per cent of plants making less than 1,000 gals. per year	10.9
Per cent of plants making 1,000 to 10,000 gals. per year	46.7
Per cent of plants making 10,000 to 50,000 gals. per year	27.5
Per cent of plants making 50,000 to 100,000 gals. per year	7.0
Per cent of plants making over 100,000 gals. per year	7.9

Of the 289 plants now licensed to operate in Michigan, a large number are dormant or nearly so during six to eight months of the year. The following table

shows the relative amount of ice cream made in the various sized plants.

	Per cent
Per cent of ice cream made in plants making less than 1,000 gals. per year	.10
Per cent of ice cream made in plants making 1,000 to 10,000 gals. per year	4.1
Per cent of ice cream made in plants making 10,000 to 50,000 gals. per year	13.82
Per cent of ice cream made in plants making 50,000 to 100,000 gals. per year	12.42
Per cent of ice cream made in plants making over 100,000 gals. per year	69.22

The annual report of the Bureau of Dairying under the State Department of Agriculture issued for the fiscal year ending June 30, 1923, from which the above figures were taken, shows that from a total of 91 samples of ice cream officially taken, only 4 showed illegal butterfat content, the standard in this state being 10 per cent. Our ice cream law also limits the amount of gelatine in ice cream to seven-tenths of one per cent, and only milk, cream, eggs, sugar, and natural flavoring are permitted in plain ice cream in addition to gelatine and vegetable gums.

THROUGH the concerted effort of the association there has been a gradual tendency toward improved sanitary conditions and at the recent session of legislature the general ice cream law was so amended that the commissioner of agriculture can promulgate rules and regulations governing the sanitary conditions in places of manufacture.

This in general is welcomed by reputable manufacturers and in fact rules are just now being instigated that will allow the manufacture of cream only in places that are properly lighted and ventilated, and that comply with the reasonable standards of decency.

The finest of co-operation applies within the state between the trade and the law enforcement department which is the Bureau of Dairying, and Michigan manufacturers believe that the ice cream industry is in the healthiest condition from point of favor with public and prospect for increased gallonage that it has ever been.

National cone week, national slogans, and co-operative advertising all are holding high to view of the the public the fact that ice cream is not only a food, wholesome and delicious, beyond that of any other confection, but it establishes the business of the ice cream industry in the mind of the public and sells to the thinking man the idea that the industry is backed by genuine business people who are in the game because it is substantial and sound.

Patent Pending

Save Your Cabinet Linings

Don't let your dealers use any rough bar or iron pipe on your cabinets. Supply them with one of these

Wizard Ice Rammers

Made of best seasoned hardwood. Protected on side and bottom with half-round tinned steel supported by six special rivets, waterproofed, gray enameled.

WRITE FOR SAMPLES AND PRICES

DAMROW BROS. COMPANY
FOND DU LAC, WIS.



Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE Cleveland, Ohio

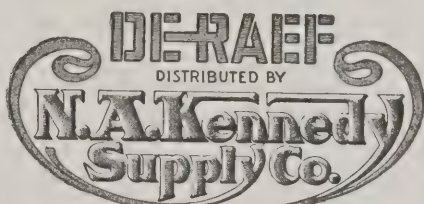


PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



DeRaef Ice Cream Weight Standardizer

Standard ice cream to standard weight per gallon regardless of kind or flavor, without adjustments. Once adjusted always adjusted.



KANSAS CITY, MO.

Service



Promptness

BLANKE

MFG. & SUPPLY CO.

ST. LOUIS

MO.

Quality



Dependability

WHY WAIT WHEN
BLANKE HAS IN STOCK READY TO SHIP FROM ST. LOUIS

500 gallon Jensen Round Condensed Milk Coolers
500 gallon Elyria Insulated Glass Lined Vats
200 gallon Elyria Insulated Glass Lined Vats
550 gallon Jensen Insulated Square Glass Lined Vats
350 gallon Jensen Insulated Square Glass Lined Vats
250 gallon Jensen Insulated Square Glass Lined Vats
550 gallon Jensen Insulated Square Copper Tinned Vats
350 gallon Jensen Insulated Square Copper Tinned Vats

300 gallon National Homogenizers
200 gallon National Homogenizers
100 gallon National Homogenizers
60 quart Motor and Belt Drive U. S. Freezers
40 quart Motor and Belt Drive U. S. Freezers
40 quart Rebuilt Belt Drive Vertical Freezers
60-80-120 quart U. S. Freezers out of New York one week.

IN ADDITION TO THESE SPECIALTIES

Blanke has in St. Louis, Dallas, Fort Worth, Wichita, Birmingham, New Orleans, Atlanta, Memphis, Waterloo and other points cars of cans (milk and ice cream) ready for you. Also Packing Tubs all sizes.

SEND US YOUR ORDERS

BLANKE MFG. & SUPPLY COMPANY
214 WASHINGTON AVENUE ST. LOUIS, MO.

Twenty-Eight Years in Michigan Dairy Industry

C. J. W. Smith has been Prominently Identified with Organization Progress in Michigan. A Review of Association Activities

TWENTY-EIGHT years with the Michigan association is the record of C. J. W. Smith, present secretary and treasurer of the Michigan Dairy Boosters. The first meeting he attended of the Michigan Dairy Association, later reorganized as Michigan Allied Dairy Association, was held at Ypsilanti, Mich., in 1896. At that time exhibit was held in a vacant store and the principal exhibitors were the Creamery Package Mfg.



**C. J. W. SMITH, Secretary
Michigan Dairy Boosters.**

Co., The Diamond Crystal Salt Co., and the De Laval Separator Co. These three concerns each contributed \$25.00 and some small prizes. Other expenses were met by the dues assessed each member, namely \$1.00 a year.

As Mr. Smith recalls it, one outstanding feature of this meeting was a "round table" visit of a few dairy salesmen with the governor of Michigan, Hazen S. Pingree, on the evening before the opening session. The governor was present to give an address of welcome.

Of the original organizers of the Michigan Dairy Association—some forty years ago—Mr. Smith believes E. A. Stone, publisher of Michigan Tradesman, Grand Rapids, and E. A. Haven of Bloomingdale, are the sole survivors. It is believed that Simon Hagedorn of Fenton, is the only remaining exhibitor of butter at the first meeting held at Grand Rapids.

The supplymen's association was organized at the Armory, Detroit, during the meeting of Michigan Dairy Association May 8, 1917. The name of the organization was "Exhibitors' Federation of Michigan Dairy-men's Association." The officials were D. W. Shiel, president; J. B. Hill, vice-president, and C. D. Knapp,

secretary-treasurer. The by-laws committee consisted of J. F. Ruff, A. J. Ratz, and W. M. Quirk. The objects of the organization were outlined in the by-laws as follows:

1. To promote the welfare of the dairymen of Michigan.
2. Good fellowship among its members.
3. To co-operate with the Michigan Dairy Association.

The membership then consisted of sales managers and salesmen of firms and corporations doing business in connection with the dairy industry of Michigan. The twenty-nine members were assessed \$2.00 a year for membership.

AT the second annual meeting held with the Michigan Dairy Association, February 6, 1918, at the auditorium in Saginaw, the incumbent officials were re-elected and the directors were W. E. Graves and C. J. W. Smith. The membership at this meeting numbered twenty-seven.

The third annual meeting was held in conjunction with the Michigan Allied Dairy Association gathering at Lansing, December 5, 1918. The membership of the Dairy Boosters had increased three in number over the preceding year, and the officers were elected as follows: J. B. Hill, president; R. J. Ellwanger, vice-president, and C. J. W. Smith, secretary-treasurer. The directors were D. W. Shiel and O. E. Julian.

On January 29, 1920, the fourth annual meetnig was held at Grand Rapids' Chamber of Commerce. At this meeting action was taken and the Michigan Dairy Association was reorganized as the Michigan Allied Dairy Association.

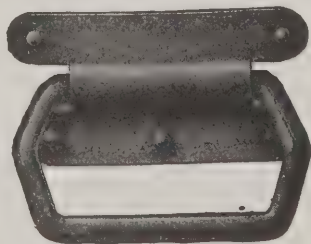


**C. J. YUNCKER, President
Michigan Dairy Boosters.**

The Exhibitors' Federation of Michigan Dairymen's Association was also reorganized at this time under the name of Michigan Dairy Boosters and became a full unit in membership of the Michigan Allied Dairy Association. Complete organization consisted of the following units: Michigan Association of Creamery Manufacturers and Owners, Michigan Association of Ice Cream Manufacturers, Michigan Milk Producers, Michigan Market Milk Distributors, Michigan Cheese Manufacturers, Michigan Condensed and Dry Milk Manufacturers, Michigan Farm Bureau, and Michigan Dairy Boosters.

The officers of the Michigan Dairy Boosters were elected as follows: R. J. Ellwanger, president; C. J. Yuncker, vice-president and C. J. W. Smith, secretary-treasurer. No exhibition was held during this meeting.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
O. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

DELFT Purity Proved by Certificate of Analysis

DELFT Gelatine makes no claims as to quality and purity that cannot be proved by analysis; and every claim it makes it so proved. Every shipment is accompanied by a certificate of analysis which tells you the absolute facts.

The reputation honestly earned and sustained by DELFT Gelatine will never be allowed to suffer by the slightest departure from our policy of rigid inspection, and your confidence in DELFT will never be misplaced.

DELFT costs no more to use than cheaper gelatines.

Let us send you samples and prices.



Harold A. Sinclair

**LET SOLAR SERVICE
HELP YOU CARRY
THE PEAK LOAD!**



SOLAR
ICE CREAM CANS

Warm June days, a "4th" that sizzles, and blazing hot summer days following. Three months of big ice cream demand. Check over your stocks of ice cream cans now. Are you prepared to handle the increased production? Turn to Solar Service to take care of your needs.

We build both types of Ice Cream Cans—soldered and welded. Hundreds of thousands of Solar Soldered "Ultra" cans are in use—because they are unequalled for service. And their quality is matched by the Solar Welded "Tin-Okeh"—a heavier, stronger can, with practically an indestructible bottom.

Each is the best you can obtain of its type. And pound for pound they COST YOU LESS.

Order today before the rush strikes you!

Solar-Sturges Mfg. Co.

Established 1864

Chicago, 838 West Congress St.

New York City,
50 Church St.

San Francisco,
103-5 Clay St.

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

Hotel Pantlind, Grand Rapids, was the meeting place of the Fifth annual meeting of the Michigan Dairy Boosters on February 17, 1921. The officers and directors were all re-elected, and the total membership was thirty-seven members. No exhibits were made at this meeting.

EXHIBITS were made at the sixth annual meeting held at the auditorium, Saginaw, February 15, 1922. At this gathering C. J. Yuncker was elected president, H. D. Black, vice-president and C. J. W. Smith, secretary-treasurer. The membership at this time had increased to sixty-three.

Elaborate exhibits were given by members of the Michigan Dairy Boosters at the meeting held in conjunction with the Michigan Allied Dairy Association at the armory in Kalamazoo, on February 21, 1923. C. J. Yuncker and C. J. W. Smith remained in their official positions as president and secretary respectively, but D. W. Shiel replaced H. D. Black as vice-president. The directors were Elmer Mack, H. W. Black, Claude A. Grove, A. G. Traeder, and Lloyd L. Hughes. The membership at that time was reported as eighty-one.

On February 4, 1924, the eighth annual meeting was held at the Hotel Columbia, Kalamazoo, and the biggest exhibition in the history of the Michigan Dairy Boosters was held at the Armory building. The incumbent officers were re-elected and the directors are as follows: Elmer Mack, Lloyd H. Hughes, R. Warner, Jr., Claude A. Grove and S. A. Von Jasmund. The secretary reports their present membership as incomplete at this time but up to date it numbers sixty-eight members.

NO action has been taken regarding plans for next meeting. Neither has it been decided whether or

not exhibits will be given in connection with the next gathering.

For the benefit of the non-members, C. J. W. Smith, 561 Continental Ave., Detroit, gives the following facts:

The dues which are \$10.00 a year for each firm or corporation are used

1st. To pay the pro rata unit assessment to the Michigan Allied Dairy Association.

2nd. To defray legitimate expenses.

3rd. To provide entertainment as decided at the annual meetings.

4th. For any other expenses as the board of directors decides to be for the welfare of the dairy association.

The Michigan Dairy Boosters enjoy representation on the board of directors of the Michigan Allied Dairy Association, and membership in the Boosters carries also membership in the Allied Association and its units. The object being to give each interest in the dairy industry of Michigan full representation in the Michigan Allied Dairy Association.



MICHIGAN COMPANY ENTERTAINS DEALERS.

The White Ice Cream Co., Flint, Mich., recently celebrated its first anniversary by entertaining its dealers and representatives in the Hotel Durant. A six-course dinner was served, and a five-piece orchestra furnished the music throughout the evening.

The toastmaster, F. H. Rankin, called for short speeches, and in a brief talk he congratulated the company on its splendid progress during the first year. J. E. Andrews, a director of the company, said, "To build up a business such as the White Ice Cream Co. now has in one year seems like a remarkable success and nothing in the world is as good for success as good fellowship and a general feeling of co-operation."

The White Ice Cream Co. has about fifty dealers and, according to officials, is continually improving its plant to take care of the steady increase in business.

The directors are Charles H. Bonbright, A. C. White, George W. Cook, J. E. Andrews and E. McLogan.



OHIO FIRM GROWS.

Dave W. Heckler, Napoleon, O., opened a small ice cream plant 18 years ago, and was successful. Five years ago he purchased a bottling plant to manufacture soft drinks and added it to his ice cream business, and last year he purchased a piece of ground on the main street just half a block from the court house and built a very fine building of brick and concrete blocks for his business. He has an up-to-date plant and is producing 30,000 gallons of ice cream a year.



NEW EQUIPMENT FOR INDIANA PLANT.

The Quality Ice Cream Company is installing all new equipment and machinery in its Bloomington, Indiana, plant. A ten-ton enclosed compressor, two freezers and 1 six-ton vertical shell and coil type brine cooler with 5-inch cork insulation and wood jacket are being added. All machinery is to be direct motor-driven. Clyde E. Shoddy tells us. The ante room for storing ice and mix is 10 by 12 by 9 feet. The shelves hold 1,500 gallons of bulk and 300 gallons of brick ice cream. At the present time the Quality Ice Cream Company is buying their mix, but according to Mr. Snoddy, they intend to later on add the milk business and their present location will permit this expansion.



**Alternating
and
Direct
Current**

**Oscillating
and
Stationary
Types**

Illustrating the 12" Oscillating Type

Possess the following desirable characteristics

- Fully enclosed motor.
- Fully enclosed oscillating mechanism.
- Electrically welded steel guards.
- Heavy brass blades.
- A ratchet device, making it possible to change the direction of the breeze without lifting the fan from the desk.

THEY KEEP-A-RUNNING

CENTURY ELECTRIC COMPANY

General Office — 1827 Pine Street
ST. LOUIS, MO., U. S. A.

SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
NEW YORK, N. Y.
Canadian Office and Warehouse: 55 Cote Street, Montreal

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

“THE FLAVORS YOU WILL EVENTUALLY USE”

ACME

Custard Flavor for Ice Cream

It Costs 1½¢ to flavor 1 gallon Ice Cream.

To make

FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

PERFECTO

The perfect Ice Cream Power.

It improves and stabilizes Ice Cream and Ices.

We do claim Perfecto will make Delmonico Ice Cream out of Hokey Pokey mix, but we can convince you it will improve any mix.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS
HANOVER, PA.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Organization Has Played Important Part in Development of Indiana's Dairy Manufacturing Industry

By R. L. HAMMOND*

THE idea of an association of ice cream manufacturers in Indiana was first conceived in 1907. During that year a small group of manufacturers who foresaw the benefits which might be obtained through the proper sort of an organization sought to interest other manufacturers. Much of the first year was spent in laying out plans and it was not until 1908 that the actual organization, later known as the Indiana Association of Ice Cream Manufacturers, was perfected. The active leaders in the early days of the organization were Sig Frank, Kokomo; H. L. Conter, Decatur; John Chamberlin, LaFayette; Julius Kreusch, Anderson; W. F. Shearer, Logansport; Fred Yoars, Marion; Charles Field, Indianapolis and F. S. Plasterer, Huntington. Mr. Frank served as the association's first president and Mr. Conter served as the first secretary.

Almost immediately after being organized the association set out to seek a reduction in express rates on ice cream. In 1910 the association, through its efforts, was successful in securing a twenty-five per cent reduction in express rates and thus accomplished the primary purpose for which it was organized. Being successful in its first undertaking the association proved to the ice cream manufacturers of the state that much could be accomplished through organization and from that time on it has been an important factor in the ice cream industry of Indiana.

The association has constantly sought to improve conditions within the industry by encouraging the use

* General Secretary Indiana Manufacturers of Dairy Products.

and sale of ice cream, by creating a friendly spirit among competitors, by discouraging the use of unfair practices and by encouraging the manufacture of ice cream of high quality.

In legislative matters pertaining to the ice cream industry the association has always taken an active interest. The sanitation law, referring to ice cream plants, the clean can law and other laws for the betterment of the industry have been fostered and supported by the association.

In 1920 the association again, through its efforts, prevented an increase of fifteen per cent in the estimated weights of intra-state shipments of ice cream.

The object of the association has always been to promote the interest of its members and to safeguard the industry as a whole. The association works in close harmony with the Pure Food and Drug Department of the state and Purdue University.

The Indiana Association of Ice Cream Manufacturers continued as an individual association until 1918, at which time it affiliated with and became a division of the Indiana Manufacturers of Dairy Products Association. The present officers of the ice cream division are W. R. Coffroth, Chamberlin Ice Cream Company at Lafayette, Ind., and A. W. Antrim, Jessup and Antrim Ice Cream Company, Indianapolis, Ind. Mr. Coffroth is chairman and Mr. Antrim is secretary of this division. The ice cream division now has fifty active members.



INDIANA PLANT IN NEW QUARTERS.

The Royal Ice Cream Co., 114 North Fifth St., Terre Haute, Indiana, moved into its new building early in May. Officials will continue to add new equipment as the increase in business demands. At the present time two 40-quart freezers are being used, one 15-gallon filling machine, and the refrigeration is furnished by the People's Ice Company, who occupy the building jointly with the Royal Ice Cream Co. Two large delivery trucks and one Dodge light weight truck will distribute the company's product.

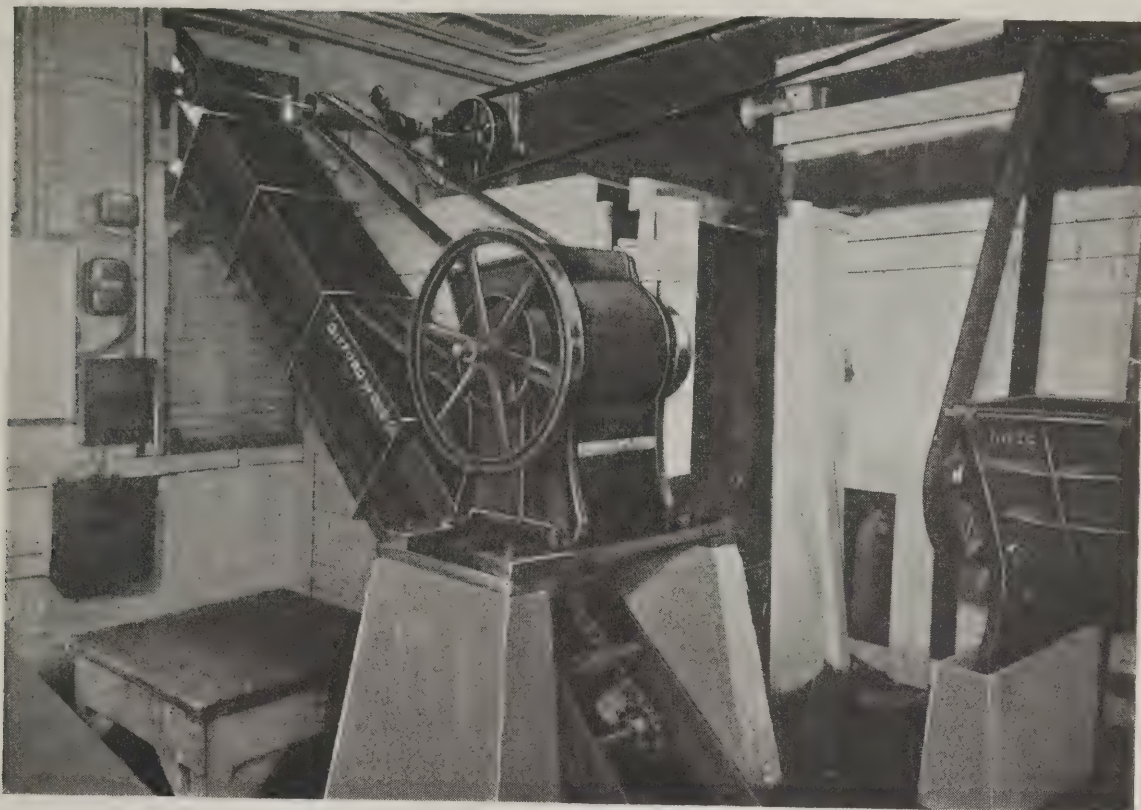
The People's Ice Company is an all electric ice manufacturing plant, and according to reports, it is the most up-to-date ice plant in the state of Indiana. The Royal Ice Cream Company has entered into contract with this company whereby they freeze and hold cream, furnishing the necessary refrigeration on a gallonage basis. The rent for the first year is \$2.00 per hundred gallons of cream manufactured, and after the first year, this will be increased to \$3.00 per hundred gallons. This, of course, is advantageous inasmuch as the overhead of the ice cream company will not be gauged according to the amount of business done.

The ice cream company occupies 193 feet by 22 feet, basement, main floor and second floor, and garage for six trucks and a room on the side of the building 60 by 20 for storing salt and tubs.

I. H. King, manager, advises that his company makes a very high quality of ice cream; that they were compelled to turn down much business because of the lack of facilities for manufacture. However, they will endeavor to make an even higher quality product and their new plant will enable them to meet the steady increase in business, he says.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Crushed ice elevators and ice breakers you can depend upon

G-W Products

Crushed Ice Elevators

Salt Elevators

Ice Breakers

Ice Carts

Ice Cans

Ice Tools

Can Tongs

Ice Handling Ma-
chinery of all types

Coal Handling
Machinery, etc.

Good equipment pays. It keeps both operating expense and maintenance down to the very minimum.

G-W Crushed Ice Elevators and Ice Breakers are just such equipment. The Gifford-Wood Co., the world's largest manufacturer of ice-handling machinery and tools — with 110 years of experience — is your guarantee of their high efficiency and unfailing dependability.

G-W Crushed Ice Elevators are made in types for all requirements.

G-W "Creasy" Ice Breakers are available in both motor and hand driven units, in all sizes.

For complete information and prices on this or other G-W equipment — just address the nearest office below.

MAIN OFFICE: 5 HILL ST., HUDSON, N. Y.

New York: 50 Church St.

Chicago: 565 W. Washington St.

Boston: 222 State St.

Pittsburgh: Peoples Bank Bldg.

Plants: Hudson, N. Y., and Oakmont, Pa.

Gifford BUILT STRONGER LAST LONGER **Wood Co.**
ICE HANDLING MACHINERY AND TOOLS

See Gifford-Wood Advertisement on page 15

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

MILLER REFRIGERATOR BODIES

"We SELL you one — you BUY more"



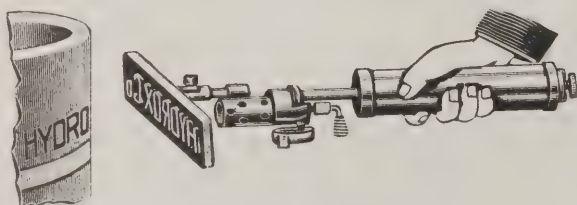
The following Ice Cream Manufacturers of the Twin Cities are using Miller refrigerator bodies:

Minneapolis	Number in use
Northland Milk & I. C. Co.	6
Ives Ice Cream Co.	3
Kemps Ice Cream Co.	4
Steel-DeSoto Ice Cream Co.	1
Northwestern Ice Cream Co.	5
Franklin Co.-op. Creamery Co.	7
St. Paul	
Van der Bie Ice Cream Co.	6
Crescent Creamery Co.	2
Total	34

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Avenue North MINNEAPOLIS, MINN.



Positive Identification

avoids: —Loss by theft
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands
help advertise
your business.

Priced as low
as \$14.00



OHIO FIRM SHOWS THE PUBLIC HOW.

The Gem City Ice Cream Co., Dayton, O., believes in taking the public inside of its doors to show them how ice cream is made. It is one of the most up-to-date plants in this state.

The business was begun twenty-two years ago in a little frame building on the present site by Louis E. Ellis. He made the ice cream, sold and delivered it, using a one-horse outfit to give service, and from this modest beginning has grown to a building on ground space of 125 feet front and 90 feet to the rear, with the title to adjacent property, which in time will be used for further expansion.

Inside of the plant most every detail of ice cream manufacturing is complete. From the making of brine, ice, cold storage and repairing of automobiles, every detail of management is complete. The power house is located across the alley from the main plant. The laboratory, according to report, has no equal in the city of Dayton. Seventeen trucks are required to handle the company's trade. These trucks cover zones of business in all directions from Dayton, extending as far south as Hamilton and as far north at Piqua.

ICE CREAM PLANT ADDED.

Guernsey Milk and Ice Cream Company, Lebanon, Ind., has added an ice cream plant to its dairy, having bought equipment. The building is of dark red brick, size 30x120, one story. Two trucks and two wagons will be operated. J. A. Fowler, Chas. A. Thompson and Emmett Thompson are owners. Mr. Fowler formerly was with the Fleming Ice Cream Co., Jackson, Mich.



Heckler Co., Napoleon, O.

Dan. Heckler, Napoleon, O., has purchased back his ice cream and bottling plant.

Bryan Ice Cream Co., Bryan, Ohio, has added five new auto trucks. Other improvements are being made and the company is for bigger business. Two new refrigerated, 8-hole ice cream cabinets have been bought.

ICE CREAM PLANT ADDED TO DAIRY.

Guernsey Milk and Ice Cream Co., Lebanon, Ind., has added an ice cream plant to its dairy, having bought an emulsifier, freezer, pasteurizer, ice crusher and other equipment. The building is dark red brick, size 30x12 feet, one story. Two trucks and two wagons will be operated. J. A. Fowler, Chas. H. Thompson, Emmett Thompson are owners. Mr. Fowler was formerly with Flenina Ice Cream Co. at Jackson, Mich.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Interior & exterior views of new Virginia Av. plant
of The Terminal Cold Storage Co., Wash., D. C.

Door Satisfaction is assured in this New Plant

THE building pictured above represents the very last word in modern cold storage plant efficiency. It embodies every new feature for the reduction of wasted refrigeration and, standing as vanguard against this enemy of the cold storage plant are a total of 103 Jamison Cold Storage Doors and Windows, including 34 Jamison Doors, 20 Jamison Double Fireproof Doors, 10 Jamison Single Fireproof Doors, 15 Jamison Bunker Doors, and 24 Jamison Windows.

The building was built to withstand Time—and as it was desired that the Doors be worthy of

the structure, specifications were for Jamison's. Science may be striving to make most equipment lighter—but such is not the case with Refrigerator Doors. Weight means strength, durability, dependability! The hard use to which they are put requires such character! That's why, if put to the test, you would find that Jamison Products are **heavy duty products**—that the doors themselves weigh more than other doors—that the hardware used, aside from being the most practical and efficient, weighs three times as much as the hardware on other doors.

If you care to make comparative efficiency tests, we shall be glad to have you do so — at our expense.

Jamison Doors
for better refrigeration

JAMISON COLD STORAGE DOOR CO., Hagerstown, Md., U. S. A.

The Ice Cream Manufacturers' Association of West Virginia

In 13 Years the Association Has Done Much to Advance
Quality Production and Business Ethics

By C. J. JAMISON, Secretary of the Association

THE idea of organizing an ice cream manufacturers' association in West Virginia, had its inception in the mind of W. M. B. Sine, at the time and for several years afterward, general manager of The Imperial Ice Cream Co. of Parkersburg, West Va.

Pursuant to a letter addressed by Mr. Sine, in November of 1911, to the few ice cream manufacturers operating in West Virginia at that time, inviting them to meet at the Kanawha Hotel at Charleston, West Va., for the purpose of discussing the possibility of organizing an association in the state for the general good of the ice cream industry.

At this meeting the following manufacturers were present:

John Kloss, Kloss Ice Cream Co., Wheeling; K. Aurady, Kanawha Velvet Ice Cream Co., Charleston; C. D. Gentry, Gentry Bros. Ice Cream Co., Scarbo; Joe L. Wilson, Wilson Creamery Co., Huntington; J. J. Wallace, Wallace Ice Cream Co., Elkins; C. F. Jamison, Montgomery Ice Cream & Bottling Works, Montgomery, and W. M. B. Sine, Imperial Ice Cream Co., Parkersburg.

The meeting was called to order and after some preliminary discussion an association was organized and named The Ice Cream Manufacturers' Association of West Virginia.

AT THIS meeting, the seven manufacturers attending were named the directors for one year and these directors in turn elected the following officers:

C. F. Jamison, Montgomery, president; J. J. Wallace, Elkins, vice-president; Joe L. Wilson, Huntington, Treasurer, and W. M. B. Sine, Parkersburg, secretary.

A committee was appointed to draft a constitution and by-laws for the government of the association, which committee made a report and the original constitution and by-laws were adopted at this meeting.

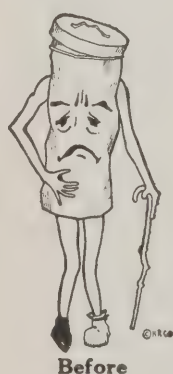
Several subjects of interest in the manufacturing of ice cream were discussed, the correction of abuses employed by the express companies in transporting ice cream, the insanitary condition of empty containers returned by customers were given criticism and ways were suggested looking toward putting the industry on a new plane. The convention adjourned after a four hours' session to meet at Parkersburg, W. Va., at a date to be selected by the board of directors, and thus The Ice Cream Manufacturers' Association of West Virginia was born at Charleston, W. Va., on December 6, 1911, with a total membership of seven.

FROM the original seven members forming the association at Charleston, in 1911, the Ice Cream Manufacturers' Association of West Virginia has increased in numbers and today the membership is between 25 and 30, which comprises 90 per cent of the manufacturers operating in the state and have an associate membership of 50 to 60, composed of ice cream supplymen and their representatives. Annual conventions have been held alternately at Charleston, Parkersburg, Wheeling, Clarksburg, and Huntington since the organization of the association. The convention this year (1924) will be held at Clarksburg, in November.

Several of the largest manufacturers in the state have been boosters for the association and have helped to make the organization a great success, prominent among them being, John Kloss, of Wheeling; Joe L. Wilson, Huntington; S. B. Haffner, Elkins; J. J. Schmidt, Charleston; J. J. Wallace, Elkins; J. Truman Swager, Clarksburg; W. M. B. Sine, Clarksburg; J. H. Randolph, Parkersburg.

(Continued on page 118)

HOPWOOD RETINNING CO., INC.



Before

High Quality
And
Quick Service
At The
Right Price

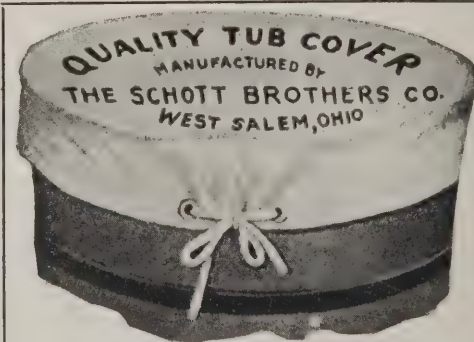


After

Ship Your Cans To
Us For Retinning

Main Office
56 Commercial Street
Brooklyn, N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street



Write us for quotations on your season's requirements NOW

The Schott Bros. Co., WEST SALEM, OHIO, U. S. A.

TUB Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler

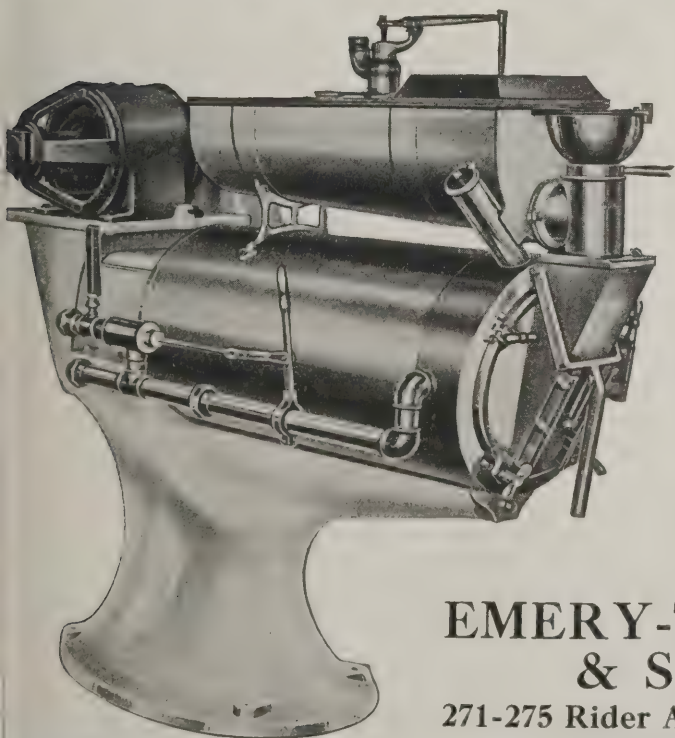
Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention.

Better

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

Ask Three Questions



- 1—Will Emery-Thompson (horizontal or vertical) Brine Ice Cream Freezers freeze smoother ice cream for us?
- 2—Will your freezers save us money on the cost of production and upkeep?
- 3—How soon can you make delivery on the size we want and what is the price?

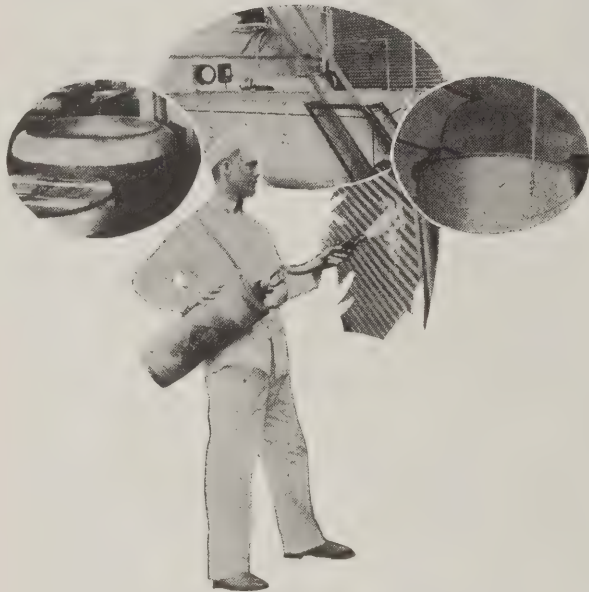
Ask these questions of any Emery-Thompson distributor (we have them the world around) or shoot these or any other questions you have in mind to—

**EMERY-THOMPSON MACHINE
& SUPPLY COMPANY**

271-275 Rider Avenue

NEW YORK CITY

Sterilizing Will Cost Much Less, This Way!



Every creamery operator or cheese maker wants to know how to run the factory at lowest cost. Here is a suggestion that may help you cut the cost of sterilizing in the coming summer months when the problem of keeping things purified is important.

Instead of **rinsing** large pieces of equipment such as vats, pasteurizers, holding tanks, etc., with B-K dilution, use a compression sprayer for this work. A compression sprayer containing B-K dilution covers large surfaces with little fluid—quickly and cheaply. This method requires less sterilizing dilution and does excellent work.

The above illustration shows how and where a compression sprayer can be used. Most any hardware store supplying a farm trade sells compression sprayers. The B-K dilution for spraying should be the same one you would use if you were rinsing by the old method. But in using a sprayer far less dilution is required, and thus you save money on the operation.

Easy to Purify Difficult Places

Such places as underneath the lids of pasteurizers, lids of starter cans and tanks, are hard to reach by the rinse method. But by spraying with B-K dilution it is very simple to cover these difficult places as easily as any other place.

Use Our Service Department

The first hot days of summer will soon be here. If bacteria trouble shows up in the slightest way, **write us immediately**. If you don't root up bacteria trouble when it first appears, you may get off odors and flavors, rotten smells, mold, etc., **all summer long** from the same source. We have a staff of bacteriologists who will gladly advise you on your problems. In fact, they will gladly co-operate **now** to see if you are properly prepared to meet the demands of hot weather on your sanitary methods. Just write and tell us what part of your equipment for which you would like to have sanitation directions.

CLIP AND MAIL COUPON

General Laboratories, Dept. 29B.
Madison, Wisconsin.

Please send me full information and directions on how to keep purified the following pieces of equipment:

.....

Name

Address

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Until he severed his connection with the ice cream industry in West Virginia, Mr. Sine was a prominent leader in association and convention work and was for several years president of the association. He built and maintained several large plants in the state, and was a big factor in developing the ice cream business, and in increasing the per capita consumption of ice cream in West Virginia.

The association stands for a good, pure food product, made correctly under sanitary conditions and has increased friendship among the manufacturers in the state. It has created interest in the ethical way of soliciting business and treating the competitor fairly and squarely.

The present directors and officers of the association are: Directors, J. H. Randolph, Parkersburg; C. F. Jamison, Huntington; S. B. Haffner, Elkins; J. J. Schmidt, Charleston; G. W. Shetler, Wheeling; P. D. Woods, Bluefield; W. H. Bonner, Morgantown; J. T. Swager, Clarksburg, and E. E. Livesay, Lewisburg.

The regional district directors are: A. M. Johnson, St. Albans; M. M. Foster, Fairmont; F. A. Connolly, Pikeville, Ky.; T. J. McCann, Wheeling, and A. Spates Brady, Cumberland, Md. Officers: President, J. H. Randolph, Parkersburg; vice-president, G. W. Shetler, Wheeling; sec-treas., C. F. Jamison, Huntington.



ONE OF OHIO'S HANDSOME NEW PLANTS.

The new plant of the R. L. Graham Company at Lima, O., is one of the finest exclusive ice cream plants in the state. R. L. Graham says he started in the manufacture of ice cream in a very small way. On October 1, 1904, he was in the milk business on Union street and a friend called over the phone, and, in a kidding way, asked Mr. Graham to make him a gallon of ice cream. Mr. Graham had a one-gallon hand freezer at his home and he filled the order.

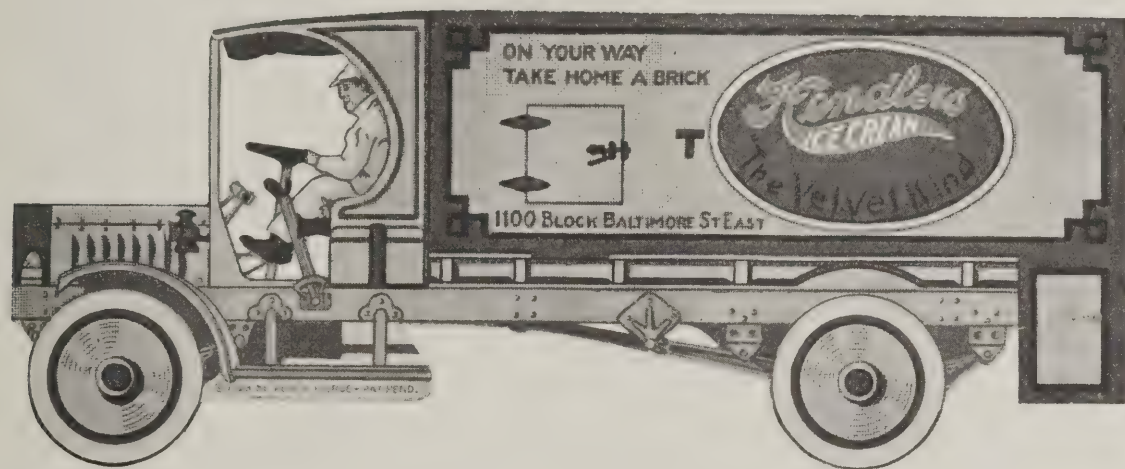


The friend thought it was so good he told others about it, and the following week another party phoned Mr. Graham an order for one gallon of ice cream for Sunday. From then on Mr. Graham took orders for ice cream. Later he bought a 10-gallon freezer and worked day and night to fill his orders for 15 years, after which time he bought more freezers and tubs and opened up a larger plant on East Market street, where he outgrew his plant and now runs an exclusive ice cream plant in a new two-story, concrete building, 60x100 feet, with modern machinery. Twelve trucks are operated.



You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

Men Are Judged by the Company They Keep !



THE Hendler Creamery Company is among the hosts of our friends who use the ACTION toy cut-out carton for their brick ice cream.

Mr. James H. Meehan, Director of Sales and Advertising of The Crane Ice Cream Company who has used Percy Pierce Packages for the past year, says — *"they double sales."*

Come, join our big family who are increasing their sales through the use of the carton that children cut-out and make into toys that *"Run by Themselves."*

Moderately priced to meet the requirements of both the small and large creamery. Write today for samples, prices and full information about our complete Merchandising Plan. No obligation. Only one ice cream manufacturer in your city can use this service — better be that one!

Pierce Manufacturing Company

Creators of Merchandising Ideas

Fifth and Noble Streets, Philadelphia, Pa.

In Canada:

Somerville Paper Boxes, Ltd., London, Ont.

Growth of Indiana Ice Cream Industry

Review of Past Ten Years Shows Healthy and Rapid Growth

By PROF. W. G. GOSS*

THE Indiana ice cream industry has enjoyed a healthy and rapid growth during the past ten years, according to records compiled by the creamery license division, dairy department, Purdue University, Lafayette, Ind. Indiana licensed factories have more than doubled the output of ice cream since 1914. The following tables give a brief summary of the development of the Indiana ice cream industry from 1914-1923, inclusive.

Table 1 gives the number of ice cream factories licensed for the years stated:

Table 1.

1914	39	1919	26
1915	29	1920	30
1916	27	1921	26
1917	27	1922	33
1918	19	1923	28

The number of factories are those that reported ice cream as the major product. In this connection it is interesting to note that many of the factories whose major products is butter, condensed milk, or market milk, produce more ice cream than many factories that report ice cream as the major product.

Ice cream manufactured by licensed plants constitutes about 60 per cent of the total estimated consumption in Indiana. For the years 1914 to 1923, the production of ice cream by all licensed plants, together with the per-

* Acting in charge, Department of Dairy Husbandry.

centage increase over the preceding year and the increase over 1914, is given in tabulation No. 2.

Table 2.

Year	Licensed plant ice cream production Gallons	Per Cent increase or decrease over preceding year	Per cent increase over 1914
1914	2,035,974		
1915	1,577,557	-23.03	23.03
1916	2,111,701	33.85	3.73
1917	2,124,636	.61	4.35
1918	2,595,233	22.14	27.47
1919	3,227,413	24.16	58.52
1920	4,132,318	28.00	103.02
1921	3,529,415	-17.08	73.85
1922	4,121,946	16.79	102.02
1923	4,447,125	7.88	118.4

Table No. 2 shows a yearly increase, with two exceptions in 1915 and 1921, over each preceding year. The output of ice cream has more than doubled in ten years. The production of ice cream in 1923 was 118.4 per cent greater than in 1914, and there has been an average yearly increase of 9.9 per cent each year.

THE ice cream market seems to be very sensitive to economic conditions, which will be noted in the output in 1915 and 1921. The war having an effect in 1915, and the heavy slump in credit conditions being a contributing cause in 1921.

During the same ten year period the consumption of ice cream is estimated as follows:

Table 3.

Year	Estimated consumption, gallons
1914	3,429,394
1915	2,657,334
1916	3,556,025
1917	3,578,916
1918	4,395,830
1919	6,311,379
1920	6,960,703
1921	5,945,163
1922	6,943,259
1923	7,489,232

Again you find a low consumption for the years 1915-1921.

Using the figures for consumption as given in the above table, together with the population of Indiana, the capita consumption for the last four years is as follows:

Attention Ice Cream Makers

Make your supply fresh condensed milk from "MADE OF THE MIST" Powdered Sweet Milk.

Analysis of "MADE OF THE MIST"

Moisture	4.36 %
Butterfat	5.90
Ash	7.78
Protein	32.46
Lactose (Milk Sugar)	49.63
Acidity, As Lactic Acid	2.08 %

We wish to call your particular attention to the clean improved flavor and smooth texture of the finished product wherever "MADE OF THE MIST" Powdered Milk has been used.

Write for Particulars and Prices.

THE DRY BUTTERMILK CO., Inc.
WASECA, MINN.

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla	Imperator
Vanilla AA	Superior Vanilla
Black Eagle	Matchless
Melba	or Columbia Liquor

These brands are recognized by the leading Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK CHICAGO LOS ANGELES

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

CHAS. R. PHILLIPS,
President.

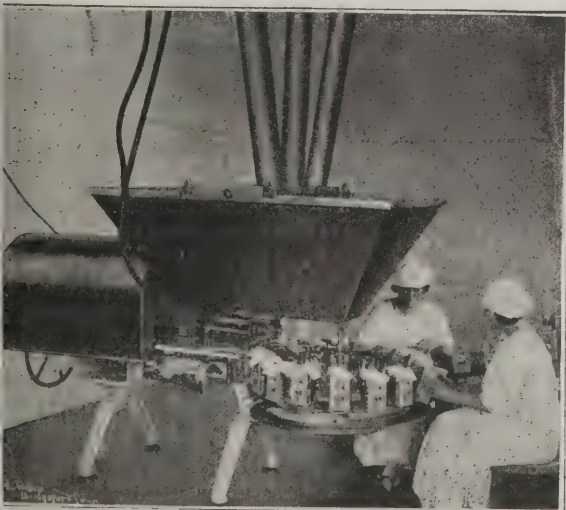
F. J. MINGES,
Vice Pres.

L. W. CHAPIN,
Sec.-Treas.



STANDARD
VANILLA
AND
BLENDS

G.R. RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
Rochester, N.Y.



Model A
Mojonnier
Packaging
Machine in
Plant of
Huber Ice
Cream Co.,
Bridgeport,
Conn.

Ice Cream Protected from Human Hands!

The Mojonnier Automatic Ice Cream Packaging Machine

means sanitary packaging because ice cream is untouched by human hands; ice cream of finer flavor and better texture because it is hermetically sealed with the least possible exposure to air; improved packages because each package is accurately and uniformly filled.



Mojonnier Bros. Co.

MILK ENGINEERS

4601 W. OHIO ST.

CHICAGO

BRANCHES: NEW YORK CITY (Elmhurst)

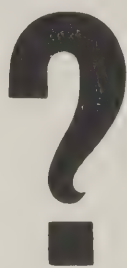
COLUMBUS, O.

ST. LOUIS, Mo.

Write for booklet
"Packaged Ice
Cream of Quality,"
illustrating and
describing all sizes
and models.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

How hot is the Water in Your Bottle Washer



It is essential that you know if you want clean, sterile bottles at low cost.

TRADE MARK
BRISTOL'S
REG. U. S. PAT. OFFICE.

Recording Thermometer Will Tell You

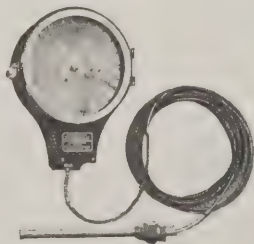
What the temperature *IS* and what it *WAS* all thru the bottle washing operation. It will give you a permanent record and you'll be surprised at the temperature variations.

If you have trouble getting sterile bottles hook up your bottle washer with a **BRISTOL Recording Thermometer**. You may learn the cause from its written record.

Send for Bulletin telling of many uses of Bristol Recording Instruments in Dairies.

THE BRISTOL COMPANY WATERBURY, CONN.

BRANCH OFFICES:
Boston New York Philadelphia Pittsburgh
Detroit Chicago St. Louis San Francisco



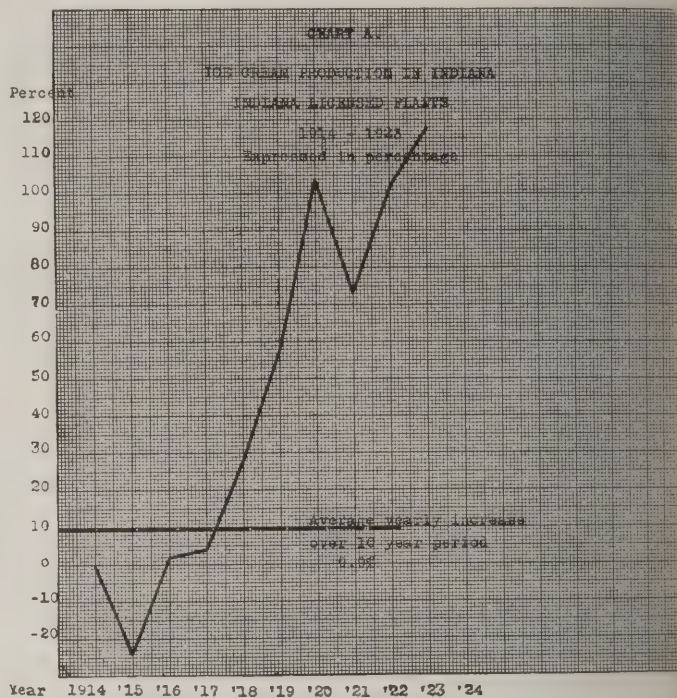
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Table 4.

Year	Per capita gallons
1920	2.37
1921	2.00
1922	2.31
1923	2.48

An increase of .17 gallons per capita is shown for 1923 over 1922 or 7.29 per cent.

The graphic illustration below shows clearly the trend of the ice cream industry in Indiana. What will happen in 1924 is a matter of conjecture. If the agricultural conditions improve and credits are good, an increase can be expected.



Should the situation remain unaltered, the industry cannot expect an increase in consumption of its product greater than the 1923 level plus the small increase in consumption due to increased population. Further, the season's conditions seem to have a direct influence upon the consumption of the ice cream manufactured. Should the warm season be late or continue comparatively cool, the industry can hardly expect an increase over the previous year; however, if the season turns out to be very warm, and becomes truly ice cream weather, there is very little doubt but what the output of this state will enjoy a good market and an increase in consumption can be expected.

With an increased output of 118.4 per cent and a yearly increase of 9.9 per cent for ten years, together with an increasing per capita consumption, the outlook is bright for a continuous growth in this important branch of the dairy industry in the future.

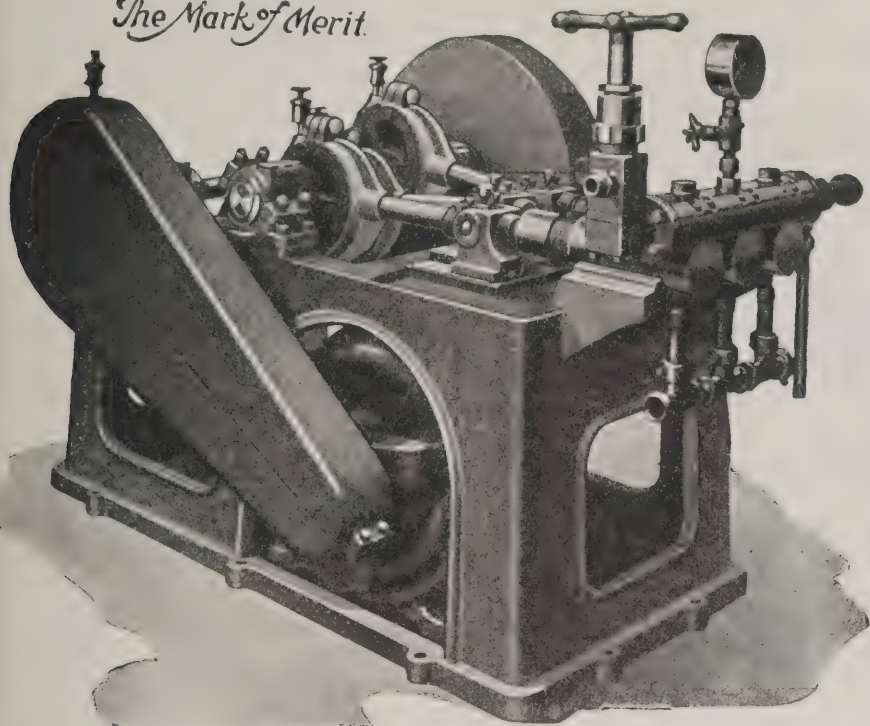


HENDLER CO. CELEBRATES OPENING.

As this issue of The Ice Cream Review goes to press, officials of the Hendler Dairy Company, Baltimore, Md., are making extensive preparations for the opening of their enlarged plant, which they call, "a sort of improvement upon perfection." The company recently announced the program of three evenings of "good time," with a delightful entertainment, refreshments, music and souvenirs for everybody.



The Mark of Merit.



Eliminate Repair Bills!

BY USING

A UNIVERSAL HOMOGENIZER

Built to Keep Upkeep Down!

The universal embodies all the advantages of old time machines in addition to many much needed improvements.

So constructed that it will stand up under severest of tests day in and day out—year in and year out—without adjustments or replacement of parts.

Individual cylinders machined from rolled Tobin bronze bars (not cast).

High pressure manifold machined from rolled Tobin bronze having tensile strength of 55,000 pounds.

Individual shimming of cross-head slides maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts.

Monel metal pistons not affected by milk acids.

Homogenizing valve—internal spring type—plug and seat are made of an alloy of semi-precious metals so hard it cannot be machined but must be ground with carborundum.

Built in belt or motor drive sizes 200, 400 and 800 gallons.

Sole Distributors

Jensen Creamery Machinery Company

Bloomfield, N. J.

Oakland, California

Try Our Retinning Service for SPEED



When you find yourself at the peak of the season with a bunch of cans that—with a little fixing up and retinning—would carry you through the big rush without having to buy a lot of excess new ones—you will find it good business to send them to us for a speedy retinning and fixing.



JOHN WOOD

*Electric
Weld*

Ice Cream Cans

*Let us send you an estimate on
your cans now.*

YOU CAN'T FIND A BETTER CAN FOR THE MONEY—AND WE
RE-TIN THEM AT A PRICE BELOW THAT OF A SOLDERED CAN.

Thompson-Bremer & Co.

1850 Carroll Avenue

CHICAGO, ILLINOIS

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

NOAKER ICE CREAM FOOD SHOW EXPLOITATION AT CANTON, O.

Exploitation of its products through the medium of a booth at a pure food show was successfully promoted recently by the Noaker Ice Cream Company, Canton, O.

The object of the display, Lloyd Bletzer, advertising manager, said, was to show the people just what was possible from ice cream. The Noaker concern presented



in its booth a display showing a half hundred molds from which ice cream in the various forms is made for parties, lodges, organizations and most any occasion.

These forms were presented on a large table, in full view of the spectators who passed the booth afternoon

and evening. It was interesting to note the few persons who really knew just what process was employed in making ice cream forms.

In a refrigerator to the rear of the exhibit were shown a half hundred forms ice cream can be made up into, and this display also proved a most interesting feature of the food show.

The Noaker Ice Cream Company, besides putting out a different flavored brick each week, makes some 100 or more different ice cream novelties, many of which are always available from stock, and others, of course, being made up to special order.

It is estimated that fully 50,000 persons inspected the Noaker display the week the show was in progress.

Bletzer considers this stunt brought the firm more in the way of advertising than any of the past year and was the least expensive.



PACIFIC MANUFACTURERS PREPARE FOR RECORD CONVENTION.

Jay H. Kugler, secretary of the California and Southwestern States Association of Ice Cream Manufacturers, was in Milwaukee last month long enough to visit the plant of The Olsen Publishing Co. and tell of the plans for the joint convention and exhibition to be held on the coast in December. That it promises to be the largest gathering of ice cream manufacturers ever held in the Far West was understood at the outset, and Mr. Kugler says that the Pacific Slope Dairy Show, of which the ice cream manufacturers' convention will be a feature, also promises to be a success in spite of the terrible ravages of the hoof-and-mouth disease. This dread plague, says Mr. Kugler, has taken toll of approximately one-fifth of California's dairy cattle.

The Pacific Ice Cream Supply Men, headed by H. P. Jacobsen, will stage the exhibition in connection with the ice cream men's convention. The Pacific Ice Cream Manufacturers' Association will meet with the California manufacturers.

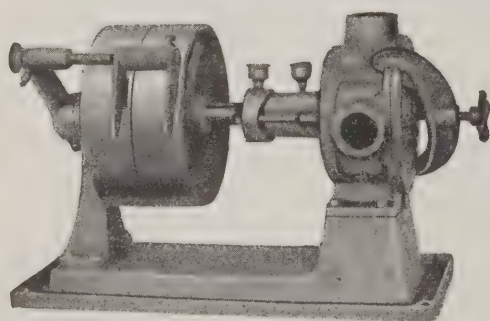


IMPERIAL ICE CREAM COMPANY HAS SIX WEST VIRGINIA PLANTS.

The Imperial Ice Cream Co. is one of the largest organizations of its kind in the world. The company operates plants at Parkersburg, Huntington, Wheeling, Clarksburg, Fairmont and Grafton, making six plants in all in West Virginia.

The officers of the company are George W. Strong, president; C. T. Hiteshew and J. H. Swager, vice-presidents, and J. H. Randolph, general manager and secretary-treasurer.

The first Imperial plant was erected at Parkersburg in the year 1908. The company now has 23 ice cream plants, located in six different states, with a creamery with three plants under a different name. Nearly every town of any importance in West Virginia is more than fully covered, according to J. H. Randolph, general manager of the company.



VIKING Improves Pumping Service

Put a VIKING rotary pump in your plant and notice the improvement in your pumping. First, its performance is thoroughly dependable. It operates unceasingly for years with slight need for attention.

Then, the type for creameries, food plants, ice cream plants, etc., is bronze-fitted and highly sanitary. It is made to take down in a few seconds for easy cleaning.

For brine circulating, there is a VIKING iron-fitting pump.

Get the VIKING catalog. Order direct from factory or from any creamery supply house.

VIKING PUMP COMPANY CEDAR FALLS, IOWA

BRANCHES

B. F. Selmer Co.	342 Madison Ave., New York City
Schirmer Co.	Finance Bldg., Cleveland, Ohio
Viking Pump Co.	549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co.	719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co.	204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co.	519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co.	Houston, Texas
Menge Pump & Mach. Co.	862 Tchoupitoulas St., New Orleans, La.
De Laval Pacific Co.	61 Beale St., San Francisco, Calif.

USE THE "REVIEW" WANT DEPARTMENT

for securing a position, desirable help, business opportunities, buying or selling equipment

Rate 2c a word per insertion,
15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Wall Super Service Steel Cylinders

Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

Wall 100% Leakproof Steel Buckets

Heavy gauge steel, one side seam, reinforcing top and bottom, securely brazed with hard brass solder and hot galvanized when completed. 20 and 26 quart size.



Wall Super Service Brick Cans

Built like Wall Superior Ice Cans, absolutely leakproof, with leakproof lid. Heavy galvanized steel. Cost no more than inferior brick cans.

Prices on your specifications.



P. WALL MFG. SUPPLY CO.

3058-3098 Preble Ave., N.S. PITTSBURGH, PA.

SINCE 1864



MERRELL-SOULE COMPANY

QUALITY PRODUCTS

ADVERTISEMENT No. 2

This series of advertisements is designed to inform ICE CREAM MANUFACTURERS of the unusual methods employed in the production of our POWDERED MILK.

Powdered Cream

Powdered Whole Milk

Powdered Skimmed Milk

How the Fresh Milk is Received at Our Plant

Liquid Cream

Powdered Orange Juice

Powdered Lemon Juice

YOU already know the rigid conditions concerning the farms from which we receive our milk supply. (See our advertisement in last issue of this publication.) The next step, then, is the manner in which the milk is received at our plant.

As each farmer's wagon arrives at the receiving platform, the cans are removed and the milk in each can is inspected, weighed and sampled for butterfat. At regular intervals each patron's milk is inspected for sediment, and acidity. All milk found to contain sediment or showing a high acidity or a temperature higher than 60° F. is re-

jected. All milk is also subjected to the Breed Method test for bacteria count, and if this test reveals a high count the milk is rejected. When the whole morning's milk has been received, a composite test is taken and this test must confirm, accurately, the findings of the several individual tests, or a re-check is made all along the line by our Control Laboratory. Thus the milk, from model sanitary farms, is received and started in its process to the powdered form.

Follow this series of advertisements for a complete record of manufacture. Next month's advertisement will deal with our factory equipment.

MERRELL-SOULE CO.
Syracuse, N.Y.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Kentucky Ice Cream Industry Rapidly Expanding

New Organization Doing Much to Develop Ice Cream Industry
of Blue Grass State, Which Last Year Produced
3,000,000 Gallons of Ice Cream

ALTHOUGH not among the leading states in ice cream production, Kentucky is the home of some of the industry's most constructive workers. Many ice cream manufacturers in other states are familiar with such men as Charles G. Vahlkamp of Paducah, Hargis Hughes and John Kloecker of Lexington, Harry A. Cuscaden, C. F. Hoppe, W. A. Heuser, W. B. Hurley and Neil Mortensen of Louisville, and even Carlton Ball, in the short time he has been at work as general secretary of the Kentucky Dairy Products Manufacturers, has become well known outside of his state.

The ice cream investment in Kentucky is approximately \$2,000,000. The annual output is estimated at 3,000,000 gallons. There are thirty wholesale factories. It will be well to take note of these figures for there is little likelihood that they will stand long. Kentucky has many natural advantages for the development of dairy manufacturing, particularly ice cream, having a large percentage of that type of population which more largely consumes ice cream in other sections—native Anglo-Saxon stock.

DAIRY development is the urge of the hour in Kentucky. The ice cream manufacturers are working hand in hand with creamerymen for the advancement of their industry. In the April issue of *The Ice Cream Review* it was related how an "Evangelism of Quality" was sweeping Kentucky. Harry A. Cuscaden was one of the

principal speakers at different rallies held in the interest of better ice cream. At one of these meetings Mr. Cuscaden made this remark:

"We hope that the seed we are planting today will grow into a large industrial tree, with its branches extending all over the United States, and loaded down with nothing but quality ice cream. There is no reason why in the next few years Kentucky should not have the lead in quality ice cream."

THE Cuscaden Ice Cream Co. of Louisville is one of Kentucky's oldest plants. It was founded in 1875 by George Cuscaden, Sr., whose death on March 11 was reported in the April issue of *The Ice Cream Review*. He was the first in his part of the country to ship ice cream by rail, and in 1899 he invented a machine for making ice cream in four colors and flavors.

KENTUCKY is the home of Neil Mortensen, who probably was more active than anyone else in the undertaking that led up to the organizing of the Kentucky Dairy Products Association. Mr. Mortensen, who is one of the most popular members of the Southern supply industry, is the head of the Standard Milk Machinery Co. of Louisville. He is a past president of the Dixie Flyers. No one is more interested in the ice cream development of Kentucky and the entire South.

JOHAN KLOECKER is one of the Southern industry's outstanding figures. He is head of the Dixie Ice Cream Co. of Lexington. Mr. Kloecker has been looking forward to entertaining the Southern Association of Ice Cream Manufacturers in his home city, but when the national association voted to go to New Orleans for its 1924 convention he was perfectly willing to hold his peace until some other time. Mr. Kloecker was one of those looking forward to the formation of an effective association for Kentucky.

REQUIRES DEALERS TO MEET PROPER STANDARD.

From a very small beginning, the Steffen Ice Cream Co., Wichita, Kan., has grown to be one of the largest businesses of its kind in the Southwest. N. Steffen is said to have been one of the first men in Kansas to manufacture ice cream. John McEwan of the Steffens Company claims that his company is the only ice cream manufacturing firm in Kansas that requires dealers to be properly equipped to handle their ice cream before being allowed to serve it. The company is operating several plants in Kansas with a total capacity of 220 tons of ice and 6,000 gallons of ice cream a day.

The Dairymen's Manufacturing and Supply Company, St. Louis, Mo., has taken over the manufacture and sale of the Frick reinforced ice cream tub. In building this tub, it is explained, it required heavy duty presses. There are but few cities that have machinery that will handle this job, and as Mr. Frick is in the ice cream business in Texas he found the two businesses were so far apart he could not handle both successfully, so he turned this over to the above company. This arrangement covers both the Frick reinforced ice cream tub as well as the Frick Hoop Co., we are told.

"Hy-Speed" Mixers

WITH
"PUSH-PULL" Propellers



Saves Time and Money

Portable!

Clamps to any tank in one minute.

Makes any holding vat a mixer.

Disolves Sugar and Powdered Milk in a fraction of the time required by other methods.

Connects to lamp sockets.

Absolutely Sanitary.

TYPE No. 4
Cap. 20 to 200 gal. Price \$75.00

Sizes from 5 gal. Cap. to 1000 gals.
Price \$37.50 to \$135.00 complete.

ALSOP ENGINEERING CO.

49 West 63rd StreetNEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Make Your Big Season BIGGER

The high production, simplicity of operation and automatic features of the

NORTHWESTERN Ice Cream Cutting AND Dipping Machine

make it a wonderful asset in supplying the needs for extra summer sales

opportunities without interference with your regular run of business. Adjustable to 5c or 10c bars. Cuts and dips 120 dozen per hour. Price only \$375.00 complete, including motor and electrically heated chocolate tanks.

NORTHWESTERN ESKIMO PIE CABINETS

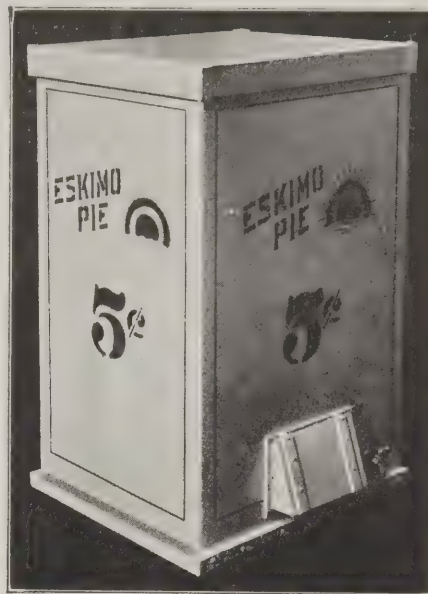
Displays, freezes, sells ice cream bars and does away with objections to summer sales of ice cream bars.

The large number of these cabinets in practical use demonstrates their ability to keep bars in 100% salable condition throughout the summer with no more frequent icing than once in 24 hours.

Every Northwestern Eskimo Pie Cabinet will pay for itself in a very short time.

Write for circulars giving full details and prices.

NORTHWESTERN CORPORATION
MORRIS BOX 18 ILLINOIS



MILK for MIX

NATURAL BRAND

Skimmed or
Whole Milk } Powder

If you are looking for an excellent product that can be depended upon to work up into a splendid mix, you will find just what you want in these two Natural Brand Products.

Send a trial order now. Attractive contracts now being arranged for Spring and Summer delivery. Investigate what they offer.

BONER BRAND

Condensed { Skimmed
or Whole

Guaranteed to run 70% to 72% total solids. Something worth considering when contracting for your mix ingredients. These Boner Brand milks are exceptionally smooth in texture and uniform in quality.

Stocks carried in all principal cities of the U. S. You are sure of prompt deliveries and fresh goods when ordering Natural or Boner Brand Milk for ice cream mix.

GET OUR PRICES NOW.

NATURAL DRY MILK COMPANY (Both Under Same Management)
BONER & COMPANY, Inc. Principal Office: 608 S. Dearborn St., Chicago
New York Office: - - 1270 Broadway

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.

Ohio Ice Cream Industry

Six Hundred Eighty-five Manufacturers Produced More Than 12 Million Gallons of Ice Cream Last Year

OHIO, according to the statistics of the Dairy Division of the United States Department of Agriculture, produced in 1922, 11,140,000 gallons of ice cream. In rank among the states, Ohio was fourth during that year. Reports which have been compiled in the office of the Ohio Association of Ice Cream Manufacturers indicate that the 1923 business exceeded the 1922 by 11 per cent, which would mean that the production during last year in this state was 12,500,000 gallons.

Ohio manufacturers ship ice cream into all of the surrounding states with a large volume of ice cream shipped from Cincinnati into Kentucky. On the other hand, there is considerable ice cream shipped from surrounding cities into Ohio, such as Ft. Wayne, Parkersburg, Wheeling, Pittsburgh, Huntington, etc. Hence it can be reasonably assumed that the ice cream shipped out of the state and that received from outside of the state will approximately balance and indicate that there was consumed in Ohio twelve and one-half million gallons. On the most recent basis of compilation of the population, this would make an annual per capita use in this state of about two and three-tenths gallons.

Some of the largest ice cream manufacturing plants in this state, namely, The Telling Belle Vernon Company, The French Bros.-Bauer Company, The Furnas Ice Cream Company, and the Crane Ohio Ice Cream Company, have been manufacturing ice cream for periods varying from twenty to thirty years. There are some other smaller

companies which have been manufacturing in the same location over an equally long period of time, which indicates that the commercial ice cream business in Ohio has been of as early origin and persevering nature as in any of the other states.

The reports of the State Department of Agriculture in their work of inspection and regulation of the ice cream industry, indicate that there are six hundred and eighty-five licensed manufacturers, many of these are small plants making only that which they retail in their own building. The membership in the Ohio Association of Ice Cream Manufacturers is one hundred and five which plants represent in excess of three-fourths of the total gallonage of ice cream made.

THE Ohio Association of Ice Cream Manufacturers has been a very active factor in the ice cream industry of the state since the winter of 1907. At that time a law was proposed in the Ohio legislature fixing a standard for ice cream. Several meetings of the ice cream manufacturers were held during that winter and an organization finally developed, of which W. E. Telling of Cleveland was made president, Jacob Mandary of Columbus vice-president, and Everett Antrim of Columbus secretary-treasurer. The active men in the association at that time, besides the officers, were: L. W. McCray, W. C. Shorb and Frank French, Cincinnati; L. J. Noaker, Canton; H. C. Hatcher, Tiffin; M. J. Beekley, Dayton; G. B. Antrim, Dayton; L. E. Ellis, Dayton; R. L. Graham, Lima.

These men with others interested in the ice cream business, held intermittent meetings but not regular until the winter of 1914, when R. L. Graham of Lima called a meeting in regard to the difficulties being experienced in express service and the question regarding express rates. At that meeting Mr. Graham was elected president, and J. J. Schmidt of Cincinnati, secretary. Through the period which followed, the association has become more active and increased in membership and strength.

The presidents of the association have been, following Mr. Graham: J. J. Schmidt, S. M. Ross, L. J. Noaker, W. W. Trout, J. J. Hemmer, John Schubach.

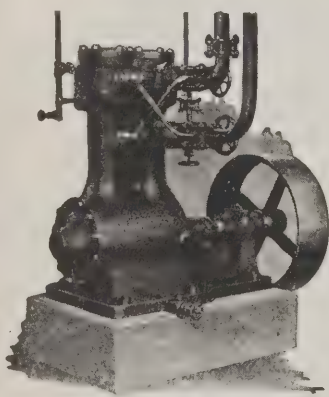
The records of the early activities of the association are not very complete and, until 1915, only the memories of those who have been active serve as means of information.

An active interest in the question of legislation in Ohio, as it influenced the ice cream industry, again in 1914 occupied the attention of the association and a legislative committee was appointed who secured the services of an attorney and endeavored to have enacted the improved standards for sanitary conditions in the ice cream plants of the state. This met with only partial success. In the season of 1915, the records show that there was much consideration given to the proper construction of fountain cabinets. A report of a committee at the convention held February 4, 1916, on this question, reads as follows:

"All fountain cabinets should be carefully insulated on all four sides and bottom, with not less than one and one-half inches of solid cork board or its equivalent in insulating efficiency and that they should be so constructed that no cooling properties of the ice used for the

(Continued on page 150)

Vilter Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements —no obligation to you.

The Vilter Manufacturing Company
ESTABLISHED 1867

830 Clinton Street

Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

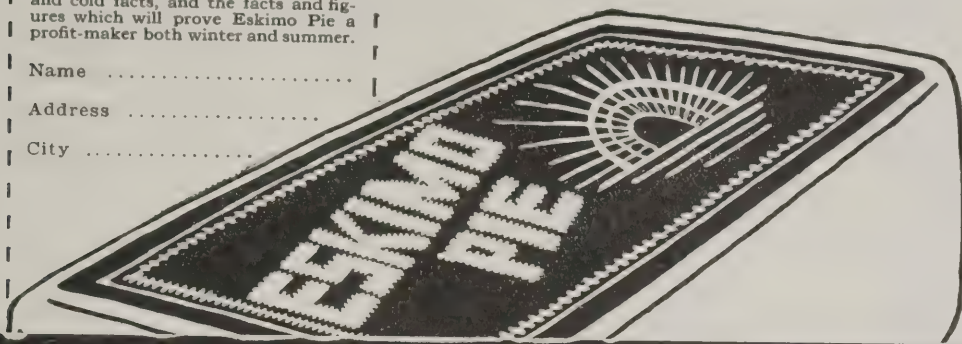
**Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.**

Gentlemen: Please send me hot points
and cold facts, and the facts and fig-
ures which will prove Eskimo Pie a
profit-maker both winter and summer.

Name

Address

City



Many ice cream manufacturers often find
summer profits are eaten by winter losses.
The Eskimo Pie plan builds more summer
profits, and insures against winter losses.

We have facts and figures to prove it.

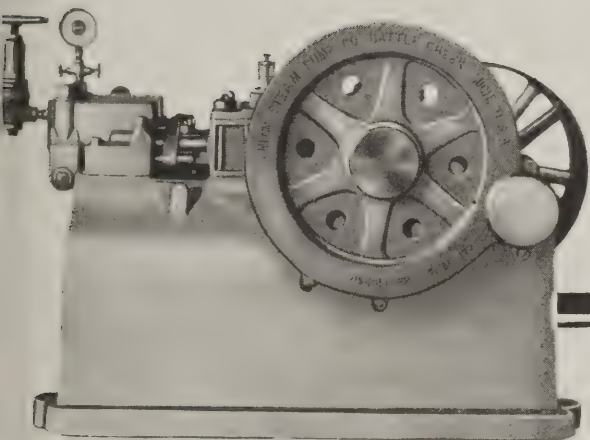
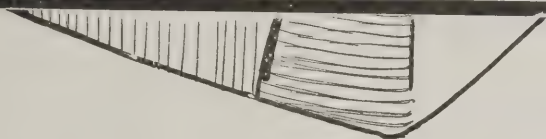
It is easier to sell Eskimo Pie than com-
pete against it, and the profits are greater.

To be sure of profitable winter gallonage
this winter—start profiting from Eskimo
Pie this summer. Costs nothing to find
out. *Send coupon today.*

ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.

Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

New England Distributor
EASTERN PAPER & BOX CO.
46 Portland St., Boston, Mass.



Viscolizer

"The Machine of
Many Uses"

There is a Viscolizer in every State of the Union

There are more Viscolizers in use than
all other machines combined.

Used Everywhere to Improve

Ice Cream Batches — Sweet Cream — Evaporated Milk — Jewish
Sour Cream — Baking Batches — Pharmaceutical Preparations
— Flavoring Extracts — and many other products —

The Viscolizer is the Profit-Maker of the
Dairy Products Industries.

Send for Bulletin No. 53

NATIONAL DISTRIBUTORS

John W. Ladd Co.

Detroit Columbus
Cleveland Cincinnati

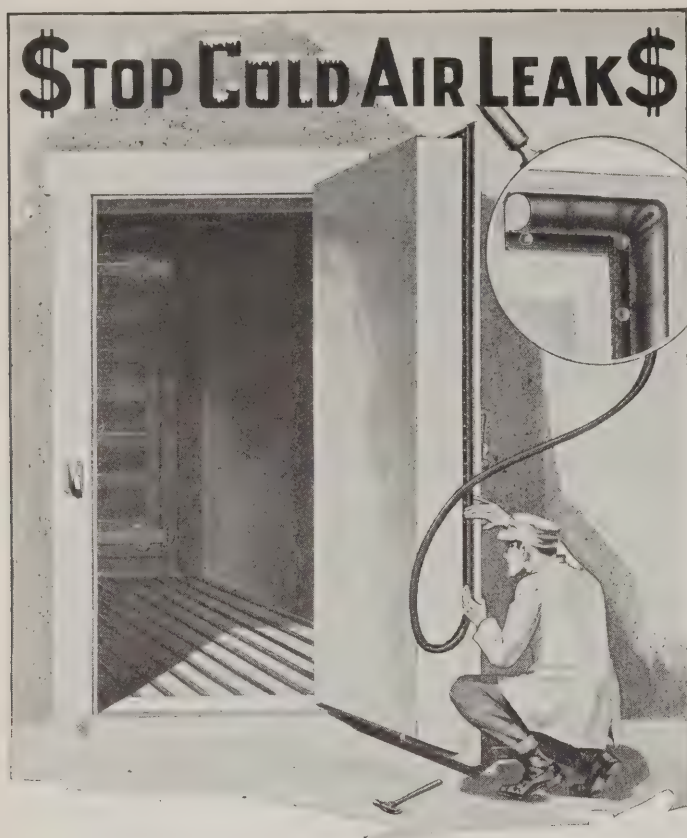
Cherry-Bassett-Winner Co.

Philadelphia Baltimore Pittsburgh
Syracuse New York City

No. 800

Built in
sizes from
50 to 800
gallons
per hour.

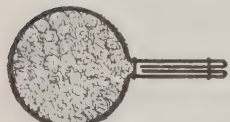
OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



Wirfs' "Airtite" Cushion Door Gasket

\$AVES YOU DOLLARS\$

Many efficient refrigerating and cold storage plant managers have learned that dollars are to be saved by applying the "AIRTITE" CUSHION DOOR GASKET to the overlap of the doors of the plant.



No. 0 JUMBO



No. 1 LARGE



No. 2 MEDIUM



No. 3 SMALL



No. 4 SPECIAL

The GASKET is a rubberized, insulated strip that is water-proof, tough, yet flexible and resilient, and will last for years. It pays for itself in a very short time by stopping cold air leaks and so reducing the cost of refrigeration.

To prove this—run your hand or a lighted candle along the sides and bottom of your door and feel and see (by the flickering light) the cold air that flows out, 24 hours a day, every day.

Easy to apply
*Simply tack on—
Turn the corners*

Send today for prices and sample card showing five standardized sizes.

E. J. Wirfs

Sole Manufacturer and Patentee

105 S. 17th Street,
St. Louis, Mo.

"WIRFS' AIRTITE"
CUSHION
DOOR GASKET

PACIFIC COAST PLANS ELABORATE ICE CREAM SHOW.

(Continued from page 44)

and had been making a practice of supplying the entertainment for those gatherings, without any attempt at organization or co-ordination of effort. Several of the energetic spirits each year got together, called for contributions to the entertainment funds from everybody interested and arranged the entertainment features. Since the organization was effected, under the name of the Supply Men of the Pacific Ice Cream Industry, the supply men make their entertainment contributions annually in the form of association dues and the organization handles the entertainment and such other work as might come before it. The annual meetings are held at the same time and place as the ice cream conventions and the supply men have found that much benefit is to be derived from the association.

H. P. Jacobsen of San Francisco, coast representative of the Solar-Sturges Manufacturing Co., is president of the Supply Men of the Pacific Ice Cream Industry; R. E. MacFarland of Los Angeles, representing the Essex Gelatine Co., is vice-president; and Russell B. Tripp, editor of Western Confectioner, San Francisco, is secretary-treasurer. The other directors are Charles M. Lee of the Lee-Greefken Co., San Francisco, J. C. Capron of Los Angeles, representing the Menasha Printing & Carton Company, and Edgar B. McKnight of the O. J. Weber Company of Los Angeles. The organization is a permanent one and meetings of the board of directors are held several times during the year, as occasion may demand. Standing committees on grievances, credit, auditing and entertainment function when called upon and the efforts of the organization are directed toward the "Promotion and Protection of the Ice Cream industry," as announced in the motto which accompanies the association's emblem on its letterhead.



THE ICE CREAM INDUSTRY IN CHINA.

The only ice cream prepared and consumed in China is for the resident foreign population exclusive of Chinese. This is prepared in the few hotels, cafes, clubs and homes devoted to the service and use of the foreigners. The Chinese have an inherent dislike of cold foods and drink which is commonly evident in their universal use of hot tea and boiling water and the absence of the cold water drinking habit. There has been in recent years a large increase in the consumption of bottled charged and flavored waters but it is hardly ever consumed by the Chinese ice cold or is the consumption of these universal.

While other foreign foodstuffs, such as canned goods, raisins, confectionery and fruits are increasingly popular with the Chinese, little or no future is expected for ice cream among the native Chinese due to the above reasons. Additional factors against the increased consumption of ice cream are high cost and limited amounts of milk and cream available, high cost of ice and its limited distribution. Outside of a few of the larger treaty ports ice is a rare commodity in other than the few winter months.



Trials of a Waiter.

Diner (in swell cafe)—I suppose people who dine here carry off quite a lot of silver.

Waiter—Yes, sir; we can't get all their loose change.
—Boston Transcript.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

HOTEL ACCOMMODATIONS FOR EXPOSITION.

The hotel facilities of Milwaukee are plentiful and good. The Hotel Committee of the National Dairy Exposition has at its disposal 2,500 rooms, nearly all with bath, southern exposure, and every room in the lot as good as any man could possibly want regardless of his means of luxury and ability to provide it. And this does not in any way interfere with rooms equally as good that will be provided for the thousands of daily visitors. Milwaukee has large and well known hotels, many smaller hotels with 150 to 300 rooms, family hotels and apartment hotels, hotels at \$1.50 to \$10.00 per day, so nobody need worry or fear having to sleep in the park.

To help the committee, the hotels and the business men of Milwaukee, who are organized to make it a personal matter to see every one is happy, every one should send in a reservation request for their room requirements directly, to the Hotel Committee, care of National Dairy Association, 910 So. Michigan Ave., Chicago, or care of Association of Commerce, Milwaukee. Indicate date of arriving, how long you will stay, rate you want to pay, and name any hotel you may know and prefer, and you will be booked to walk right into your room on arrival.



FLORIDA COMPANY GROWING.

When the Miami Ice Cream & Dairy Co. began operations in Miami, Fla., in 1913, it was the only ice cream factory in that city, and it manufactured only ice cream.

In 1919 a second plant was built and is used for pasteurizing milk and cream. A complete line of trucks were added for retail delivery. In 1922 the above company took over the Edgemore dairy, at that time erecting a new, attractive, modern dairy.

The Miami Ice Cream & Dairy Co.'s plant is 100x120 feet, has 54 tons of refrigeration, 24 hours a day, according to E. P. Christiansen, president of the company, who gives the following facts concerning his firm: The company gets its power from a Diesel oil engine which they claim averages one-third the cost of electricity to run; the company manufactures 30 tons of ice a day, eight delivery trucks are in operation, a mechanical washer keeps the cases and bottles in a sanitary condition. One 180-quart freezer and two 10-quart freezers are used for the manufacture of ice cream.



Mean is Right.

The stingiest and meanest man has been discovered. The night before Christmas he told his little boy that Santa Claus was dead.—Pickup.



*We Recommend
and Sell*

**THE
SANISCO
MACHINE**

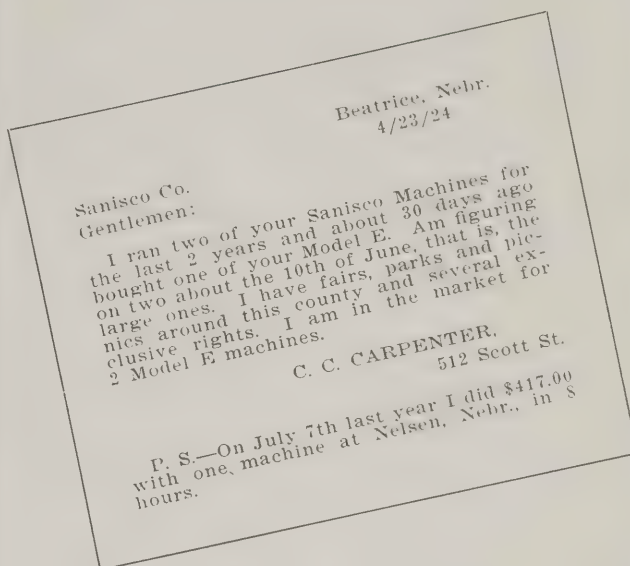


*We supply
the* **CREMO WAFERS** *for these
machines*

**ORDER A CASE FROM THE
CONSOLIDATED WAFER CO.**

2628 SHIELDS AVENUE CHICAGO, ILL.

One Machine \$417.00 IN SALES IN 8 HOURS



OUR NEW SALES PLAN NOW

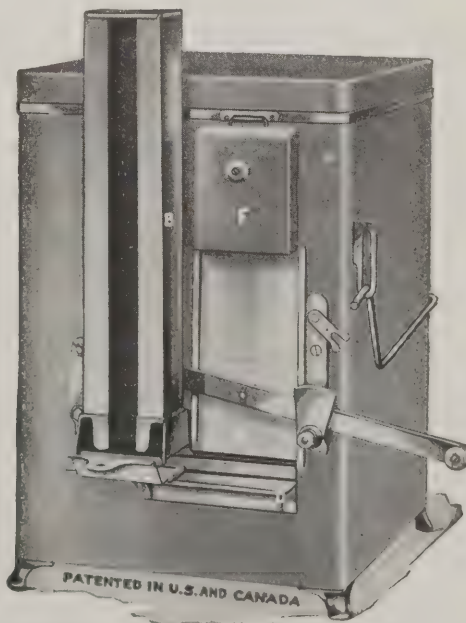
enables ice cream manufacturers to place Sanisco machines in advantageous locations without cost to them.

Write for our 1924 Sales Plan and learn how you can profit through bigger ice cream sales without extra cost.

The Sanisco Company Manufacturers

STATION C

MILWAUKEE, WIS.



ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

A Mathematical Method of Determining the Serum Solids in an Ice Cream Mix

At the upper left margin are given sugar alternates from 10 per cent to 15 per cent. Place pencil on 13 per

cent and run to the right until 11 per cent fat, the desired fat in this case, is reached; then drop down until the column intersects the line extending to the right from 11 per cent.

The figure 4.96 is exactly the number of pounds skim milk powder required per 100 pounds of mix if the mix is to be made from milk and cream or cream and skim milk, and to analyze 11 per cent fat, 11 per cent serum solids, 13 per cent sugar, .4 per cent gelatine. (To make the mix 11 per cent fat, 11 per cent serum solids, 13 per cent sugar, .4 per cent gelatine using butter and skim milk instead of cream as a source of butterfat).

The butter contains moisture, an average of about 16 per cent. It will require more powder with such a mix than when cream is used.

Associated with the fat in the upper portion of the table are decimals. In the case of 13 per cent sugar and 11 per cent fat this decimal is .22. If butter is to be used in the mix this decimal must be added to the figure in the main chart below. Then .22 pounds added to 4.96 pounds gives 5.18 pounds of powder necessary to each one hundred pounds of mix to make a mix 14 per cent fat, 11 per cent serum solids, 13 per cent sugar and .5 per cent gelatine if butter and skim milk are used.

Without any calculation the most inexperienced man could immediately, by use of this chart find the pounds of powder necessary to balance the serum solids in any mix.

Per Cent SUGAR	Per Cent Fat														
10	8	9	10	11	12	13	14	15							
11		8	9	10	11	12	13	14	15						
12			8	9	10	11	12	13	14	15					
13				8	9	10	11	12	13	14	15				
14					8	9	10	11	12	13	14	15			
15						8	9	10	11	12	13	14	15		
Per Cent SERUM SOLIDS															
8															
8.5															
9															
9.5															
10															
10.5															
11								4.96							
11.5															
12															
12.5															
13															

To Make a Mix 11 Per Cent Fat, 11 Per Cent Serum Solids, 13 Per Cent Sugar and .5 Per Cent Gelatine.

A Highly Efficient Product

"*Sx*"

Edible Gelatine is a valuable addition to our food diet.

ESSEX GELATINE COMPANY

MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street CHICAGO 94 Board of Trade ST. LOUIS 400 So. Broadway

PHILADELPHIA 708 South Delaware Avenue SAN FRANCISCO Second and Brannan Streets

ATLANTA Haynes Street LOS ANGELES 747 Warehouse Street PORTLAND, ORE. 405 Hoyt Street



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A NEW PACKING IDEA.

The latest idea in the line of packaging ice cream proposes the packing of the frozen delicacy in a tube made of stout paper, according to a news item appearing in the Philadelphia, Pa., Record. As call is made for this container, the column is cut according to the quantity desired, a cap is placed on the ends of the detached piece and the customer is all ready to eat on the spot or to carry the ice cream home. On either end of the cylinder a slight pressure can be made to force the ice cream up so it will be accessible to the spoon.



SOUTHERN MANUFACTURER RAISES WAGES.

A recent announcement by W. E. Drake, manager of the Union Ice Cream Company, Nashville, Tenn., added pep to all his employees. Every employee who had been with the company for a period of one year or more will receive a 10 per cent increase in salary. Mr. Drake says he "believes in recognizing good and faithful service and showing his appreciation in a substantial manner." In the written announcement, he thanked the company employees for their co-operation and loyalty to the company's interests and asked that they continue to work with him for the best interests of all.

Imported Dutch Cocoa

Made in Holland

Same Price as Good
Domestic Grades

Pette
TRADE MARK
Cocoa

For Famous Ice Creams
Highly soluble — gives
an inimitable Flavor and Color

Send for Free Sample and Prices

WANTED

A few GOOD
Representatives

Albert Trading Company

13-21 Park Row
NEW YORK CITY

News from the Eastern Front

From The Ice Cream Review's New York Bureau

THE Dairy Made Ice Cream Co. of Paterson, N. J., has finished alterations, construction, installing of new machinery, etc., and now has one of the most modern and complete plants in the state.

Officials have revised their hardening rooms to enable them to handle their large production at the peak seasons in the most approved fashion, without lost motion. They have five of these modern rooms with a capacity of forty thousand gallons in each. They have made valuable additions to their mixing room equipment in the way of glass-lined holders, tanks and homogenizers of latest type, and also have re-arranged their freezing room accommodations, giving them a fine large dairy and commodious room of the most sanitary type, where they have installed eight 120-quart machines of the most approved type, with batch mixers capable of turning out one thousand gallons an hour. All of these machines are run double and empty into glass-lined troughs, the product carried by gravity to the floor below, where it is run off into cans and placed into hardening rooms with the minimum of lost motion.

They have also furnished up a very substantial laboratory, fully provided with equipment of the most approved type. Many radical changes have been made in their engineering department, all tending toward producing the maximum of results, from a manufacturing standpoint, with minimum of effort. The company also is doing some extensive experimenting with iceless cab-

inets, and Mr. Knippenberg reports he is getting very satisfactory results to date.

The Dairy Made Co. has certainly used excellent judgment in the arrangement of its new plant and has the courage of their conviction that, in aiming to supply the wants of the ice cream buying public in its vicinity.

A SMALLER but very compact plant in the same territory (Northern New Jersey) is the plant formerly known as the Taylor plant and now incorporated and known as the Treat Creams, Inc., of Paterson, N. J. This plant was taken over last year by a new company, several of the members of which were for years affiliated with the ice cream industry. Its general manager and chief faction is Mr. Lawson, who is very well known in the trade. This company installed modern equipment, consisting of tanks, viscolizers, pasteurizers and freezers, enlarged their hardening room area, installed portable conveyor breaker, and added several new refrigerated trucks.

They have one of the most complete small sanitary plants in the state; an ideal location with very picturesque surroundings. Mr. Lawson is the personification of good nature and filled with the sole ambition of proving to the people of northern Jersey that while he can't make all the ice cream for that section, he can at least make it as good as can be bought.

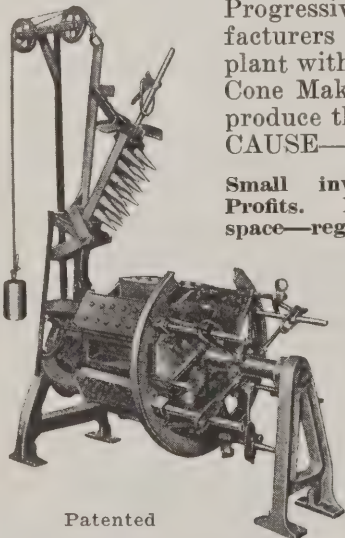
Mr. Lawson also is very optimistic about the business outlook for the coming season; in fact that spirit seems to animate everybody in the line in that section. The capacity of this plant is five hundred gallons per day.

ANOTHER North Jersey ice cream plant showing the optimistic tendency of the industry is the recognized and rejuvenated plant of the North Jersey Ice Cream Co. as Passaic, N. J., which has recently been taken over by Mr. Evans, formerly for years superintendent of the Keystone Dairy at Jersey City, N. J.

Mr. Evans has thoroughly renovated the interior of the plant, installing new glass-lined tanks, homogenizer, and four 120-quart freezers and now has a capacity of about four thousand gallons of ice cream a day.

The superior facilities of this plant, which is very complete, its ideal location and direction under the skillful guidance of a man who has proved his merit as an executive, bid fair to make it one of the successful plants

NEW FIELD Opens for Ice Cream Manufacturers



Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St.

Philadelphia, Pa.

TIFFANY CABINETS LEAD!

Recognized Everywhere as the "Last Word" in Ice Cream Cabinet Construction

WRITE FOR DETAILS

TIFFANY & COMPANY

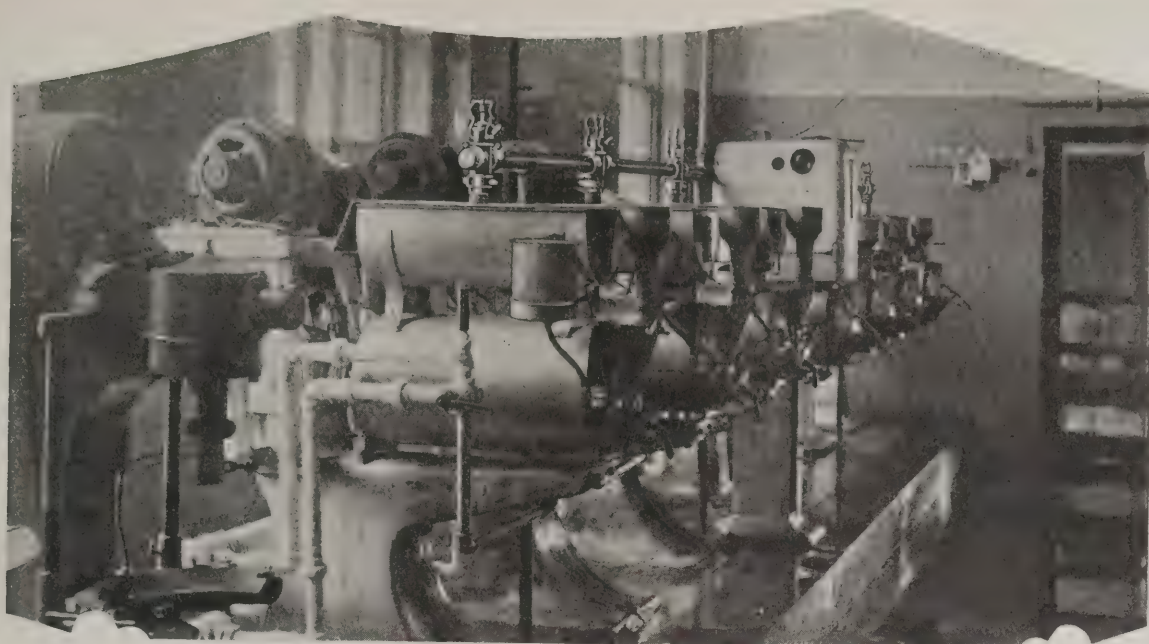
Incorporated

Manufacturing Woodworkers

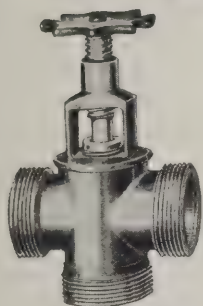
CARBONDALE, PA., U. S. A.

A CABINET IS AS GOOD AS IT'S TANK

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Shimp Valves in Northland Milk & Ice Cream Co. plant, Minneapolis, Minn.

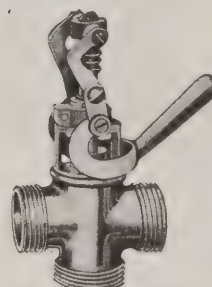


Screw Type

The Valve serves as a Valve as well as a Tee.
Saves fittings—no pockets in your line.

Ask your jobber or write us direct.

THE SHIMP MANUFACTURING CO.
2609 Stevens Avenue Minneapolis, Minn.



QuickOpeningType

A GROWING NEED

There is nowhere where the value of dependability and uniformity in cleaning operations means so much as in the ice cream plant.

This is so true that one of the largest producers of milk foods advertise that they spend more time in cleaning than in actual manufacture.

And nothing emphasizes more significantly this growing need for dependable sanitation than does the increasing demand for

Wyandotte
Dairyman's
Cleaner and Cleanser

Indian in Circle



In Every Package

This pure inorganic, greaseless cleaner purifies, sweetens and cleans clean. It quickly removes dirt and objectionable matter, deodorizes thoroughly, and leaves the natural surface of that which it cleans in a condition of faultless sanitation.

*An order on your supply house
will prove a profitable investment.*

The J. B. Ford Co.

Sole Mfrs.

Wyandotte, Michigan

in that section of the state. The new management is very optimistic over prospects for the present season.

* * *

C. Mortensen of the Standard Milk Machinery Co. of Louisville, Ky., and past president of the Dixie Flyers, spent a few days in New York recently. Mrs. Mortensen



C. MORTENSEN.

accompanied him and they apparently were having an enjoyable visit. Mr. Mortensen has worked out another very valuable asset to the dairy industry in the way of a new piece of machinery, of which he appeared to be very enthusiastic and judging from the brief opportunity we had for examining the details, it's our opinion and hope that it will do all he expects of it. We don't feel privileged to explain the character of this machine, not having his permission to do so, but we do know that, if it comes anywhere near up to the principle it is intended for.

The Hydrox Company of New York has set a new fad in the "Big berg" by sending out a new fleet of trucks and wagons printed in a very artistic fashion, using their standard colors, lemon, yellow and gold letters with dark green running gears. They have carried out the same color scheme on their side walk signs and are to be complimented on their good taste.

* * *

VERNON F. HOVEY, president of the National Association of Ice Cream Manufacturers, has made the following announcement to The Ice Cream Review:

"The meeting held in Washington was in no sense a directors' meeting, but was simply a meeting of the standards committee, together with a few members of the executive committee. We met with Dr. W. W. Skinner, chairman of the committee on definitions and standards, together with some of his associates, for the purpose of discussing the proposed standard on ice cream.

"It of course goes without saying, that we are opposed to a weight standard, as there is not necessarily any relationship between weight and value, and also because present day equipment makes it impossible to control the weight of our finished product. We have filed a brief with Dr. Skinner, and expect to have a meeting before the complete committee on definitions and standards, when they have their next meeting, which may possibly be in June.

RECENTLY I have not found the time necessary to properly care for all the things that have required attention, so cannot say much regarding the industry in New York state. The gallonage production in the Eastern states speaks for itself, as to the development of the ice cream industry. The business in this continues to thrive, showing consistent gains from year to year, the increase in 1923 probably being about 10 or 15 per cent over 1922.

"If the New York state fellows have achieved anything unusual, it is in connection with cost accounting work. Some fourteen manufacturers, in this state, have adopted a uniform classification of expenses and are making distribution of all overhead expenses in a uniform manner. After the elimination of raw material costs and executive salaries, the statement from each of these plants are being sent to Prof. W. W. Fiske of Cornell University, who, in turn, is getting out a comparative statement, the identity of the different plants not being disclosed. This work should contribute to efficiency."

(Continued on next page)

ICE CREAM MIX

New and Enlarged Edition

A book every ice cream man should have handy.

Contains formulas for making mix of all ingredients. Tells how to figure formulas, costs, etc.

PRICE \$1.00

Send anywhere postpaid on receipt of remittance

The Olsen Publishing Co.

Fifth and Cherry Sts.

Milwaukee, Wis.

Havacone

*The Nation's Standard
Ice Cream Cone*

Made without grease, coloring or preservatives.

BAKED TO IT'S OWN COLOR.

OUR NEAREST PLANT WILL GLADLY SEND SAMPLES. WRITE FOR THEM.

Cone Co. of America

3rd Street and Van Alst Ave.
LONG ISLAND CITY, N. Y.

6001 South Western Avenue
CHICAGO, ILLINOIS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

We are pleased to report that our friend Albert McDougal of the Allman Gas Engine Company of New York City, who manufactures the Champion Line of ice breakers and conveyors is completely convalescent after a very serious illness and is now back on the job as full of vim and ginger as of old.



O. S. JORDAN.

Join us in our felicitations

* * *

GETTING READY FOR INCREASED BUSINESS.

The Lake City Ice Cream Co., Jamestown, N. Y., is getting in readiness for the increase in business with the approach of warm weather. This company supplies many surrounding towns and distributes its product to many lake resorts which is the cause of its tremendous increase in business during the summer months. The modern ice cream plant is located at 25 Richmond place, and the most up-to-date equipment is used in the manufacture of the cream. The plant is at all times open to the public and many visitors have been pleasantly surprised by cleanliness of the plant and its sanitary method of manufacture.



STUDENTS SEE ICE CREAM MANUFACTURED.

Every year the students of the University of Illinois tour the farming district of Southern Wisconsin. On their recent tour, they were shown how ice cream is manufactured in large quantities in a modern factory. The student group was in charge of E. A. Stiritz, associate professor of dairying of the agricultural school. They were taken to the Kellogg Ice Cream factory where complete details of ice cream manufacture were explained.



NEW PLANT IN IOWA.

The Crowell Company, Waterloo, Ia., is erecting a new ice cream plant in Oelwein, Ia., at 219 West Charles St. The building will be constructed of brick and tile, and will be 30x40 feet, one story and basement.

The company expects to manufacture 40,000 gallons of ice cream in their Waterloo plant this year.

A ten-ton compressor is included in the new equipment for the Oelwein plant, and Earl C. Glasson, secretary, advises that two 40-quart freezers, and a 100-gallon holding tank will also be added. A refrigerated ice storage, a 1,500 gallon hardening room with vestibule, and necessary sanitary pumps and piping are expected to be installed soon.

EVERY MANUFACTURER IN THE COUNTRY SHOULD BE A MEMBER OF THE NATIONAL ASSN. OF ICE CREAM MFRS.

Did You Get Your Copy ?

OUR BOOK "Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today.

Use
Crescent

For
Efficient

C
O
R
K
B
O
A
R
D

Information on insulation problems -- practical--economical erection, etc., furnished by expert engineers.

United Cork Companies

BRANCH OFFICES

New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O.
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS

Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.

I
N
S
U
L
A
T
I
O
N

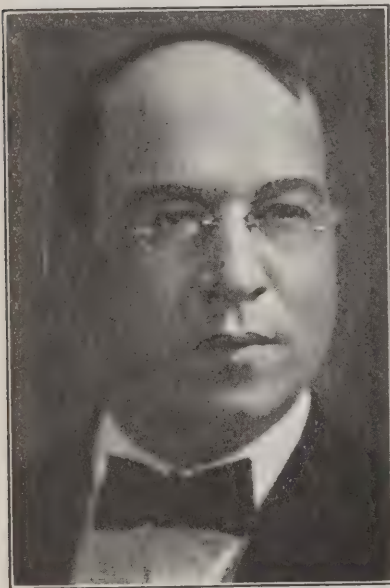


Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

Carolina Plant Has Impressive Opening

Enlarged Plant of Forsyth Dairy Co., Winston-Salem, N. C.,
is Thrown Open to the Public

PEOPLE who had never before been inside of a dairy plant attended the opening of the enlarged plant of the Forsyth Dairy Co., Winston-Salem, N. C., on the evening of April 8. During this period more than 5,000 people passed through the plant and took away



CHARLES E. LANDRETH.

with them 5,280 slices of "Mystery Brick," the company's special novelty; 4,400 Eskimo pies, 50 gallons of bulk ice cream and 100 gallons of chocolate milk.

The expansion of the Forsyth Dairy Co. makes that plant one of the most up-to-date and modern of its kind in the South. Charles E. Landreth, secretary-manager of the plant, has been widely congratulated upon the completion of the large addition to his plant.

The capacity of the enlarged plant is 3,000 gallons of milk and 2,000 gallons of ice

cream a day. Butter production is about ten thousand pounds a month. Most of the butter and milk is consumed in Winston-Salem and High Point. A very profitable city service is maintained in High Point, a neighboring city of approximately twelve thousand inhabitants. Winston-Salem residents have been educated to drink large quantities of pasteurized milk.

The Forsyth Dairy Co. now is under control of the Carolina Creamery Co. of Asheville, N. C., a concern that began business in 1912 with Curtis Bynum as sole owner. In 1915 a corporation was formed. Mr. Bynum was elected president and Hans Brody was named vice-president.

The Forsyth Dairy Co. was established in the fall of 1918 through the efforts of the Winston-Salem Chamber of Commerce. That city now has a milk supply superior to most cities its size in the state.

CHARLES E. LANDRETH became connected with the Asheville concern and went to Winston-Salem in 1919. He recommended that a subsidiary be formed to take over the assets of the Forsyth Dairy Co. as a whole. The plant was taken over February 1, 1920, with local stockholders retaining their full interest. Mr. Landreth was elected president of the North Carolina Ice Cream Manufacturers' Association at the 1922 convention at Raleigh.

The present officers of the Forsyth Dairy Co. are: Curtis Bynum, president; Hans Brody, vice-president, and Charles E. Landreth, secretary and manager.

At the time the Asheville company took over the business it was confined to the handling of milk and butter, very little ice cream being made. The volume of milk being received then ran between 300 and 400 gallons a day. The business has grown until today the company handles between 1,500 and 2,000 gallons a day. Ice cream is being shipped over a wide range of territory.

A LITTLE more than a year ago the Carolina Creamery Company opened a certified milk and dairy farm seven miles from Asheville, on the Waynesville road, so customers could secure milk produced under prescribed rules and regulations. There was erected on this farm a barn that is the last word in sanitation and modern construction.

This farm was named "Valkyrie Farm," and it is being visited by thousands of tourists that go to Asheville, as well as people from all parts of the country who are interested in the dairy business. Members of the International Dairy Council, which recently held a conference in Washington, went down to Asheville to see this farm.

The milk on this farm is produced from a herd of registered Guernseys, the foundation stock of which was purchased from a leading New York breeder.

Unusual Bargains

Used equipment for immediate shipment.

(SOME PRACTICALLY NEW)

- 2—40 qt. Emery Thompson brine freezers.
- 1—500 gal. Pfaudler jacketed mixing tank.
- 1—1000 gal. Pfaudler plain tank.
- 2—Pfaudler ice cream hoppers 15" x 60" x 30".
- 4—Creamery Package batch measures.
- 2—Champion No. 11-H ice crushers, hopper type.
- 75-ton brine cooler, shell and tube type.
- 100-ton brine cooler, shell and tube type.
- 20 stands De La Vergne atmospheric ammonia condensers, latest type.
- 2—500 g. p. m. Union centrifugal pumps, direct connected to 10 h. p. motors.
- 244 cu. ft. steam driven air compressor.
- 5000 lineal feet of 1 1/4" hardening room piping.
- 33000 lineal feet of 2" hardening room piping.
- 50 gal. Perfection ice cream batch mixer.
- 100 gal. Cherry starter-can.

Write or wire for quotations.

We own the largest stock of good used refrigerating and ice making machinery in the United States. Will be glad to have you refer any equipment that you have for sale, to us.

Send us your inquiries.

ROBERT P. KEHOE

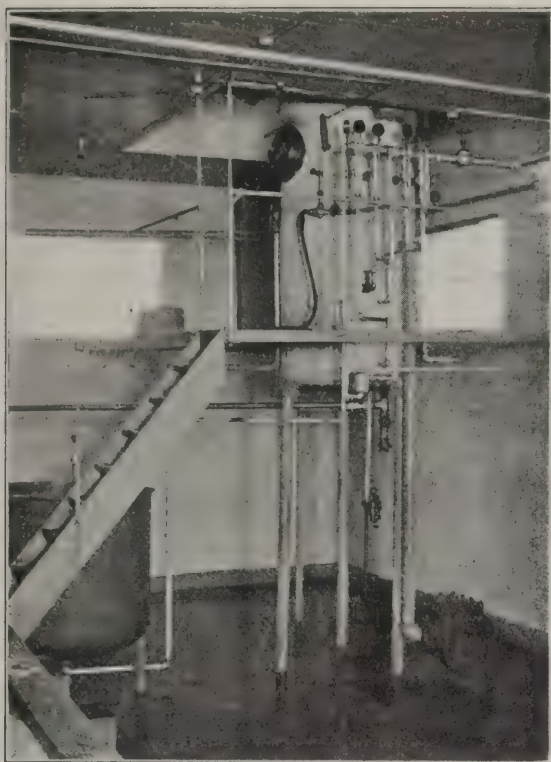
7 East 42nd Street New York, N. Y.
Telephones: Vanderbilt 9594-9595

Tags

All sizes and styles of shipping tags at production prices.

Get our quotations before you buy

The Olsen Publishing Co., Fifth and Cherry Sts. Milwaukee, Wisconsin



Three Foot Condensing Unit in the plant of
Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA

MANUFACTURERS OF

"SANIGOLD"
CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec.
13th
1923

C.E. Rogers,
Detroit, Mich.
Gentlemen:

The thirty-six inch pan which we purchased
from you, has been in operation about nine months.

The pan is working perfectly, and has never
given us a bit of trouble. We are using it for
making ice cream mix, and are enabled to make
our mix cheaper and better by this method. We will
probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered
on this installation, we remain,

Yours very truly,

Franklin Dairy Co.

D. D. Fertig

WE HAVE A SIZE TO FIT
YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street

Detroit, Mich.

"Atlas" Century Color
*will give your Ice Cream that beautiful
New York Shade
which cannot be otherwise obtained.*

BBLs. per Gal.

\$2.00

KEGS per Gal.

\$2.50

6 GALS. per Gal.

\$2.75

1 Gal.

\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

Established 1851

NEW YORK
83-93 Park Place

CHICAGO
11-13 E. Illinois St.

WHY ICE CREAM IS NOT COMPETING WITH SOFT DRINKS.

(Continued from page 12)

And if the clerk is very busy, the customer may stand around shifting from one limb to another and, in disgust, just pick up a package of candy from the fountain, drow down a nickel and dime and pass out. The clerks—the fountain people—have made it so easy to buy, you know—easy to buy things besides ice cream.

Ice cream has to be good. It has to have a decided taste appeal. It has to have a reputation for purity and wholesomeness. Otherwise, it would not have one ghost of a show in competition with the scores of things that clutter up the average soda fountain, either on the fountain itself or on the large shelf behind it, over which there generally are mirrors where the soda fountain people write such things as "Cold Pop," "Try Our Whatsa-Cola," "Everybody likes Blue River Special," etc. Seldom is there anything about ice cream.

OCCASIONALLY some "live" ice cream manufacturer co-operates with his retailers by preparing window displays. Too many, however, won't bother about this matter.

When the thing is sifted to the bottom, we find that the ice cream industry has no one to blame but its own members for the stiff competition they meet. We have folded our hands and let the dealers and the soft drink people have their way. Now, we must either be up and doing and get out after that business that the soft drink people find so easy to get or hold our peace. None of us can have any quarrel with the soft drink people; we cannot blame them for getting the business they have developed, but we can blame ourselves for sitting idly by

and wondering why in the name of heck we can't make people understand why they should eat ice cream every day for health and satisfaction when the beverage people are getting the public to that very thing when they have nothing to feature in their advertising except such merits as "thirst-satisfying," "delicious and refreshing," "hits the spot," "makes you call for more," etc., etc.

WE UNDERTOOK to get our readers to tell us something about methods of meeting this situation. All agreed that the ice cream industry must co-operate with retailers and encourage them to push ice cream at least in proportion to the effort they put behind other merchandise; must advertise ice cream, its palate appeal as well as wholesomeness, and must keep everlastingly hammering away at the development of winter consumption.

Here are some of the things readers have to say:

Shreveport, La.

In reference to ——— as a competitor of ice cream, it is the strongest competition that we have, but I believe that we are gradually taking inroad on the consumption of ———.

We are doing quite a lot of advertising, backing our advertising with quality and service. This, it seems to us, is the best medium to fight any competitor.

We are now packing ice cream in small packages for the consumer, and with the advent of the refrigerated cabinet, I believe we will be able to put ice cream in all of the suburban grocery stores throughout this section.

This is about the outline of our 1924 operations to overcome the competition of soft drinks.

Campbell's Ice Cream Factory,

W. W. CAMPBELL, President.

* * *

Corsicana, Texas.

Re-Coca Cola Competition.

There is no doubt but that the soft drink is a competitor of ice cream in a way, yet in the warmest weather, the general idea is a "thirst quencher." and, of course, one cannot really call ice cream a "thirst quencher." It is therefore necessary that the ice cream manufacturers use advertising both personal and publicity, informing the public of the delicious, thirst-quenching, body-building qualities of a real true fruit ice cream soda.

Furthermore, if the ice cream manufacturers will use a great deal of good display advertising on his dealers' back bars he will see an added advantage. You have perhaps noticed the great many that come up to the soda fountain and when asked their desires, will stand and gaze around and say, "Oh, I don't know, I guess you can give me a soft drink." Now, there is no doubt but that they came to the fountain with an open mind and with simply an idea of "something cold" and, upon looking around for suggestions, see the ever present ——— advertising.

It is our opinion that ice cream manufacturers could stimulate this business a great deal by co-operative advertising; especially informing the public the value of ice cream as a food and body builder; Coco Cola was put on the market and was universally used in a very short time, all by good advertising.

Frick Ice Cream Company,

J. E. BASTON, Sales Dept.

* * *

Monroe, La.

We are indeed very glad to see The Ice Cream Review interested enough in this subject to discuss it through your magazine. This is a subject that we have given serious thought, being the greatest menace and the hard-



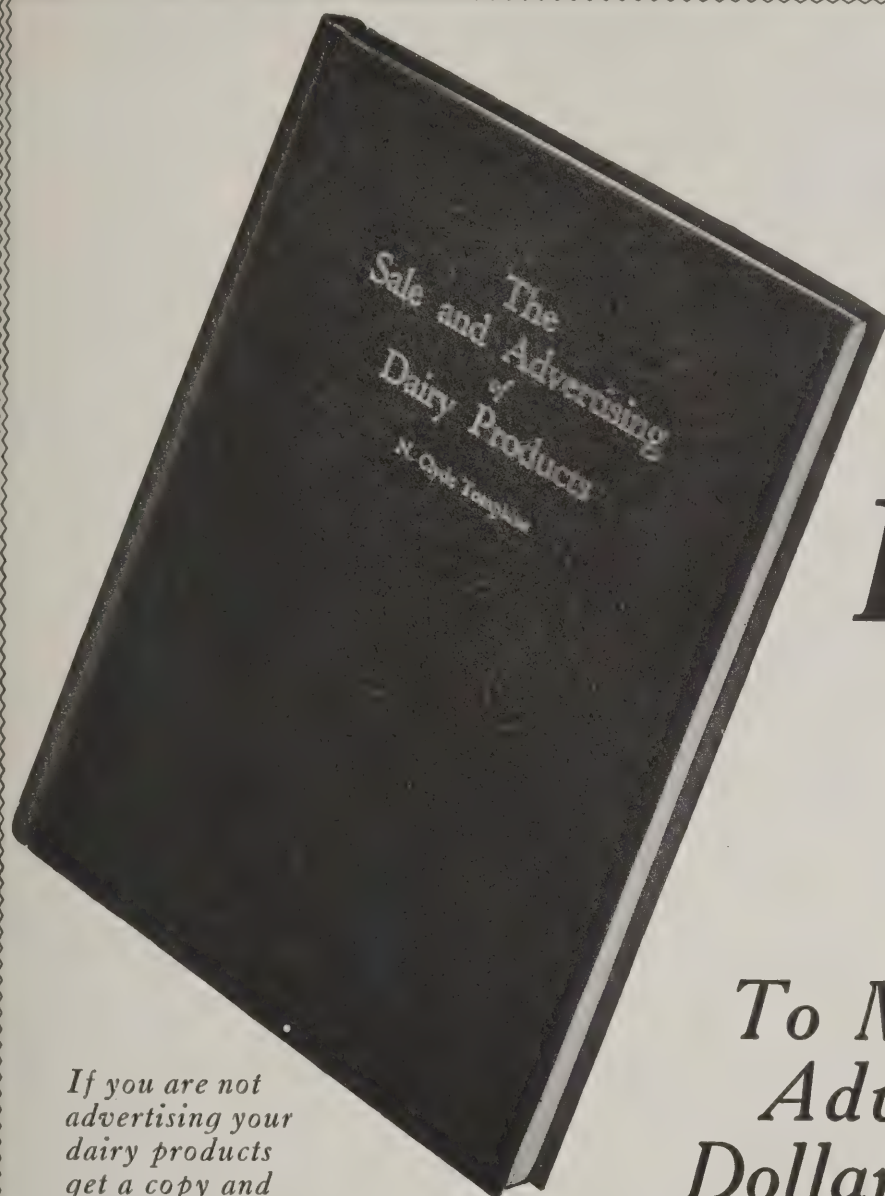
Why Richmond Cedar Does Not Rot

The gigantic cedars from which Richmond White Cedar Tubs are made come from an immense swamp. These white cedars practically grow in water. Only a wood with tremendous moisture resisting qualities could survive in an environment like this. It's the natural saturation with resin that preserves this wood indefinitely. And it does not lose this quality when cut and put to commercial uses. Its lightness of weight and ability to resist moisture and great strength makes an ideal tub.

For fewer replacements order a quantity of these tubs now.

RICHMOND CEDAR WORKS, Richmond, Virginia

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



HOW

!

To Make Your Advertising Dollars Do More

If you are not advertising your dairy products get a copy and learn how to build a bigger business by advertising.

Only \$2.00 brings a copy to your desk. Send today and get some of these practical plans working for you.

Why experiment with a lot of "ideas" on advertising dairy products when for only two dollars you can get a whole book full of practical plans that have proved themselves successful through practical use?

This book tells HOW. It tells how to get more results from your advertising dollars, how to organize an advertising and selling campaign, how to test out ideas without big expenditures.

PUBLISHED AND SOLD BY

The Olsen Publishing Company
Fifth and Cherry Streets
MILWAUKEE, WIS.

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

est, most unworthy competition that the ice cream manufacturer in the South has to contend with. There is no reason, from any reasonable standpoint, why there should be more soft drinks consumed than ice cream.

But there is a great deal more of it consumed for the following reasons:

First—One certain soft drink must contain a drug that is temporarily stimulating, as this is one of its noticeable effects, this stimulating quality creating a nervous desire for more in all who drink it, both men and women. The writer rarely ever touches the drink, and to take a bottle today would result in a sleepless night, which proves in itself that it is not healthful. As to food value, we are unable to see where there could be any. Therefore, it is in our estimation, a drink sold to millions of people who never derive anything but harmful results from it.

Second—The popularity of the drink is due further to the fact that it is locally and nationally advertised in every conceivable form, being in all probability the most highly advertised product on the market; and, as everybody knows, continuous, attractive advertising gets results.

Third—As to why more of this drink is sold in the South than ice cream: The ice cream manufacturer has done very little local advertising and little, if any, national advertising. On the other hand he has centered his activities on his fellow ice cream manufacturer, seeming to consider him his biggest competitor and ignoring the greater menace of the soft drink, and by so doing put out a cheap product in whose favor very little, if anything at all, could be said in the way of advertising.

But to overcome this competition is, to our minds, an easy matter, requiring time of course, and co-opera-

tion among ice cream manufacturers, as we have the advantage over soft drinks in every sense of the word, providing all manufacturers will make GOOD ICE CREAM that will stand the test of vigorous advertising.

We believe that the shortest route toward bringing ice cream into its own for the manufacturers to co-operate as mentioned above and put through the legislatures in each state a law that will require pasteurization and a high standard of butterfat and total solids and absolute sanitation in every respect. From our experience in the ice cream business we believe that the most satisfactory grade of ice cream, from the standpoint of both manufacturer and consumer, is an ice cream that contains twelve per cent butterfat and thirty-eight per cent total solids. This is a rich, well-balanced product, not only delicious but high in real food value, not so rich, however, as to tend to cut down the consumption as in the case of any over-rich product, a little of which goes a long way. On the other hand, it is rich enough and delicious enough for kings and queens to eat.

The making of such a product will create a growing demand that will gradually take the place of inferior products, and with the proper local and national advertising, with a strict obedience to the laws suggested, the ice cream industry will grow in such proportions in the next few years that this particular soft drink will no longer be a competitor and will be practically forgotten by the public as well as the ice cream manufacturer.

Yours very truly,

Orvin-Kent Ice Cream Co., Inc.,

J. H. ORVIN.

* * *

Springfield, Tenn.

We are in both the ice cream and bottling business and the answers to the discussion are not hard.

The first question, "Do you think — is a serious competitor to ice cream?"

As we all know, the soft drink is here to stay; therefore we must look at it from a standpoint of trying to help convince the manufacturers of soft drinks to use better and make better drinks. A lot of the bottlers are trying to make drinks with cheap extract and a low sugar content and every way to make a cheap drink. Now, if the ice cream men will get after the bottler and show him the value of quality and try to get him to use at least 32 degree syrup and make a quality drink, that will get the public to ask for more; they will not only build the ice cream trade up but get more people to places that handle both ice cream and drinks.

There is only one reason that in some places the drinks get ahead of the ice cream and that is where there has been some of the cheap ice cream sold. I meet this in our town where there is some cheap cream coming in, but every place that there is quality ice cream, you do not see very much of the bottler getting your trade. There are a good many things to do to get the people to like ice cream if it is not of a standard, but if they eat good ice cream and it is at their service when they call for it, they will not leave it for soft drinks of any kind. As for the food value of this soft drink, if it is made as it is supposed to be, it has a food value, but when you come to class it with ice cream—I mean at least 8 per cent ice cream—it has not the food value that the ice cream has. Eight per cent ice cream with 32 or 34 per cent solids has by far more food value than 6 ounces of soft drink if they do use 32-degree syrup.

The way I am going to meet the soft drink competition is with quality ice cream and not only start and get them with quality ice cream, but give them quality all

The **HOUSE**

of

Personal

Gelatine

Service

Hughes Gelatine Co.

1815 Franklin Street

DETROIT MICHIGAN

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

the way, and if every ice cream manufacturer will do the same thing and not fall off for at least one summer, he will soon have his soft drink competition to one side so that the trade that soft drinks get would not eat ice cream if it were free.

Yours very truly,
Velvet Pure Milk & Ice Cream Co.,
RUSSELL A. SMITH

NEW YORK PLANT CHANGES HANDS.

Arrangements have been completed for the purchase of the Geneva Ice Cream Company, Geneva, N. Y., by the Rochester Ice Cream Company, Rochester, N. Y. The Rochester concern took over all the stock of the Geneva firm, which included the plant at Geneva, is the information received from Rochester. Only minor changes will be made in the plant, according to S. T. Nivling, president of the Rochester Ice Cream Company. Mr. Nivling advises that their branch at Geneva will be consolidated with the Geneva Ice Cream Co., and the name, "Geneva Ice Cream Company," will be maintained in that city.

DAMPIER SUPERINTENDS NEW YORK PLANT.

C. P. Dampier, superintendent of the Anheuser-Busch Company, New Orleans, La., has left "America's most interesting city" and now is in New York as superintendent of the new Anheuser-Busch plant, which is in operation on 164th and Brook Avenue.



C. P. DAMPIER.

Mr. Dampier has added considerable prestige to his established reputation as an authority on America's frozen food product since his efforts in the South were in accord with the most discriminating requirements of the trade, featured by a quality ice cream product — together with a service, second to none. His many friends and associates wish him a continued success in the Eastern metropolis, where the "A.-B." plant

as built under his recommendations as to exclusiveness of design, equipment, etc.

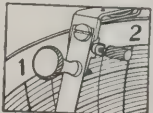
ICE CREAM TRANSPORTATION DEMONSTRATED.

Evidently the Kirk-Maher Co., Inc., Malony, N. Y., believes in demonstrative advertising, for it recently gave an interesting illustration of the latest equipment for transporting ice cream on the main thoroughfare of their city at the busiest hour of the day. At midnight a fleet of three motor refrigerators paraded the streets. These trucks were recently acquired to distribute Purity Ice Cream to branches at Saranac Lake and Massena. They have the brine system refrigerating bodies.

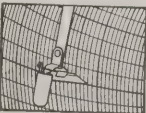
Master—"What would your father pay if he owed the baker three pounds seven, the butcher four pounds one and fivepence, the milkman—"

Boy—"Notthink, sir; 'e'd move."—The Passing Show (London)

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.



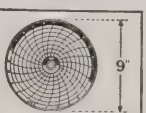
1—Pen Pressure and Position Adjustments



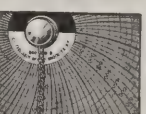
2—Fountain Pen Point



3—Fixed Pivot



4—One Size Chart



5—One Turn Chart Holder



6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

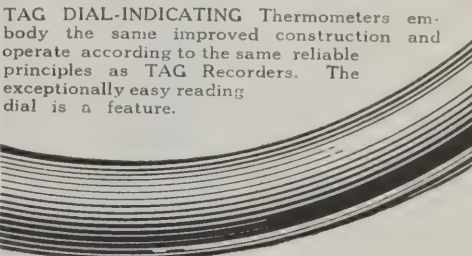
2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.



TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.

Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769



NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

NIZER CORPORATION APPOINTS DISTRICT MANAGERS.

The Nizer Corporation, Detroit, Mich., has announced the appointment of two new district managers and the acquisition of a new salesman. L. A. Forsyth has been appointed



L. A. FORSYTH.

manager of the Chicago district office of the Nizer Corporation, to supervise sales and service throughout the states of Illinois, northern Michigan, Nebraska, Wisconsin, North Dakota, Iowa, Minnesota, South Dakota and western Indiana.

Mr. Forsyth has been in the dairy industry as a sales engineer, plant engineer and service engineer for over 14 years. His connections with Carnation Milk Products Company, The Creamery Package Manufacturing Co., and other nationally known concerns, have given him an extensive acquaintance throughout the United States.

Officials believe that, "because of his experience in practically every phase of dairy industry," he will be able to render valuable service to dairy

products manufacturers. The Chicago sales and service office is located at 816 Sharples Building, 565 Washington Boulevard.

* * *

F. B. Ruoff has been appointed manager of the New York district office of the Nizer Corporation. Recently he was manager of Division No. 3 for the Eureka Vacuum Cleaner organization. Previous to his work with Eureka he was sales manager of the Klaxon Company making Klaxon horns.

Mr. Ruoff's knowledge of merchandising should make his assistance in the building up of ice cream volume worth seeking by manufacturers of ice cream and other dairy products, officials believe.

The territory covered by the New York office includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, New York (east of Syracuse), Maryland (east of Hagerstown), Pennsylvania (east of Huntindon), Washington, D. C., and Virginia.

The Nizer New York sales and service offices have been opened at 944 Marbridge Bldg., 34th and Broadway.



F. B. RUOFF.

Lewis C. Chamberlin, until recently with the Frigidaire, has joined the sales organization of the Nizer Corporation, manufacturers of Auto-

matic Iceless Ice Cream Cabinets, according to announcement, and will be available to ice cream manufacturers in the following states: Lower Michigan, eastern Indiana, Ohio, western Pennsylvania, western New York and West Virginia.

Mr. Chamberlin has had long experience in the dairy industry. The connection with which he was most widely known, was the A-B-C Refrigerator Truck Body made by Anheuser-Busch, Inc., St. Louis, Mo. He also was connected with the C. Nelson Manufacturing Co. of St. Louis.

He will make his headquarters in Detroit, at the plant of the Nizer Corporation.



LEWIS C. CHAMBERLIN.

* * *

A NEW PINEAPPLE PRODUCT.

J. L. Philpneau, 246 Water St., New York City, is offering to the ice cream trade a pineapple product from which the moisture has been removed in a manner, it is stated by the company, which preserves the fresh pineapple flavor. It is concentrated about eight times the strength of the ordinary juice, contains no preservative, artificial coloring or additional sugar, in fact, no other substance has been added, we are told. If any ice cream manufacturers desire to try out this product for the manufacture of pineapple ice cream, and will be willing to give the company their unbiased opinion of it after using, J. L. Philpneau will send them samples free of charge for the asking.

* * *

REPAIR PLANT.

The Bristol Co., Waterbury, Conn., manufacturing recording instruments and distributing radio equipment, has leased 2,740 sq. ft. in the Larkin Building, 3617 South Ashland Avenue, Chicago, in order adequately to take care of the Middle West business, which has grown to large volume according to officials of the company. Most of this area will be devoted to repairing and recalibrating Bristol instruments sold and used in the Chicago territory, but some will be used for stocking made-up instruments for quick deliveries and various lines of radio merchandise, they say. The present salesroom and offices of the Bristol Company will be maintained in the Monadnock Building.

* * *

W. P. Abel recently returned to his business in New York after a four weeks' tour of the Coast. Mr. Abel, who is head of the Impruv Mix Co., reports good business conditions in the ice cream industry along the Coast in spite of the fact that money is not as free as formerly, according to R. J. Decy, eastern representative of The Ice Cream Review with headquarters in New York City.

(Continued on page 146)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

CP Mechanical Refrigeration

"OUR CP Refrigerating Machine was installed for us about five years ago and although it has never had the attention of a mechanic, it does just as good work now as it did when first installed."

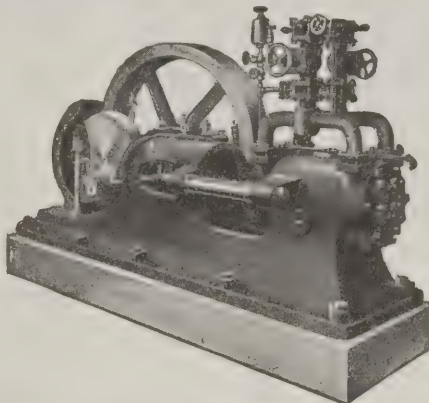
The preceding is an extract from a letter recently received from Mr. F. C. Pernert, Mgr. of the St. Louis Co-op. Cry. Co., St. Louis, Mich., and expresses the general sentiment of CP Refrigeration users everywhere.

Its extra heavy construction, long life and quiet operation are features that appeal to all users.

Made in vertical and horizontal designs in sizes ranging from ¼ tons upwards driven by belt or electric motor. The vertical type may be either automatic or hand operated. Please write for catalogue. Address

THE CREAMERY PACKAGE MFG. COMPANY

General Office: 61-67 W. Kinzie St. Chicago, Ill.
SALES BRANCHES EVERYWHERE



CP Horizontal Refrigerating Machine



Cold Process Strawberries

We have just finished packing the largest pack of strawberries in our business career, marking bur entrance into our 23rd packing season. It just happens that they are far and away the finest berries in our experience—luscious, sun-ripened fruit, temptingly plump and juicy, and bright in color; grown south of the Mason and Dixon line and sold by Reyam in the four corners of the U. S. A. Place your orders now. They're packed in No. 10 cans and up to 50-gallon barrels, ready for prompt delivery, or on 12-months' contract to be ordered as needed.



"Reyamized" Peach Cream

is in big demand during June and July; make the most of it—use Reyam Solid Pack Cold Process Crushed Peach. It's backed by our iron-clad guarantee.

"Reyamized" Butter Scotch

has made friends wherever it's been used; repeat orders are coming in thick and fast. Give your trade a taste of this toothsome new flavor.



Reyam Brand

is Headquarters for Whole and Broken Maraschino Style Cherries.

All Size Containers.

Tutti Frutti Mixture

Equally good in bulk or fancy brick cream. Ready for instant use in creams, ices or sherbets.

The CINCINNATI EXTRACT WORKS

422 - 424 W. 4th STREET, CINCINNATI, O.

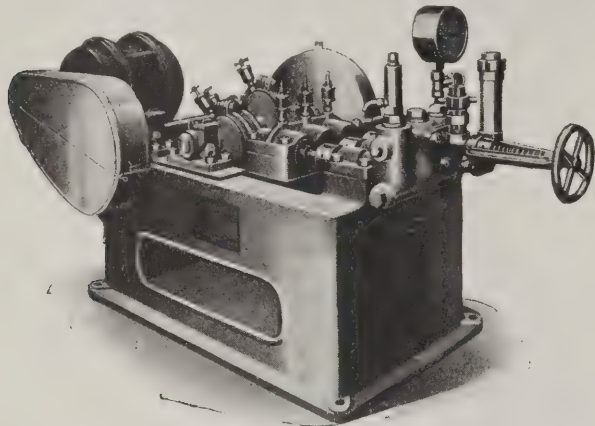


AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

ANNOUNCEMENT OF A NEW HOMOGENIZER.

The Creamery Package Mfg. Company, 61-67 W. Kinzie St., Chicago, announce the placing on the market of a new machine to be known as the CP homogenizer.

The distinctive feature of the new homogenizer, we are told, is in the construction of the homogenizing head. This is similar to a safety or relief ball valve held closed by a



powerful coil spring, adjusted to open at any specified pressure depending on the results desired. The material of the ball valve and valve seat is Stellite metal—a material so hard that it cannot be machined but must be ground to its final shape and finish, according to officials. The valve and seat are practically non-wearing.

Another distinctive feature, claimed for the machine, is the cylinder construction. The three cylinders are made of high tensile strength hydraulic bronze cast en bloc and machined and bored from the solid casting. This eliminates the necessity of separate discharge and suction headers with their attendant joints.

The new homogenizer is built in a full range of standard sizes and is designed to sell at a moderate price. Complete description can be obtained by addressing the manufacturers.

McCORMICK ORGANIZES MIDWEST GLACIFER CO.

The Midwest Glacifer Company has been formed to handle distribution in the Middle Western states for The Glacifer Company of Somerville, Mass., and Philadelphia, Pa. W. B. McCormick, well known in the dairy manufacturing industry of the West, is in charge of the company as president and general manager.

The company is expecting to handle a large volume of business in the middle West. Mr. McCormick has just established Milwaukee headquarters and entered upon his duties of explaining to ice cream manufacturers why Glacifer packers keep ice cream in good condition, without ice or salt, from 15 to 36 hours.

The Glacifer dry packers, widely used in transporting ice cream, are a real connecting link between the manufacturer and the dealer, it is pointed out by Mr. McCormick, especially in

cases where there have been installations of iceless cabinets. The territory of the Midwest Glacifer Company embraces Wisconsin, Illinois, Iowa and Minnesota. Mr. McCormick

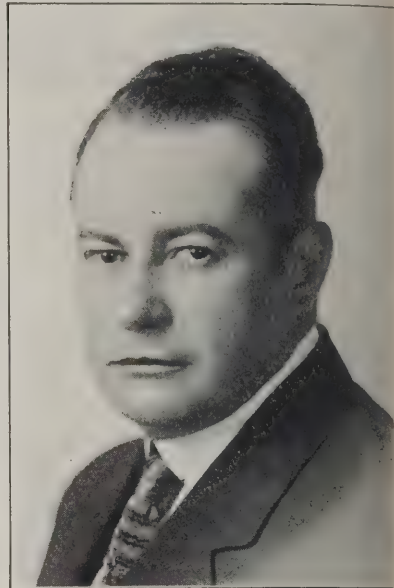
reports that much interest has been aroused in the tub, which weighs only 90 pounds when fully packed with five gallons of ice cream and is ready for shipment. A recent ruling by the Interstate Commerce Commission requires dry packers to be filled at 25 per cent less than actual weight, which makes the express billing rate of the Glacifer packer only 68 pounds, this applying in interstate and intrastate shipments. This saves an express rate, the company states, of from five to ten cents a gallon.

Glacifer packers are supplied for brick as well as for bulk ice cream. They are constructed of a seamless tube of heavy gauge, hard vulcanized fibre. Corkboard is used for insulation. The inside of the package is finished with a complete metal liner of rust-resisting material. A hard bottom is used and electrically welded galvanized hoops. The cover is hard wood and locks in place with a simple spring latch. The refrigerant is enclosed in a sealed metal drum, small, compact, and easily handled. This drum is removed from the packer and placed in the hardening room to be frozen. There is no magic in the Glacifer—merely the adaptation of a well-known principle of refrigeration.

* * *

SHIMP SANITARY NON-LEAKABLE VALVES.

"They do not leak," this is the slogan adopted by the Shimp Manufacturing Company of Minneapolis. This company is manufacturing the Shimp Sanitary Non-Leakable Valve used in creameries, milk plants and ice cream factories and, according to Mr. Grostephan, secretary of the company, the slogan means just what it says—that the valves will not leak. These valves are used as inlets to large vats and glass lined tanks, as well as outlets for transportation tanks. They connect up closely, prevent freezing and are easily installed, we are told. They are also used in the freezing room on the line through which the mix is drawn to the freezer, and in various other ways. The Shimp type of valve does away with the usual loss of a pint or more of mix in the pipe leading from the main feed line down to the freezer, for the valve is in direct line with the main feed pipe. These valves are now being used in several large ice cream factories.



W. B. McCORMICK.



Bulk Glacifer.
This is a 20 quart

Why Pay More

?

*Our Goods, and
Service, accepted
by most of the*

Leading Creameries in the East.

Why not Profit by their Experience.

Any and All of the below mentioned lines
in standard and extra sizes
in stock.

White Drill	Jackets	Overalls	Unionalls
Blue Denim	"	"	"
Khaki	"	"	"
Hickory Cloth	"	"	"
Steifel	"	"	"

White Duck, Trousers Coats
Khaki " "
White Duck, Creamery Caps

ALSO SEE US ABOUT K. V. PARCHMENT.

Write for Latest Price List.

Fulton Manufacturing Co.

19 PARK PLACE

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

COMFORT'S NEW PROCESS BETTER MIX UNITS FOR USE BEFORE PASTEURIZATION



Helps Enrich the Flavor

RIPENS ice cream mix DURING PASTEURIZATION.

Helps UNIFORM VISCOSITY and FINE TEXTURE.

NO HOLDING NECESSARY—The mix may be frozen IMMEDIATELY after homogenizing and cooling, following pasteurization if desired.

NO OVER-RIPENING—This mix may be STORED or SHIPPED.

NO FIGURING, WEIGHING or MEASURING—UNITS are individual, air-tight packages for 100, 150, 300 and 500 gallons of mix.

60 UNITS to the case of each size.

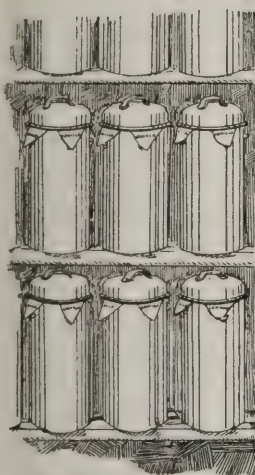
Order a Trial Case Today

ASCHENBACH and MILLER, Inc.

DISTRIBUTORS

Third and Callowhill Streets

PHILADELPHIA, PENNA.



Indexed Can Tops

Put Order Into Your Hardening Rooms

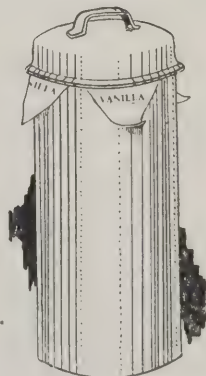
They tell at a glance what is in each can and they consume no time in attaching them so they will not come off.

Furthermore—K. V. P. indexed can tops—made of genuine vegetable parchment, “better wet than dry”—place a seal of perfection over the contents of your cans.

“ORDER” Is Heaven's First Law

It should also be the first law in the storage of Ice cream in your hardening rooms.

Send for samples and prices of these handy labor savers.



Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

"TOMMY" STEWART TO MAKE NEW CONNECTION.

Announcement has been made of the resignation from the C. Nelson Manufacturing Co., St. Louis, of Thomas J. Stewart, who accepted a position with that firm about a year ago after many years' service with the Milligan & Higgins Gelatine Co. of New York City.



THOMAS J. STEWART.

Mr. Stewart, who is considering many offers from ice cream supply houses at this time, advises The Ice Cream Review that he will not decide upon his future course until after he has completed a month's vacation, the first in his 30 years of continued service in the ice cream industry.

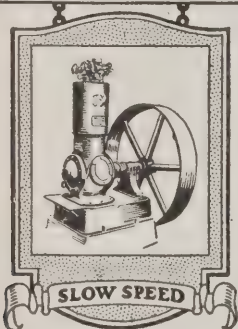
Mr. Stewart is a past president of the Association of Ice Cream Supply Men's Salesman's Club. He is widely known and highly regarded in the ice cream industry, having held various offices in national and state organizations of ice cream suppliers, being one of the charter members of the Dixie Flyers, the supply association affiliated with the Southern Association of Ice Cream Manufacturers.

ated with the Southern Association of Ice Cream Manufacturers.

* * *

John Zipp, president of The Zipp Manufacturing Co., Cleveland, O., has returned from his vacation trip of three months in California.

BAKER



System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

NEW PORTABLE PUMP.

The Alsop Engineering Co., 49 West 63rd St., New York City, manufacturers of the "Hy Speed Portable Mixer," now is putting out what it claims to be a very handy portable electric pump.

This pump, illustrated below, is made of bronze, and is driven by a strong, air-tight motor with fully enclosed gears, and is designed for long and continuous service, according to officials of the company. The handle makes it convenient



to carry to any part of the plant where liquid is being used, for transferring from one tank to another, or from barrels to tanks or vice-versa. The company supplies 15 feet of flexible hose and the machine can be connected to any lamp socket. The price is \$115 complete with switch and cord, ready for operation.

* * *

NEW ICE CREAM CABINET SERVICE.

A consulting engineer in Chicago has inaugurated an ice cream cabinet service which he is offering to ice cream manufacturers. This service consists of furnishing to the ice cream manufacturer what is called the Irefrette Fridgers direct from the factory at a low cost and which the ice cream manufacturer uses to mechanically refrigerate his cabinets and ice cream delivery trucks.

It is claimed that the new system will cut the cost of selling and delivering ice cream in half. Mr. Wolf claims to have spent a great many years in the development of this system and has many machines in use that have been giving satisfactory service for the past five years. Among other things claimed for the new system are: To attract new dealers on five year contracts; 100 per cent new stops between present ones; save 14c per gallon delivery expense; dry up and make old cabinets last; banish forever the salt and ice havoc; salesmen on trucks—not strong arm icemen; sell ice for \$4.00 now given away free, new Fridgers paid from savings made.

The Fridger consists of a coil of bright smooth pipe, easy to bend into circles around the tops of the cans in the shapes of figures eight. These are placed four layers high in which subzero alcohol is circulated by pumps usually located in the basement and connected to the cabinet in the cellar. The refrigerating unit is automatically controlled and operated by a one-quarter horse power motor. We are told that the complete operation is circulation of cold alcohol at a very low pressure and temperature and that there is no loss of alcohol or oil, no adjustments to make and nothing to rust or wear out in less than twenty years time. Anyone interested in this may write to Fred W. Wolf, 1347 N. State St., Chicago, for complete details.

* * *

NEW VISCOLIZER DESCRIBED IN BULLETIN.

Announcement has been made by the Cherry-Bassett-Winner Co. and the John W. Ladd Co., well-known dairy supply houses, that a bulletin on their new viscolizer recently has been issued. The bulletin describes the machine as being heavy in construction and equipped with special valve, gauge, crankshaft, cylinder heads, cylinder valves, and other points "which make it excel." The viscolizer valve is said to be made of viscolite metal which virtually eliminates re-grinding. This metal has been tested for a period of two

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

-take a tip,
buy from
Zipp!

HIGHEST
QUALITY
for
8 YEARS

ZIPP'S

VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—Special Flavors—Colors and Fruits in bulk. Delicious Cold Process Strawberries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.

ars, officials of the company say, and during that time the
elves have not needed repairing. The viscolizer is made in
standard sizes and capacities in belt or motor drives. The
achine has been successfully performing for a number of
ars in every state in the Union, we are told.

* * *

STOLLWERCK CHOCOLATE COMPANY'S NEW YORK OFFICE MOVED.

The Stollwarck Chocolate Company announce the removal
its New York office from 175 Fifth avenue to 122 Water
reet. The telephone number is Hanover 0521. The home
ce is located at Stamford, Conn., and the company advises
t samples and quotations of Stollwerck chocolate coatings
i liquors will be gladly given on request.

* * *

NEW NAME IN COCHRANE CORPORATION.

The corporate title of the H. S. B. W. Cochrane Corp.,
merly the Harrison Safety Boiler Works, has been changed
Cochrane Corporation. Adoption of this new title, accord-
to recent announcement, has been effected under legis-
ative action, to "obtain a shorter, simpler and more usable
ne." The company is located at Philadelphia.

* * *

MOUMBLO ATTENDS JOBBERS' CONVENTION.

Gordon Moublo of the W. W. Turnbull Cone Machine
Chattanooga, Tenn., well known in the ice cream in-
stry, was one of the delegates to the recent convention of
Southern Wholesale Confectioners' Association, which
s held in Birmingham, Ala.

* * *

NEW OVERRUN TESTER.

The new Sommers ice cream overrun tester is being an-
nced this month by Damrow Bros. of Fond du Lac, Wis.
s claimed for this tester that it is very simple to operate,
y to read, nothing to get out of order, no adjustments on
need be made. Damrow Bros. are an old established
manufacturing ice cream, creamery, cheese factory and
k plant supplies. They are manufacturers of the "Jiffy"
cream brick cutter also.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

HAMEL JOINS CRESCENT CO.

E. G. Hamel has discontinued his business as man-
ufacturers' agent in Grand Rapids, Mich., and now is ex-
clusively associated with the Crescent Manufacturing Co.,
with offices in the Clark Building, Chicago. Mr. Hamel is
manager of the Crescent Manufacturing Company's new cen-
tral states division office.

Trade Literature

NIZER CORP. ISSUES BOOKLET.

Nizer Corporation has just issued a new booklet on the
Nizer cabinet. It is beautifully illustrated and gives a brief
history of the automatic refrigerated cabinet and a lot of
other information about electric cabinets that is well worth
having. There is information in this booklet that would be
very useful to ice cream manufacturers who are having dif-
ficulty in convincing retailers that they should buy the cab-
inet outright. The company will be glad to send a copy to
anyone on request.

* * *

LADD ANNOUNCES NEW BULLETINS.

New bulletins announced by the John W. Ladd Co. con-
sist of "Rogers' Brickmaker with New Automatic Valve," No.
52; "The Viscolizer and Its Uses," No. 53; "Supply and Equip-
ment Specialties," No. 54; "Ladd's Improved International
Milk Filter," No. 56; "Ladd's Blue Line Pasteurizer, Batch
Mixer and Starter Cans," No. 57; "Milk Dealers' Catalogue of
Equipment and Supplies," No. 58. The Ladd Co. has offices
in Detroit, Columbus, Cleveland and Cincinnati.



Uncle: "Now I'll teach you how to milk the cow."

Niece (from the city): "Oh, Uncle; I'm afraid of
the cow. Couldn't you let me learn on the calf?"—Ex.

OHIO ICE CREAM INDUSTRY.

(Continued from page 128)

purpose of keeping the ice cream hard be used for cooling other materials, except that which is the natural surplus refrigeration running from said cabinet."

This would indicate that at that time there was beginning to be rather an active interest in questions of icing service. In fact, it is one of the first records found in this office of the discussion of that subject which later began and still is, a very live question.

IN 1916 we find that considerable activity was carried on by the association to prevent what appeared unwarranted increases in the rates by express companies of Ohio on both ice cream shipments and returned empties.



A Magic Transformation

**RE-TINNING
ICE CREAM & MILK CANS**

By Our Special Sanitary
Process Makes

**OLD, WORN OUT
CANS LIKE NEW**

Tinning of All Kinds Including Cast Iron

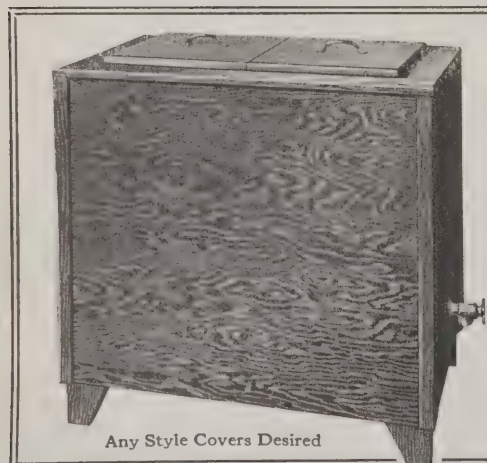
SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

During the year 1918, much consideration was given to uniform cost accounting and, though no record here indicates how satisfactorily this was accomplished at that time, there is indication of considerable thought. During the period of the war, it seems that the association was especially successful in its efforts to protect the ice cream manufacturer in the many matters which were involved at that time, and particularly in regard to the procurement of supplies and the arrangements for transportation of ice cream.

In 1919, arrangements were made with the Ohio Milk Distributors' Association and the Ohio Association of Creamers Owners and Managers for the employment of an active secretary who should devote his time and energy to the services of the three associations. Naturally this enterprise brought forth more activity and more interest in the association, and since that date considerable has been done for the promotion of the industry in this state.

During the legislative session of 1920 and 1921, it became quite necessary to secure active resistance to proposed legislation which was unwarranted in its demands upon the industry. Through the very active work of the association, a law was passed establishing an 8 per cent butterfat standard with a standard for some other ingredient set forth and very rigid and complete sanitary requirements for the plants with a provision for a license fee of one dollar and a half per gallon capacity of ice cream freezers, which fee creates a fund to make possible the rigid enforcement of the law. Since that time, the association has been active in the co-operation with the department of agriculture in bringing about enforcement of the law and the consequent development of the industry. It has been considered by the ice cream manufacturers of Ohio that that law was and still is, one of the progressive statutes regulating the ice cream business.

During the past few years, the association has been active in the development of regular meetings for groups within the state, through which much has been accomplished promoting the industry, and during the past few months the activity has been especially centered upon ways and means of obtaining an active outlet for and trials of the mechanically refrigerated cabinet without inflicting unfortunate and unfair competitive situations throughout the state. A careful survey of the situation in Ohio indicates that there are now in use throughout the state, approximately four hundred of these cabinets which are giving a very fair test of their effectiveness and a satisfactory outlet for the cabinet manufacturers. These are centered quite largely in three or four cities and the balance of the manufacturers are securing infor-



Any Style Covers Desired

Cabinet Construction That Differs

Entirely protected by U. S. Patents

All parts interchangeable for repairs. Repair parts furnished from stock—ten layer wall and nine layer floor—cork insulated and sealed with asphaltum-cement. Outside cabinet wall temperatures same as room.

For a better Cabinet at a saving, investigate

2 Days
on one icing during the life of the cabinet.

ARCTIC CABINET COMPANY

331 W. 22nd Place Cor Archer Ave.

CHICAGO, ILL.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

mation in regard to these machines which will be of tremendous value not only to themselves but to those manufacturing such cabinets.

The officers of the association at the present time are as follows:

President—John Schubach, Sanitary Milk Company, Canton, Ohio.

Vice-President—Everett Antrim, Furnas Ice Cream Co., Columbus.

Treasurer—George Horen, Ohio Toledo Ice Cream Co., Toledo, Ohio.

District Chairmen:

District No. 1—L. F. Monte, Marion, Ohio.

District No. 2—R. L. Graham, Lima, Ohio.

District No. 3—J. H. Schindler, Telling Belle Vernon Co., Cleveland, Ohio.

District No. 4—B. A. Milliken, Youngstown Sanitary Milk Co., Youngstown, Ohio.

District No. 5—J. J. Hemmer, Hemmer Ice Cream Co., Zanesville, Ohio.

District No. 6—J. J. Schmidt, Cline Ice Cream Co., Athens, Ohio.

District No. 7—W. C. Shorb, White Ice Cream Co., Cincinnati, Ohio.

District No. 8—L. E. Ellis, Gem City Ice Cream Co., Dayton, Ohio.

The board of trustees are made up of chairmen who have been elected in the eight districts of the state, which districts are so arranged that they cover a territory of natural competition or approximately equal division of the number of ice cream plants throughout the state. In these districts, regular meetings are held approximately every six weeks, with the exception of the active production months during the summer.

* * *

Cleveland, the fifth city in the United States, has forty-three licensed manufacturers of ice cream. Of these, eight do by far the largest volume of business. The total gallonage of ice cream manufactured in the city is approximately four million gallons per year, with virtually all of it consumed within the Metropolitan area.

Cleveland is surrounded by such cities as Lorain, Elyria, Akron, Canton and Youngstown, each of which cities do a large shipping business. With a population of close to 950,000 people, it would be indicated that there is an average consumption during the year of nearly four million gallons per capita. This, perhaps, is as high as any city of comparable size in the United States.

* * *

Columbus, with a population of approximately 300,000, manufactured in 1923, 2,400,000 gallons of ice cream. A large shipping business is done by the largest manufacturing plants in Columbus, they serving considerable territory in the central and southern part of Ohio, as well as West Virginia. In proportion to population, Columbus perhaps ranks among the most important cities of the country in its ice cream business.



NEBRASKA'S FIRST ICE CREAM.

A reader recently asked The Ice Cream Review for information concerning the first ice cream made in that state. Information furnished by R. E. McGinnis, secretary of the Nebraska Ice Cream Manufacturers' Credit Association, indicates that as long ago as 1883 or 1884 ice cream was being made and sold to dispensers by Wolz & Balduff of Fremont, Neb. Later on, so far as Mr. McGinnis could learn, the firm dissolved, Mr. Wolz continuing the Fremont business and Mr. Balduff going to Omaha to open a plant there. Mr. Wolz still is in business in Fremont.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news regarding this subject :-:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING

34th Street and Sixth Avenue

Room 555

New York City

Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS

CHAMPION BREAKERS AND CONVEYORS

ICE CREAM CANS, BRICKS, TANKS, ETC.

TUBS, PLUGS AND CABINETS

PAINTS AND ENAMELS

SPECIALTY SANITARY FITTINGS

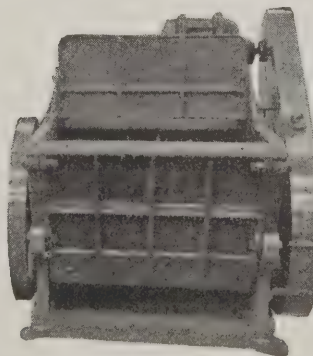
WIRFS AIRTITE GASKETS

Manufacturers and Selling Agents for Decy Iceless Containers for handling Ice Cream without salt or ice

Get a Good Ice Breaker—Get a CREASEY

DON'T say, "Oh, there is nothing much to an ice breaker," and find later on that you have made the mistake of buying a source of expense—that the cheap breaker fails right in the middle of a busy day and has only a short life.

During the past 20 years we have built the MAJORITY of all the ice breakers that are in service today and we have kept Creaseys constantly in the lead by such features as the Creasey socket-held pick, the movable semi-steel front plate and interchangeable combs which regulate the size of the broken ice, hopper bottom for machines delivering into chutes, semi-steel drums, independent motor drive, etc.



Many users have confirmed their first selection of the Creasey ice breaker by repeat orders, as:

Breyer Ice Cream Co. Philadelphia
Colonial Ice Cream Co. Philadelphia
Crane Ice Cream Co. Philadelphia
Supplee Ice Cream Co. Philadelphia
Hendler Creamery Co. Baltimore, Md.
Reid Ice Cream Co. Brooklyn, N. Y.
Colonial Ice Cream Co. New York
Shevers Ice Cream Co. New York
Horn Ice Cream Co. Richmond, Va.
Chapin-Sacks Co. Washington, D. C.
Tait Bros. Springfield, Mass.
H. P. Hood & Sons. Charleston, Mass.
Reick-McJunkin Co. Pittsburgh, Pa.
Chappell Ice Cream Co. Chicago, Ill.
French Bros. Buer Co. Cleveland, Ohio
Watson & Aven. Little Rock, Ark.

Our Engineering Department will gladly advise you in regard to an ice handling and ice breaker layout for your plant. Ask for Catalog R-1125.

COCHRANE CORPORATION

J. S. Lovering Wharton, Ice Breaker Department

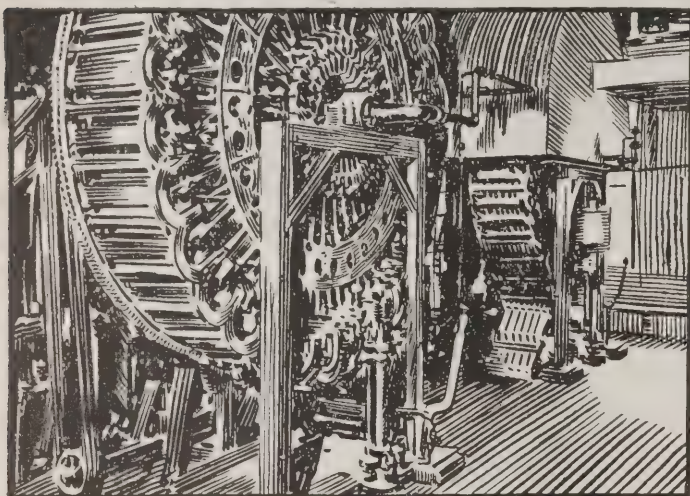
3178 North 17th Street

PHILADELPHIA, PA.

182

HOW ICE CREAM CONES ARE MADE.

Modern factory methods tell the story of the advancement of the cone industry. In view of the fact that ice cream men of the country at this time are giving more or less thought to pushing the popularity of the ice cream cone, it is believed that much interest will be felt in a description of one of the country's largest cone manufacturers, the Consolidated Wafer Co., whose plant



Ice Cream Cone Machine

in Chicago recently was visited by a representative of The Ice Cream Review. Max Goldberg, vice-president of this company, has taken an active interest in recent movements looking to the spreading of public information concerning the food value of ice cream cones.

The Consolidated Wafer Co. has approximately one million dollars invested in cone making machinery, offi-

cials of the company say, and it is further claimed that their cones are eaten from coast to coast.

The first process in cone making consists of sifting the flour and forcing it into an automatic mixer into which filtered water is caused to flow. Sugar is added to this base, as also milk in dry form and certain flavoring extracts. The liquid mass flows from the mixer through sanitary pipes to the next floor, where it empties into large tanks near the baking machines.

The baking machines can best be compared to large wagon wheels, about seven feet in diameter and revolving on their own axles. Each wheel is divided into 36 spokes and there is a double iron mold on each spoke. The molds are made in two parts and shaped like the familiar cone, the outside being a cone-shaped cup and the inside a solid cone.

The batter is automatically fed into the machines and is spouted into the succession of round openings. Into each open, cup-like receptacle is inserted the inverted pointed piece of metal which pressed the dough out into the shape of the cone. Rows of these receptacles run across the machine at frequent intervals. One minute and 35 seconds transpire from the time the batter is pressed into the shape of the finished cone, during one revolution of the wheel, until the cone is ready to be dropped. This space of time permits the cone to be well baked, both from within and without. Officials say the machines are the result of many years of experimentation and have been perfected to such a degree that they now run 99 per cent perfect, each wheel turning out 2,000 cones an hour.

A tin form catches the cones in rows of six after baking and carries them down to the next floor, where they are dropped into perforated paper racks. The keeping qualities of cones are determined by the fact that they are packed immediately, in addition to the care with which the wheat is grown and the method followed in blending and seasoning the flour. The Consolidated Company operates its own wheat farm to obtain a selected flour of the quality desired.



DIXIE FLYERS NOT TO EXHIBIT AT NATIONAL CONVENTION.

A letter received by The Ice Cream Review just as the last form of this issue was ready for the press gives strong assurance that the strongest kind of co-operation is being carried on in the interest of making the New Orleans convention the most enjoyable in every respect. We are sorry that the following letter from Harry A. Benners, president of The Dixie Flyers, did not reach us in time to be incorporated in the news article in the first section of this issue, telling of the preparations for the convention, as it explains how arrangements have been made for the various angles of the conventions are to be handled without conflict:

The Dixie Flyers will in no way attempt to stage a show during the national convention, our days being November 14 and 15, after which we will surrender the city to The National Association of Supplymen whom we have pledged to co-operate with in the successful handling of the national convention and I sincerely hope that our joint efforts will result in a feeling of good friendship, peace and harmony between the two organizations for all time to come.

You may state that from a personal visit made by myself as well as members of the several committees to the ice cream manufacturers throughout the Southern territory, at least ninety-five per cent will be present at the Southern convention which should be an inducement to the supply houses to show their products with The Dixie Flyers.

With very kindest personal regards, I am,

Yours very truly,

H. A. BENNERS,

President, The Dixie Flyers.

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."



has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.



THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland O., U.S.A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The "Tank" makes the Cabinet just as the Motor makes the Car

LIKE the motor in your car, to be of real service the tank of an ice cream cabinet must function regularly under all sorts of conditions without an everlasting "tinkering" to keep it in condition.

For example: Only willful destruction with an ice bar can puncture the No. 19 gauge hardened steel tank in Tiffany Cabinets.

The zinc coating on Tiffany Tanks is four times as heavy, because Tiffany tanks are made out of rolled steel sheets, then welded and dipped into a hot galvanizing bath. Most tanks are made out of regular commercial galvanized sheets with only the thinnest kind of zinc coating.

Drain connection is welded directly to tank, and fitted with a $\frac{3}{4}$ " brass drain cock and nipple cast in one piece, making a connection that will not leak and needs no attention.

And the outside appearance of Tiffany cabinets has not been neglected. There is equal value in the case. The class of lumber, design and finish is the best.

Our booklet gives full details of interior and exterior construction. Send for it.

TIFFANY Cabinet Tanks Last!



Tiffany & Company

INCORPORATED

Manufacturing Woodworkers

CARBONDALE, PA.

U. S. A.

A CABINET IS AS GOOD AS IT'S TANK

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Slogan Campaign Awakens Widespread Interest

Officials Well Pleased with Slogan Contest, Which Results
in Valuable Advertising and Illustrates
Value of Co-operation

WIDESPREAD interest in the campaign for an ice cream slogan is indicated by replies reaching the headquarters of the slogan committee of the National Association of Ice Cream Manufacturers.

Due to the advertisements of the slogan committee and the co-operation of different regional and state associations, the committee has received slogan suggestions from every state in the Union and from Canada, Hawaii, the Philippines and several other distant points.

A bulletin recently issued by E. C. Sutton, chairman of the slogan committee, from his office in Buffalo, declares that a careful check-up on postmarks thus far indicates that mail is heaviest from those states where state associations have been co-operating.

This serves to bring home what the slogan committee had in mind when it launched its campaign. At that time it was pointed out by The Ice Cream Review that not only would the campaign serve greatly to advertise ice cream, nationally, but also it would bring about a splendid object lesson as to the value of co-operation.

"The returns from states where associations are not so active have been lighter, thus indicating very plainly that where proper co-operation is being shown by state associations the manufacturers must of necessity be deriving a direct benefit," the bulletin says. "In other words," it goes on, "where a vigorous advertising campaign is being carried on, manufacturers are securing results in increased business."

AS THIS issue of The Ice Cream Review was going to press there was no way of telling how the total number of replies will "line up," as several manufacturers are having the slogans sent through their own offices.

Mr. Sutton expresses himself as being well pleased with results, as also does Vernon F. Hovey, president of the national association, and N. Loewenstein, secretary.

The New England Association of Ice Cream Manufacturers probably gave more active support to the campaign than any other association. This body sent out more than a million reproductions of the ad which the slogan committee had published in the Saturday Evening Post and the Ladies' Home Journal.

In Buffalo, the headquarters of the campaign, workers last month were distributing material from house to house. A backward spring has not been particularly in favor of the movement at the start, but warm weather was in the offing for the closing weeks of the campaign, which was to end on Memorial Day, May 30.

THE following method of handling the work leading up to the submission of the various slogans to the judges has been announced by Walz-Weinstock, Inc., of Buffalo, which company is handling the advertising of the committee:

As the mail arrives daily, the number of pieces of mail are first counted and a record made thereof. The mail is then sorted by states from which they were mailed and a record is made of the number of pieces of mail coming from each state in the Union and Province of Canada. These statistics will be carried throughout the campaign so that each state association will know the number of replies coming from their state.

Each envelope is then stamped with a serial number, and is being filed in boxes which are securely tied and none of the envelopes are being opened. This plan will be carried forward to approximately June 5th, so as to allow all mail post-marked May 31st to reach the Slogan Headquarters.

Just as soon after June 5th as it is possible to do so, the letters will be opened and the original envelopes in which the letters came will be attached to the letter and slogan. Each slogan will then be typed on a separate card. The cards will then be filed in alphabetical order. When this is done the cards will be submitted to the judges for their decision. The name of the author of the slogan will not appear on the card. In other words, the judges will have no information as to whom the author of any slogan is. When the slogan is selected, they present the card and by referring to the serial number in the files the winner is identified.

A record will also be kept daily of the number of replies received from the advertising done in the Ladies' Home Journal, the Saturday Evening Post and the general publicity.



CALIFORNIA FIRM IN NEW HOME.

The Mission Candy Co., 5,749 Santa Monica Blvd., Hollywood, Cal., is now located in their beautiful new "Mission" home. The company manufactures candy and recently installed complete equipment for the manufacture of ice cream. The plant has a capacity of 200 gallons of ice cream daily, and W. Wallace informs us that the plant is modern and complete throughout. Mr. Wallace advises that the firm has procured the services of one of the ablest caterers in the ice cream trade and only the best merchandise available goes into their product. The company's product is served at eight of their stores located in Los Angeles, San Francisco, and different cities in California.



THIS Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since it was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel

Patented Jan. 21, 1923

rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.

Texas Barrel Co.
HOUSTON, TEXAS



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WISCONSIN DAIRY INTERESTS LAY PLANS FOR
WORLD'S GREATEST DAIRY SHOW.

(Continued from page 16)

Commissioner John D. Jones of the Wisconsin Department of Agriculture declared that Wisconsin has been so busy building up its mammoth dairy industry it has not had time to stop and visualize what a tremendous industry it has developed.

"People outside of the state know more about it than we within do ourselves," the popular commissioner declared. This gentleman, by the way, was named honorary chairman of the club. Stephen Cramer of Milwaukee was named chairman to preside at the luncheon to be held Thursday noon, May 29. Chairmen for the different luncheons will be named at the end of each. H. P. Olsen, president of The Olsen Publishing Company, was elected permanent secretary.

FOLLOWING the meeting May 15 a committee was appointed to attend the meeting of the Chicago Dairy Club Thursday, May 22, and report to the next meeting of their own club.

A representative of the California Department of Agriculture addressed the meeting and expressed the hope that the hoof-and-mouth epidemic that has wrought such havoc in that state, will be under control in time to allow California to take proper interest in the National Dairy Exposition. John D. Hollowell, manager of the De Laval Separator Co., Chicago, spoke interestingly of the coming pageant.

It is not to be understood that the National Dairy Club of Wisconsin is merely a Milwaukee institution. Every man in the state of Wisconsin and elsewhere interested in the future of the dairy industry is eligible to membership and will be given a cordial reception at every luncheon.

The only thing necessary to be a member is to attend a luncheon. This is the only thing necessary to catching the "dairy show spirit," too.

DRIVERS' STRIKE TEMPORARILY HALTS
CHICAGO ICE CREAM PLANTS.

Ice cream was tied up in Chicago for four days as a result of a decision passed at a meeting of the Chicago Ice Cream Wagon Drivers' Union to cease all deliveries until a definite decision had been reached regarding the wages of the drivers. This ruling affected 357 drivers who were asked to quit immediately. It was reported that some of the largest ice cream manufacturers had cancelled their cream orders and made preparations to shut down their plants.

After several meetings between the Chicago District of Ice Cream Manufacturers, members of which represent 26 large ice cream plants, and officials of the Drivers' Union, a settlement was anticipated which would avoid shutting down ice cream plants. But later negotiations were indefinitely broken off and preparations were made to continue the strike. When the ice cream strike started, Thursday, May 1st, most of the dealers had a two-day supply on hand. No deliveries were made Saturday or Sunday, May 3 and 4, and Chicago "suffered" an ice cream famine which caused children to be sad and grown-ups to realize what it meant to want for an ice cream sundae.

According to J. W. McCarthy, chairman of the union, his members demanded a weekly increase from \$10.00 a week to \$17.00 on their summer rate and from \$21.00 a week to \$28.00 on their winter rate, with an additional

MILK

Spray Process Powdered
(Whole 27% B. F. and Skimmed)

Sweetened Condensed in Barrels
Skimmed and Whole (8% B. F.)

Evaporated and Condensed
IN CASES

WE have a perfect product in our skimmed and "special" sweetened Condensed. Our "special" contains 5½% butterfat, heavy in milk solids and low in moisture and is free from "sugar grit." The ideal products for ice cream manufacturers.

M.P.A. Brand California Spray Process Powdered Milk in 50 and 100 lb. drums or 200 lb. barrels. Second widest distributed brand in the country.

Milk prices are, we believe, at their lowest today. Let us furnish you samples and quote you on your requirements.

For convenience and economy to buyers we carry fresh stock at following points:—

NEW YORK	NEWARK	BALTIMORE
BROOKLYN	JERSEY CITY	SAVANNAH
BOSTON	PHILADELPHIA	CHARLESTON
	ATLANTA	

R. A. McKee Corporation

SPECIALISTS IN

MILK SELLING

261 Broadway NEW YORK
Long Distance Telephone Barclay 0130-0131-0132

Maintaining the Widest Distribution of Milk
Products in Eastern Markets

OUR ADVERTISERS ARE YOUR FRIENDS—BUY FROM THEM.



ALLEN One-Piece Sanitary CAN LINERS

Practical

because simple in construction and operation, filling every requirement for which they are designed.

Essential

because they protect both Ice Cream and container, preserving the rich flavor of one and life of the other.

Sanitary

because they seal the richness of your product within and the metal container without.

Economical

because your customers will be satisfied, sales increased, therefore business more pleasant and profitable.

SEND FOR SAMPLES AND PRICES
YOUR JOBBER CAN SUPPLY YOU

**THE ALLEN
CANDY COMPANY**

MANUFACTURERS

PONTIAC, ILLINOIS

increase in commissions. Officials of the union claimed their requests were justified inasmuch as the drivers had received no increase in wages since 1921, although the price of ice cream had increased several times since then.

After a meeting of the ice cream manufacturers at the Hotel Sherman, it was made public that one driver last year earned more than \$7,200.00, while many of them averaged from \$4,000 to \$5,000.

At a meeting, held May 4, representatives of manufacturers and drivers agreed on a continuation of the 1923 wage scale, with a \$3.00 a week increase for special drivers. The latter will now receive \$45.00 a week. Route drivers will be paid \$10.00 a week in the summer and \$21.00 a week in winter, and a commission of 7 cents a gallon on all goods delivered.

As soon as the agreement was reached, members of the Chicago District Ice Cream Manufacturers' Association ordered their forces to start loading wagons. It is estimated that 100,000 or more gallons of ice cream was delivered on the day following the agreement.



WASHINGTON

MAINE

News From Far and Near

CALIFORNIA

FLORIDA

Huntsville, Ala.—J. C. Beane is manager of the new plant recently erected by the Huntsville Ice Cream & Creamery Co. on West Clinton St.

Fayetteville, Ark.—Crystal Ice & Ice Cream Co., newly organized firm with capital of \$75,000, will erect factory on North West St.

Morrilton, Ark.—The Purity Creamery Company of Russellville has purchased a brick building here and will soon open an ice cream factory.

Hanford, Cal.—The Benham Ice Cream Co. of Fresno began operations recently in their new building here.

Visalia, Cal.—The Acme Ice Cream Co. is contemplating the erection of a new plant here. Plans call for construction of a brick building to cost approximately \$20,000. Roy Greenfield is manager.

Du Quoin, Ill.—Metropolis Ice Cream & Bottling Co. was recently incorporated for \$40,000 by R. Kunz, A. Lehn and W. R. Hayes.

Kewaukee, Ill.—The Illinois Ice Cream and Dairy Company, recently incorporated by Elmer W. Smith, F. F. Smith and W. L. Collison, is capitalized at \$25,000.

Neodesha, Kan.—The Purity Ice Cream & Creamery Co. will install a viscolizer.

Quincy, Ill.—The Ruff Ice Cream Co., 525 Spring St., was organized with a capital of \$30,000. Incorporators are Edgar J. Ruff, William J. Ruff and August H. Bergman.

Olathe, Kans.—The Olathe Creamery has purchased a new homogenizer to better the quality of its ice cream.

Greenfield, Mass.—The J. G. Turnbull Ice Cream Co. has moved from No. Adams to Greenfield. The company was in business at North Adams for a number of years.

Grand Rapids, Mich.—The Arctic Ice Cream Co. recently entertained more than 100 employees at a banquet held at the Hotel Rowe. Between entertainment stunts officials of the company addressed the gathering.

Kansas City, Mo.—The Peerless Ice Cream Products Co., a newly organized firm, has leased the new one story brick building at 1708 Campbell St. The company will have a daily capacity of between 1,000 and 1,200 gallons of ice cream daily. John S. Perkins is president and W. R. Tolbert is general manager.

Blair, Nebr.—Jas. Mose has installed an ice cream manufacturing plant in addition to his soft drink and confectionery business.

Claremont, N. H.—Byron Holmes of Northwood is remodeling a building on Maple Avenue in preparation for an ice cream factory.

Irvington, N. J.—It is reported that negotiations are under way for the sale of the J. T. Castles Ice Cream Co. It is said that an offer of \$2,000,000 has been received from a Philadelphia concern. Joseph T. Castles, founder, is head of the company.

(Continued on page 158)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

400 Ag Sem

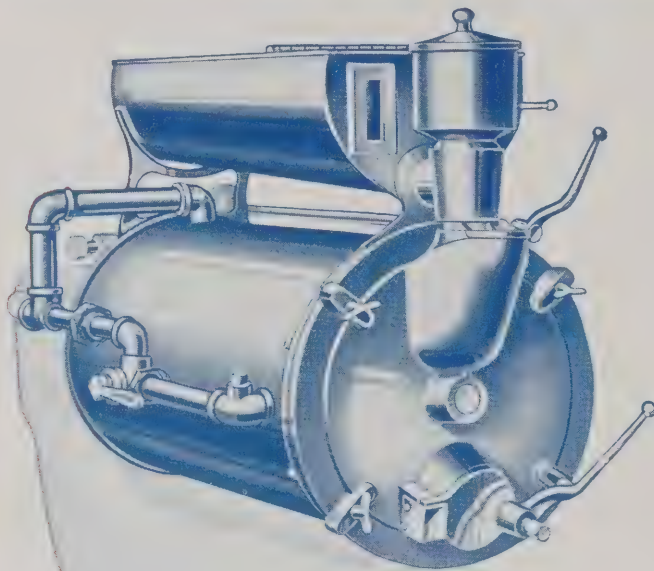
The ICE CREAM REVIEW



Milwaukee, Wisconsin — July, 1924

VOLUME SEVEN Two Dollars Per Year NUMBER TWELVE

CHERRY 40 Quart BRINE FREEZER



Boost for
NATIONAL ADVERTISING
of ICE CREAM

CONSIDER ITS ADVANTAGES

1. Patented removable inner freezing cylinder.
2. Enclosed "Safety-First" gear case. Cut gears run in oil.
3. All brine connections are brass. Durable plug type of valve used.
4. Symmetrical lines of the solid cast, white enameled base adds to beauty of freezer.
5. Heavy tinned copper batch tank complete with strainer has abundant over-capacity.
6. Fruit hopper is separate from batch tank. Feed fruit independently. No leaking.
7. Belt shifter handle within easy reach of operator.
8. Peep hole, covered, to enable operator to watch condition of mix during freezing stage.
9. Head secured by four slotted clamps held in place with tinned brass wing nuts. Head easily removable.
10. Outlet gate designed to empty freezer straight downward into cans.
11. Large square base assures rigidity and no vibration when freezer is running.

A Medium Sized Freezer—MODERATELY PRICED

Has every advantage of larger units—and priced well within reach of every manufacturer. Ask for Bulletin No. 2063 and learn more about this line.

J.G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.



Table of Contents

EDITORIALS.

Increase in Ice Cream Consumption..... 4
Unfair and Unwise Practices..... 4
Critics and Good Business..... 4
The Industry's Problems..... 5
Headed Due North..... 5
Ice Men and the Dairy Exposition..... 6
Trade News Versus "Write-Ups"..... 6

ARTICLES.

What Burden Should Advertising Carry?
By Miles D. Allen..... 8
Dixie Flyers to Bring South's Invitation to
Dairy Exposition..... 10
Additional Reports in Industrial Survey... 12
Ice Cream Manufacturers to Visit Dairy
Capital..... 14
Value of Ice Cream Windows.
By H. E. Cooke..... 22
The Ice Cream Industry in Mexico, Cuba
and Central America..... 25
Dairy Manufacturing in Honolulu.
By R. P. Faithfull..... 26
The Dairy Industry of the Orient.
By S. Okimoto..... 30
Building the Dairy Trail..... 34
The Small Package.
By F. Pace Woods..... 38
Easy Computation of Mix.
By H. A. Bendizen..... 42
Ice Cream Industry of the Mountain States. 50
Ice Cream Industry of South Dakota.
By C. C. Totman..... 52
Pacific Association Has Done Constructive
Work.
By Bert H. Walker..... 56
Technical Cleanliness.
By L. A. Williams..... 60
Professor Baer's Inquiry Department.
By Prof. A. C. Baer..... 66
Seattle's Half-Million-Dollar Plant Opened. 74
Greatest Ice Cream Plant in the British
Empire..... 82
Short Course for Dairy Supply Salesmen... 86
Making the Employees Interested..... 98
Hendler's Model Plant Opened at Baltimore. 102
Ice Cream Food Value Proved by Weight
Tests..... 104
Getting Your Product Over to the Public.
By Harold A. Sinclair..... 106
The Benefits of Homogenization of Ice Cream
Making.
By O. E. Williams..... 114
Measuring Quality in Ice Cream.
By R. C. Fisher and H. F. Judkins.... 118
Advisability of Carrying More Than One
Grade of Ice Cream.
By W. J. Barritt..... 130

ASSOCIATION NEWS.

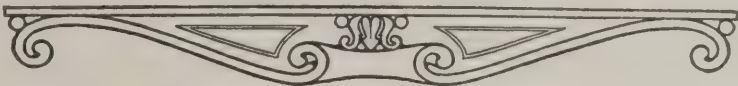
List of Associations..... 2
Bulletin of Events..... 6
Northwest to Back Pacific Dairy Show.... 16
Evaporated Milk Association Formed..... 40
1925 Dairy Congress at Paris..... 58
Space Going Fast for Pacific Exposition... 94
New England Ice Cream Manufacturers Meet
at Massachusetts Agricultural College.. 96

NEWS AND PERSONALS.

Attractive Ice Cream Booklet..... 22
California Plant Completed..... 25
Additional Equipment and Floor Space.... 28
Small Plant Opened..... 40
Sugar Surplus Will Exceed Million Tons... 49
Ice Cream Company Organized..... 56
Ziegler Employees Insured..... 62
New Alabama Plant..... 62
New Plant for Jacksonville Firm..... 64
Ohio Ice Cream Notes. By C. J. Yunker.. 64
Indiana Plant Purchased..... 76
Visit with New England Manufacturers... 78
Location Sought in Michigan..... 88
Dixie Ice Cream Co. Remodeled..... 94
Maxwell Verde Smith..... 96
Milwaukee Ice Cream Men Participate in
Exposition Plans..... 117
Nashville's New Plant Opened to Public... 122
Pennsylvania Plant Opened..... 129

NOTES OF THE TRADE.

The Pfaudler Co. Purchases Elyria Enam-
eled Products Co..... 124
The New Cochrane Integrating Flow Meter 124
New Ice Cream Freezing Room Truck.... 124
William S. Champ Passes..... 126
Viking Pump Company Expands..... 126
The Glacifer Method..... 126
Kapner Heads Texas Barrel Co..... 126
Improvements for Pennsylvania Firm.... 126
New Attachment..... 126
Chocolate Manufacturers Meet..... 126
Meyer Dairy Equipment Co., to Open Dis-
tributing Point at Dallas, Tex..... 128
Horine & Bowey Co. in New Plant..... 128
J. G. Cherry Co. Issues New Bulletin.... 128
New Book on Progress Ammonia Freezers. 128
Interesting book issued by Warner-Jenkin-
son Co..... 129
Frozen Fruit Manufactured in New England, 131
Ice Cream for Austrians..... 131
News from Far and Near..... 132
Dealers Entertained..... 132



Index to Advertisers

	Page		Page
Acme Extract & Chemical Works.....	93	International Co., The.....	85
Albert Trading Company.....	23	Jamison Cold Storage Door Co.....	31
Allen Candy Co.....	49	Jensen Creamery Machinery Company.....	129
Alsop Engineering Co.....	22	Kalamazoo Vegetable Parchment Co.....	111
American Copper & Brass Works.....	80	Kay and Sons, Wm. E.....	107
Anderson Bros. Mfg. Co.....	32-37	Kay-White Products Co., Inc.....	67
Arctic Cabinet Company.....	9	Kehoe, Robert P.....	123
Arctic Ice Machine Co.....	81	Kennedy Supply Co., N. A.....	97
Armstrong Cork & Insulation Company.....	71	Kohnstamm & Co., H.....	113
Aschenbach & Miller, Inc.....	115	Ladd Company, John W.....	115
Ass'n of Ice Cream Supply Men.....	3	Leffel & Company, The James.....	74
Atlantic Gelatine Co.....	119	Lipman Refrigeration Co.....	91
Baird Company, William F.....	35	Manning Mfg. Co.....	58
Baker Ice Machine Co.....	112	Manton-Gaulin Mfg. Co., Inc.....	58
Beehler Steel Products Co.....	130	McKee Corporation, R. A.....	16
Bessire & Company.....	104	McLaren Products Co., The.....	128
Bischoff, F., Inc.....	59	Merrell-Soule Co.....	87
Blanke-Baer Extract & Preserving Co.....	1	Meyer Dairy Equipment Co.....	41
Blanke Mfg. & Supply Co.....	63	Michael & Co., Inc., David.....	33
Bristol Company, The.....	84	Miller Co., The Joseph.....	123
Brooks Cabinet Co., Inc.....	64	Miller Industries Co., The H. H.....	77
Canvas Products Corporation.....	112	Mojonnier Bros. Co.....	109
Carbondale Calcium Co.....	120	Mono Service Co.....	72
Cassell, W. W.....	50	Montgomery-Washburn Co.....	36
Century Electric Company.....	120	Nafis, Inc., Louis F.....	118
Cherry-Bassett-Winner Co.....	115	National Bundle Tyer Co., The.....	38
Cherry Company, J. G.....	Cover II	National Dairy Association.....	11
Chittenden Turner & Co.....	92	National Paint & Varnish Co.....	132
Cincinnati Extract Works, The.....	89	Natural Dry Milk Company.....	95
Cleveland Fruit Juice Company.....	57	Nelson Manufacturing Co., C.....	75
Climax Engineering Company.....	13	New Era Company, The.....	116
Commission Sales Co.....	42	Nizer Corporation.....	65
Cone Company of America.....	14	Northwestern Corporation.....	87
Connor Fountain Supply Co.....	68	Nutting Truck Company.....	131
Consolidated Wafer Company.....	99-105	Oakes & Burger Co.....	69
Cork Import Corporation.....	110	Pfaudler Co., The.....	44-45
Corn Products Refining Company.....	89	Philadelphia Ice Cream Cone Machinery and	
Corrizzo Extract Co.....	46	Art Metal Works, The.....	26
Cotton Fibre-Wood Sales Co.....	102	Powers & Co.....	56
Creamery Package Mfg. Co.....	24	Richmond Cedar Works.....	82
Creamery Package Mfg. Co.....	Cover III	Rogers, C. E.....	61
Crescent Manufacturing Company.....	54	Ryan Manufacturing Co., Inc., G. R.....	81
Crown Fruit & Extract Co., Inc.....	55	Sanitary Tinning & Mfg. Co.....	74
Crystal Gelatine Co.....	117	Sanisco Co., The.....	99
Damrow Bros. Company.....	34-80	Schall & Co.....	114
Daigger Corporation.....	Cover IV	Schott Bros. Co., The.....	98
Daly Brothers.....	108	Schroeder Lumber Co., John.....	121
Decy Sales Co., R. J.....	92	Scott Mfg. Co.....	102
Delco Light Company.....	100-101	Sethness Company.....	96
Doering & Son, Inc., C.....	95	Shimp Manufacturing Co., The.....	93
Drew & Co., James F.....	60	Sinclair, Harold A.....	103
Dry Buttermilk Co., Inc., The.....	72	Smith & Mann.....	43
Dry-Zero Insulation Co.....	20	Somers, Harold.....	90
Dunn Company, Thos. W.....	113	Standard Pressed Steel Co.....	28
Emery Thompson Machine & Supply Co.....	107	Star Extract Works, Inc.....	67
Eppelsheimer & Co.....	78	Stollwerck Chocolate Co.....	108
Eskimo Pie Corporation.....	91	Stout Mfg. Co.....	56
Essex Gelatine Co.....	129	Sutherland Paper Co.....	79
Everhot Mfg. Co.....	121	Tagliabue Mfg. Co., C. J.....	25-103
Ford Co., The J. B.....	109	Taylor Instrument Companies.....	124
Fortune Products Co.....	106	Telling, C. B.....	66
Franklin Sugar Refining Co., The.....	94	Texas Barrel Co.....	62
Frick Company.....	111	Thompson-Bremer & Co.....	118
Fucoma Company, Inc.....	114	Tiffany & Company.....	36
Gem City Boiler Co.....	110	United Chemical & Organic Products Co.....	29
General Motors Truck Company.....	53	United Cork Companies.....	76
Gifford-Wood Co.....	15-126	United Iron Works, Inc.....	60
Glacier Co., The.....	88-127	United States Gelatine Co.....	47
Golden State Sales Corporation.....	27	Utility Mfg. Co.....	63
Gould Cream Co.....	40	Viking Pump Co.....	90
Gowing-Dietrich Company, Inc.....	73	Vilter Manufacturing Co.....	117
Grammes & Sons, Inc., L. F.....	82	Wall Mfg. Supply Co., P.....	12-85
Grand Rapids Cabinet Co.....	125	Want Ads.....	133-134
Grothe Co., Inc., John J.....	39	Wardrop Co., G. W.....	122
Gumpert & Co., S.....	48	Warner-Jenkinson Co.....	19
Hansen's Laboratory, Inc., Chr.....	51	Weibatch Liquid Scale Co.....	17
Harris & Co., Arthur.....	70	Westerlin & Campbell Co.....	70
Homer Manufacturing Co.....	18	Whitten Co., J. O.....	78
Hopwood Retinning Co., Inc.....	97	Wirfs, E. J.....	52
Horne & Bowey Co.....	21	Wood Manufacturing Co., John.....	7
Hughes Gelatine Co.....	122	Zipp Manufacturing Co.....	61
Insulation Sales Co.....	130		



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE personalities of men, the changings of markets will always enter into the making of terms. But fundamentally one truth holds always: that no terms can fairly place the total risk and burden of a transaction on one party only to it. . . . In all its branches ice cream is a great industry today. In none of its branches is there much room left for the willing worker on the other fellow's capital, the man who sells for spot cash only but must have six months when he's the buyer . . . Good terms are fair terms. Ice cream manufacturers and supply men both, who prosper, make good terms to their customers and then stick to them.

The Seal



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN

1328 Broadway

New York City



of Safety

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager

E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS.

MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States \$2.00 per annum in advance
Canadian and Foreign Subscriptions \$3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

JULY 1924

ICE cream consumption increased about 12 per cent last year. The 1923 output is estimated at 294,000,000 gallons, an increase of approximately 30,000,000 gallons over the output of 1922. This represents a per capita consumption of about 2.66 gallons.

The figures of the United States department of agriculture for 1924 show a considerable gain in the production of the factories reporting, though the total number of reports was less than for the previous year. Conditions last year were very nearly what we are facing this year, and in the light of the substantial gains in production last year it would seem that we have reasons to believe the 1924 production will proportionately increase.

The growth in production should make it clear to all of us that weather should not be regarded as having everything to do with ice cream consumption. Though there is no doubt that warmer weather would have disposed of more ice cream, it has been demonstrated that even unfavorable conditions will not prevent the public from buying ice cream so long as the proper effort is made for business—the public's business. Not the dealers.

ON a short business trip a few days ago we visited several ice cream manufacturers in a northwestern state, where the weatherman has been unable to gain his "batting eye" so far this Spring and Summer. In fact, he skipped Spring entirely and has offered little evidence that he intends to do the right thing by ice cream men at all.

We found these men in an ugly frame of mind, and we couldn't blame them very much. We would much rather hang bunting than crepe, but these men have our sympathy. A greatly decreased demand for ice cream for the season of year is not their only trouble. They have added others because of the first. Each one seems to be trying to boost his gallonage by taking business away from the other fellow, and you know what that means.

One manufacturer told us of a deal which illustrates the general situation. A new confectionery store was to be opened up in a residence district, in fact clear out in the outskirts of the town—one of those little 2x4 affairs, with living rooms in the rear. The proprietor telephoned a couple of weeks before the opening date that he would like to handle the manufacturer's ice cream. Of course, the latter called on the new proprietor and assured him that he would be glad to take care of his needs. The proprietor then asked for a special sign on his building, to extend over the sidewalk. The deal was finally made and the ice cream manufacturer was to furnish the sign at an estimated cost of fifteen dollars. He figured that his profits on the man's business for the first year would probably pay for the sign.

Now, listen to what happened. A few days later a competitor called on this dealer and when he found out the details he offered to paint the entire building, put the sign up as requested, and in addition he promised to put another, and a larger sign, across the front of his store. "He will spend his profits for the next five years to get that fellow away from me, and long before the five years are up the fellow will probably be dead—or bankrupt," was our friend's parting comment about this particular deal.

Why do men who are supposed to have business judgment indulge in such practices? Is it fair to assume that their actions are guided alone by hatred for a competitor? We wish somebody would give us the answer.



YOU will notice that the best thing about critics is—criticism. That is the best thing they do. You rarely or never find a critic who can do much of anything but point out wherein others are wrong. More often he waits until after something has taken place and then he shows how the mistake was made.

How many of us realize that we are very good critics of other people but not of ourselves—of our own actions and policies? Self-criticism of the right kind is rarely ever seen. The fellow who poisons the minds of a flock of your dealers and takes them away from you this summer is a very bad egg, and you don't hesitate to spread the joyful tidings. But when you step in on the other

side of the street and rake over a whole battalion of dealers to your fold you are not doing anything out of the ordinary run of business; of course, you are just pulling a stroke of good business.

"Good business!" How many contemptible things have been done in that name! Nothing covers a greater multitude of sins. The condition is not so bad today as it was in other days, but it is much worse than it should be, and far, far worse than it will be in the sweet bye and bye when men learn that there is nothing to be gained by being unfair to one another. "Good business!" That is the sort of thing that has made short-story writers, literary reformists and yellow newspapers hold up the business man as just a refined sort of bandit. If a man calls you a liar he runs a big risk of having to go to the mat with you. Yet there are times when you wished from the bottom of your heart that you had not made certain unfounded remarks about a companion-in-trade.

We like to criticize—we stiff, proud humans. It is very satisfying to sit down and show how Bill Jones is following the wrong track. But it is quite another matter when Bill Jones shows us that he was right after all and then starts in to do a little criticizing of his own. That is the time when Bill becomes one big nuisance.

If we hate to hear criticism from others so badly, for goodness sake let us save some of that criticism that we spend on others and use it on ourselves. Goodness knows we need it most.

Then maybe we'll stop much of the dirty work that has been going on under the guise of "good business," for by that time we shall realize that it is the worst kind of business—extremely bad business.



MUCH has been said about the ice cream industry's problems. That's the biggest problem that faces the trade magazine. Another of our big problems is the problem of the ice cream manufacturer. They are very closely associated, but are quite different subjects, if you do not know it. Indeed they are.

The manufacturer who reads a trade magazine solely for the good that he can get out of it is trying to work out some of his troubles. The trade magazine would, indeed, be a miracle worker if it could completely ease that man's mind by printing something that would leave the rest of his activities wholly in the direction of making much ice cream and receiving lots of money for it.

We shall make much more progress toward working out the troubles of this industry when we get more ice cream manufacturers interested in the problems of the industry as a whole. You alone don't mean much. The man reading this editorial doesn't count for hardly anything in the affairs of the industry, even if you head the largest plant in the country. When we can get together and work out ways to promote the popularity of ice cream over other competitors, we shall be doing much

to overcome the real problem that affects every ice cream manufacturer in the country. To do this means not only doing the best you can for better ice cream, but also to help see that everybody else does the same thing. The industry will rise or fall on ice cream, regardless of who's to blame.

The trade magazines can tell you much about the production matters that bother you every day, but in the big, far-reaching proposition that counts in the expansion of this industry it can do nothing except help bring together the sleeping power that lies behind the men in this industry who can but don't like to think.

When you go through this magazine in your hands, be sure to read closely everything that affects your business and your peculiar troubles, and make the most of it. But please bear in mind that the most important thing in your magazine is that matter which helps you to consider the troubles of the industry as a whole. It is this which gives you a bigger picture of your industry. It shows you a better place that you can fill, a better work that you can do, a broader, more helpful spirit that you can cultivate.

The trade magazine is merely "a voice crying in the wilderness." The best thing that it does is to point out how manufacturers can work for their own individual, selfish interests by pinning a little more faith to their own industry and a little more charity for fellow members.

The problems of the industry as a whole are what count. The problems of the manufacturers cannot stand when the former are solved.



SOME of these days, not very far away, we are going to pull down the cover of our roll-top desk and go away. We are going due north, up where the tall pines grow and where printers don't holler for copy; where the "muskie" jump into your boat if you don't feed them fast enough; where you sit on the lake shore at eventide and watch the sun sink behind hemlock covered hills; where the black loon challenges the stillness of the night and brings back memories of boyhood days. We are going to forget all about advertisers who are prone to complain about the position we gave their advertisement in last month's issue, and we are going to forget about the subscriber who kicked because we misspelled his middle name, or entirely failed to give him a "personal." We shall refuse to talk with anyone about ice cream mixes, overrun, hardening rooms, deliveries, collections, or competition. We shall look up a place where we can get an inexhaustible supply of good ice cream. That is the only connection with the business that we shall cling to.

We are going to try to pick out a real hot spell for the trip. We want to go when you, dear reader, are working and sweating at least sixteen hours out of twenty-four. Then we shall know that you are happy, too.

ICE cream manufacturers will be perfectly at home at the National Dairy Exposition this year. It is now quite evident that the industry will be widely represented when the dairy clans gather in Milwaukee. Leading ice cream supply houses will have exhibits.

Prominent manufacturers of various sections of the country have signified their intentions to attend. Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers, may be among those present. N. Loewenstein, secretary of the association, no doubt will be on hand. Officers of many state associations of ice cream manufacturers are shaping up plans in this direction.

Even our ice cream friends in the South also are looking forward to the exposition, and it is expected that a large committee of Dixie Flyers will pass through the turnstiles and tell the big world about their plans for a memorable occasion when the national and Southern conventions are held in New Orleans in November.

There is no doubt the dairy exposition this year will be the greatest event in American dairy annals. The setting is superb. It is to be held in one of America's greatest ice cream manufacturing cities. Ice cream delegates will see a good exhibition of supplies, machinery and equipment used in their industry. At the same time they will have the opportunity to inspect some of the highest type plants in operation in this country.



PROBABLY the most misunderstood thing in connection with trade journals is the handling of those interesting items commonly termed "write-ups." It is not clear just how this term ever happened to be coined to apply to trade items of news interest. It is generally used in a contemptuous way.

The dictionary has no such word as "write-up." It does not mean anything. Years ago small town newspaper editors were commonly spoken of as having "written up" something when they were seen visiting a home. Generally they wrote many paragraphs more than was justified by the actual news value of their subject, this to please their readers. At least they thought they were pleasing them.

It has been clearly shown that indiscriminate use of space to describe an event defeats the purpose. Extravagant praise of merchandise seldom makes an impression upon the reader. Truthful, accurate, dignified English is all that is necessary to give the reader an understanding of what you are describing.

The Ice Cream Review conducts a department for the publishing of trade notes—items of interest concerning members of the supply industry and their merchandise. It is one of the most interesting departments in the paper. Information concerning equipment, supplies and machinery offered for the carrying on of this advanced industry should be of interest to every progressive ice cream manufacturer. Every effort is made to keep the items in this department confined to plain, simple, straight-forward statements, with no effort to place upon

the commodity described greater merit than it really possesses.

The supplyman who would ask us to go beyond this point is not the sort of man who gives careful thought to such matters. For this would actually defeat the supplyman's purpose. The Ice Cream Review is a product, just as definite as any commodity sold to an ice cream manufacturer. It must be an honest product. It cannot practice deception and be honest. It cannot give undue merit to one man's merchandise and expect its readers to believe it when it describes other men's merchandise.

These trade items must be brief, concise and make no over-statement. No reputable supply house would let one of its salesmen misrepresent its merchandise. It is the policy of The Ice Cream Review, so far as possible, to see that this is not done in its advertising and news columns. It is not that anyone would deliberately tell a falsehood but that business men usually do not understand news values. News is our merchandise. Each item has a certain valuation. When one item is overstressed it at once becomes cheapened, and whatever event or article of commerce may be described in that item, also becomes cheapened.

The Ice Cream Review makes every effort to keep up with our friends in the supply industry, their new products, changes of location, new officers and representatives, and even with their personal movements to a certain extent. But The Ice Cream Review cannot afford to cheapen itself by making over-statements, and that is the reason why our department for trade notes holds so much interest and profit for our readers.

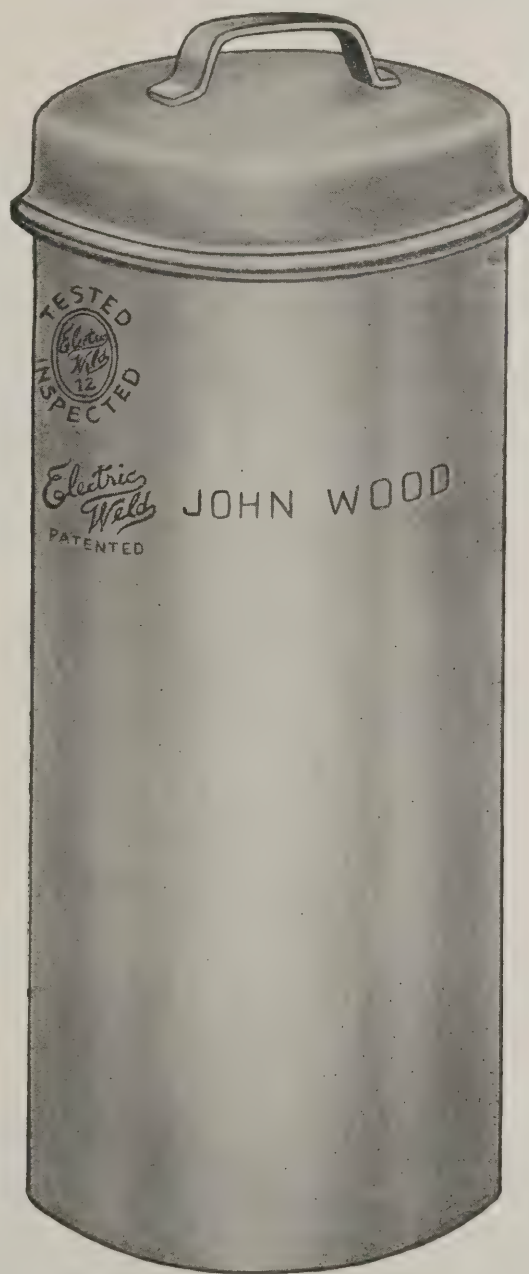
BULLETIN OF EVENTS

- National Dairy Exposition**—Wisconsin State Fair Grounds and the City Auditorium, Milwaukee, September 27 to October 4. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.
- Southern Association of Ice Cream Manufacturers**—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.
- National Association of Ice Cream Manufacturers**—Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Convention headquarters, Hotel Roosevelt. Secretary, L. Loewenstein, 155 N. Clark St., Chicago.
- Louisiana Association of Ice Cream Manufacturers**—Annual convention, November 21, 1924. New Orleans, La. Secretary, N. F. Maning, Monroe.
- Texas Ice Cream Manufacturers' Association**—Annual Convention, Dallas, first week in December, 1924. Secretary, A. J. White, San Antonio.
- Georgia Ice Cream Manufacturers' Association**—Annual Convention, Augusta, Ga., December 2, 1924. Convention headquarters, Richmond Hotel. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.
- Oklahoma Association of Ice Cream Manufacturers**—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.
- Pacific Slope Dairy Show**—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 and 16 inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.
- Pacific Ice Cream Manufacturers' Association**—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.
- California & Southwestern States Ice Cream Manufacturers' Association**—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, San Francisco.
- Supply Men of the Pacific Coast Ice Cream Manufacturers' Association**—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.
- Kansas Association of Ice Cream Manufacturers**—Annual convention, Topeka, Kansas, December 16, 17 and 18. Convention headquarters, Hotel Kansas. Secretary, B. T. Perkins, Pittsburgh, Kans.
- Arkansas Ice Cream Manufacturers' Association**—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hoober, Pine Bluff.
- North Carolina Ice Cream Manufacturers' Association**—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary, A. E. Dixon, Fayetteville.

*Electric
Weld*

FOR YOUR SAFETY SAKE SPECIFY "THE
GENUINE ELECTRIC WELD"

BEWARE OF IMITATIONS



JOBBER AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY

JOHN WOOD MANUFACTURING CO.

CONSHOHOCKEN, PA.

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

What Burden Should Advertising Carry?

Advertising Has Its Limits in the Ice Cream Industry. What Are They?

By MILES D. ALLEN*

SO FAR as the modern ice cream manufacturer is concerned, advertising and salesmanship have come to take a very important and necessary part in helping to increase the use of the product. In fact, advertising in every field has become the gigantic moving force which is the determining factor as to whether the manufactured article will sell or not. It has oftentimes been stated that anybody can make anything but anybody can't sell everything. This statement was never more true than it is at the present time, when the keen rivalry of competition is so great.

Advertising has steadily grown in value until today it is recognized as the moving force in business which will sell anything so long as the article advertised has genuine merit and is of good quality. However, many ice cream manufacturers have never taken the time nor had the inclination to study enough on the problems of advertising to make a safe and sane evaluation of its merit.

Even today some ice cream manufacturers look upon advertising as a necessary evil in their business which can not seem to be avoided and they enter into it in a half hearted, dispirited manner. The results of such advertising are always disappointing. Salesmen must always be sold on the article they are selling. The ice cream manufacturer must be sold on his advertising to get maximum result.

HALF-HEARTED advertising effort is almost always practically wasted, for by the very fact that it is looked upon as a necessary evil in a man's business, indicates that that particular manufacturer does not realize the value of it and therefore cannot be expected to derive a great deal of benefit from his effort. We have heard it said many times that millions of dollars are wasted annually in advertising, and there is no refutation to this statement, but did you ever stop to consider the millions of dollars that are expended and deliberately wasted each year through other means of salesmanship?

There are reported to be 600,000 traveling salesmen in the United States today. All of these men are an expense and a direct liability to the concern they represent and they are expected to produce results commensurate with their salary and ability. Yet if each one of these salesmen were to save but fifty cents a day on his expense account, it would mean that in one year's time all would save a grand total of \$93,600,000. These are but aggregate figures, yet they say advertising is wasteful and extravagant. The author doubts this assertion, and without casting any intentional reflections on any salesman, he asks the question candidly. Would it not be possible for the majority of traveling salesmen to save their company fifty cents a day by a little carefully directed economy?

Advertising, being a specialized form of salesman-

ship, can be expected to bear its proportionate share of the salesmanship expenses in an organization, but it should not be called upon to bear the burden of the expense expended in other lines.

ADVERTISING should not be looked upon as necessary by any manufacturer so long as it does not bear beneficial and traceable results. In other words, advertising must pay for itself. It cannot lean on anything, it must be self-supporting. If advertising shows a direct loss on an ice cream manufacturers books, and he feels that even though he continues, it will still show a loss, then he should strike it out and not fool with it. But before the manufacturer eliminates advertising, he should analyze the reason why it is not paying dividends for his concern. If he probes into the reasons, he is liable to wake up to the realization of the fact that it wasn't the advertising that was at fault, but it was the way it was carried out. There are several reasons why some advertising campaigns fail to bring the proper and desired results. For convenience, these might be listed under the following headings:

1. Too much effort is expended in too few or too many advertising mediums, and the distribution of advertising effort is not general enough or becomes too general.

2. The advertising campaign is laid out to please yourself, not to please the public or your dealer.

3. You try to please the public without taking any consideration of your own dealer who is your best salesman.

4. Resorting to stunt publicity and novelty advertising before you have developed the result producing types of advertising to their maximum efficiency.

If you have decided on the amount of money you expect to spend on advertising during the year, your first task is to choose the mediums of

advertising which you think will bring you the greatest amount of business for the least amount of money expended. The task of choosing the different mediums is a hard one because there are so many types open for you to consider. As a hypothetical case, let us take an advertising appropriation of fifty thousand dollars and see just how we would lay out the campaign to spend the money to the very best advantage. First of all, we should classify all the advertising under two headings, the first heading being "primary mediums"—or mediums which are absolutely necessary to be used by any concern, and secondary mediums, or mediums which might readily be used to supplement and augment the primary mediums. Under the primary mediums, the writer would classify the following mediums, according to their relative importance:

1. Outdoor display, including painted walls, illuminated and unilluminated city and highway displays, and small signs of one sort or another.

2. Direct dealer literature, including broadsides, letters,

(Continued on page 90)

* Advertising Manager Crescent Creamery Co., Los Angeles.

Is Advertising Wasteful?

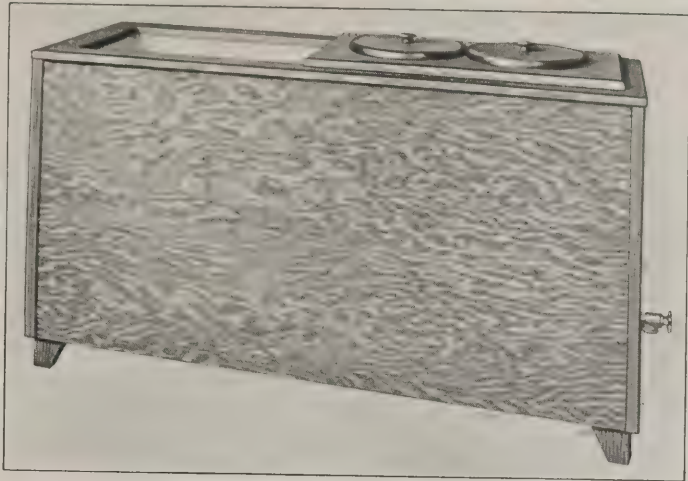
THEY say advertising is wasteful—that millions of dollars are spent foolishly each year.

There are approximately 600,000 traveling salesmen in the United States today. If each salesman saved fifty cents a day on his expense account, it would amount to a grand total of \$93,600,000.00 a year.

When you look to the waste in your business, stop to consider every angle of it.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

2 DAYS
on one icing
during the life
of the cabinet.



*4 Hole Cabinet Round or Square Covers
Entirely protected by U. S. Patents*

**BUILT IN
SECTIONS**
All parts inter-
changeable.
EXTRA PARTS
FROM STOCK



2 Hole Round Cover

Why You Can Save on ARCTIC CABINETS ?



2 Hole Square Cover

THE special ten-layer wall and nine-layer floor makes it possible for an Arctic Cabinet to go two days on a single icing. All parts are interchangeable for repairs. Individual sections always in stock. Cork insulation asphaltum cement sealed) keeps outside wall same temperature as room—prevents sweating and keeps the dealers' floors dry. Frame extra strong 2 x 4 construction. Stands lots of misuse. All special features that save, yet at a price you'll like.

*State Style
of Covers
Wanted*

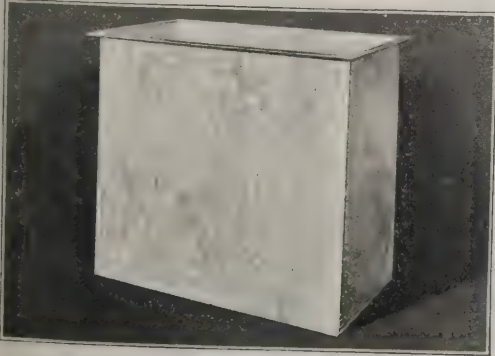
*Full Construction Details on Request
—Investigate Them.*

*Write
for
Prices*

Arctic Cabinet Company

331 W. 22 Place
Cor. Archer Ave.

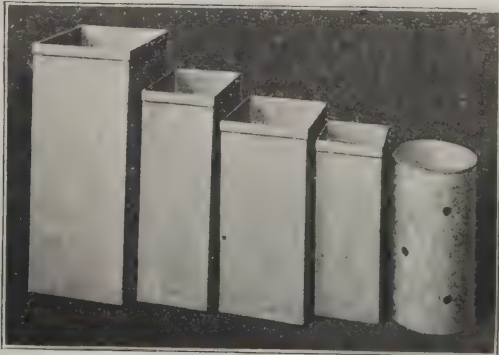
CHICAGO
ILLINOIS



Arctic Cabinet Lining



Single Hole Cabinet



Brick Cans and Sleeves

Dixie Flyers to Bring South's Invitation to Dairy Exposition

Committee from the Affiliated Body of the Southern Association of Ice Cream Manufacturers to Spread Tidings About New Orleans' Ice Cream Classic at Dairy Pageant in Milwaukee in September

THE Dixie Flyers will take the trails north and extend the South's invitation to the convention of the National Association of Ice Cream Manufacturers in the fall. Although plans are incomplete at this writing, there is assurance that a large committee of Dixie Flyers will do the honors for the South at the dairy exhibition. C. Mortensen of Louisville, past president of the Dixie Flyers; James J. Harvey and Ben Brown of Atlanta and Memphis, respectively, will be



C. MORTENSEN.

among those to compose the committee and to assure everybody of a hospitable reception when the national association holds its twenty-fourth annual convention November 17, 18 and 19, with the Hotel Roosevelt at New Orleans as the scene of action.

Miss Sally Mahoney of Chicago, president of the Ladies' Auxiliary to the Dixie Flyers and the Southern Association of Ice Cream Manufacturers, and Mrs. R. J. Massey, vice-president of the organization, will represent their association in extending a similar welcome.

The Southern association, as is generally known, will

hold its convention the last two days of the week preceding the national convention, holding sessions on November 14 and 15. The Dixie Flyers will stage an exhibit for this convention. The exhibit will not continue through the national convention, though the Flyers will join with the members of The National Association of Ice Cream Supply Men in entertaining and extending courtesies to the national convention delegates.

INFORMATION concerning New Orleans will be spread at the dairy exposition, which will have the largest attendance of ice cream manufacturers of any similar event in the history of American dairying, according to officials of the National Dairy Association.

The official booth of the Southern Association of Ice Cream Manufacturers will be conducted by The Ice Cream Review, much in the same manner as the one at Cleveland at the national convention last year. Printed information concerning the convention, convention programs, entertainment programs, hotel literature, announcements by Southern ice cream officials, etc.—will be distributed from this booth.

In addition, the Dixie Flyers' committee will pass along the word of welcome to all ice cream manufacturers who pass through the exhibit hall.

Reports from the Southern states show that wide interest is felt over the New Orleans gathering of the national association. The Southern association is expecting the largest attendance in its history on the strength of the honor that has been bestowed upon Dixie by the national body. These delegates will remain over for the national sessions and will assist in every way possible to make the ice cream men from the nation-at-large enjoy their visit, according to Southern officials.

(Continued on page 12)



SALLY MAHONEY.



JAS. J. HARVEY.



MRS. R. J. MASSEY.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Spend a Week in Dairyland

EVERY dairyman who wants to keep up with the latest inventions in dairy equipment—who wants to reduce his labor costs or improve the quality of his product—will learn more from a visit to the NATIONAL DAIRY EXPOSITION than he can learn in a year in any other way.

Marvelous machines that perform every process in the making of butter, ice cream, cheese, or preparation of market milk, will be shown in bewildering array.

Conventions, meetings and conferences of all branches of the industry will bring leaders from every part of the country.

At the Municipal Auditorium, in the heart of Milwaukee, Dairy Factory Equipment and Supply Exhibits will be displayed.

At the Exposition grounds, Dairy Cattle—Farm and Barn Equipment Exhibits—Dairy Products—U. S. Government Exhibit—College Judging Contests—Boys' and Girls' Club Department—Human Welfare and Nutrition Displays and other departments, will be located.



Spend a Week in Dairyland
National Dairy Exposition
MILWAUKEE • Sept. 27 - Oct. 4 • WISCONSIN

Additional Reports in Industrial Survey

More Manufacturers Discuss Iceless Cabinets, Icing, Prices, Total Solids, Etc.

IN THE June issue of The Ice Cream Review it was stated that some of the reports received in connection with this publication's industrial survey came in too late to be compiled and would be published in the July number.

Of the late reports only one manufacturer states that he owns outright the iceless cabinets used by his dealers. Of the ten who reported that some of their dealers own their iceless cabinets, two showed an allowance of 10 cents a gallon, and one 20 cents a gallon, and the balance no allowance at all.

Nine manufacturers advise that they do no icing, while some stated that the icing charge was included in their price. Three charge one dollar a week per hole, and two of these make large dealers exempt. One manufacturer charges 50 cents for 100 pounds of ice, one 20 cents a gallon for icing, two 15 cents a gallon, and one 10 cents a gallon.

The average wholesale delivery price of those reporting from California is \$1.33; for Idaho, \$1.23; Maryland, \$1.35; Montana, \$1.20; New Hampshire, \$1.50; New York, \$1.29; North Carolina, \$1.10; Oregon, \$1.15; Virginia, \$1.30; Vermont, \$1.28; Washington, \$1.10; Wisconsin, \$1.00.

The average wholesale express shipment prices for those reporting from each state are: California, \$1.18; Idaho, \$1.23; Maryland, \$1.35; Montana, \$1.50; New Hampshire, \$1.45; New York, \$1.15; North Carolina,

\$1.00; Oregon, \$1.00; Virginia, \$1.00; Vermont, \$1.35; Washington, \$1.00; Wisconsin, 95 cents.

The retail prices, per quart brick, for the different states, averaged from reports, are:

California, 55 cents; Idaho, 85 cents; Maryland, 85 cents; New Hampshire, 70 cents; New York, 60 cents; North Carolina, 60 cents; Oregon, 55 cents; Virginia, 60 cents; Vermont, 60 cents; Washington, 50 cents; Wisconsin, 50 cents.

Per pint brick:

California, 30 cents; New Hampshire, 40 cents; New York, 30 cents; North Carolina, 30 cents; Oregon, 30 cents; Vermont, 30 cents; Wisconsin, 25 cents.

The retail prices per bulk quart:

California, 60 cents; Idaho, 55 cents; Montana, 50 cents; New Hampshire, New York, North Carolina, Oregon, Virginia and Vermont, 60 cents; Washington, 50 cents; Wisconsin, 50 cents.

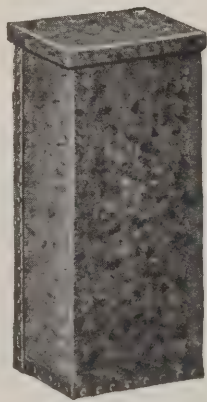
Per bulk pint:

California, 35 cents; Idaho, Montana, New Hampshire, New York, North Carolina, Oregon, Virginia and Vermont, 30 cents; Washington and Wisconsin, 25 cents.

The percentage of total solids:

California, 36; Idaho, Montana, New York, North Carolina, Oregon, Virginia, Vermont, Washington and Wisconsin, 35.

Wall Superior Brick Cans



BUILT like Wall Superior Ice Cans, of heavy steel with leak-proof lid. All spoilage is eliminated and dealer good will maintained. First cost is no greater than that of inferior cans but, due to longer

life and elimination of repairing and loss of products, they actually save you money.

P. WALL MFG. SUPPLY COMPANY

3058-3098 Preble Ave. N. S., Since 1864
PITTSBURGH PENNSYLVANIA



DIXIE FLYERS TO BRING SOUTH'S INVITATION TO DAIRY EXPOSITION.

(Continued from page 10)

ALTHOUGH The Association of Ice Cream Supply Men was not able to find a hall suitable for its exhibits, this condition does not imply that New Orleans is short in hotel accommodations. The city is equipped with some of the very nicest hotels to be found in any city, and the Roosevelt, the scene of the national sessions, is one of the finest in America. This hotel formerly was known as the Grunewald. It was the gathering place of the Southern association in 1922.

New Orleans ice cream manufacturers are making extensive preparations for the coming of the ice cream men of the nation. The Crescent City, known far and wide as "America's most interesting city," long has been a favored place for the gathering of the Southern ice cream manufacturers. It was in New Orleans eleven years ago that the association was organized, and in that city it has held five sessions since. It was unanimously decided to meet again in New Orleans when the national association decided upon the city as its 1924 meeting place.

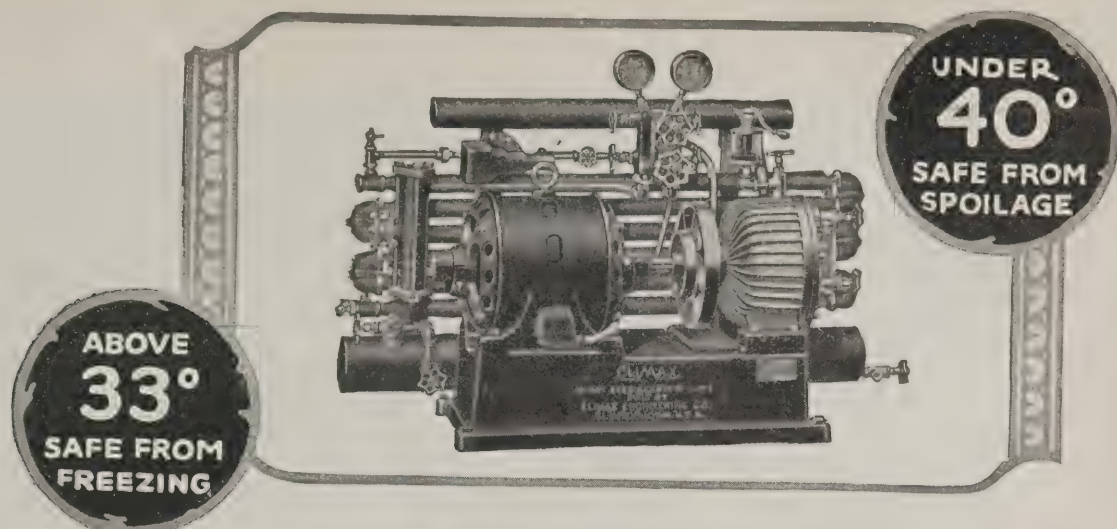


Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION,
MILWAUKEE - SEPT. 27 - OCT. 4, 1924 - WISCONSIN

Monday	Milk Dealers' Day	Thursday	Ice Cream Day
Tuesday	Creamerymen's Day	Friday	Condensed Milk Day
Wednesday	Cheesemakers' Day	Everyday	DAIRYMEN'S DAY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Have Safe Temperatures All the Time with Minimum Expense and Care

Outstanding Features of the Climax Model C Rotary Unit

- 1—Rotary compressor a marvel of simplicity—positive and efficient in operation.
- 2—Model C operated by $1\frac{1}{2}$ H. P. motor. No power wasted in belts or other transmission.
- 3—No valves—no small frail parts.
- 4—Only 3 moving parts—all heavy, rugged and permanent.
- 5—Most compact—Model "C" size only 52" long, 21" wide, and 36" high. Weighs only 750 lbs.
- 6—Compressor direct connected to electric motor.
- 7—Continuous flow of gas through the compressor.
- 8—All lubricating oil confined to the high pressure side of compressor.
- 9—No oil can come in contact with liquid refrigerant.
- 10—No violent fluctuation of hands on pressure gauges.
- 11—Simplest starting. Just open water valve to start, close water valve to stop.
- 12—No throwing of electric switches—tightening of belts—or clattering of valves.
- 13—Nothing to forget. Shuts off automatically in case of failure of cooling water supply.
- 14—Particularly adapted to automatic control.
- 15—All parts made interchangeable.
- 16—Each unit factory tested before shipment to produce refrigeration in excess of its rated capacity.

WHY not settle this Refrigeration question once and for all? You know what it means in your business. You know what absolute control of room temperatures within the seven degree safety range—33 to 40—would mean to you. You know what an improvement it would be to be rid of sloppy, mussy and uncertain ice deliveries. You know how much better, fresher and cleaner you could keep foods—always free from water soaking. You know how easily extra money can be made by laying in stocks of perishable foods at low prices and taking profits when prices are higher.

CLIMAX

Model C Rotary Refrigeration Unit

—is an ideal outfit for many types of businesses. More compact than any Refrigeration Unit has ever been before, we also believe it is more efficient. Surely it is simpler to install, to operate, to maintain. It will solve your refrigeration problem with minimum expense and care. Our nationwide service organization backed by our \$2,500,000 corporation insures the utmost in service and satisfaction.

Write us about your requirements or send coupon. The services of our engineering and sales department are offered freely without expense or obligation to you. We also make Climax Reciprocating Type Units for larger requirements.

Climax Engineering Company

1833 South 4th St., Clinton, Iowa
16 Coast to Coast Service Stations Sales Offices in Principal Cities

Climax Engineering Co., 1833 South 4th St., Clinton, Iowa
Gentlemen: Please give further information about Climax Rotary Refrigeration Units.

Name.....
Address.....
Kind of Business.....

Ice Cream Manufacturers to Visit Dairy Capital

Wide Representation Expected at Dairy Exposition to Study Milwaukee's Highly Developed Ice Cream Industry

ICE cream manufacturers of the nation have their eyes on Milwaukee. The industry is sure to have the greatest representation at the National Dairy Exposition that it ever has had at any previous event of this kind. The exposition will be held Sept. 27 to Oct. 4.

There are many reasons to believe ice cream manufacturers will be interested in Milwaukee and the dairy exposition. Reports to officials of the National Dairy Association and to The Ice Cream Review strongly indicate wide interest. Perhaps the greatest assurance of this, though, comes from the judgment of the ice cream supply houses, who have made large demands for exhibition space this year.

The dairy exposition will be the ice cream manufacturers' only chance to see a national show this year. Many manufacturers will make it convenient to visit Milwaukee and take in the exposition and later on journey down to New Orleans to take part in the convention of the National Association of Ice Cream Manufacturers.

But probably the real magnet that is drawing ice cream manufacturers to Milwaukee and the dairy classic is the fact that this city, widely heralded as America's dairy capital, also is one of the premier ice cream cities of the country, having plants that have developed the science of this industry to a point of highest efficiency.

The ice cream consumption for the nation is something like two and one-half gallons. In Milwaukee, where half of the entire state's 1923 production of six million gallons was made, the per capita consumption is about four gallons. This has been done by plant efficiency, advanced merchandising methods and—quality. Milwaukee and Philadelphia long have been regarded as America's leading ice cream cities. In quality production the Wisconsin metropolis probably is not surpassed by any city, much of its ice cream being shipped great distances into many states in different directions.

IT IS to see Milwaukee's dairy plants that many ice cream men are coming. Stories of these plants have been broadcast far and wide by supplymen. It is generally known that the high standards set by Milwaukee ice cream manufacturers has brought about a condition whereby many retailers cannot get certain brands of ice cream unless they are properly equipped to handle this merchandise. Many stores have had to clean up and adopt up-to-date methods in order to be

served Milwaukee's high-grade ice cream. This has resulted in up-to-date salesmanship.

People from many nations visit Milwaukee's dairy plants every year. The leading ice cream plants of the city each represent an investment of about a half million dollars. Their construction and operation are worked out according to individual ideas of the operators, some of the equipment being especially designed. The fame of the plants has spread to Europe, Asia, Africa and the Latin Americas. Seldom a week passes that someone from other cities or other nations do not stop in Milwaukee to see through the plants. These visitors include school children, college students, distant ice cream manufacturers, bankers, farmers, food experts, welfare workers—all after new ideas on advanced methods in producing "America's greatest food dessert."

Japanese dairy manufacturers come to Milwaukee when they wish to see and study the American idea of dairy production. The ice cream industry in many lands is patterned after ideas gained in Milwaukee.

THE National Association of Ice Cream Manufacturers has found good timber in the dairy capital for its constructive movements. William F. Luick, head of the Luick Ice Cream Co., is a past president of the national association; George D. Mansfield, head of the Mansfield Ice Cream Co., is a former director; Arthur H. Graeszell, secretary of that company, is secretary of the Wisconsin Association of Ice Cream Manufacturers; Walter Bendfelt of the Bendfelt Ice Cream Co. is treasurer of the same association. John LeFeber, head of the Gridley Dairy Co., is a past president of the International Association of Milk Dealers.

Milwaukee has an excellent cream supply. That is the basis upon which quality has been built. The city is surrounded by the most advanced system of dairying practiced anywhere in the world today. For the past half century, southern Wisconsin and adjacent points in other states have been advanced dairying sections. Purebred cattle are raised in abundance. Waukesha county, from which Milwaukee ice cream manufacturers draw largely for their cream, has more purebred cattle than any other county in the country.

Virtually all of Milwaukee's ice cream plants are well worth visiting. One of the largest manufacturers goes

(Continued on page 16)

Havacone

*The Nation's Standard
Ice Cream Cone*

Made without grease, coloring or preservatives.
BAKED TO IT'S OWN COLOR.

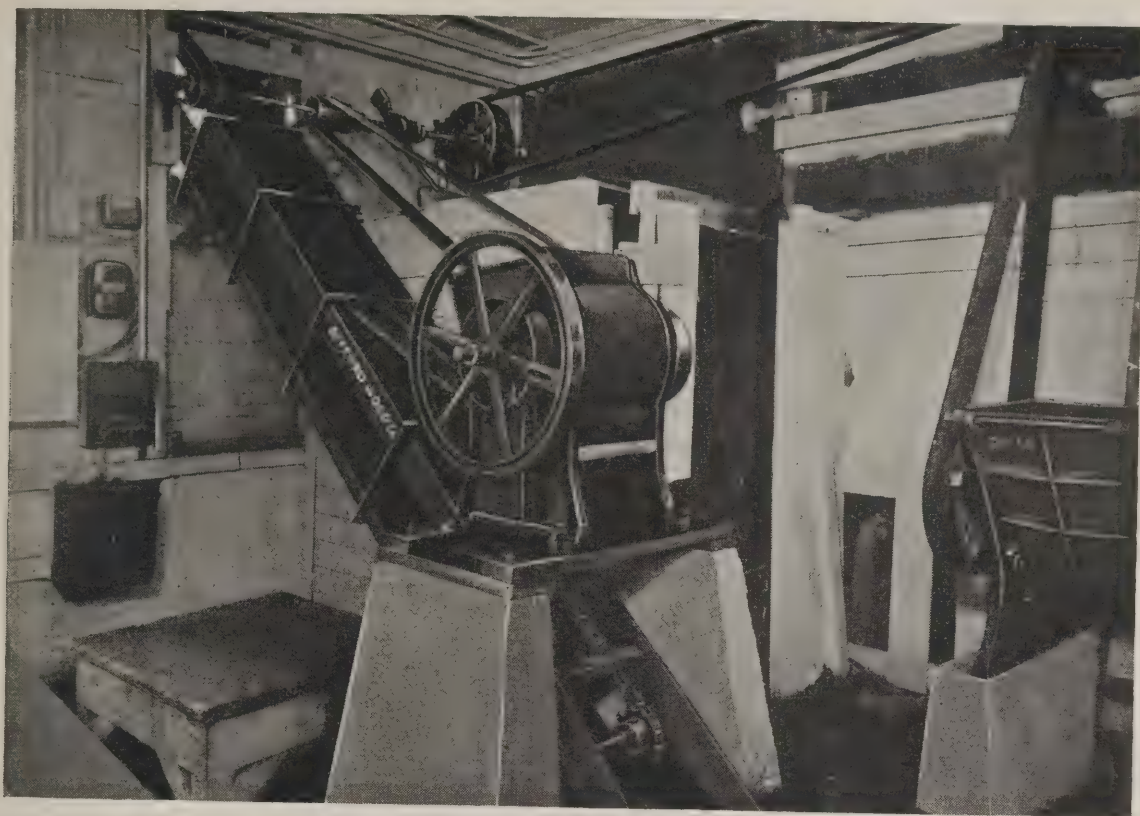
OUR NEAREST PLANT WILL GLADLY SEND SAMPLES. WRITE FOR THEM.

Cone Co. of America

3rd Street and Van Alst Ave.
LONG ISLAND CITY, N. Y.

6001 South Western Avenue
CHICAGO, ILLINOIS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Crushed ice elevators and ice breakers you can depend upon

G-W Products

Crushed Ice Elevators

Salt Elevators

Ice Breakers

Ice Carts

Ice Cans

Ice Tools

Can Tongs

Ice Handling Machinery of all types

Coal Handling Machinery, etc.

Good equipment pays. It keeps both operating expense and maintenance down to the very minimum.

G-W Crushed Ice Elevators and Ice Breakers are just such equipment. The Gifford-Wood Co., the world's largest manufacturer of ice-handling machinery and tools—with 110 years of experience—is your guarantee of their high efficiency and unfailing dependability.

G-W Crushed Ice Elevators are made in types for all requirements.

G-W "Creasy" Ice Breakers are available in both motor and hand driven units, in all sizes.

For complete information and prices on this or other G-W equipment—just address the nearest office below.

MAIN OFFICE: 5 HILL ST., HUDSON, N. Y.

New York: 50 Church St.

Chicago: 565 W. Washington St.

Boston: 222 State St.

Pittsburgh: Peoples Bank Bldg.

Plants: Hudson, N. Y., and Oakmont, Pa.

Gifford-Wood Co.
BUILT STRONGER LAST LONGER
ICE HANDLING MACHINERY AND TOOLS

See Gifford-Wood Advertisement on page 126

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

MILK

Spray Process Powdered
(Whole 27% B. F. and Skimmed)

Sweetened Condensed in Barrels
Skimmed and Whole (8% B. F.)

Evaporated and Condensed
IN CASES

WE have a perfect product in our skimmed and "special" sweetened Condensed. Our "special" contains 5½% butterfat, heavy in milk solids and low in moisture and is free from "sugar grit." The ideal products for ice cream manufacturers.

M.P.A. Brand California Spray Process Powdered Milk in 50 and 100 lb. drums or 200 lb. barrels. Second widest distributed brand in the country.

Milk prices are, we believe, at their lowest today. Let us furnish you samples and quote you on your requirements.

For convenience and economy to buyers we carry fresh stock at following points:—

NEW YORK
BROOKLYN
BOSTON

NEWARK
JERSEY CITY
PHILADELPHIA
ATLANTA

BALTIMORE
SAVANNAH
CHARLESTON

R. A. McKee Corporation

SPECIALISTS IN

MILK SELLING

261 Broadway NEW YORK
Long Distance Telephone Barclay 0130-0131-0132

*Maintaining the Widest Distribution of Milk
Products in Eastern Markets*

to his office every morning at about 8:30. As samples from each batch of ice cream pass through his laboratory for testing they go into his office, where he personally tastes every sample and passes judgment. That firm alone produced one and one-half million gallons of ice cream last year, shipping some of it as far as the Upper Peninsula of Michigan. The plant is equipped with machinery especially designed by the owner, in addition to the most advanced types on the market.

THE dairy exposition will have a distinct appeal to ice cream manufacturers this year. Thursday, October 2, will be Ice Cream Day at the exposition. On that day the ice cream men will have the limelight and can count upon seeing their friends of different states.

Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers, advises The Ice Cream Review that he expects to visit the exposition. Officials of many other ice cream associations also expect to be on hand. Secretary N. Loewenstein is expected to be among those present. O. S. Jordan, president of The Association of Ice Cream Supplymen, also probably will be on hand.

The word has gone forth that no less than 100,000 people will attend. This will be the greatest attendance on record. Bankers, manufacturers, railroad officials, farm experts and business men interested in the development of dairy prosperity in many sections will be on hand. This wide interest is due to the fact the exposition will be held in the greatest dairy state in the country. Wisconsin is preparing to open wide its doors and show the world what it has been doing in dairying and dairy manufacturing.

People from the South, where dairying has gone forward rapidly in late years, are coming up to see what it is all about. Ice cream manufacturers of that section are among those co-operating with the Southern farmers to get them on the right path in dairying. Bankers of the South wish to study conditions in Wisconsin so they can better prepare themselves to judge as to under what conditions the dairy cow will be a good investment.

NORTHWEST TO BACK PACIFIC DAIRY SHOW.

Ardent support of the Pacific Slope Dairy Show is promised by George W. Weatherly of Portland, on behalf of the ice cream industry of the Pacific Northwest. Weatherly is the pioneer of the ice cream industry of Oregon and Washington and is commonly known there as the "Ice Cream King."

Weatherly has been in San Francisco several days for conference with Sam H. Greene, secretary-treasurer of the Pacific Slope Dairy Show Association, relative to plans for the forthcoming exposition. The Pacific Slope Dairy Show will be held in the Oakland Civic Auditorium December 10-16, 1924.

"The ice cream people of the Northwest are looking forward to a very profitable meeting at the dairy show this year," said Weatherly. "I think you can count on us practically 100 per cent. We did not join with the show last year, but we recognize now that we are an important part of the dairy industry and we shall be with you 100 per cent."



Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION.
MILWAUKEE - SEPT. 27 - OCT. 4, 1924 - WISCONSIN

Monday	Milk Dealers' Day	Thursday	Ice Cream Day
Tuesday	Creamerymen's Day	Friday	Condensed Milk Day
Wednesday	Cheesemakers' Day	Everyday	DAIRYMEN'S DAY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

More than a Quarter of a Century In the Service of the Ice Cream Trade!

Today we enjoy the confidence of the trade with the result that many of the leading ice cream makers, the men who put quality first, are consistent customers of this house and large users of

BOWEY BRAND

SUPERFINE

Bulk Fruits and Flavors

Especially prepared for the
ICE CREAM MANUFACTURER

Van Cou Concentrate

The wonder Vanilla Flavoring Concentrate containing 62½% of pure Vanilla. It gives your cream that inimitable fresh Vanilla Flavor and will not freeze out. Costs less than a cent a gallon of ice cream.

Compound Caramel Flavor

There is a real demand for the true caramel ice cream with that natural cooked cream flavor. A gallon of Compound Caramel Flavor at \$5.50 (Net) will delightfully flavor 320 gallons of finished ice cream. Order a trial gallon today.

Jeline (Ice Cream) Powder

Here is a truly wonderful Emulsifier and Stabilizer used instead of Gelatine by many of the leading ice cream makers because it costs less, saves time and is more convenient.

Orange and Lemon Creme Flavors

Produce wonderful Water Ices, Sherbets and Frappes at extremely low cost per gallon. Made from the selected whole fruits. All the delicious flavor is preserved in our concentration process. \$7.00 and \$6.00 Net per gallon respectively.

Special Dark Dutch Process Cocoa

Produces the richest and best Chocolate Ice Cream at a cost of only 5c a gallon. It will be one of your leading sellers.

Pure Strawberry, Pineapple and Cherry Fruit Syrup

Here is an opportunity for the Ice Cream Maker to cut the cost on strawberry, pineapple and cherry ice cream without in the least affecting its high quality. Use one gallon of these Concentrated Syrups with an equal quantity of fruit and save 25% on fruit cost. Write for special proposition on Concentrated Pure Fruit Syrups.

Write for latest quotations on Bulk Fruits



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St.

CHICAGO, ILL.

Established 1895

Value of Ice Cream Windows

Results of Display Tests in the Average Small Stores

By H. E. COOKE*

IF EVERY storekeeper realized just exactly what portion of his rent was going into his window he probably would put more stress on the condition of that window. We will take the average small store. It has been proved by statistics that the area occupied by the window is equivalent to approximately ten to twenty per cent of the entire expense of the rental. Now, considering that, if you are getting absolutely no benefit from your window, to begin with, before you attempt to put anything into your store, you have a loss of from 10 to 20 per cent. Therefore, we feel one of the most important places in a store is the store window.

In fact, we have put so large stress in the store window that it has been termed the "silent salesman." By that we mean as follows: People walking along the street naturally look around and find out the most pleasing things to look at. The object of our experimentation and tests is to determine just what part illumination bears in the making of the people to look into windows.

We have run a series of several tests in large cities—some in New York, some in Brooklyn, some in Cleveland, Ohio, and some in Newark, N. J., as a result of which tests we have compiled these statistics. In the first chart I have here we have an intensity of fifteen-foot candles in the show window. At this intensity there were 100 people attracted. That is, one hundred people

* Edison Lamp Works, Harrison, N. J. An address before sales convention of the Breyer Ice Cream Co., Philadelphia, Pa.

of the total number on the street paused to view a display which was being illuminated by light which had the intensity of 15-foot candles.

BY INCREASING this intensity, we found 33 per cent more of the passerby stopped to view this display, when the intensity was raised from 15 to 40-foot candles.

On the other hand, when we raise the intensity up to 100-foot candles, we found 21 per cent more of the people stopped than had stopped at the 65-foot candles. So you can see the direct relation light had to attracting people.

One of the best ways of decorating your show window and causing people to stop and look at what is in the window is by the use of colored lights. Take a display in a confectionery store of select candies. Add a blue background, blue trimmings and you will have a very nice display. If we placed ordinary light—the white light—on that display it would look just exactly as it is. However, if we cast a slightly bluish light upon the entire display, can you imagine how that would raise the attracting powers of that display? We all like color and color is one of the best ways of attracting people to a show window.

Now, to get these results, there must be some definite way of going about putting in the layouts. All these computations have been made by the illuminating engineering of the Illuminating Engineer Society of New York. When an installation is made it is not a hit-or-miss proposition. From tests, surveys and so forth, we have found it and know exactly what will take place if the recommendations are followed out. Here we have a typical layout for a store window. This is the ordinary store window. The entrance is over here on this side; take the length of the window, the width of the window and the depth. By spacing our units equally and placing them at the top of the windows the light will be cast directly upon the display. By using the proper reflections there will be absolutely no light coming into the eyes of the passerby. That is an important fact, because whenever there is a tendency to have a glare on the passerby's eyes there is a tiring effect on the optic nerves.

ATTRACTIVE ICE CREAM BOOKLET.

"Art Creations in Ice Cream" is the title of a very handsome publication recently issued by Moores & Roos, branch of the Crane Ohio Ice Cream Co. of Columbus, O. The story of ice cream as produced in modern plants of today is told in a very appealing manner from cover to cover. The book is handsomely and appropriately illustrated. It goes to considerable effort to dislodge from the popular mind the fallacy that ice cream is just an occasional treat for dessert. Not only does the booklet tell the story of ice cream, but also of the different products which go into the frozen beverage, interestingly describing the respective places in the mix of fruit, nuts, chocolate, vanilla, sugar, etc. In telling of how ice cream is made in its plant, the booklet sets out by reminding its readers that only high scored milk and cream ever enter into its products. It devotes considerable space to describing the careful cleansing processes in the company's plants. Flavors and their combinations are covered in a separate chapter. One chapter deals exclusively with the forms of varieties, showing the many different ways in which ice cream can be served at social gatherings.

"Hy-Speed" Mixer WITH "PUSH-PULL" Propellers

Saves Time and
Money

Portable!

Clamps to
any tank in
one minute.

Makes any holding
vat a mixer.

Disolves Sugar and
Powdered Milk in a
fraction of the time
required by other
methods.

Connects to lamp
socket.

Absolutely Sanitary.

Sizes from 5 gal. Cap. to 1000 gals.
Price \$37.50 to \$135.00 complete.



ALSOP ENGINEERING CO.
49 West 63rd Street NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE ICE CREAM INDUSTRY IN MEXICO, CUBA, AND CENTRAL AMERICA.

Mexico.

With regard to the ice cream business in Mexico City, there were approximately five modern ice cream factories in that city (Sept., 1922), according to the Department of Commerce. These concerns deliver ice cream at the house for four pesos a liter (approximately 2.00 U. S. currency per quart). In addition to these large establishments, there are numerous small street vendors who manufacture ice cream and fruit ices by hand process and sell them from small carts.

Ice cream is consumed in Guadalajara and the larger towns of the district in considerable quantities and is becoming more and more a favorite dish.

Panama.

During the last quarter of 1923 a large company installed a plant in Panama for the manufacture of ice cream. The capacity of the plant is about 300 gallons of ice cream daily. It is proposed to supply the cities of Colon and Panama, the Canal Zone, and the army and navy posts with ice cream.

Cuba.

Practically all the important cafes make their own supplies in the way of ice cream and in addition to these there are numerous small makers in nearly all the larger cities and towns, who make cream which is peddled on the streets by vendors with small carts, in Cienfuegos, Cuba. The people of Cienfuegos, as well as other parts of that consular district, do use ice cream very extensively and it is also generally procurable.

Ice cream is retailed by the cafes to their patrons from 20 to 30 cents and over a glass. The street vendors sell it in small cardboard packages or in the usual cones, the price in either case being five cents. There is no regular wholesale business in ice cream except that when the street vendors buy of the makers they usually now pay 50 cents a liter, about, of which they make 16 packages or cones.

There is an adequate supply of fluid milk of medium quality. There is, however, little cream on the milk and it is therefore not separated. It is understood that for ice cream imported evaporated milk in cans is generally used, being cheaper than the milk obtained from local dairies.

Local dairy milk retails at from 20 to 30 cents a quart. Imported evaporated milk retails at about 20 cents a can, which contains about a pint, but in use is mixed with at least equal parts of water.

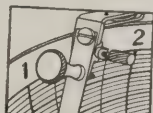


CALIFORNIA PLANT COMPLETED.

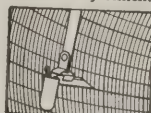
A modern day-light factory has just been completed by the Valley Dairy Co., El Monte, Calif., for the manufacture of ice cream, milk and butter. The factory is completely equipped with the latest type Creamery Package Mfg. Co. machinery and has a daily capacity of 10,000 gallons of ice cream and 3,000 gallons of milk. Products are sold under the name of "Valley Maid" ice cream.

I. Fratkan, formerly of the City Dairy Co., Ltd., of Winnipeg, Canada, is president and general manager of the company, and A. J. Andrews of Los Angeles is in charge of production and sales.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.



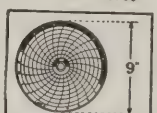
1—Pen Pressure and Position Adjustments



2—Fountain Pen Point



3—Fixed Pivot



4—One Size Chart



5—One Turn Chart Holder



6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.

TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.

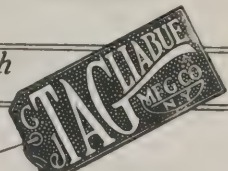


Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769



Dairy Manufacturing in Honolulu

Climate Makes for Good All-Year-Round Business

By R. P. FAITHFULL

THE Honolulu Dairymen's Association and the Rawley's Ice Cream and Dairy Products Co. are the only two wholesale plants in Honolulu, and the combined output is from 25,000 to 30,000 gallons per month. This figure includes the ice cream that is being shipped to the other islands, as well as what is being consumed in and around Honolulu, army and navy.

About a year and a half ago a third concern started a large combined wholesale and-retail ice cream factory at the corner of Keeaumoku and Beretania Streets, which is a junction where the heavy automobile traffic passes to and from the city. This plant is located about one mile from the center of town. This concern was started by a man by the name of W. G. Rawley and he first called his firm the W. G. Rawley Ice Cream and Farm Dairy Products Co. As the name was so similar to the other concern, which had been in operation for many years, it caused hard feelings and finally wound up in the courts, and the name of the new company was authorized changed to the W. G. Rawley Company.

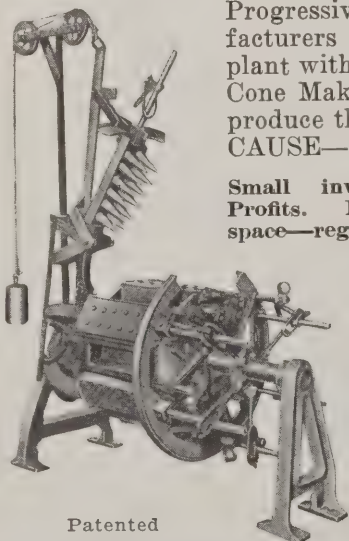
This concern operated about nine months, but at a very heavy loss, due to the fact that Honolulu, with a population of not over 80,000 people, could not support three large ice cream plants, any one of the three being able to have taken care of the entire business if worked to full capacity. The firm got in debt to such an extent that they made overtures to the Honolulu Dairymen's

Association, who bought 60 per cent of the stock direct from the stockholders, at the then supposed valuation, namely, 50c on the dollar. To avoid confusion in names the Honolulu Dairymen's Association immediately upon taking control, changed the name from the W. G. Rawley Company to the Purity Ice Cream Company, and continued to operate same, under new management, for three months. During that time an absolute appraisal of the plant was made, and after a careful audit it was



* Manager, Honolulu Dairymen's Assn., Ltd., Honolulu, Hawaii.
(Written exclusively for The Ice Cream Review.)

NEW FIELD Opens for Ice Cream Manufacturers



Patented
Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helps bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St.

Philadelphia, Pa.

discovered that the actual valuation of the stock at that time was \$6.00 a share on a par value of \$20.00.

Owing to the inability to make a profit it was decided that the best thing, for the community as well as for the Purity Ice Cream Company, was to consolidate same with the Honolulu Dairymen's Association. This consolidation was effected on March 1 of this year, and we have moved our ice cream department from our main plant to the new ice cream factory, formerly the Purity Ice Cream Co. At the present time the general offices and the ice cream department of the Honolulu Dairymen's Association are located at Keeaumoku and Beretania Streets.

By combining the equipment we are in a position to manufacture up to 1,000 gallons a day. The plant is equipped with the latest machinery, four horizontal freezers, five 300-gallon holding vats, and three good-sized hardening rooms.

NOW, regarding the ice cream situation in general, I wish to state that owing to our climatic conditions we have a fairly good all-the-year-round business, though there is a drop in the winter months of around 30 per cent, due to the heavy rains and cooler weather. Honolulu is becoming quite a cosmopolitan city and all races are learning the value and participating in the consumption of ice cream. We find that the Hawaiians, Chinese and Japanese are heavy users of this product.

We are manufacturing at the present time a very high quality of ice cream and have many compliments from the tourists who visit us as well as from the steamers that touch at our port on their trip around the world. We are enjoying a nice ice cream business with the T. K. K. steamers running from San Francisco to the Orient and the Canadian-Australasian line running from Australia to Vancouver and return, also a small business with the Pacific Mail line. As you doubtless know, the Hawaiian Islands, being a territory, are under Federal laws and our ice cream has to contain 14 per cent butterfat. We are, therefore, manufacturing an ice

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Cream Supply that you can depend upon!

Every Ice Cream manufacturer knows that, in order to be 100 per cent. successful in the use of reconstructed cream, he must be sure of two things:

1. **QUALITY**—it must be high and uniform—identical one day with the next;
2. **FLAVOR**—it must be fresh and sweet—free from objectionable acid or scorched taste—approximating, as nearly as possible, the flavor of natural sweet cream.

Obviously, then, only the best is good enough. And in powdered skim milk—as successful Ice Cream Manufacturers have proved, the country over—“the best” means **GOLDEN STATE**. Send today for *free* illustrated booklet.

GOLDEN STATE SALES CORPORATION

175 Franklin St., New York — 139 N. Clark St., Chicago
1301 Broom St., Dallas — 740 Terminal St., Los Angeles
425 Battery St., San Francisco

DISTRIBUTED BY:

C. E. Buell, Inc., 131 State Street, Boston

Burgess Distributing Co.,

64½ Walton St., Atlanta

Blanke Mfg. & Supply Co.,

214 Washington Ave., St. Louis

Ernest W. Carlberg,

1104 Union Ave., Kansas City

C. B. Shackelford & Son,
Iron Bldg., Omaha

L. P. Carpenter Co., Minneapolis

Standard Brokerage Co., Salt Lake City

Ariss, Campbell & Gault, Portland, Ore.

James Farrell & Co., Hoge Bldg., Seattle

Golden State

POWDERED SKIM MILK & PURE MILK FAT



cream that I think is richer than the bulk of the ice cream on the mainland.

We have considerable business on the other islands, which is an overnight run from Honolulu, and ship a great deal of ice cream to the different stores there. In Hilo, Hawaii, which is the second-largest city in the Hawaiian Islands, we have a branch factory where we are manufacturing all the ice cream for that island. Our method is, I think, unique in this particular, that we ship the mix in refrigerated cans to Hilo and keep one freezer there for making the finished product. This considerably cuts down the cost of operating the plant in Hilo and gives us an ice cream of as high quality as that made here in Honolulu.

In addition to the sale of bulk ice cream, the Hawaiian Islands have been right up-to-date in the manufacture of novelty ice creams, such as Polar Pies, Eskimo Pies, Baseballs, Goody-Good, etc., and all these novelties have been received favorably during their life. At the present time there is not much sale for the novelty ice creams, as the bulk of our business has gone back to bulk ice cream.

In the matter of distribution, Honolulu differs from mainland cities, in that we have a great many small retail stores which want to handle ice cream in a small way. In view of this fact, we have never attempted to give cabinet service, for there are too many establishments that sell ice cream from the doorstep in the original tub. At present, with a population of 80,000 people, we have close to three hundred and fifty wholesale accounts. This means that we are putting out a great many deliveries in 1-gallon lots, which considerably increases our cost of delivering here in Honolulu.

Another point that increases the cost of manufacturing here is that we have to import virtually all ingredients used in the ice cream, due to the fact that it

costs us about 6 cents a quart more to produce milk on these islands than it does on the mainland. Last year we paid our milk producers a fraction over 11 cents a quart for their milk, and of course at that price its use in ice cream is prohibitive. Still, with the increased material cost and the increased delivery cost over mainland cities, we are selling our ice cream wholesale from \$1.25 to \$1.60 a gallon, based on quantity.

I MIGHT add a few remarks regarding the Honolulu Dairymen's Association, which is a corporation valued at approximately \$250,000. We have been in business for twenty-three years, and in the milk business exclusively up to about ten years ago, when we went into the ice cream end.

At the present time we are handling the bulk of the retail and wholesale milk in Honolulu, which runs over 300,000 quarts a month. We run the milk department along co-operative lines, getting the milk from over fifty producers, the majority of whom are located within a few miles of our plant. The milk end is run strictly co-operatively for the benefit of the milk producers, while the other end of the business is run for the benefit of the stockholders.

In addition to our milk department we have a wholesale candy factory and are selling candies under the trade name of the Mid-Pacific Candy Factory. This factory was started three years ago at a cost of around \$50,000, and we are turning out over a hundred varieties of candies. The largest end of this business is our pan department, where we manufacture all sorts of pan good, and gum work, such as jelly beans, Boston baked beans, burnt peanuts, marbles, etc. This department, of course, is in direct competition with all the candy manufacturers of the Pacific Coast, but we are meeting this competition and the factory is growing each year.

THE above is a brief history of our association and the ice cream industry in the Hawaiian Islands, but while on the subject I would like to impress on you the fact that Hawaii is not what so many people on the mainland think. A great many people still believe that these islands are only semi-civilized, but at the present time we have a real up-to-date American city in Honolulu. Our telephone and street car systems are unsurpassed in any city of the United States. Our hotels and business blocks are meeting the approval of tourists from all over the mainland. So when visiting the most beautiful islands under the Stars and Stripes, don't look for grass skirts or grass houses, for Honolulu in that respect is no more. The Hawaiians are taking an active part in the social and business community, and Honolulu is rapidly developing into a large business center and a city of homes. Due to the abundance of rain our hills and mountains are always green, flowers bloom in profusion, and the entire islands are really a beautiful garden.

I hope that I have given you the information you desired, but if you want any further details regarding business conditions or any other phase of the life here, the writer will be very pleased to furnish such information to you on request.

ADDITIONAL EQUIPMENT AND FLOOR SPACE.

Steady increase in business has necessitated additional equipment as well as floor space for the Sayre Ice Cream Co., Elmira, N. Y. J. G. Anthony, manager, recently announced the company will double its equipment, and will double its hardening room space. An additional cooler will be erected in the main factory which is located at Sayre. A new ice machine and other machinery will be used in connection with the hardening rooms and ice tanks at Elmira.

For Permanent Service

"Hallowell"

STEEL
SIGN
LEGS



*One Piece—Unbreakable
Made of Open Hearth Steel*

Why spend time and money building sign supports when you can buy these better made, better looking—and more serviceable sign supports at so reasonable a cost?

Used by the largest ice cream manufacturers in the country.

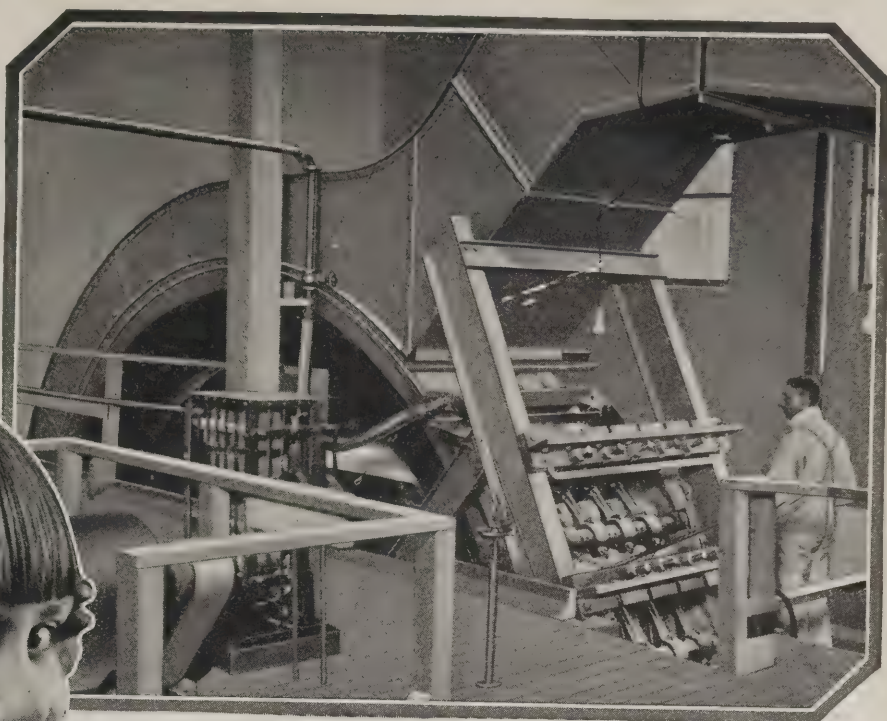
Send for prices and quantity discounts.

STANDARD PRESSED STEEL CO.
Dept. DS

JENKINTOWN, PENNA.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Our patented wheel drying process requires less than half of one percent of the time usually required to dry gelatine.



Now More Wholesome Than Ever

Good as your cream may be, you can now make it more wholesome and delicious by the use of UCOPCO WHEEL DRIED GELATINE.

The now famous WHEEL DRYING PROCESS is employed only in making UCOPCO GELATINE.

Packed in barrels within 5 minutes from the time it leaves the filters, assures a gelatine of greater purity and one practically free from bacteria. And these qualities are found barrel after barrel.

Investigate Ucopco Wheel Dried Gelatine

United Chemical & Organic Products Company
Home Offices: 4200 So. Marshfield Avenue, Chicago

Branches:

New York

New Orleans

San Francisco

Milwaukee

Detroit



Let this trade-mark, which appears on every barrel, be your guide in selecting gelatine.

Ucopco Wheel Dried Gelatine

AND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

The Dairy Industry of the Orient

Japan's Ice Cream Industry

By S. OKIMOTO*

AN EDITOR of The Olsen Publishing Company asked me to write something about the ice cream industry of Japan. I am sorry, however, that I cannot say very much about it, because our ice cream business in industrial form is just started out, and now in the trial stage, even though there are many ice cream makers in small scale.

Perhaps the ice cream department of our milk condensing plant near Tokio, which I established in 1921, will be the first one using the scientific method as you do in your own country in large scale. But the demand

Since people do not know that ice cream can be supplied from a large ice cream manufacturer, every drug store, restaurant, department store, etc., are making their own ice cream, using the primitive tub freezer, and also very well-to-do people are making their own ice cream, with much difficulty.

As this is the condition, our firm intends to make a strenuous effort to replace the old tub-freezer ice cream into the up-to-date brine-freezer ice cream. But one of the difficulties which impede the progress of our indus-

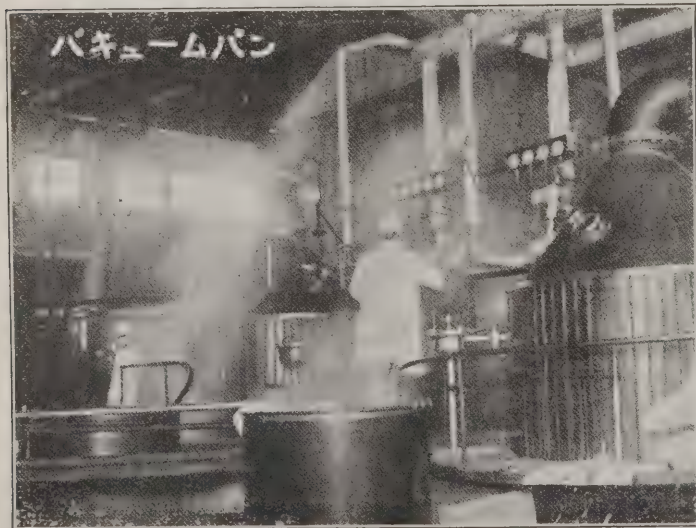


The company's milk condensing factory near Tokio in which the ice cream was established in 1921.

of this product is steadily growing year after year in Japan. I am sure that this industry will be grown in this country as great as in U. S. A. in near future.

As far as our firm is concerned, the first year I started the Tokio plant the maximum daily production of ice cream was only 120 gallons, but it was increased to 350 gallons in the second year. Last year I established another ice cream department in our milk condensing plant, which is situated in northern part of the country, and this year one more ice cream plant is going to be established in the southern part of Japan, here in Osaka. The plant in Osaka is the pure ice cream plant, not belonging to the plant for other products. I am getting busier year after year I should say.

* With the Far Eastern Condensed Milk Co., Osaka, Japan.



Milk Condensing Room.



Freezing Room.

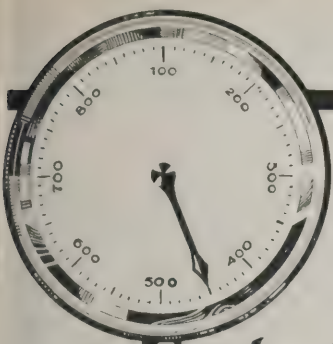
try more or less is the ignorance of our people toward the quality of the ice cream. Added to this, we feel shameful that we have no legal standard whatever in ice cream, as you have in your country.

Probably some of your people will be surprised if I say you can have ice cream in a cone here for only one cent, American money. But it is true in Japan. That kind of ice cream (I don't think it would be called ice cream in the strict sense, but Japanese used to say so) is made of sugared water, with color and cheap flavor.

Most of the ice cream we are making in our plants



Hauling in Milk.



450 Pounds of protection without an ounce of worry

THERE is some satisfaction in knowing that the door service throughout your plant is 100% efficient and when one of the husky boys gives the door a good hard slam (the kind that makes most of 'em rebound) you're saving money because with Jamison doors the harder the slam the tighter the seal. It's all in the hardware!

They have multiple seals between door and frame where others have but one. Automatic self-tightening fastener that gets tighter and tighter and the adjustable spring hinges extending over one-half the width of the door, making the pressure controllable and renewing the seat against the multiple seals of contact. Three times more weight than other makes. All equipment bolted, not screwed to door and frame.

But why argue—so obvious is the superiority of Jamison equipment that one glance will settle your mind on any refrigerator door problem that might arise.

We would like to mail you our catalog Number 11. It is probably the most comprehensive treatise on modern refrigerator doors ever compiled. It will vitally interest anyone contemplating new equipment or replacements.

Send for it today!

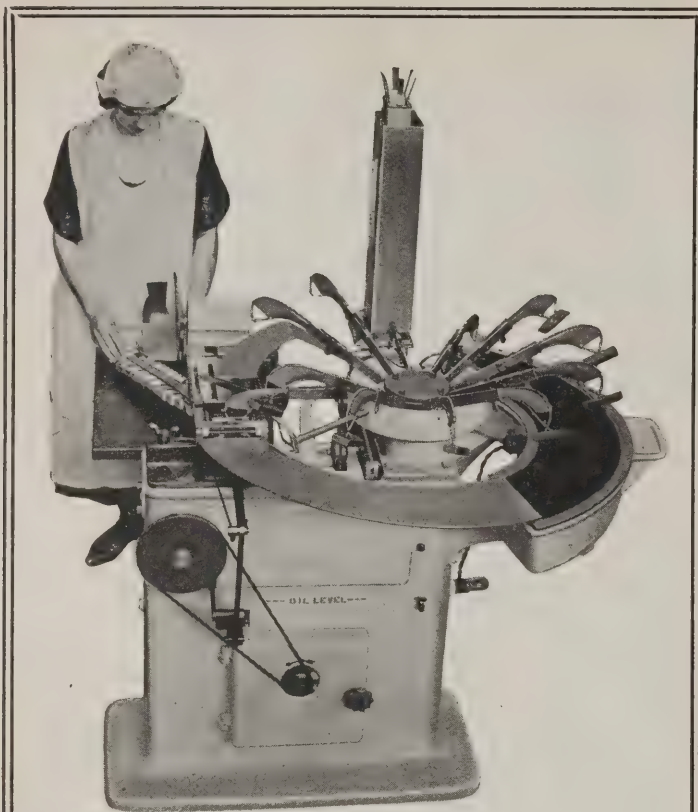
Address Dept. 6

Jamison Doors

*for better
refrigeration*

JAMISON COLD STORAGE DOOR COMPANY, Hagerstown, Md., U. S. A.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.



No Half-Way Work on this Machine

When an Eskimo Pie
leaves an

ANDERSON Eskimo Pie Machine it's "COMPLETE"

the only further handling
that is necessary is pack-
ing in a delivery box.

It Cuts--Dips--Wraps

and at the rate of 100
dozen an hour.

If it is economy in cost
you need to make a 5c Pie
a success—You'll find it in
the Anderson Pie Machine.

SEND FOR CATALOG

Anderson Bros. Mfg. Co.
1923 Kishwaukee St. Rockford, Ill.

is 8-10 per cent in fat content, and is sold for 10 to 15 cents a dish in retail stores.

EVEN at present there are a few Japanese who don't like to drink milk on account of its peculiar flavor, but there is no single exception in admiring the real



taste of ice cream. Especially the children and women are just crazy about it. Winter sale is also increasing every year.

As already stated before, our ice cream plant is one department of a milk condensing factory. We have no difficulty in getting dairy products in every form; we have plenty of them. So far as I know, I don't think there is any ice cream manufacturer in Japan importing his mix from the U. S. A., or any other country.

American people naturally think that Japanese people are the typical nation which does not use milk in any form, and that their diet consists of rice and fish exclusively. But that is the story of our grandfathers' day. The dairy industry of Japan has shown tremendous progress in the last half century. As an illustration, let me quote the yearly production of sweetened condensed milk during the past eight years, from the annual report of the agricultural department of Japan:

1915	87,579 c/s
1916	158,518 c/s
1917	179,838 c/s
1918	254,465 c/s
1919	359,262 c/s
1920	274,024 c/s
1921	266,636 c/s
1922	330,797 c/s

From these figures you might easily imagine that our condensed milk was also exported to Europe during the great war.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The BEST Vanilla Sells the MOST Ice Cream

Nothing takes the place of Michael's Mexican Vanilla

It is false economy to pare pennies when buying Vanilla. Far-seeing manufacturers recognize the wisdom of this. It is a fact that

MICHAEL'S Mexican Vanilla Powder "America's Favorite"

is more than worth the difference in cost. Because, in the end, it actually costs *less*. People unconsciously eat more ice cream when it is flavored with mellow-mild, deeply delicious Michael's Mexican. The average increase in your sales is 25 per cent!

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.



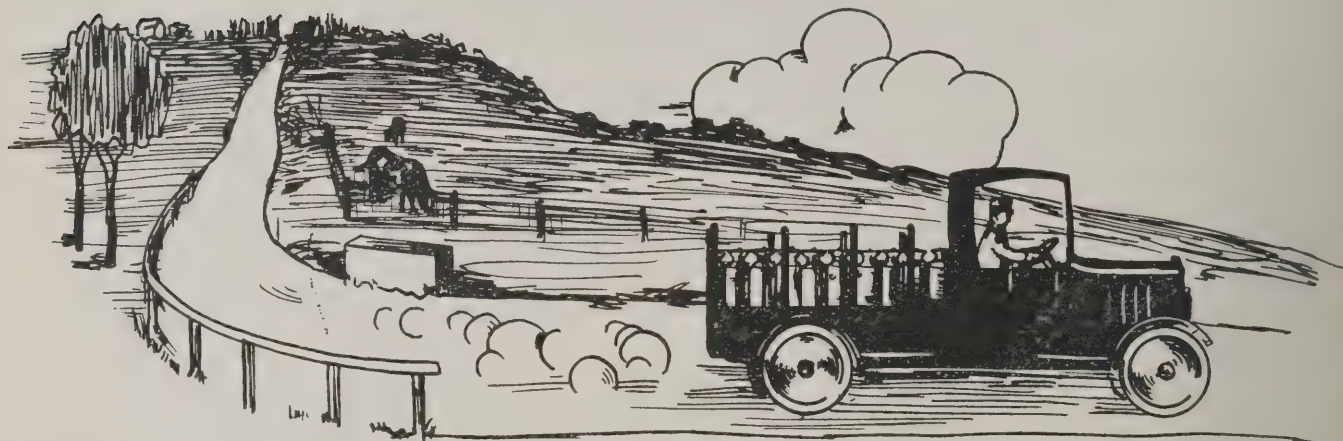
Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



Building The Dairy Trail

The Dairy Manufacturing Industry Can Accomplish Much Good Work by Encouraging Highway Development, Putting the Farmer Into Closer Touch With Cream Markets and Also Opening the Way of the Ice Cream Manufacturer to New Business



BETTER roads have a more important bearing upon successful dairy manufacturing than is generally understood. Dairy organizations have shown much interest in co-operating with officials for keeping quality standards high, which is as it should be, but it seems that too little thought has been given to working for better highways, for more distribution arteries.

The advancement of dairy manufacturing hinges greatly upon roadway work, as indeed all other forms of industrial development. Better distribution channels are splendid for general business, but they can help no one so much as the people whose plan of business is based upon the dairy cow.

Reflection upon distribution problems gives rise to the conviction that the dairy industry has never made the proper effort toward encouraging better roads. Dairy manufacturers generally understood that good roads mean less wear and tear to trucks, but few consider the many other benefits promised through additional adequate highways.

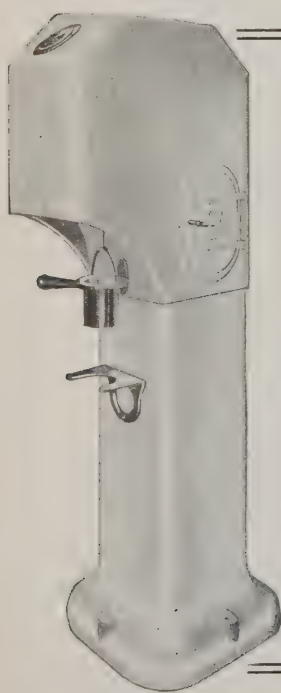
In sections of the country where population is denser

manufacturers can overcome distribution to a great extent through distributing stations and branch plants, but this only makes it possible to use the truck more in widening the manufacturer's sweep of service.

In the mountain states of the South and the Far West, where scattered population is a serious drawback to the development of the industry, the branch plant idea is almost entirely out of the question; it is certainly out of the question so far as overcoming the difficulties of transportation is concerned.

Good roads mean freer intercourse, and that, of course, means more frequent and rapid exchange of dollars, which is the very essence of good business. Farmers have something to sell, and when they are enabled to get to their markets they turn their produce into cash, which in turn is put into circulation for the good of everybody. The ice cream manufacturers get their share of business from this healthy condition.

To see the important bearing good roads have upon successful dairying it is necessary only to compare those states where dairying advancement is greatest with states



Sommers Ice Cream Over-run Tester

Simple in Construction — Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Baird Refrigerator Bodies



600 Gal. Body on 2½ ton Mack.

WE can ship you a Baird Refrigerator Body of any size or type in the lead within five days after receiving order.

William F. Baird Company

OFFICE: - 401 Chamber of Commerce, BOSTON, MASS.
FACTORY: - - - WINCHESTER, MASS.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

where the dairy cow has not been given such a nice reception. Wisconsin, the greatest dairy state in the Union, has a system of good roads that has excited admiration from visitors from everywhere. Minnesota, the world's greatest state in butter manufacturing, has hundreds of miles of wonderfully well paved roads. California, which lately has made a strong bid for dairy honors, has a system of good roads for a foundation for dairying. Ohio, ranking high in the general output of dairy products, is well blessed with good roads. Pennsylvania, the world's leading state in ice cream production, has for many years been active in building better roads. New York follows Pennsylvania in ice cream production, and the fine highways of the Empire State are known from coast to coast.

North Carolina is regarded by many students of economical affairs as the South's most rapidly developing state, if indeed not the entire nation's most progressive state. North Carolina several years ago went to work building up an efficient system of highways to bring its trade markets into closer touch. Not only has it been building better roads within, but lately the Carolinians have called upon highway leaders of surrounding states to "sit in" with them and discuss road-way development, the idea being to get the other states interested in what can be done in this direction so they can co-operate with North Carolina in building supplementary highways and make the good work stretch over a greater territory.

It is significant to note that North Carolina, with its foundation of good roads, is rapidly building up dairying. The people of the mountains have been encouraged to turn to cheese production, and in other parts of the state creameries, milk distributing plants and ice cream

factories are going up. The North Carolina ice cream industry for a long time has been rapidly developing, probably more rapidly than the ice cream industry of any other Southern state.

WHAT have good roads to do with better dairying? It is not necessary to point out that they make for better business conditions. It is easy to understand that in the South, where ice cream consumption is not what it should be in view of its favorable climate, better roads would stir up the circulation of money and boost ice cream sales. It is readily understood that good roads enable dairy plants to reach into new ground, not only to collect cream from farmers and thereby stimulate dairy farming but also to distribute ice cream to new customers.

Territory now wholly inaccessible to dairy plants can be opened through urging legislators and state officials to keep after better roads.

The "Y & B" Corporation of Charlotte, N. C., for twenty-five years large manufacturers of ice, have announced their intention of entering the ice cream manufacturing field on a large scale.

A modern sanitary ice cream plant will be established and facilities for storing and distributing the product are included in the corporation's announced plans of constructing three additional electrically-driven ice plants of thirty tons capacity each. These plants will be located in convenient sections of Charlotte. Ice cream will be distributed throughout southern North Carolina and northern South Carolina, the company has announced.

In announcing its decision to enter the ice cream field the "Y & B" Corporation issued this statement: "The recently completed paved roads radiating from Charlotte make possible the rapid and economical distribution of ice cream by truck."

GOOD roads mean getting more out of a truck, prolonging its life in cases where it is used over roads not so good. They mean making it possible for the truck to go behind the mountains and establish a pathway of trade. It means building up and spreading farther the idea of dairying, and dairying is something that acts and reacts in many different ways for its own good. For it is only in the sections where dairying is established that ice cream is popular. Educating the farmers in dairy facts serves not only to spread appreciation of dairying but also of dairy products and their importance.

The Southern states especially have much to be gained by highway development. Encouraging an-

TIFFANY CABINETS LEAD!

Recognized Everywhere as the "Last Word"
in Ice Cream Cabinet Construction

WRITE FOR DETAILS

TIFFANY & COMPANY

Incorporated

Manufacturing Woodworkers

CARBONDALE, PA., U. S. A.

A CABINET IS AS GOOD AS IT'S TANK

"M-W" ICELESS Ice Cream Delivery Can Jacket

Saves Express and Ice Costs.

Keeps the Cream firm while in transit.

Made of best insulating material—Hair Felt covered with Heavy Duck.

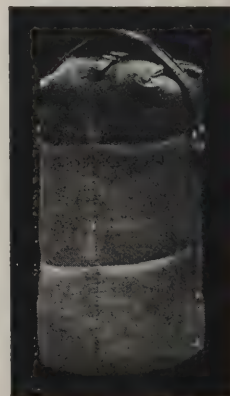
Top securely fastened with straps.

Canvas handle for convenient carrying.

Manufacturers of "M-W" Milk Can Jackets, Bottle Box Pads, Ice Cream Tub Covers, Plain and Waterproof Canvas Goods of all kinds.

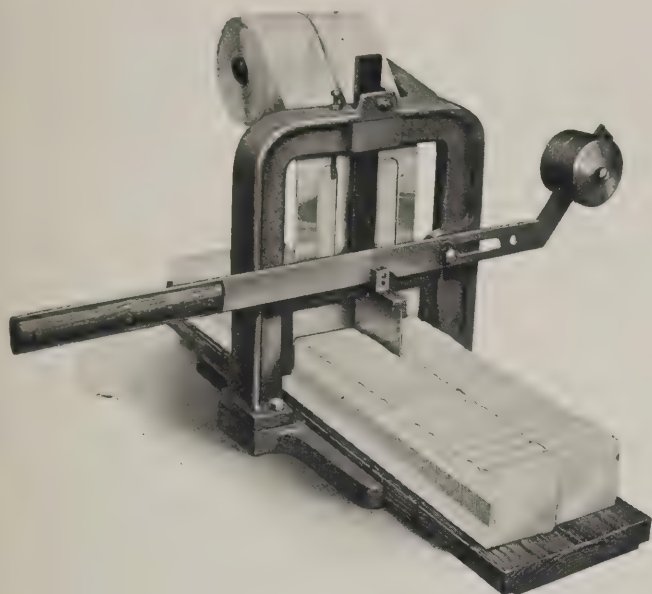
MONTGOMERY-WASHBURN CO.

Saugerties, N. Y.



Patent Applied For

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



ANDERSON "Cut-Wrap" Machine

"It Wraps as it Cuts"

**Simple ... Rapid ...
Practical ... Low Priced**

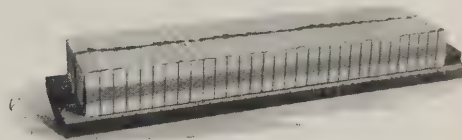
IN designing and experimenting on the Cut-Wrap idea, it was the desire to perfect a faster machine that would quickly cut ice cream slices wrapped on three sides. Our final accomplishment was greater than this, because while it does this rapidly, yet it as capably cuts quarts and pints. This wrapped idea is a good one for every Ice Cream Manufacturer — large or small.

Send to-day for Literature and Price.

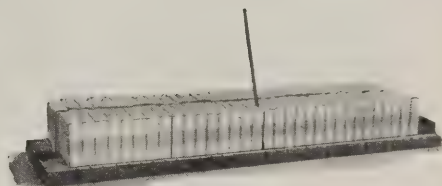
Manufactured by

ANDERSON BROS. MFG. CO.

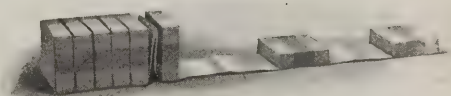
1923 KISHWAUKEE STREET
ROCKFORD, ILL.



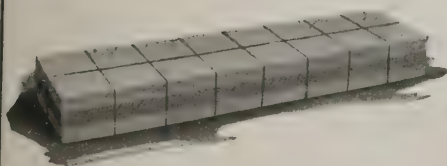
Sliced and Wrapped



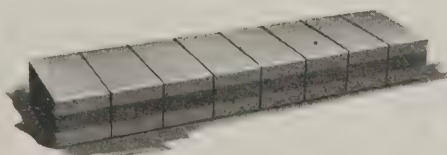
Quickly Slit for Individual Bricks



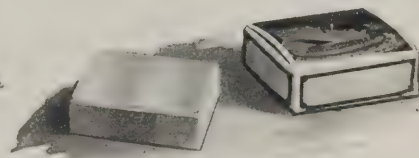
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides



The Harder You Pull The Tighter The Knot

WHEN IT'S TIED WITH A
"SAXMAYER" BUNDLE TYER

Every user of a "Saxmayer" depends upon the perfect knot this machine ties in more ways than one.

It is neat looking, and every business man knows the value of a nifty package, free from trailing, uneven ends of string.

You can always depend upon these knots to stay tied, even when the packages are carelessly handled.

SAVES TWINE AND TIME

You do not need a trained operator for this machine. Anybody can operate it, many times faster and very much better than they can tie by hand, to say nothing about the big saving of string.

PACKAGES — BOXES — BUNDLES

The machine is automatic and ties various sizes and shapes without special adjustment.



Ten Days' Free Trial

We want you to try this machine in your own plant, on your own work.

That is the best way to decide just how much it will save you.

Write us to ship a machine.

The National Bundle Tyer Co.

BLISSFIELD, MICHIGAN

nouncements are made by the highway organizations of many Southern states in the form of plans for increased roadway building.

These new roads will do much to bring dairy cows to the South, and to promote the general scheme of dairying. They will promote business activities of a general nature. And with a dairy foundation established, the Southern ice cream manufacturers will find much more popularity for ice cream.

At the convention of the Southern Association of Ice Cream Manufacturers last winter a member expressed himself as opposed to the suggestion that the association aid in the dairy development of the South. The same member later made the statement that more ice cream is consumed per capita in the Northern states because many people in the North are brought up on a dairy diet, such as cornbread and milk, milk and crackers, etc.

Good roads promise more to the dairy industry than many people in the dairy industry seem to understand.



THE SMALL PACKAGE.

By F. Pace Woods.*

The past few years of depressed buying conditions have been educational, if nothing else. They have proved the value of using the most improved merchandising methods. In fact, it has been absolutely necessary for many companies to develop and use, for the first time, a real selling effort.

Ice cream manufacturers have been no exception to the rule. Necessity has always been the mother of invention. When ice cream manufacturers have needed a means of building business they have developed or found it.

Many have turned to the small package ice cream dainty, particularly the sort that feature their own name or ice cream brand. Invariably, the featuring of such dainties has met with marked success in two ways. First, the dainties themselves have proved profitable and, secondly, it has resulted in adding to bulk and brick sales. As folks have purchased the dainties and have formed a liking for the particular brand of ice cream, they have requested that make of cream when buying bulk and brick.

The small package ice cream dainty has been most successful in those territories where there are many outdoor resorts, fairs, excursion boats, etc. The East and West are particularly successful with the 5c and 10c ice cream packages. California, with its many ocean resorts, consumes great quantities. Large cities, where baseball is popular, use thousands a day.

Washington, D. C., last summer consumed an average of 12,000 a day of a single style. The crowds at the Nebraska State Fair last summer bought more of the same make of cartoned dainties than all the bulk and other ice cream items offered.

Many interesting instances could be related. An Eastern dealer was delivered 15 dozen cartoned ice cream dainties one day last summer. Within one hour the sale had been so rapid, he phoned in his order for 30 dozen more. All of which indicates clearly that the small 5-cent cartoned ice cream item has come to stay.

* Icicle Sales Co., Lincoln, Neb.



Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. He collects the profits daily.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BOOST ICE CREAM

MAKE THE PEOPLE WANT MORE OF IT



One of the best advertising mediums in the ice cream business today is a well designed delivery unit that can measure up to the standard of the Ice Cream Industry. Our designing engineers are at the service of the Ice Cream Manufacturers.

When purchasing refrigerator bodies make the investment safe.

John J. Grothe Company, Inc.

ZERO BUILDING



WOBURN, MASS.

CLEVELAND

NEW ORLEANS

SACRAMENTO

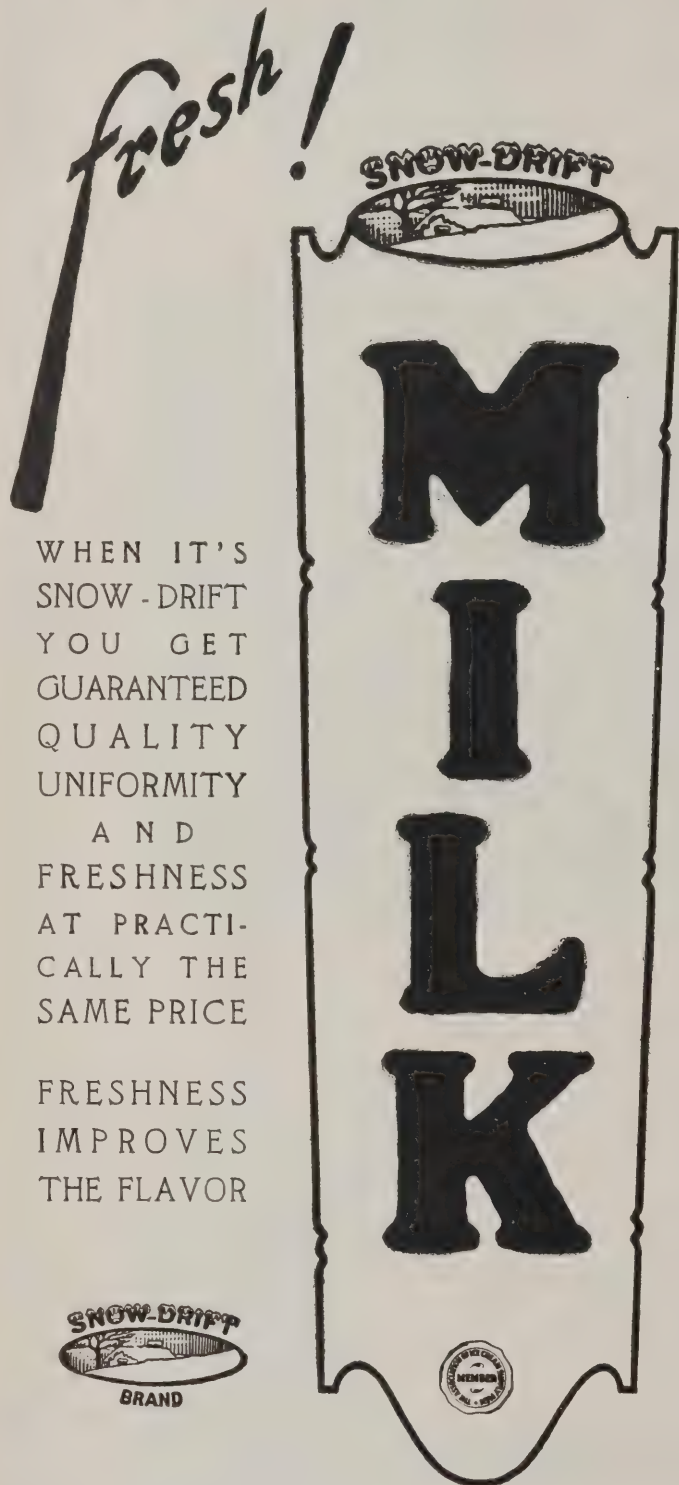
ST. LOUIS

GUELPH, ONT.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

POWDERED

S P R A Y P R O C E S S



GOULD CREAM COMPANY
718-724 TEMPLE COURT BUILDING
MINNEAPOLIS

SWEETENED, FULL CREAM OR SKIM

CONDENSED

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

EVAPORATED MILK ASSOCIATION FORMED.

Representatives of almost all of the evaporated milk manufacturers of the country recently met in Chicago and organized the Evaporated Milk Association. L. R. Hardenbergh of the Carnation Milk Products Co. was elected chairman; C. T. Lee of Nestles Food Co., vice-chairman; E. G. Annell, Oatman Condensed Milk Co. treasurer. Other members of the executive committee are W. T. Nardin, Pet Milk Sales Corp.; C. S. Parsons, The Borden Co.; H. C. Carr, Libby, McNeill & Libby, and J. F. Enz, Danish Pride Milk Products Company.

The association will inaugurate a campaign of education, directed to the housewives of America, featuring the wholesomeness of evaporated milk; and the economy of distributing a billion quarts of milk each year in tin cans.

It has taken more than thirty years of painstaking effort to bring this method of marketing milk to the present high state of perfection. The new, handy, sanitary tin can now in use, makes possible the distributing of milk of the best quality to millions of homes, combining purity with freshness and high quality with lowest possible cost.

Herbert C. Hooks, well known throughout the milk industry, and a member of the committee representing the industry in the food administration during the war, has been selected to conduct the activities of the new association.

Mr. Hooks has been active as a manufacturer of evaporated milk since 1906 when he became identified with the Hires Condensed Milk Co. at Philadelphia. Having served in all the departments of a rapidly growing business, Mr Hooks became general manager in 1911, continuing until 1918 when the Hires Company combined with others to form Nestles Food Co. He recently resigned the treasurership of this company to administer the work of the Evaporated Milk Association.



HERBERT C. HOOKS.

SMALL PLANT OPENED.

A small ice cream plant was recently put into operation in Caruthersville, Mo., by Albert Lawson and John Edwards. Both men have had experience in the manufacture of ice cream; in fact, they are experienced in all phases of the dairy industry.

Two large pasteurizing and mixing machines were installed, and ice crusher, brine tub, cream freezer of ten gallons capacity, etc., with ice storage room, packing facilities, milk containers, and all necessary equipment to produce a quality product. For the time being the company will not install their own refrigerating plant but will depend upon the local ice supply.

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

DALLAS, Tex.

St. Louis, Mo.

Birmingham, Ala.

Special Notice

We have purchased the Dairy Supply Dept. of THE HUEY & PHILP HARDWARE CO., Dallas, Tex. and after Aug. 1st, 1924, to our many friends and customers, we will offer greatly improved service from our Dallas stock.

Within a few hours by mail or a few days by rail is a MEYCO STOCK from which immediate shipments can be made.

Men who thoroughly understand the manufacture of dairy products are at your service.

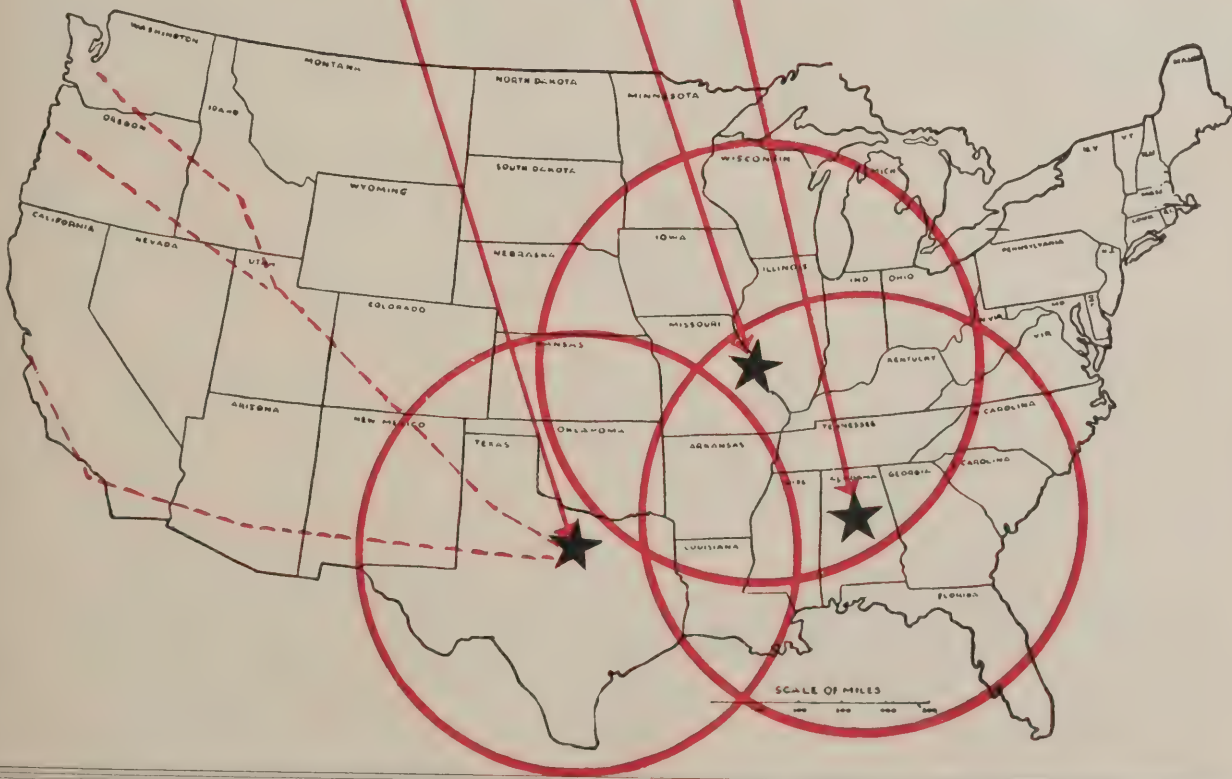
Meyer Dairy Equipment Co.

CREAMERY — DAIRY — ICE CREAM
Machinery and Supplies

Birmingham, Ala.

Dallas, Tex.

St. Louis, Mo.



Easy Computation of Mix

This is the Method that was Taught to all Regular and Short Course Students in Ice Cream Making at the University of Idaho During the Past Year

By H. A. BENDIXEN*

THE following reply to an inquiry illustrates how by the use of three simple formulas the amount of each ingredient for any mix may be accurately computed without juggling of figures, whatsoever.

Question: I am using a mix containing 80 pounds sweetened condensed milk, 8 per cent fat, 20 per cent serum solids, 40 per cent sugar; 35 pounds butter, 84 per cent fat; 190 pounds milk, 4 per cent fat; 17 pounds sugar; 1.5 pounds gelatine, 1.5 pounds vanilla—325.0 pounds mix. I would like to make a mix containing about 14 per cent fat, 10 per cent serum solids, 15 per cent sugar. Will you please check my mix and adjust it for me? I would like to have about 320 pounds mix.

Mr. Peterson told me that you were using some sort of formula in calculating your mix. I wonder whether you could give it to me if it is not too complicated. Thanking you in advance and for past favors, I await your reply.

Reply: I have re-calculated your mix and I find the following composition:

	Per cent fat	Per cent serum solids	Per cent total solids	Lbs. fat	Lbs. serum solids	Lbs. total solids
80.0 lbs. sweet. cond.	8	20	68.0	6.4	16.0	54.40
35.0 lbs. butter	84	1	85.0	29.4	.35	29.75
190.0 lbs. milk	4	8.64	12.64	7.6	16.45	24.02
17.0 lbs. sugar	100	17.00
1.5 lbs. gelatine	90	1.35
1.5 lbs. vanilla
325.0 lbs. mix	13.4	10.1	38.9	43.4	32.77	126.52
15.1 per cent sugar.						

Your formula is not far off from the desired composition except in fat where you have 13.4 per cent as against 14 per cent that you desired. The mix, however, should make a very fine ice cream if properly frozen.

I will give you the formulas as I use them and then show you how I solve your problem by the use of the same. The general formulas follow:

1. Pounds condensed, sweetened condensed, or powdered milk or skim milk to be used in the batch: Lbs. of batch and per cent serum solids in batch minus per cent serum in batch times .09.

Per cent serum solids in condensed minus per cent serum in condensed times .09.

2. Pounds cream or butter to be used in batch: Pounds batch times per cent fat in batch minus pounds condensed times per cent fat in condensed minus per cent fat in milk times pounds milk products in batch minus pounds milk products in condensed.

Per cent fat in cream minus per cent fat in milk.

3. Pounds milk or skim milk to be used in batch: Pounds milk products in batch minus pounds milk products in condensed minus pounds cream or butter used.

Milk serum in milk, skim milk, cream or condensed milk includes everything but the fat, in the case of sweetened milk everything but the fat and cane sugar,

(Continued on page 99)

*Associate Professor of Dairy Manufactures, University of Idaho.

RASPBERRY--STRAWBERRY

GENUINE TRUE FRUIT CONCENTRATED

Your cream and ices will impart the genuine flavor of the ripe fruit by using our true fruit concentrates.

The flavor can easily be regulated by yourself to suit your particular requirements.

Successfully used by some of the biggest firms.

5 Gallon Can - - \$23.00

I M P O R T E R S

Commission Sales Co.

Telephone Vanderbilt 8249

110 East 42nd St.

New York, N. Y.

Satisfaction
Guaranteed

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SUGAR SURPLUS WILL EXCEED MILLION TONS. Federal Statisticians Predict Huge Carryover Because of Record Cuban Crop.

THERE will be a surplus of 1,364,854 tons of sugar (refined basis) available for the United States between now and next October, predicts Federal Sugar Refining Company as a result of a careful world survey just completed. As a result of this prospect, sugar prices have steadily declined, raw sugar reaching the lowest point since 1922. But despite several drastic reductions, demand has been restricted and buyers have purchased only for immediate needs, being doubtful about future prices.

The Cuban crop will reach the record total of 4,050,000 tons, according to the latest estimate of Federal's representative on the island. This will leave available 1,880,951 tons of raw sugar for the United States until October 1. Adding the balances available from Porto Rico, 141,060 tons; that from Hawaii, 305,630 tons; from Philippines, 149,547 tons, and 2,000 from Virgin Islands and 15,000 tons of full duty sugar to the refiners' and importers' stocks of raw now on hand, makes a total available of 2,761,140 tons. Deducting exports and meltings for the domestic trade (on the same basis last year) the total available on September 26 is estimated to be 1,364,854 tons of refined sugar.

Stocks in Cuba are over a half a million tons more this year than at the corresponding date last year. The estimate as of May 24, including sugar at plantations, ports and in transit to ports totals 1,724,616 tons, against 1,179,847 tons at the same time in 1923, an increase of 544,769 tons. Despite reports of revolution and strikes in Cuba, buyers have apparently realized that a huge carryover is inevitable and prices must stay in line with conditions of supply and demand. Talk of "large" sales of Cuban raw sugar and American refined to foreign markets has also not been borne out by the facts, while the normal season of heavier sugar consumption is approaching, stocks are larger than usual and will go a long way to satisfying any demand in the near future. Conditions during April were such that certain American interests were offering granulated sugar in England at prices nearly one-half cent a pound under prevailing domestic parity.

EUROPE'S 1924-25 beet sugar crop will total 6,770,000 tons if the outturn is based on the 1922-23 outturn and 6,056,000 tons based on the bad European weather conditions of 1923-24. The acreage sown this year exceeds last year's by 21 per cent, 1,975,000 hectares as compared with 1,633,137 last year. Germany reduced its consumption of sugar 300,000 in the five months ending March 1, according to one of Federal's European correspondents. This year consumption was 350,000 tons as compared with 650,000 tons in the corresponding period last year.

The improvement in the English sugar market, expected after the announcement of the new duties, has not materialized.

Stocks on hand May 1 totaled 410,000, about equal to the consumption during the first four months of the year.

Exports of sugar from the United States in the first four months this year were less than a half of those in the corresponding period of last year and about one-eighth of those in 1922, according to Federal's figures.

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want department.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Can Liners and Summer Business

In the heat of summer when cans are most in demand—when the milk-stone just seems to bake to the sides—when the "leavings" in the can become a magnet for flies, then is when the user of

A L L E N One-Piece Sanitary CAN LINERS

appreciates another of their practical angles of real usefulness.

Keeping the ice cream away from the sides of the cans makes them easy to clean. The less time it takes to clean the cans the more they are available for service, and if the dealer junks the can liner as the can becomes empty, he need not be bothered with the annoyance of drawing flies about his place of business.

Let us tell you some more practical uses of Allen One-Piece Sanitary Can Liners.

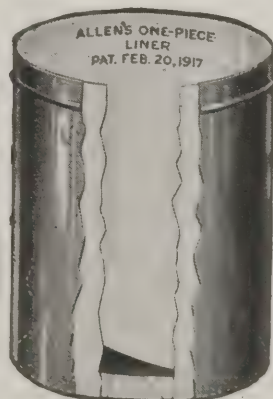
The Allen Candy Co.

Manufacturers

PONTIAC,

ILLINOIS

Your
Jobber
Can
Supply
You



Send
for
Samples
and
Prices

Ice Cream Industry of the Mountain States

THE discussion of the ice cream industry of the Middle West is temporarily left off at this time to take up the activities of manufacturers in the Mountain states. The Dakotas and Nebraska are embraced in this group because of a similarity of problems. Dairying development is the force behind ice cream promotion in the states of Montana, Wyoming, Colorado, Nebraska and the Dakotas. Not having the heavy centralized population centers of other sections, the consumption of ice cream has not gone forward so rapidly as elsewhere, but in late years this condition has been overcome by advancement in distribution methods and through dairying development.

Good roads have helped in exploiting ice cream. Mountain passes have given way to smooth arteries of travel. The motor and electric trucks have done much to help the situation. As dairying has taken root the milk supply has been better, and quality ice cream has won new customers.

The Mountain states until late years had not gone in so much for co-operative efforts to promote the industry, though Nebraska has an association which has done much for the industry's development in that state. The Nebraska Ice Cream Manufacturers' Credit Association has been a very constructive force. Ice cream manufacturers in every section will do well to study what these gentlemen have done by concerted action for the promotion and protection of the industry. The association has developed understanding. Manufacturers know something about their merchandising field.

IT IS seldom that there is any trouble for an ice cream manufacturer in Nebraska over a bad account. Dealers are given co-operation and at the same time are made to understand that the ice cream manufacturers will not be "worked" against each other for the granting of special favors. The merchandising channel in Nebraska is highly developed. Manufacturers have gone in for intensified salesmanship practices, and the highest order of business methods are followed.

R. W. McGinnis, secretary of the Nebraska Ice Cream Manufacturers' Credit Association, has been a tower of strength in the industry's upbuilding in that state.

Picture to yourself, gentlemen of the ice cream industry, a condition whereby ice cream manufacturers of a given vicinity do not have to trouble themselves over this or that matter which may arise in connection with ethical trade practices, but merely put this in the hands of a party largely responsible for fair play, and you will get an idea of what Mr. McGinnis and the Nebraska association are doing for constructive progress.

L. E. Hurtz of the Fairmont Creamery Co., Omaha, was elected president of the association at the last annual convention and has been most active in efforts looking to better understanding and advanced business practices.

COLORADO called attention to its efforts in the upbuilding of the ice cream industry when the Colorado Association of Ice Cream Manufacturers was organized late in the winter, naming The Ice Cream Review as its official organ and letting the rest of the country know that Colorado intends to make a place for itself on the ice cream map.

The production report of the department of agriculture shows that Colorado manufactured something more than a million and a half gallons of ice cream last year. There is little doubt that the actual figure is nearer two million gallons, and observers of the situation in Colorado believe that, given some good weather this summer

Spend a Week in Dairyland

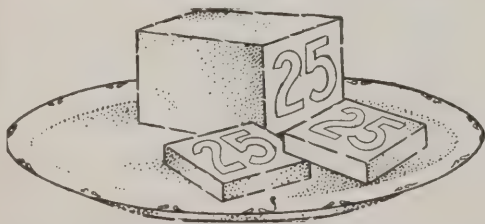
NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27 · OCT. 4, 1924 · WISCONSIN

Monday · Milk Dealers' Day	Thursday · Ice Cream Day
Tuesday · Creamerymen's Day	Friday · Condensed Milk Day
Wednesday · Cheesemakers' Day	Everyday · DAIRYMEN'S DAY

CASSELL CENTER MOLD SPECIALS

For Wedding and Birthday Anniversaries, in Fact Any Other Kind of Anniversary

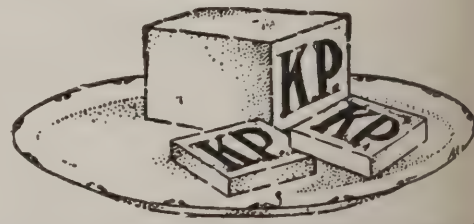
You may have any Number from "1 to 99" or any Two Letter Combinations in a 1 qt. Brick



Price for Single Letter or Numeral
\$1.70 each

ORDER NOW through your jobber or write

W. W. CASSELL
VINCENNES, INDIANA



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Investigate!

A purely vegetable annatto color, **unequalled in shade, strength and purity** and superior to any vegetable or aniline color on the market. Try a gallon of

HANSEN'S *June Cream* Ice Cream Color

and you will be convinced that it will not only give you **more coloring power per dollar invested**, but whether you desire a pale cream color or a rich yellow egg shade, the result will be just what you want in your ice cream.

HANSEN'S Ice Cream Rennet

A pure rennet enzyme, unadulterated, in handy liquid form, especially prepared and packed for the ice cream trade. The specific action of Hansen's Ice Cream Rennet is to increase the viscosity of the mix, thereby increasing the smoothness and apparent richness, enhancing the flavor and making the desired overrun more uniform and certain.

Try a gallon now, and be convinced that **Hansen's Ice Cream Rennet** will do better work, if used as an improver, **at less than one-tenth the usual cost.**

Ask your dealer or write us for prices, giving us your dealer's name and we will send you an interesting little booklet by W. W. Fisk, the well known expert in ice cream manufacturing, "**Some Ice Cream Problems Solved,**" without charge.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, New York

Western Branch
Milwaukee, Wisconsin

Canadian Factory
Toronto, Canada

and fall, the 1924 figure will be in the neighborhood of three million gallons.

E. L. Carlson, G. C. Carlson Ice Cream Co., Denver, is one of the moving spirits behind the Coloradans' efforts to boost the ice cream industry in that state, taking the initiative in bringing the manufacturers together. He is secretary of the association. The president is Earl B. Darrow of the Darrow Ice Cream Co., Pueblo, and he is giving much effort in bringing about a condition of good understanding in his state.

MONTANA and Wyoming, since early pioneer days great cattle states, have been rapidly turning from the beef cattle to dairying breeds, and in late years the ice cream industry has shown promise of becoming something of importance in those states. Although there have been group meetings from time to time, these states have no regular state associations, though their ice cream manufacturers have been very energetic in the activities of the Pacific Ice Cream Manufacturers' Association, in which Bert Walker of Tacoma has been such a bulwark

of strength. These states are expected to be well represented at the Pacific dairy classic at Oakland next winter, when there will be a joint convention of the Pacific association and the California and Southwestern States' Association of Ice Cream Manufacturers, in addition to several other dairy groups and a complete dairy exposition.

With purebred dairy cattle being imported into Wyoming and Montana in greater numbers every year, the ice cream industry has every promise of development.

The ice cream industry of South Dakota is covered in a special article.

The Ice Cream Review will resume its review of the ice cream industry of the Middle West in the August issue, taking up Wisconsin, the world's ranking dairying state; Minnesota, Illinois and other states in this group.

Preceding issues have covered the development of the industry in New England, the Middle Atlantic states and in Michigan, Ohio, Indiana, Kentucky and West Virginia.

Ice Cream Industry of South Dakota

Rapid Progress Due Largely to Co-operative Spirit

By C. C. TOTMAN*

THE ice cream industry of South Dakota is developing at a very rapid rate and is without doubt in fair proportion to the population as compared with any neighboring state. According to statistics of the state dairy expert, there has been in the last thirteen years an increase of 112 per cent in dairy production. The gallonage production for 1923 was approximately 1,200,000. The total amount of ice cream used was probably somewhat in excess of this amount, since some of our neighboring states ship considerable quantities into South Dakota. There are some very completely and modernly equipped factories in Sioux Falls, Brookings, Aberdeen, Mitchell, Huron and Watertown.

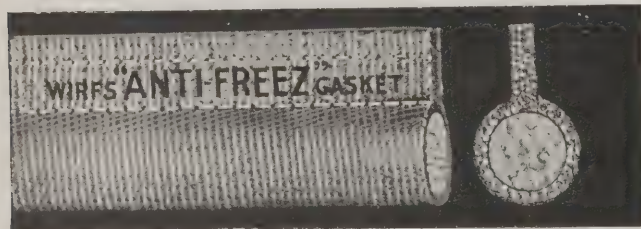
The first meeting of the ice cream manufacturers of this state was held at Sioux Falls, March 24, 1921. The purpose of this meeting was to organize a state manufacturers' association. Among those who helped to form this organization and who have been staunch members since are: F. J. Herrick of the Turner Creamery Co.

* Secretary, Ice Cream Manufacturers' Association of South Dakota.

of Mitchell; W. C. Gagnon of Huron, S. D.; Mr. Hopkins of Redfield; Wm. Arlt of Rapid City; E. E. Thompson of Mitchell; Mr. Binder of Yankton; Schaefer and Sons of Parker; Mr. Rognes of Madison; Mr. Heckmaster of Canton; I. J. Bibby, A. P. Ryger and Prof. T. H. Wright, Jr., of Brookings. The officers elected at the beginning of the association were: F. J. Herrick of Mitchell, president; W. C. Gagnon of Huron, vice-president; E. E. Thompson, secretary, and Mr. Heckmaster, treasurer.

IT WAS decided during the first year that the annual convention of the ice cream manufacturers' association would be held jointly with the state dairymen's association. This practice has been followed and works out very satisfactorily to both organizations. In April, 1921, soon after the organization of the association, a meeting was called at Huron and permanent officers for the year were elected as follows: Mr. Gould, president; Wm. Arlt, vice-president; Mr. Skoug, secretary, and Mr. Rognes, treasurer. The executive committee consisted of

WIRFS' "AIRTITE" CUSHION GASKET



No. 25 WIRFS' "AIRTITE" GASKET

For Sharp Freezer and Hardening-Room Doors.

Has special heavy web covering and is impregnated with cold-test oil compound. Prevents frozen doors. Cut shows actual size.

E. J. WIRFS 105 S. 17th Street, St. Louis, Mo.



No. 40 WIRFS' "WIPER" GASKET

For bottom of Cold-Store Doors having bevel sill or no sill and angle iron set in concrete. Has very tough web covering. Cut shows actual size.

Prices on these "Special Gaskets" quoted on application; state quantity required, in lineal feet.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"GMC trucks are seven steps ahead"



Keep Your Delivery Overhead Down!

GMC Trucks will conserve your profits by keeping your delivery overhead down to the lowest level.

The lower cost of operating GMCs will line your pockets with velvet. The years of transportation-building experience back of a GMC show up in the extra capacity of any GMC model. There is extra sturdiness in every part.

The GMC Two-Range Transmission, with a separate range for the real heavy pulls, enables the use of an engine of economical size — one that is very easy on gas and oil. In another range there is a road speed as fast as is safe for a truck of its size.

GMC sturdiness will keep a GMC out delivering the goods more days a year for more years. When natural wear finally makes it advisable to overhaul this truck, it can be done in less time. There is an easily-replaced bushing or bearing at every wearing point.

GMC Trucks on the job will make a better showing on your books. Ask for catalogue.

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC - - MICHIGAN

General Motors Trucks



Clip and Mail

General Motors Truck Company, Dept. 33, Pontiac, Michigan.	
Send me the GMC catalogue.	
Name	
Business	
Address	
City.....	State.....

"My best selling week-end Flavor is MAPLEINE"

says an Iowa manufacturer

All last season, he told us, Mapleine Ice Cream as a week-end special, sold better than any of his other flavors. It pleased him, too — this demand for Mapleine Ice Cream — because of the profit it paid.

One and a half cents (1½c) flavors and colors a gallon of ice cream with Mapleine, which is less than the fruit flavors or a good vanilla at present vanilla prices.

And Mapleine Ice Cream enjoys as good a sale in bulk; manufacturers from coast to coast pronounce it as staple as strawberry and chocolate.

*A vegetable flavoring — 2
ounces flavor and color 10
gallons of finished ice cream.*

Why not send us a trial order for Mapleine?

Investigate so that you, too, can develop and enjoy a growing and profitable business on Mapleine Ice Cream.

**Crescent
Manufacturing
Company**

1054 Railroad Ave., So.
SEATTLE, WASH.



MAPLEINE

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Mr. Binder, Mr. Hopkins, Mr. Bibby, Mr. Thompson and Mr. Gaggon.

AT THE second meeting, March, 30, 1922, The Ice Cream Review was adopted as the official organ of the association. It was also decided to invite ice cream supply men to join as members of the association, to pay annual dues and thereby assist materially in the strength of the organization. On behalf of these companies who are associate members, the association wishes to express thanks for their liberal attitude and contributions for they are strengthening us and we trust helping to build up the industry in general.

At this meeting officers elected for a year were: I. J. Bibby; president, Wm. Arlt, vice-president; T. H. Wright, secretary-treasurer. It may be said for these gentlemen that their services have been so satisfactory that there has been no change up until the present year, when Mr. Wright moved to Cedar Rapids, Ia., and has been replaced as secretary-treasurer by C. C. Totman of the state agricultural college. At this meeting it was also voted to have the secretary prepare lists of retail merchants who should be placed upon a blacklist of C. O. D. accounts.

This practice has been followed since and the members of the association express themselves as being entirely in favor of it. The names upon the C. O. D. list are changes as accounts are paid and a retailer may become reinstated as a creditable buyer.

THERE are about 35 ice cream factories in the state. Some of these are creameries but make considerable quantities of ice cream in conjunction. Some of the larger manufacturers are: Turner Creamery Co., Mitchell; Crescent Creamery, Fenn Bros., Skoug Bros., Bridgman-Russell, Sioux Falls; M. Langenfeld, Watertown; Binder Bros., Yankton; W. C. Gagnon, Huron; Brookings Creamery, Brookings; Beatrice Creamery, Equity Union Creamery, Aberdeen; Rapid City Creamery Co., Rapid City. Many of these plants are equipped with entirely modern apparatus, such as glass lined vats, homogenizers and good hardening rooms and mechanical refrigeration outfits.

Judging from the rapid development of the dairy industry, South Dakota is fast developing into a good dairy state. The eastern part of the state, in particular, possesses very fertile soil and a good climate, and alfalfa is quite generally grown.

This section is dotted with many prosperous towns and the general attitude of the people is still somewhat of the pioneer brand which denotes industry and progress. Two of the largest cities in eastern South Dakota are Sioux Falls with a population of about 40,000, and Mitchell with about 15,000. Mitchell is the home of the famous annual Corn Palace Exposition and Sioux Falls is the great distributing point for manufacturers as well as the home of many modern factories of various kinds. The ice cream factories are annually increasing their output and many hundreds of gallons are shipped out daily.



Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION,
MILWAUKEE - SEPT. 27 - OCT. 4, 1924 - WISCONSIN


Monday	Milk Dealers' Day	Thursday	Ice Cream Day
Tuesday	Creamerymen's Day	Friday	Condensed Milk Day
Wednesday	Cheesemakers' Day	Everyday	DAIRYMEN'S DAY



Crown Fruit Products

The QUALITY
FRUITS

*for Discriminating
Ice Cream Manufacturers*



Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

Pacific Association Has Done Constructive Work

Gallage in Pacific Northwest Compares Favorably With Other Sections, Considering Climate

By BERT. H. WALKER

THE Pacific Association of Ice Cream Manufacturers was formed in 1916 through the efforts of the late F. M. Foulser and W. A. Otis, both of Seattle. The organization meeting was held at the Hotel Davenport at Spokane, Wash., on Nov. 21 and 22. At that meeting the following officers were elected: F. N. Martin,



BERT H. WALKER

president; H. R. Hoefler, treasurer; Bert H. Walker, secretary; G. W. Weatherly, 1st vice-president; F. W. Henningsen, 2nd vice-president; E. S. Fansler, 3rd vice-president. Following board of directors: A. M. Embry, W. W. Hamilton, Henry Menzel and F. B. Flood. A great deal of credit is due J. E. Dunne of Portland for the organization work. He afterwards served as president for two years.

The original membership list contained some forty names of men in the manufacturing and supply line

in the states of Washington, Oregon, Idaho and Montana. This has grown to a list of nearly 200 during the time intervening, and it's safe to say there are almost that many more in the ice cream business who should be enrolled over the territory. We have several members in British Columbia who are very active in the ice cream industry of the Northwest.

Since that time there has been a great development in the ice cream industry in this section of the country and we can boast of plants that are the equal of any, and a gallage record, considering the population and climatic conditions, that will compare favorably with any part of the United States.

I have no particular information regarding Mon-

tana, Oregon, or Idaho, but it is safe to say they are giving a good account of themselves. British Columbia has also made rapid headway in the industry, having an association in connection with other western provinces, but the western section of British Columbia is pretty solidly allied with the Pacific association.



DID YOU EVER STOP TO THINK

By E. R. Waite, Secretary, Shawnee, Okla., Board of Commerce.

That wherever you find co-operation between manufacturers, wholesalers, retailers and truthful advertising, the results secured will fully demonstrate the value of that co-operation.

Business concerns who are awake to their opportunities never neglect the golden opportunity of truthful advertising.

Business concerns should not be satisfied because they are doing what they call a nice business. They should never be satisfied when they are sure they are getting all the business that it is possible to get out of their trade territory. They should then extend their territory.

To increase business and hold what they already have, business concerns must be continuously recommending through the printed page the lines which they carry.

Every business is a service institution. The more service it can render the more prosperous it will be.



ICE CREAM CO. ORGANIZED.

Petoskey, Mich., business men, farmers and consumers recently organized the Petoskey Ice Cream Co. and elected E. S. Martin, president; Joseph A. Magnus, vice-president, and E. A. Martin, secretary. The company is incorporated for \$10,000.

The company has leased a former printing office in Petoskey and plans are being made to equip it with up-to-date ice cream machinery, including a large cooler, ice making system, and other modern equipment. Butter will also be manufactured by this company.

Tub Covers

Strong--Durable--Flexible
NEW LOW PRICES

Complete
with
Staples and
Tie String



Write for
Samples
and
Prices

POWERS & COMPANY
Canvas of Quality PHILADELPHIA, PA.



STOUT

Schroeder Perfection Cabinets

They're Stoutly Built.
They're Well Insulated.
They're Handsome.

Tub and Metal Lined Bulk, Brick and Combination Cabinets in Mahogany Smooth Panel and Golden Oak Ceiling Finish.

Our Stout Cedar Tubs are right, and our prices, too.

Let Us Quote on Your Needs

STOUT MFG. CO., 610 Sycamore St., Milwaukee, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Hoot Mon!

Butter Scotch Ice Cream

HOOT MON! Here's a Butter Scotch flavor that puts into ice cream that never-to-be-forgotten taste of fine home-made butter scotch candy. No wonder it wins quick popularity wherever introduced.

"Hoot Mon" Butter Scotch does not lose its delicate flavor in the freezing process. Your customers do not need to guess what kind of ice cream they are eating,—they know it's Butter Scotch.

And "Hoot Mon" is a copyright name that fires the imagination of youngsters and older folks too. You'll get a world of free publicity out of this catchy name for your "Hoot Mon" Butter Scotch Ice Cream.

Send us the coupon or wire for quick shipment of your first dozen No. 10 cans of "Hoot Mon" Butter Scotch.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of the famous Honeymoon Special, Grape Pineapple, Black Walnuts, Orange Pineapple, Fig Marmalade, Egg Nog, Maple Concrete and all standard flavors. Write for complete list.



("HOOT MON" BUTTER SCOTCH ICE CREAM)

Mail Coupon to THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.

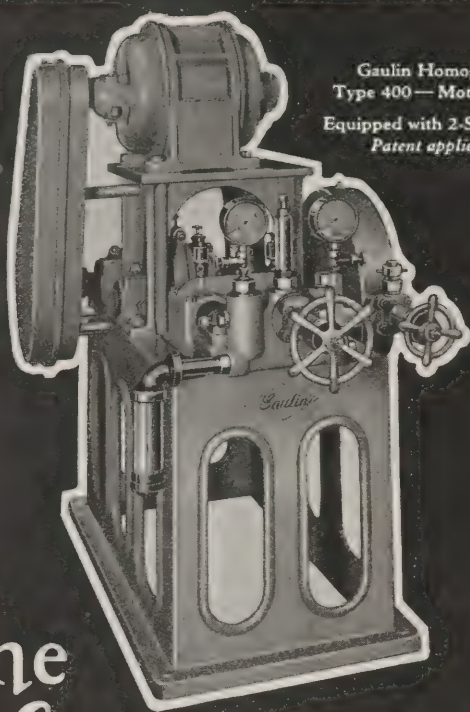
☐ Ship at once, one dozen No. 10 cans of "Hoot Mon" Butter Scotch @ \$18 per dozen.

Company _____

City _____ State _____

Buyer _____

("HOOT MON" BUTTER SCOTCH ICE CREAM)



Gaulin Homogenizer
Type 400—Motor Driven
Equipped with 2-Stage Valve
Patent applied for

The Gaulin Homogenizer "STANDARD of EFFICIENCY"

Gaulin Homogenizers are Dependable Homogenizers

THEY are scientifically designed and built by Gaulin engineering experts who have spared no effort in producing a machine to meet every requirement essential to the manufacture of a quality product.

The "Gaulin" has no equal in quality or performance—its *proven superiority* over every other machine of its kind manufactured has resulted in its adoption as standard equipment in the majority of prominent ice cream manufacturing plants in the country, where it has been found to be practically indispensable.

All Gaulin machines are now equipped with the 2-Stage Valve, a recent development which insures a more thorough homogenization of the product than with the original patented Gaulin Spring Valve. This dual valve not only increases the homogenizing efficiency over 100 per cent but is the only device manufactured that *positively controls viscosity*, an essential requirement in the manufacture of a quality product.

The Gaulin 2-Stage Valve is fully protected by patents and cannot be furnished by anyone except distributors of Gaulin Products. Write for our general catalog and literature describing the 2-Stage Valve in detail.

Names of jobbers handling Gaulin products in your territory will be sent upon request.

THE MANTON-GAULIN MFG. CO.
11 Elkins Street, Boston, Mass.



Standardize on the Gaulin
The Acknowledged Leader in the Field

See us at the National Dairy Exposition in Milwaukee
Sept. 27 to Oct. 4
"Spend a week in Dairy Land"

1925 DAIRY CONGRESS AT PARIS.

At the meeting of the Permanent Bureau of the International Dairy Federation in Brussels, it was decided to hold the next Congress of the International Dairy Federation in Paris, France, in June, 1925. H. E. Van Norman, president of the World's Dairy Congress Association and now actively engaged in the work of the National Dairy Association, of which he is president, with headquarters at the Chicago office, is in receipt of this announcement from J. Maenhaut, president of the International Dairy Federation, permanent office of which is located in Brussels, Belgium. Mr. Maenhaut writes:

"As you may have seen, (see minutes of meeting of permanent bureau, International Dairy Federation) the next International Dairy Congress is to be held the month of June next year in Paris. We hope that by that date, or even much before that, the fusion of all the national dairy groups into the International Dairy Federation, will be an accomplished fact and that the Paris congress will be able to celebrate close and cordial relations with all the dairymen of the world.

"We should like to believe that we may count on your entire co-operation in the Paris congress."

It is suggested that every American business man, scientist or educator who may have any hope of attending the International Dairy Congress in Paris in June, 1925, send his name to Mr. Van Norman, 910 S. Michigan Avenue, Chicago, and be kept informed as to the progress and plans for the congress and of any American participation which may develop.

U. S. A. Leads.

More nations sent delegates to the World's Dairy Congress in the United States in 1923 than were sent to any other international congress except the Red Cross at Geneva. The Quarterly Bulletin of the League of Nations has just issued gives a brief report of seventy-nine international congresses held in fifty odd countries during the year 1923. It lists forty nations as participating in the dairy congress. The final registration figures are forty-four nations.

* * *

The executive committee of the National Dairy Association at a recent meeting revised the classification for state herds at the National Dairy Exposition to include eight animals instead of ten as heretofore. The animals now required to make up a herd are as follows: One bull, two years old or over; one bull, under two years old; one yearling heifer; three cows, three years old or over; one heifer, two years old and under three, and one heifer calf.

Another change is that three animals may now be entered by one exhibitor instead of only two as heretofore. The class still requires five entries in the ring in order to fill it.

The judging days for cattle at the exposition have been arranged as follows:

Tuesday, September 30—Guernseys.

Wednesday, October 1—Holsteins.

Thursday, October 2—Jerseys.

Friday, October 3—Ayrshires and Brown Swiss.

The College Students' Contest in Judging Dairy Cattle will be held on Saturday, September 27, the opening day of the exposition. On Monday, the 29th, the College Students' Contest in Judging Dairy Products and the Boys' and Girls' Cattle Judging Contest will be held.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Advertising

SOME would claim that good advertising is just plastering their name before your eyes; but it is not unless it goes on to tell you what it means to deal with the advertiser. Read many advertisements and what do you see? Nothing much but the name of the advertiser. F. Bischoff, Inc., advertise because of a desire to tell the world, "that our purpose in business, is to co-operate, to help the other fellow thereby possibly helping ourselves."

Advertising plays a leading part in our business; because it acquaints you with:—Service—the hand we employ in business and friend making; the heart of our business. We advertise because of a desire to link up with those of you who believe in the Golden Rule practice in business, "do by the other fellow as you would have him do by you."

F. BISCHOFF, Inc.

Factories: BALLSTON, SPA, N. Y.
BROOKLYN, N. Y.

Branches: BOSTON, MASS.
CHICAGO, ILL.

Manufacturers of

Cocoa Powders, American and Dutch Process. Chocolate Coatings, dark, medium and light, plain sweet and vanilla flavored. Milk Chocolate Coatings, light color, plain and vanilla flavor. Chocolate Liquors, various grades

A FLAVORED COVERING FOR ESKIMO PIES

Technical Cleanliness

An Address Before the Sales Convention of the Breyer
Ice Cream Co., Philadelphia, Pa.,

By L. A. WILLIAMS

THERE isn't a man, woman or child who comes into your store but looks at the knife or the fork or the spoon or the ice cream dish or whatever thing in which your commodity is contained. It is looked at critically. I know nothing about ice cream, but I say when we come to an exhibition of this kind, our eyes and ears are wide open and we go around and look at all the equipment and after all is said and done, with all its equipment, and the firm or factory back of your success or mine, the essential thing is to produce a clean vehicle, or a clean vessel in which the product is to be served.

Folks are most discriminating these days. It is marvelous to see how men, women and children today are being trained in cleanliness. There is absolutely no excuse for anything else today. The other day, it was my privilege to go into one of Philadelphia's largest restaurants. I went in there and was overcome by the blackness of a paper napkin. That thing alone was no objection. It had to be overcome and was done very quickly. If you are inclined to be a little off in that respect and you have not quite caught that vision that clean linen is a most excellent thing—I won't say cleanliness is next to Godliness—some of us are too far from Godliness today.

How do we clean things? How do I get these things clean? People are inclined to soap. We all run for soap to clean the silverware, to clean the glassware and

all kinds of things, and it has been absolutely proven in the laboratories that soap is a detriment in the cleaning of a vessel that has fatty substance in it. If you are working every hour of the day as an ice cream man, you have got to have something that cuts away the fatty substance that gathers.

I WAS out in one of Philadelphia's big dairies the other day and I saw twenty girls testing from a bacteriological standpoint, every bottle of a great group. There is nothing that breeds disease so quickly as fatty matter that comes from ice cream. You know the more germs it generates the higher the quality of the product. The physical and economical means of getting to this point is what? What is the proper thing for me to say? Soaps have their place; we can't wash our faces without soap. But we must have a soda for this. A soda gotten up for that purpose. For years and years we have been experimenting on how to cut away this fatty substance and make the dish or vessel absolutely clean and without any taste whatever. The old physical way of getting down with the elbow grease is a thing of the past. What we want today is to put the vessel into something and bring it out nice and clean. We have modified soaps or cleansers. All ice cream dealers should use these. By placing the vessel in a solution of this, you take it out after a little while, put a little hot water on it, and you have it nice and clean. I am not going to mention the names of these cleansers from this platform but you can easily get them. Use soda, the more modified it is the better it will do the work. We have carbonates and bicarbonates; we have folks that are disposing of the material to the consuming ice cream trade for that particular purpose. What we have to do is study and look after this thing.

Now, when you come down to butterfats, or things that accumulated like a can of cream that has stood over, you need to put a little more attention to the cleaning of that vessel. We have a higher alkali that eliminates all that sort of trouble and kills every particle of germ, and without odor, leaving the cans thoroughly clean. There is very little to be said on the method. If it is to be used in a machine, it is a solution. If it is handwork, it comes by using your best judgment; we can't talk percentage here.

I would say to you by all means use no soap. It is

When the Big Chance Comes

—to turn out all the ice cream of which your plant is capable, does your refrigerating equipment give 100% service under the strain?

Sterling REFRIGERATING EQUIPMENT

can be depended upon to deliver maximum full rated service under the constant strain of peak demands.

The construction differences are the reasons for this super-dependability. Our Bulletins explain fully. Send for them.

UNITED IRON WORKS, Inc.

KANSAS CITY, MO.

Branches in All Principal Cities

DREW'S Egg Yolk

Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGE

Prices on Request

JAMES F. DREW & CO.
320 Broadway New York City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

-take a tip,
buy from
Zipp!

HIGHEST
QUALITY
for
3 YEARS

ZIPP'S

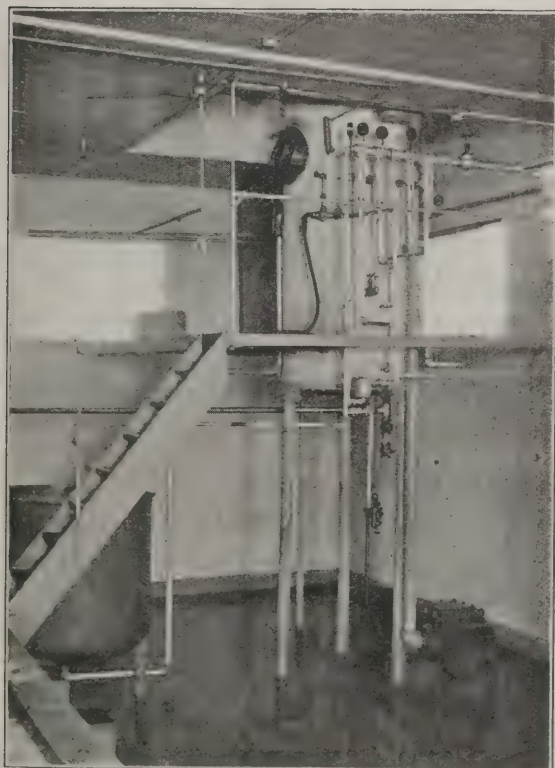
VANILLA FLAVORING EXTRACTS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—
Special Flavors—Colors
and Fruits in bulk. Delicious Cold Process Strawberries.

*A Complete Line of Flavors for the Ice Cream Trade
—Get Our Latest Price List Before Placing Your Order*

The ZIPP MANUFACTURING CO. Cleveland, O.



Three Foot Condensing Unit in the plant of
Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA

MANUFACTURERS OF

"SANGOLD"
CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec.
13th
1923

C.E. Rogers,
Detroit, Mich.
Gentlemen:

The thirty-six inch pan which we purchased from you, has been in operation about nine months.

The pan is working perfectly, and has never given us a bit of trouble. We are using it for making ice cream mix, and are enabled to make our mix cheaper and better by this method. We will probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered on this installation, we remain,

Yours very truly,

Franklin Dairy Co.

D. D. Fertig

WE HAVE A SIZE TO FIT
YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street

Detroit, Mich.

hard to rinse soap out of vessels. Where you have vessels to cleanse, the best thing to use in the process of dissolving these fats is a soda.

Now the next thing is the point that these soaps that I speak of are non-sudsy. There are no suds. Whatever is washed comes out ready to be left to dry and then, after it is left to dry, it will have a lustrous, bright, glossy finish.

YOU and I know we can build up our business by being cleaner. Take the tables in the store. I have been in places selling ice cream where I have seen the marks of the previous customer on the table when I sat down. There was a line on the table around the service for the previous customer. That is bad. In these days of discrimination it will not pass. I have heard a man say recently that we have arrived at the time when in college if the professor should take a book and say to the student, "There it is," and point with his finger and his finger nail was not clean, the student would be watching the finger with the finger nail that was not clean, instead of what was pointed to by the professor. It is most withstanding; this discrimination. If the student is that discriminating in the matter of cleanliness in the class room, I wonder what he will think of you if he sees the ring around the table of somebody else's serving; the marks of the previous customer on your table; the visible evidence that somebody was there before you having a plate of ice cream.

This is a very important thing. What are we going to do about it?



THIS Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since it was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel

Patented Jan. 21, 1923



rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.

Texas Barrel Co.
HOUSTON, TEXAS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ZIEGLER EMPLOYEES INSURED.

Through an arrangement with the Metropolitan Life Insurance Co. the fifty-three employees of the Ziegler Milk Company of Reading have received life insurance protection of \$1,000 each and an additional insurance which assures them of benefits of \$10 weekly in the event of illness or accident.

This policy, arranged by Willard E. Ziegler, one of the owners of the milk company, is of contributory group type, the workers sharing the payment of the premiums with their employers. The total insurance involved is \$57,500 on the group life policy and approximately \$575 a week on the health and accident protection.

A nursing service maintained by the Metropolitan Life will be available to any of the insured Ziegler workers, in the event of illness, and experts of the Metropolitan are constantly compiling pamphlets dealing with health conservation and kindred subjects for distribution to policyholders.

An additional feature of the Metropolitan's group insurance is its Policyholders' Service Bureau. This is composed of well equipped technicians who are prepared to consult with the executives of insured companies should the latter seek assistance in the solution of problems on business administration.



DID YOU EVER STOP TO THINK

By E. R. Waite, Secretary, Shawnee, Okla., Board of Commerce.

That every business has something to sell. Some have merchandise. Others have service.

That people are willing to pay a fair price for good goods or service. They will not pay out money for poor goods or service, if they can help it.

That people buy those things they have confidence in. The business concerns who take the public into their confidence by truthful advertising get their confidence—likewise their business.

That the sooner non-advertisers take a friendly interest in the public by truthful advertising, the sooner the public will take a friendly interest in their business or service.

That business concerns who advertise give service.

That service is one of the chief essentials of any business. Every business should be a service institution for the territory it serves.

That the more ways in which a business can render service, the more will that business prosper.


Advertising is an important service due the public. It always pays to give them the service they expect.

ADVERTISING OF DAIRY PRODUCTS AND SERVICE IS INDISPENSABLE TO GOOD BUSINESS.



NEW ALABAMA PLANT.

The Dothan Ice Cream Company, Dothan, Ala., has just moved into its new plant and recently began operations. The plant is equipped with Cherry equipment, and has a daily capacity of 800 gallons of ice cream and 2,000 pounds of butter. J. W. Parkman is manager of the manufacturers of "Supreme Ice Cream, The Perfect Food."



Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION.
MILWAUKEE - SEPT. 27 - OCT. 4, 1924 - WISCONSIN

Monday	Milk Dealers' Day	Thursday	Ice Cream Day
Tuesday	Creamerymen's Day	Friday	Condensed Milk Day
Wednesday	Cheesemakers' Day	Everyday	DAIRYMEN'S DAY

Sanitary Ice Cream Truck



Designed to handle cream from freezer to hardening room and from hardening room to packer.

Holds six five-gallon cans.

Avoids losses in handling filled cans. Not necessary to touch cans until they reach hardening room.

Can container revolves on ball-bearings.

Truck mounted on ball-bearing, rubber-tired casters.

PRICE \$50.00 F. O. B.
FARIBAULT, MINN.

UTILITY MFG. CO.
FARIBAULT, MINN.

Quality



Promptness

BLANKE

MFG. & SUPPLY CO.

ST. LOUIS

MO.

Service



Dependability

We formerly loved May dearly but she has been so cold to us recently we have decided she does not fancy Ice Cream Manufacturers any more.

Speaking Seriously

may we ask the concerns who have favored us with their business for so many years not to forget that Blanke appreciates the many favors of the past and will continue to serve them to the extent of its financial resources. It's a long road that has no turning and in times like these it behooves us all to keep cool heads. Price-cutting wars will not bring back the profits lost in the cold March-April-May season—only the most careful watching of expense details will bring the books right at the season's end. If we can serve you in any way call, write or telegraph.

BLANKE MFG. & SUPPLY COMPANY
214 WASHINGTON AVENUE
ST. LOUIS, MO.

"The Master Cabinet"

Let Us Help You—

Give your customers the service they want and increase your sales.

Don't keep your customers waiting for cabinets. We can supply you at once.

IMMEDIATE SHIPMENT GUARANTEED. A complete stock and a factory that is served by eight Trunk Line Railroads and numerous Steamship Lines, makes **SUPERIOR SERVICE** possible.

There is a **BROOKS CABINET** for every need, Metal Lined, Tub Lined (All Wood), Brick and Combinations.

Literature and prices sent on request.

Brooks Cabinet Co., Inc.
Norfolk, Va.

NEW PLANT FOR JACKSONVILLE FIRM.

The Berrier Ice Cream Co., Jacksonville, Fla., has completed plans for the erection of a new home on Eagle St., between Julia and Hogan Sts. H. F. McAden is the contractor. The company's new factory will be a two-story brick and tile structure with a fifty-foot frontage and a depth of fifty-four feet. At the rear of the building will be a one-story shed, housing the loading platform. It is estimated that the construction cost will amount to approximately \$15,000, and about \$6,000 worth of new machinery will be added to its present equipment, according to J. R. Berrier, president. Total investment in the new factory will be about \$70,000, it is said.



OHIO ICE CREAM NOTES.

By C. J. Yuncker.

Stubenville Pure Milk Co., Stubenville, has added a new hardening room, size 18 x 18 feet, also 10-ton ice machine and a package filling machine also another model 50-qt. ice cream freezer and fourteen 8-hole refrigerating ice cream cabinets. They are doing a large business.

W. D. Axtel, Jr., formerly with Esmund Dairy Co., Sandusky, purchased the ice cream plant out of the forced sale of Electro-Pure Plant at Mansfield, and now is operating it himself, being sole owner and is doing business under the name of Dairy Products Store. He says he is doing fine so far.

Ira Evans, ice cream foreman of White Mountain Dairy Co., Lima, was severely scolded on both arms with a bursting steam pipe. He is resting easier at this writing.

Bradner Dairy Co., Bradner, has installed a new 65-h. p. oil burner. Also a 10-ton ice tank, an ice cream freezer, a new truck, and an 8-ton compressor.

Isaly Dairy Co., Youngstown, has opened up another retail store with two-ton York machine at New Castle, Pa. They also purchased seven 8-hole ice cream cabinets and eight 8-hole iceless cabinets.

Crystal Ice Cream & Bottling Company, East Liverpool, has added a new truck.

Isaly Dairy Co., Marion, has opened up a retail store and cream station with a 2-ton refrigeration at Upper Sandusky. They also are enlarging their retail store at Kenton, with a large refrigerating machine.

Hughes Dairy Company, Bowling Green, has just installed two 250-gallon capacity centrifugal water pumps, also one of 300-gallon's capacity and one of 250-gallon's capacity for brine, all equipped with electric motors; a 60-ton compressor and a 150,000-gallon cooling water truck of cement. The company is spending \$15,000 in new improvements.

V. T. Front is the new manager of Purity Ice Cream Company at Springfield. He takes the position of W. K. Wiemer, who no longer is with this firm.

Findlay Dairy Company, Findlay, has the first story up of their new building. It is of all dark red brick and cement. They will have a nice building when it is completed.

B. M. Harrison, Kenton, has a nice cement building and a clean ice cream plant. He has built himself a cottage at Russells Point where he and his family can spend the summer vacation.

R. L. Graham of Graham Ice Cream Company, Lima, was "laid up" with sickness early in June.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Only after 753 separate inspections and tests is the Nizer Cabinet permitted to pass

Retail Sales Increased by Nizer Cabinets

SINCE the introduction of the Nizer, three years ago, attention has been focused on two main advantages—(1) reduction in distribution cost; (2) reduced shrinkage losses.

That either of these advantages alone is more than enough to justify the purchase of Nizers has been thoroughly proven by Nizer users.

Now, however, a third big advantage is claiming attention. Figures coming in both from ice cream manufacturers and retailers indicate that Nizers are building up retail gallonage to a remarkable extent.

A typical retailer (1200 gallons a year) reported a 20% increase in volume this year as compared with the corresponding period last year, and attributes

it entirely to his 6-hole Nizer Cabinet.

The accompanying reports from retailers and manufacturers show that, despite the unfavorable weather this year, increases up to 100% are expected by the trade.

The extra profits from this source, plus the savings in distribution and shrinkage, make Nizer Cabinets pay for themselves in from one to three years.

Such a remarkable condition is almost unprecedented in the history of dairy machinery.

In view of this, it is difficult to understand how any ice cream manufacturer can long afford to continue the use of ice and salt cabinets.

The weather has been so cool in this section for the last month that it is impossible to get a real comparison with last year. However, we know that in small cities where we have only one customer and where we have installed a Nizer for those customers, they have noticed a very decided improvement in their business.

Respectfully,
HEY BROTHERS,
Sterling, Ill.

All of the dealers handling the Nizer report a decided increase and, whether basing their belief on facts or theories declare they expect a fifty per cent increase in their business during the summer.

Cordially,
THE UNION ICE CREAM CO.
Nashville, Tenn.

The Nizer Iceless Cabinet attracts the attention of everyone who comes in, and after showing the sanitary way in which our ice cream is kept, I am sure we will double our ice cream business this year.

Very truly yours,
HILLSBORO PHARMACY,
Nashville, Tenn.

Since we installed your Iceless Cabinet we have never had one single complaint because of soft cream. And, needless to say, we have had the confidence necessary to go ahead and build up a brick business.

Yours sincerely,
KIMLING & SHEHAN,
Jackson, Michigan

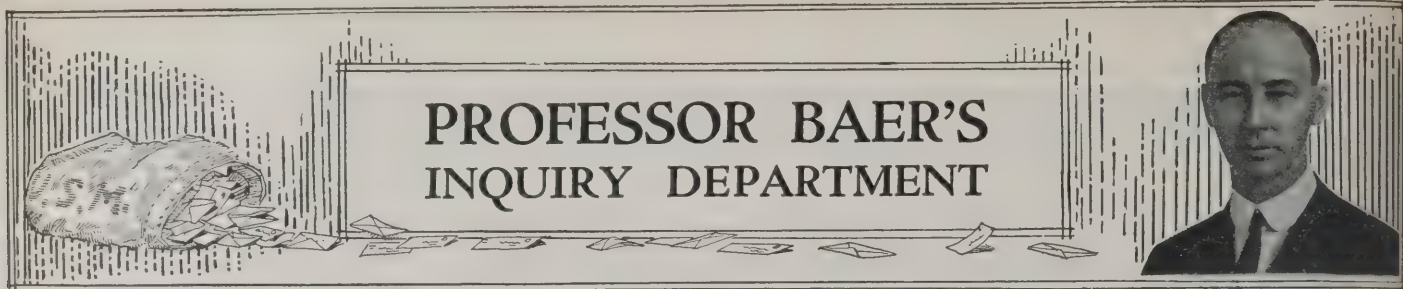
"Spend a Week in Dairyland" National Dairy Exposition, Nizer Cabinets, Space No. 258

Nizer Corporation

Branch
Marbridge Building
34th and Broadway
New York

Main Office and Plant
7424 MACKIE STREET
DETROIT

Branch
Sharples Building
Washington Blvd. at Jefferson
Chicago



Dear Sir:—In the past we have been making up our ice cream mixes on a gallonage basis, since sending for your little book on ice cream mix, we are endeavoring to adopt the pound system, and as this is a new way of figuring the mix for us we want to be sure we are right before adopting it.

We have figured out a 100 pound mix which we inclose and would like to have you go over this and see if we are right in it also if you consider it a well balanced mix, we inclose a stamped envelope for reply.

Ingredients	Fat	Serum Sol.	Total Sol.
10.0 lbs. cane sugar	9.70
4.0 lbs. cerelose	1.90
.5 lb. gelatine47
2.0 lbs. milk powder	1.90	1.90
8.0 lbs. evaporated milk.....	.64	2.76	3.40
24.0 lbs. 32% cream.....	7.68	1.40	9.08
51.5 lbs. 4% milk.....	2.06	4.45	6.51
	10.38	10.51	32.96

12.5% sugar.

In regard to the evaporated milk will advise that this is 8 per cent fat and total solids 26 per cent.

Reply: I notice that you have a few errors in making your calculations especially the calculation on evaporated milk. Your evaporated milk containing 8 per cent fat and 26 per cent total solids would furnish .64 of a pound of fat, but would only furnish 1.44 of serum solids. This does not make any very material difference in your formula, except that it reduces the serum solids to 9 per cent.

I am suggesting another formula in table two which contains 3 pounds of skim powder instead of 2 pounds. and which will keep your serum solids about 10 per cent and also raise the total solids.

Ingredients	Fat	Serum Sol.	Total Sol.
10.0 lbs. cane sugar	9.50
4.0 lbs. cerelose	3.80
.5 lbs. gelatine47
2.0 lbs. skim powder	1.90	1.90
8.0 lbs. evaporated milk.....	.64	1.44	2.08
24.0 lbs. 32% cream	7.68	1.45	9.13
51.5 lbs. 4% milk.....	2.06	4.40	6.46
100.0 lb. mix.	10.38	9.19	33.34

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	13.30
.5 lbs. gelatine47
3.0 lbs. skim powder.....	2.85	2.85
8.0 lbs. evaporated milk....	.64	1.44	2.08
24.0 lbs. 32% cream.....	7.68	1.45	9.13
50.5 lbs. 4% milk	2.02	4.32	6.34
100.0 lbs. mix.	10.34	10.06	34.37
Per cent sugar.....	14.00

You will also notice that in table two, I am suggesting 14 pounds of sugar rather than using sugar and cerelose. I can hardly see what your object would be in using cerelose especially when cane sugar will produce much better results unless you have some of this material on hand. I also think you do not understand the solids in cerelose sugar as you appear to figure the solids 1.9 per cent in 4 pounds. It is possible that you are confusing the word cerelose with glucose and that the 4 pounds you used was corn syrup instead of corn sugar.

* * *

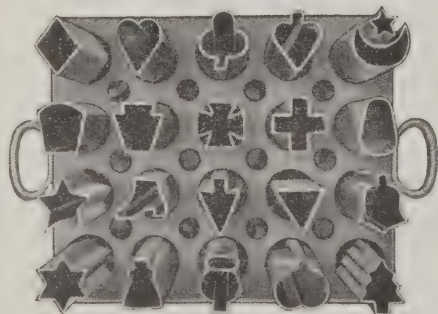
Dear Sir:—I am making a mix as follows and am turning out a good ice cream, getting 100 per cent overrun. Would like to improve if possible. Is there anything that you would suggest adding to or taking away from the following?

275 pounds 20 per cent cream.
117 pounds skim milk.
68 pounds sugar.
15 pounds marshmellow.
10 pounds skim milk powder.
12½ pounds water.
2½ pounds gelatine.

500 pounds—11 per cent butterfat.

The mix is pasteurized at 145 degrees for 30 minutes and run through the viscolizer at 2500 pounds and cooled down to 40. Natural aging 48 to 60 hours. The 12½ pounds of water is used to melt the gelatine before adding to the mix. Would egg powder improve the ice cream, if so how much should I use?

Reply: You asked me to calculate your ice cream



Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE Cleveland, Ohio



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

There is only *one satisfactory method* of making

Butter Scotch Ice Cream

and that is by using

SCOTCH BOB

THIS new delightful flavor, originated by us, is fast spreading from one section of the country to another. Why not be the first to introduce Butter Scotch Ice Cream to your locality? The "pickings" go to the pioneers.

Easily made with SCOTCH BOB which is not an extract, but REAL BUTTERSCOTCH made especially for use in Ice Cream. It is economical, replacing three quarts of mix in every 40 quart freezer. A trial keg at \$10.00 is a good investment for any manufacturer looking for more business. Send for yours.

KAY-WHITE PRODUCTS, INC.

"A Good House to Deal With"

6 West Broadway

New York

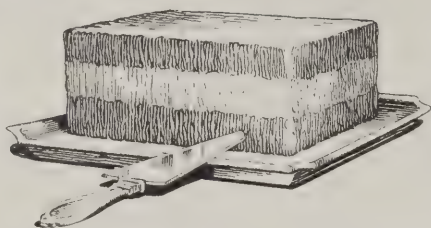
Do you want to make this Test?

THE ONLY WAY we can prove to your satisfaction that Custarda will produce better Frozen Custard and French Style Ice Cream is to have you test Custarda against Eggs or any other product.

THE TEST WILL be made at our risk, in your own plant under your own conditions. In the event that you are then not fully satisfied that Custarda does the work better, quicker, and at less cost, return any remaining portion of the trial gallon at our expense.

YOU WILL NOT be indebted or obligated to us in any way. In fact we shall consider ourselves obligated to you for the courtesy extended. Shall we send the nine dollar trial gallon on the above conditions? Star Extract Works, Inc. "Your protection - 34 Years in the Extract Business," 6 West Broadway, New York, N.Y.

*"Indispensable
for Your Specials"*



*For a Big Increase
in Sales*

CONNOR'S Delicious TUTTI-FRUTTI

It really is not at all surprising that "Specials" made with CONNOR'S Tutti-Frutti make such a hit with the vast throng of buyers who prefer good Tutti-Frutti to any other ice cream.

For the discriminating buyer immediately detects the supreme quality obtained through the use of finest ingredients blended according to CONNOR'S exclusive recipe.

CONNOR'S Tutti-Frutti—prepared by experts in ice cream making—is composed of finest quality Pineapple, Peaches, Red and Green Cherries, English Walnuts and raisins. Despite this fact it is moderately priced. In ten gallon kegs the price is \$2.45 per gal. Send for a sample keg today. Use a gallon on a trial batch. If you are not enthusiastic over the results we will be glad to take the balance off your hands.

Special Note

Write for prices on the complete CONNOR line of quality fruits.

Connor Fountain Supply Co.

[112 North Ball Street

OWOSSO

MICHIGAN

CONNOR'S

QUALITY

FRUITS

mix in order to see whether you had it properly balanced. You will find these calculations given below in table one where you will notice that your ice cream will test 11 per cent butterfat and about 8 per cent serum solids, having a total solids of about 32.5 per cent.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
275.0 lbs. 20% cream.....	55.0	19.58	74.58
117.0 lbs. skim milk.....	10.42	10.42
68.0 lbs. sugar.....	64.60
15.0 lbs. marshmallow.....	1.50
10.0 lbs. skim powder.....	9.50	9.50
12.5 lbs. water.....
2.5 lbs. gelatine.....	2.37
500.00 lbs. mix.....	55.00	39.50	162.97
Per cent.....	11.00	7.9	32.59

You could improve this mix by adding a little more skim milk powder to increase the serum solids to about 9 per cent which would also increase the serum solids. You could easily do this by using 7 pounds more skim milk powder and you would in that case use 7 pounds less skim milk to maintain your total of 500 pounds. I believe if you will do this you will find that your product will have a little more body.

* * *

Dear Sir:—Mix containing: sugar 13.4 per cent; gelatine .5 per cent; skim powder 3.85 per cent; cream 17 per cent, 82.25 per cent; total 100.00 per cent.

We are thinking somewhat of substituting skim condensed for skim powder. What changes will occur in our figures? We are quite anxious to maintain our quality, so are asking you to make a table which will give same results as above.

Reply: You will find below in table one calculations showing the percentage ingredients of your present mix. In table two I am suggesting the use of skim condensed milk in place of skim milk powder for solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
13.4 lbs. sugar.....	12.73
.5 lbs. gelatine.....47
3.85 lbs. skim powder.....	3.65	3.65
82.5 lbs. 17% cream.....	14.02	6.09	20.09
100.25 lbs. mix.....	14.02	9.74	36.94

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
13.4 lbs. sugar.....	12.73
.5 lbs. gelatine.....47
16.0 lbs. 27% skim cond.....	4.32	4.32
70.1 lbs. 20% cream.....	14.02	4.99	19.01
100.0 lbs. mix.....	14.02	9.31	36.53

You will note that in table two it would require 70 pounds of 20 per cent cream to get the 14 per cent butterfat in the ice cream.

* * *

Dear Sir:—Would like to have table to make 100 gallon batch of mix composed of following ingredients: 16 per cent b. f. sweet cream; 3½ per cent b. f. milk; skim milk, stock powdered form; gelatine; sugar—We wish our ice cream to contain 16 per cent butterfat and 30 per cent total solids.

Kindly tell me how many pounds of each ingredients to make a batch of 100 gallons. We are equipped with large pasteurizers and homogenizers. What process will I have to put same through to make A1 ice cream?

Table two using sweet butter 16 per cent moisture; sweet milk 3½ butterfat; sugar, skim milk powder, gelatine.

Reply: If I understand your letter correctly you want your ice cream to test 16 per cent butterfat and 30 per cent total solids and also that you wanted to use as ingredients in this first formula 16 per cent sweet

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The PURITY Pasteurizer and Ice Cream Mixer is furnished with either belt or motor drive, as desired.

The Purity Ice Cream Mixer

HAS a powerful double motion agitator of the famous propeller type, which provides the maximum of thorough but gentle agitation.

This produces a *smooth, perfect ice cream mix.*

A *special current deflector* throws the mixture constantly toward the center, where the propellers suck it down in little whirlpools. This makes the PURITY mixer particularly successful for emulsifying powdered milk.

The PURITY is also very useful for pasteurizing and holding cream or small special amounts of milk.

It is entirely lined with tinned copper which prevents rust.

This up-to-date piece of PURITY equipment will *improve your ice cream and increase your profits.*

Write *today* for circular and prices.

Made Only By **OAKES & BURGER CO. Inc.,** Cattaraugus, N.Y.

ESTABLISHED 1873



Established 1873

Fifty Years of Honest Equipment



SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

cream and 35 per cent milk. It is impossible to make up a formula according to these suggestions. I am indicating below in table one a 900 pound mix which is approximately a hundred gallons. You will notice, however, that while this mix tests about 16 per cent fat, the total solids would run 37.5 per cent and it would require 19 per cent cream to make such a mix.

Table 1—900 lb. Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
126.0 lbs. sugar			119.70
4.5 lbs. gelatine			4.27
18.0 lbs. skim powder.....		17.1	17.10
751.5 lbs. 19% cream.....	142.78	54.2	196.98
900.0 lbs. mix.	142.78	71.3	338.05
Per cent	15.8	7.9	37.5

Then again I am indicating in table two a mix according to your suggestion using sweet butter and sweet

milk. You will also notice in table two that it would not be necessary to use any skim powder if you use 16 per cent fat as your total solids in this case would be 35.7 per cent.

Table 2—900 lb. Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
126.0 lbs. sugar			119.70
4.5 lbs. gelatine			4.27
146.0 lbs. 84% butter.....	122.6		122.60
623.5 lbs. 3.5% milk.....	21.84	53.50	75.34
900.0 lbs. mix.	144.44	53.50	321.91
Per cent	16.0	5.9	35.70

* * *

Dear Sir:—Can you give us formula for an ice cream mix having 9 per cent butterfat; 36 per cent total solids; 13 per cent sugar, and .5 per cent gelatine? Milk testing 4.5 per cent costs us 24 cents a gallon. Condensed costs 90 cents a gallon, and cream costs 36 cents a pint. We are using pure vanilla, and also viscolizing during preparation of mix. We are using a 40 quart Ft. Atkinson motor driven freezer.

Reply: You want me to suggest a formula for you using a 9 per cent with 13 per cent sugar and 36 per cent total solids. I would not like to do this as it would require practically 14 per cent serum solids to make the total 36. This would result in sandy ice cream for you. I am indicating below in table one how you might make up a mix testing 9 per cent butterfat and about 12 per cent serum solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
13.0 lbs. sugar			12.35
.5 lbs. gelatine47
30.0 lbs. 27% plain cond....		8.10	8.10
56.5 lbs. milk and cream.....	9.0	4.27	13.27
100.0 lbs. mix.	9.0	12.37	34.19

* * *

You did not give me the test of your sweet cream so I was not able to figure the amount of cream necessary, but have indicated the amount of milk and cream together to furnish the 9 pounds of fat.

* * *

Dear Sir:—Our difficulty is in getting the overrun. What improvements would you suggest? The mix follows: milk 80 pounds; sweet skim condensed 20 pounds; butter 16 pounds; sugar 10 pounds; milk powder 2 pounds; gelatine 12 ounces.

Reply: I am glad to show you the calculations on your ice cream mix. You will notice that the per cent of fat appears to be 13 and the serum solids 11 and the total solids 38. You have a mix which is very high in solids and I believe your trouble in getting the overrun is due to this fact.

(Continued on page 72)

Small Sized Vacuum Pans

and Milk Condensing Equipment
for the Laboratory, Colleges and
Ice Cream Mix Manufacturers



Vacuum Pan.

Write
for Prices.

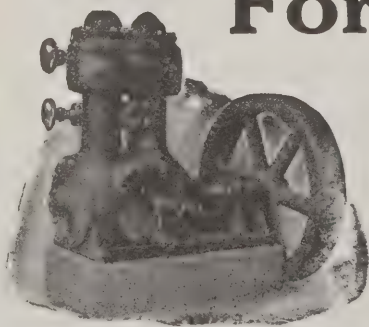
We can furnish these small size equipments in vacuum pan sizes ranging from 8" diameter to 36" diameter, with suitable forewarmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St.

Chicago, Ill., U. S. A.

For Lasting Satisfaction



York

Refrigerating
Equipment

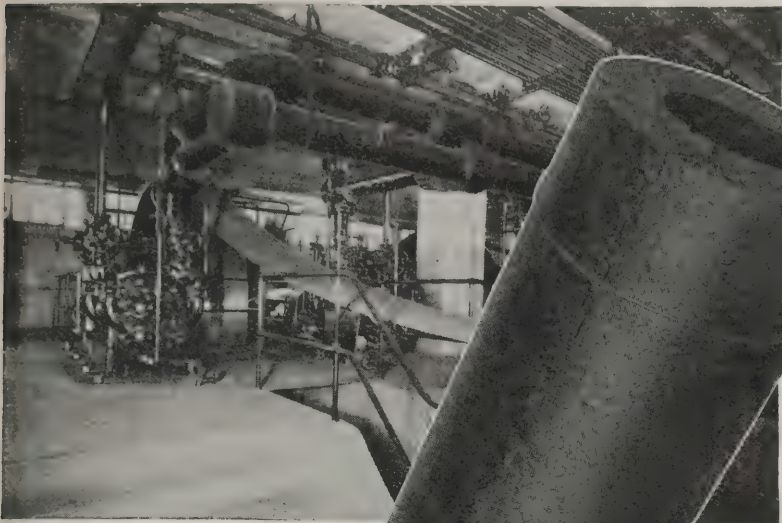
One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why
York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.

CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, Wisconsin Manager
1016 Majestic Bldg. Milwaukee, Wisconsin

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Nonpareil Cork Covering in the plant of the Detroit Refrigerating Co., Detroit, Mich.

For the Hardest Service in the Plant

MOISTURE doesn't affect steam-pipe insulation; the heat drives it off. But moisture condenses on cold lines, and if it gets into the insulation, it freezes and expands, and soon disrupts the covering. Inspect almost any absorbent covering that has been on low-temperature lines for more than a few months. You will probably find it cracked and bulged, dripping wet, or solid with frost. That may be "covering" but it isn't *insulation*. It may be cheap to buy, but it certainly is not cheap to use.

Cold pipe insulation gets the hardest service in the plant, but Nonpareil Covering is made to stand it. First of all, Nonpareil Cork Covering is nonabsorbent in itself. In addition, it is moistureproofed inside and out with an impervious coating of mineral rubber. Apply it properly—which means adequate thickness, with Nonpareil Fitting Covers on *all* fittings, joints sealed tightly, pipe hangers outside—and Nonpareil Cork Covering is not only the most efficient, but the most durable and economical insulation made for brine and ammonia lines. In the hardest service in the plant Nonpareil Cork Covering actually "Lasts Longer than the Pipe."

*Samples, full information
and prices will be fur-
nished on request*

ARMSTRONG CORK & INSULATION CO.

173 Twenty-Fourth Street

Pittsburgh, Pennsylvania

Also manufacturers of Nonpareil Corkboard Insulation for cold storage and ice storage rooms; Nonpareil High Pressure Covering for steam lines, feed water heaters, boilers, etc.; Nonpareil Insulating Brick for boiler settings, furnaces, ovens, etc.; Nonpareil Cork Machinery Isolation for noisy machines, and Linotile and Armstrong's Cork Tile for floors in offices, residence, etc.

Nonpareil Cork Covering

For Cold Lines, Coolers and Tanks

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
10.00 lbs. sugar	9.5
.75 lbs. gelatine71
20.00 lbs. 27-40% sweet cond.	5.4	13.40
2.00 lbs. skim powder.....	1.9	1.90
16.00 lbs. 84% butter.....	13.44	13.44
80.00 lbs. 4% milk.....	3.20	6.9	10.10
128.75 lbs. mix.	16.64	14.2	49.05
Per cent	13.0	11.0	38.0
Per cent sugar.....	14.0

I would suggest you try either reducing the sweetened condensed milk to reduce the solids or leave out the skim powder providing you want to continue to have your cream test 13 per cent butterfat.

* * *

Dear Sir:—We would like to make a 120-gallon mixture each time, using a 30 per cent sweet cream and 4 per cent sweet milk, a sweet condensed milk, containing 27 per cent milk solids, 44 per cent sugar solids, and a 29 per cent moisture, containing a 10 per cent butterfat for the mixture, a 14 per cent sugar, and containing total solids of 35 to 36. Also advise best gelatine.

We do not use any butter or milk powders at our plant, using nothing but sweet milk and sweet cream.

Reply: I am glad to suggest a 1000 pound ice cream mix made up according to your suggestions. I am sure that this mix will give you very satisfactory results.

Table 1—1000 Pounds Mix.

Ingredients	Fat	Serum Sol.	Total Sol.
52.0 lbs. sugar.....	49.40
5.0 lbs. gelatine	4.75
200.0 lbs. sweet cond.....	54.00	142.00
271.0 lbs. 30% cream.....	81.3	57.22	157.32
472.0 lbs. 4% milk	18.8
1000.0 lbs. mix	100.1	111.22	353.47

Make and sell packaged sundaes—

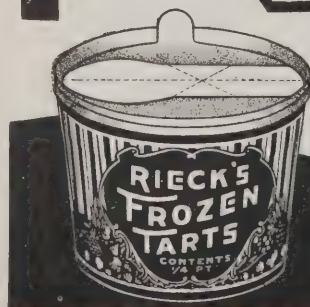
Ice cream manufacturers everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile increased business with handsome

ADDITIONAL PROFITS

if you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical—it actually builds the business. Send for convincing samples and full information. Ask for the Packaged Sundae.

KLEEN KUP

MONO SERVICE
COMPANY
NEWARK, NEW JERSEY



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

I shall be glad to assist you further in any way I can in getting your mix properly adjusted.

Dear Sir:—What I am anxious to know is, would we be saving or would we be gaining anything to use skim milk, bought from our farmers in liquid form, in our ice cream mix?

You ask if we use skim milk powder and water. Our answer is that we do not use any water in our mix. What we really want to know is if we would gain anything by using skim milk, or had we better leave things as they are at present.

The sixty-six pounds milk stock that we referred to in the mix was sixty-six pounds skim milk powder. Skim milk powder costs us \$12.55 per hundred pounds. Skim milk we could probably buy for about one cent a pound.

Reply: There is no question but what you would gain both in flavor and quality of ice cream if you used skim milk in your ice cream mix, rather than skim milk powder and water. If you can buy skim milk for one cent a pound, the solids of this milk would cost you about as much as skim milk powder costs, but if you could secure skim milk of good flavor and sweet enough so that it will stand heating, you could, in my judgment, improve the flavor of your product. The solids in this skim milk would have absolutely no tendency to cause sandy ice cream.

If you use skim milk, you would, of course, reduce the amount of skim milk powder comparable with the solids provided by the skim milk.

* * *

Dear sir:—We would appreciate very much if you would figure us a mix of 100 gallons. We are installing a pasteurizer that is 100-gallons' capacity. We want to make a ten per cent cream. We will use 4 per cent milk, eight per cent condensed milk, and twenty per cent cream. Please express it to us in gallons as we are new at the business and we will understand it better.

Reply: I am glad to suggest below in table one, the ice cream mix which you desired to have me figure out for you.

Table 1.—800 pound mix—10% fat—89 gallon mix.

Ingredients	Fat	Serum Sol.	Total Sol.
112.0 lbs. sugar	106.40
4.0 lbs. gelatine	4.70
160.0 lbs. cond. 8%	12.8	43.2	56.00
290.0 lbs. 20% cream.....	58.0	40.68	108.04
234.0 lbs. 4% milk	9.36
800.0 lbs. mix	80.16	83.88	274.14
Per cent	10.02	10.48	34.27
160 pounds cond. is 18 gallons.			
290 pounds 20 per cent cream is 35 gallons.			
234 pounds 4 per cent milk is 27 1/5 gallon.			

Attention Ice Cream Makers

Make your supply fresh of condensed milk from "MADE OF THE MIST" Powdered Sweet Milk.

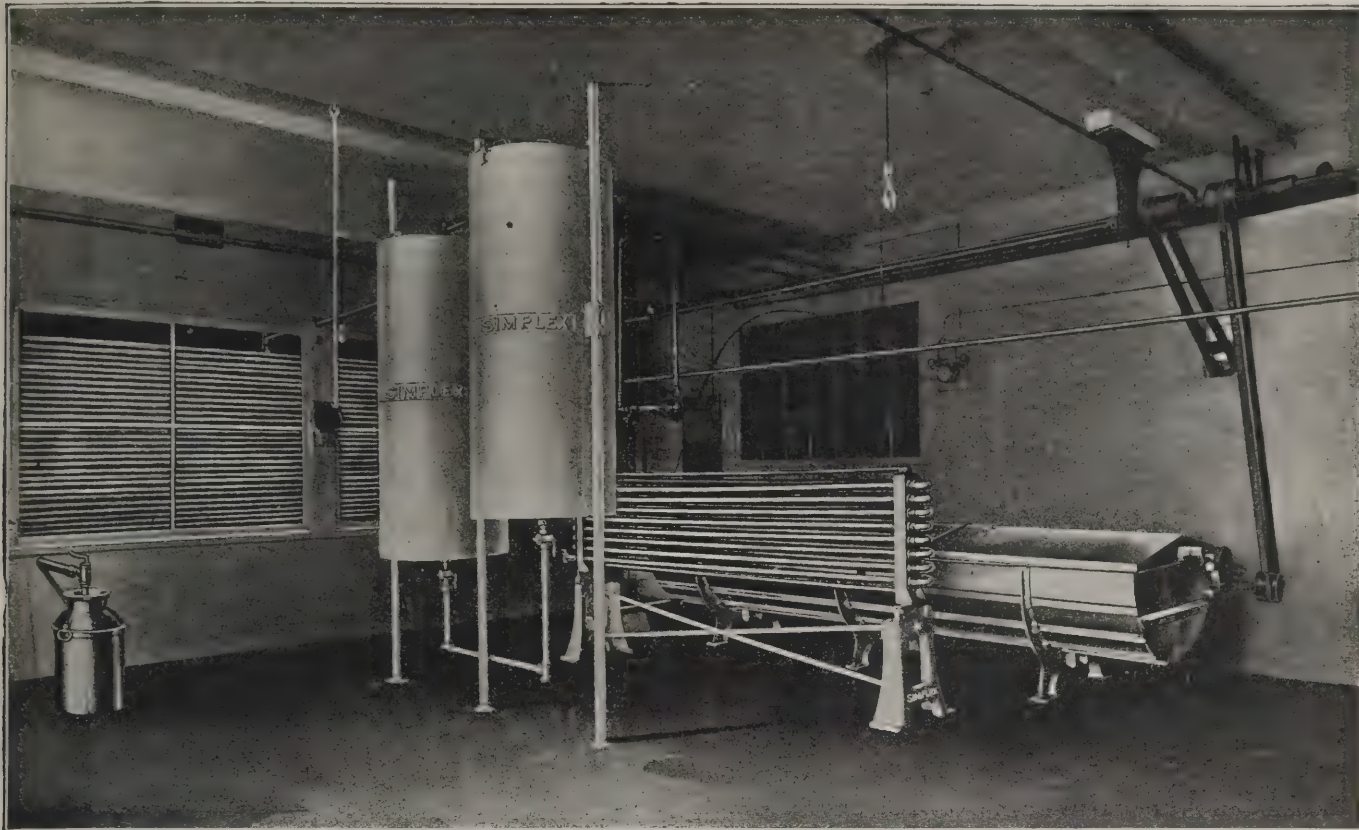
Analysis of "MADE OF THE MIST"

Moisture	4.36%
Butterfat	5.90
Ash	7.78
Protein	32.46
Lactose (Milk Sugar)	49.63
Acidity, As Lactic Acid	2.08%

We wish to call your particular attention to the clean improved flavor and smooth texture of the finished product wherever "MADE OF THE MIST" Powdered Milk has been used.

Write for Particulars and Prices.

THE DRY BUTTERMILK CO., Inc.
WASECA, MINN.



An 8,000 pound "Simplex" Double Holding Tanks Regenerative Pasteurizer in N. Y. State shipping station. Pasteurizes 40,000 to 60,000 pounds of milk daily. The newer outfits have three holding tanks.

The installation shown above has operated over six years and handles 600 to 700 40-quart cans daily. It has lately been increased to 12,000 lbs. per hour capacity.

Positive Holding

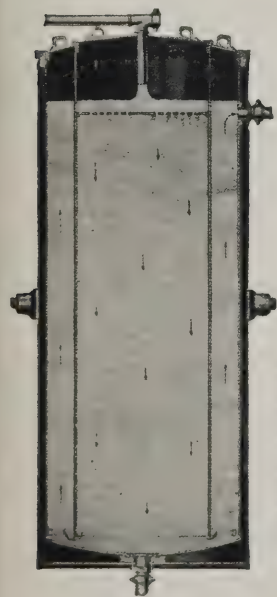
THE milk is first heated to a pasteurizing temperature by the Simplex double tube heater. It is then subjected ten minutes each, or thirty minutes in all, to a heat treatment in the three holding tanks; then passing over a Simplex continuous surface milk cooler and directly into milk can or bottle filler.

Each holding tank is **double**; and milk must pass **twice the length** before leaving the tank.

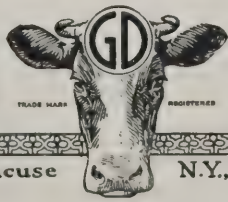
The Simplex patent regenerative heating and cooling water system saves from 50% to 60% of the steam that would be required without it. This means economical operation.

The Simplex Positive Holding Tank Pasteurizer is equally adapted to large and small plants; requires very little floor space; is dependable and fool-proof; and gives the small milk dealer **exactly the same efficiency** as enjoyed by the largest milk plants. We fully recommend them. Write for details and prices.

"The HOUSE with the GOODS and the SERVICE"



Sectional view of holding tank. Equivalent to one single tank of twice the depth, or two plain tanks.

GOWING  **DIETRICH**
COMPANY TRADE MARK REGISTERED INCORPORATED
 "Everything For the Handling" Syracuse N.Y., U.S.A. Of Milk and its Products"

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Seattle's Half-Million-Dollar Plant Opened

Doors of Seattle Ice Cream Co. Thrown Open to Public

TWENTY-FIVE years ago, when Seattle's population was 40,000, an ice cream business had its inception. The business was so small that it could be packed into the corner of an ordinary room and not be crowded. When F. V. Fisher began the manufacture of ice cream in such a small way, little did he realize that he would some day head one of the large institutions in Seattle, and that he would be the proud president and general manager of the Seattle Ice Cream Company, with a \$500,000 "Palace of Purity" in which to produce a quality product that would be enjoyed by nearly a million people of Seattle, Wash.

Of course, the first ice cream manufactured was made with the aid of a hand freezer. After making up a small amount in this tiresome method, it was put in a push cart and laboriously delivered. Business was improving nicely, so a small ice cream plant was put into operation on the corner of First Avenue and Railroad Way. Here the output was multiplied through the installation of a barrel freezer.

Steady increase in the demand for good ice cream necessitated larger quarters and the Seattle Ice Cream Co. then took up operation at First Avenue South and Stacy Street. Here the business developed into a substantial institution, until today it is prominent in the industrial development of the Pacific Northwest, established in its new half-million dollar plant, constructed

exclusively for the manufacture of ice cream. The plant is located on Fourth Ave. South and Atlantic Street.

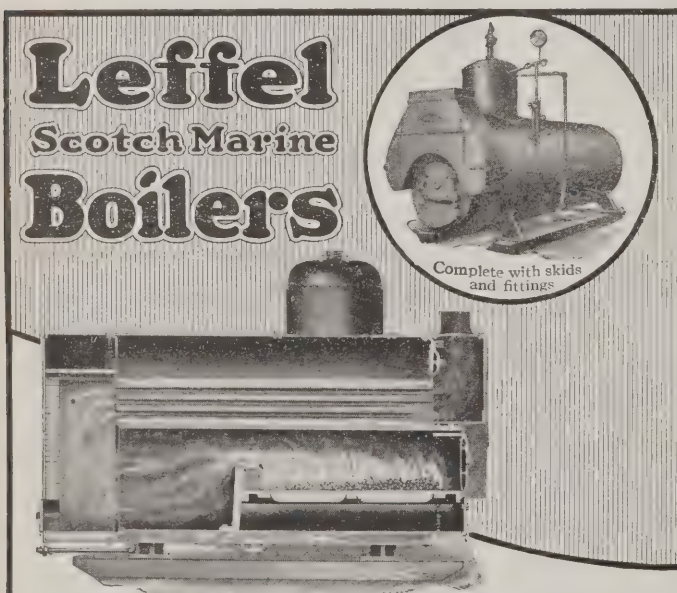
The president, F. V. Fisher, has stressed upon the people of Seattle, in fact, the state of Washington, that ice cream is a recognized food, and is as staple as milk and bread, until the Washingtonians look upon Seattle ice cream just that way, and have come to rely upon the Seattle Ice Cream Co. as the manufacturer of a wholesome, absolutely pure, nourishing, substantial food product.

THE doors of the new plant were thrown open to the public and the people of Seattle were urged to visit the new home of the Seattle Ice Cream Co., and to familiarize themselves with the thoroughness and completeness of every machine and to impress upon them that it was "their surety of purity."

Groups of visitors were shown through the plant by guides who carefully explained the purpose of the various up-to-date machinery. The tour led through a general office where efficiency was reflected by the modern fixtures and office equipment, where cleanliness seemed to be the predominant note. Railroad tracks were built exclusively for the Seattle Ice Cream Co. to expedite delivery of raw materials and equipment and to avoid any unnecessary delay in shipping the finished product. The equivalent of 10,000,000 quarts of milk is received in a year at this plant, and each can of cream is sampled in the modernly equipped, immaculate laboratory room, where scientific testing equipment has been installed and every lot of cream, fresh eggs, cane sugar, fruits, nuts and other ingredients entering into the manufacture of ice cream, is carefully analyzed.

Another assurance of purity in the finished product is pasteurization of the most thorough character. From the pasteurizers and viscolizers, the mix is transferred to the glass-lined aging or ripening tanks through large sanitary pipes. A cold brine, double-wall jacket insulated on the outside with cork provides a cooling chill that is automatically regulated and recorded on a thermostatisgraph dial, thus a faultless uniformity of quality is assured.

AS ANOTHER step in cleanliness, after each drawing off of each mix, every pipe and fitting and gage in the transportation of materials from the cool room



Leffel
Scotch Marine
Boilers

Complete with skids and fittings

QUICK firing and steady steaming ability make Leffel Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers ideal for use in Creameries, Dairies and Ice Cream Factories. Hot gases of combustion travel twice through the full length of the boiler. Every possible heat unit is used to produce steam. This efficient application of heat explains why Leffel Scotch Marine Boilers are replacing less suitable types throughout the milk handling industry. Sizes 6 to 100 H. P. Meet requirements of all State boiler laws.

Write for descriptions and prices

The James Leffel & Co.
Box 333, Springfield, Ohio, U.S.A.

A Magic Transformation

A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



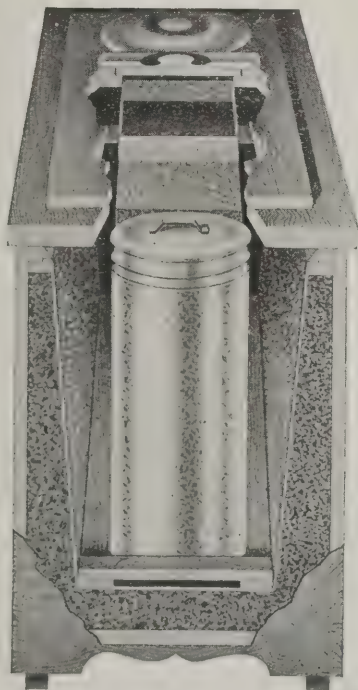
No. 25
Two-Hole Wood Compartment
Cabinet

The durable—dependable Ice Cream Cabinets—that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

*Bulk, Brick and Combination
Styles*

Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS

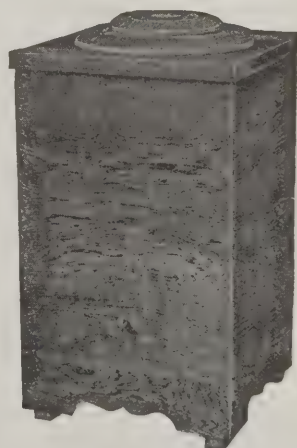


No. 335
Cross Section Metal Lined
Combination Cabinet

*"Confessed the best
when put to test"*



Write for prices—today!



No. 515
21-Quart Brick Cabinet

C. NELSON MFG. CO.

2306 Division St.

St. Louis, U. S. A.

Did You Get Your Copy ?

OUR BOOK "Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today.

Use
Crescent

For
Efficient

C
O
R
K
B
O
A
R
D

Information on insulation problems -- practical--economical erection, etc., furnished by expert engineers.

United Cork Companies

BRANCH OFFICES

New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O.
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn. Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS

Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.

I
N
S
U
L
A
T
I
O
N



Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

to the freezing process is taken apart and sterilized. The white tile walls, ceiling and terrazzo floors are washed with live steam daily. Nine silver freezers, each of a capacity of 80 quarts every ten minutes, are electrically driven so that either one freezer or the entire battery can be operated as occasion warrants. After the cream is frozen, it falls into money metal hoppers and from there through six-inch silvered tubes to the floor below, where it is packed in scrupulously sterilized cans and stored in the hardening rooms, awaiting delivery.

The manufacture of brick ice cream is given a separate department and three freezers are assigned to brick-making and brick cartons are filled by machinery, so that no human hands touch the product from start to finish.

Even though the temperature in the hardening room is from 10 to 20 degrees below zero, no ice is in view, the air is dry and breath-taking. However, there are more than ten miles of refrigerating pipe in these hardening rooms. According to the officials of the plant, this is the utmost modern equipment in insulation engineering, and this is verified by the information that the walls of all ice storage, cream, fruit and "sharp" rooms have a cork insulation of eight inches in thickness. It is claimed that 14 carloads of cork, imported from Spain at a cost in excess of \$20,000, were required to make these rooms impervious to outside temperature.

The company also has a "fancy ice cream department" and they expect to make this one of the show places of the plant later on, because of the completeness and novelty of its equipment.

Twenty-four automobile trucks are used by the Seattle Ice Cream Co. in delivering its product to hundreds of dealers in Seattle and surrounding towns.



INDIANA PLANT PURCHASED.

The Guernsey Milk Co., Lebanon, Ind., a co-operative company was purchased by J. A. Fowler and Chas. H. Thompson, both experienced dairy men, early in December, 1923. New equipment for the milk and ice cream departments was purchased and, upon taking possession, the firm name was changed to the Guernsey Milk and Ice Cream Co. Emmert Thompson is also connected with the firm at this time.

A 10-ton refrigeration system was installed and a hardening room with capacity of 1,000 gallons of ice cream and storage for 600 gallons of milk was built by the Armstrong Cork & Insulation Co. A 40-quart Fort Atkinson freezer; starter can, homogenizer, a 6,500-gallon separator, tubular cooler and 300-gallon pasteurizer were also installed.

Two "low-down" wagons were purchased and painted in the colors of blue and yellow, which the company has adopted in all their advertising, as in ice cream cartons, road signs, and dealer displays.

A twenty horse-power horizontal boiler has been installed to supply both the milk and ice cream departments. Milk is obtained from Guernsey herds near Lebanon, which is the home of more than one-sixth of Indiana's prize Guernseys, according to officials of this company.



Choking the Bull as It Were.

The stock salesman, after painting a beautiful word picture, said: "Now, Mr. Jones, you know this company hasn't got a dollar's worth of watered stock in it. How much are you going to buy?"

"Young man," he said, "the next stock I buy is going to have four legs, and I will water it myself."

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILLER

BRINE ICE CREAM FREEZERS

Miller Freezers are
Thoroughly durable,
Completely efficient,
Highly economical,
Absolutely sanitary
and are made in the
largest variety of Pat-
terns and Styles.

*Write NOW for
illustrated catalog.*

The H. H. Miller
Industries Co.

CANTON, OHIO

ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE
ICE CREAM FREEZERS, MIXERS
and DAIRY MACHINERY.



News from the Eastern Front

From The Ice Cream Review's New York Bureau

Visit With New England Manufacturers

DURING a recent visit to Bridgeport, the writer paid his respects to the new plant of the New Haven Dairy Co., which very recently absorbed the plant formerly conducted by Harry Wadham, well established and known as the Wadham Ice Cream Co.

This new plant is strictly modern, well equipped, and is located in a very convenient site to make it easily accessible to the most remote parts of the city and adjoining suburban territory.

They have installed a very complete new line of up-to-the-minute equipment for the manufacture and distribution of ice cream, viz., glass-lined tanks, gravity-conveyor system for handling mix from tanks to freezers, etc., a group of four, one hundred and twenty-quart freezers—in conjunction with the most modern methods of facilitating the handling of the finished product direct into the hardening room without any lost motion.

The sanitary features of the plant have been amply provided for. The entire plant on all sides being well ventilated by the most modern form of ventilation; all walls in interior, where essential, being finished in white enamel tiling; all partitions being half glass, ceiling high, floors concrete, etc.

They have also installed a fleet of other well-known refrigerated trucks and vehicles, which are not only distinctive for their individuality of general type and color,

but also for the spick and span manner in which they are kept at all times.

The general manager of the plant, H. C. Smith, is certainly a past master at showing off the qualifications of their new plant advantageously, proving positively not only that he realizes what the company has done in order to make it possible to cater to the Bridgeport trade in the ice cream industry satisfactorily, but also proves that he appreciates these advantages and means to let the general public know it.

WHILE in Bridgeport the writer visited with Ernest Huber, of the Huber Ice Cream Co. Mr. Huber, as usual, was the soul of courtesy and seems to take great pleasure in displaying and elaborating on some vital changes they have made in their office arrangement, as well as some startling innovations he has devised on some new refrigerated truck bodies, which incidentally they manufacture in their own shops. Being somewhat familiar with that class and character of work, we are forced to admit that the theory seems to be a practical one and ought to be of great practical advantage to manufacturers who are forced to haul large and heavy loads long distances. The Huber plant is certainly, to our mind, in many respects an ideal plant. They have very decided views on what constitutes a practical working ice cream plant, sparing no expense on keeping up-to-date on modern equipment for the manufacture and distribution. They utilize every square foot of space, which is by no means limited, in manufacturing and repairing truck bodies, cabinets, tanks and linings, also auto repairs, etc., and the entire plant is a bee-hive of industry and the Hubers have every reason to be proud of what they have so nobly builded on such firm foundation.

We couldn't afford to get out of town without looking up our old friends, the Reichert Ice Cream Co. Friend Reichert, Sr., one of the oldest and best qualified ice cream manufacturers in this section, has very decided views on what should constitute an ice cream plant, and has consistently refused to allow himself to be influenced by modernists, yours truly included, toward building and equipping a modern plant.

We also visited the New Haven Dairy, where we were very cordially received by George Platt, and spent a

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES Are Standard

Guaranteed to Comply with all National
and State Pure Food Laws

**STRENGTH, PURITY AND
UNIFORMITY GUARANTEED**

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

20 E. Jackson Boulevard
CHICAGO, ILL.

Ice Cream Molds

For Large and Individual
FANCY SHAPES

Will Increase Your Sales

Send for Our Booklet

Order through your jobber or direct from us.

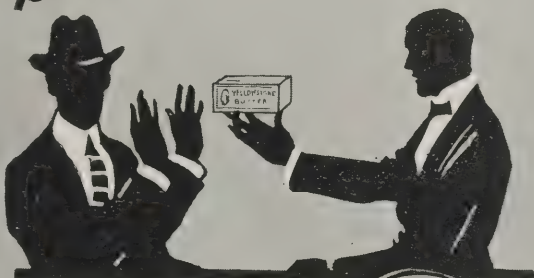
EPPELSHEIMER & CO.
Manufacturers

34-44 Hubert St.

NEW YORK CITY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

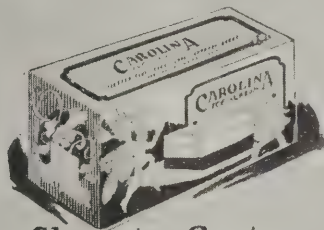
Letting
well enough
alone



It's a human weakness to avoid changes. The Chinese have not changed their way of doing things in a thousand years. But the Chinese are not the only ones. Today there are business men using ice cream cartons with designs prepared in the "dark ages of advertising." These men are satisfied to let well enough alone. They are "Chinese" business men. We can't help them, but we may be able to help you.

We make Character Cartons—high quality paraffined cartons for ice cream and other products. In addition—we create original carton designs, and revamp and improve existing ones.

Carton design is important, so important that you should overlook no chance of improving your design. Why not send us your carton? Without obligation or expense on your part we may be able to suggest a slight but profitable change in design; or to show how your present carton design can be gradually changed into a new and more sales compelling one. Sutherland Paper Co., Kalamazoo, Michigan.



Character Cartons
for ICE CREAM

CHARACTER CARTONS are above the average in quality—durable and good-looking, with a heavy wax-enamel finish—and yet are not higher priced. You can convince yourself of this by sending us your present ice cream carton, asking for estimate in any quantity from 5,000 up. With our reply will come samples of our work, including some strikingly good-looking stock-designed cartons which may be of interest to you.

Sutherland Paper Co.
Kalamazoo, Mich.

Makers of Character Cartons for ice cream, butter, bacon, sausage, lard, oleomargarine and cheese.

very pleasant forenoon talking over various features of importance to the ice cream industry, viz., mechanical refrigerated cabinets, cone week, etc.

OUR next visit was to the Worden plant at Waterbury. We found they were already installed in their new offices which are certainly a great improvement over the old ones. Had a very pleasant visit with Al. Worden and Mr. Libolt, and found that in conjunction with the many improvements they have been making recently for the benefit of their delivery department, as well as for their new offices, they plan in the very near future making some radical changes in the plant, which will place them, as regards efficiency, on a parallel with any first class ice cream and milk plant in this state.

Our trip then carried us through Hartford, calling on Mr. Judd, of the Hartford Ice Cream Co., and then to Springfield, where we had a pleasant visit (short, but sweet) with our old friend Harry Tait of Tait Bros. He is always the same old congenial Harry; no matter how rushed he is with business or how rough he treats you, he does it with a smile. That smile is almost as effectual, so far as results go, as Geo. Platt's democracy, and the results are always the same—like Oliver Twist, you want more.

Stopped off at Worcester and visited our old friends, Kalashine Brothers' Ice Cream Co. and Shushone Ice

Cream Co., receiving a very cordial reception at each establishment and finally found myself at Providence, where I met several of the manufacturers. Spent a very enjoyable period with Sam Dolbey of the Dolbey Ice Cream Co., another one of the old school. I can't quite define Sam's leading characteristic. He has the cordiality and democracy of George Platt and the smile of Harry Tait, but he also has some other quality. (I can't find the definition of it in the encyclopedia) which causes you to wonder whether you want to go any further or not. Also had a very pleasant visit with our old friend, B. B. ("Coffee") Scott. This is "Coffee's" home-town and he certainly knows something about coffee. Likewise interviewed our friends, Abelson, also of coffee fame, and Hogan of the Iceberg Cabinet Co. Take it all in all, there is a raft of good, wholesome ice cream men, and their allied associates in Providence.

THE next and last stop was at Boston, where I visited Mr. Sutton of the Mansion House Ice Cream Co., who also is a prince of a fellow. His is one of the model plants of the state and as such has been extolled so frequently it doesn't need repetition. He himself is the spirit of optimism and our visit, while devoted entirely to business, was certainly a treat in itself. Mr. Sutton waxed very enthusiastic over the cone-week proposition and also over the slogan contest, seeming to feel that both movements were good advertising mediums for the industry in general.

Also called on the Bushway Ice Cream Co., Neopolitan Ice Cream Co., Hood Creamery, etc. Spent a day calling on our jobbing connections, also paid quite a visit to Prof. Lockwood, secretary of the New England association.

The consensus of this trip, which consumed about ten days, resolves itself down to a few hard, concrete facts, viz., that the New England ice cream manufacturers are all very optimistic as usual; that they have had a very hard season so far, practically no warm weather, lots of rain; that they are all more or less at sea regarding mechanical refrigerated cabinets; that they are almost universally sold on the merit of our journal and that, as the representative of The Ice Cream Review, I shall certainly look forward to my next trip in that territory with a great deal of pleasure.

Patent Pending



Save Your Cabinet Linings

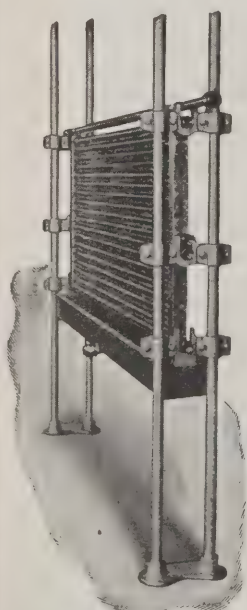
Don't let your dealers use any rough bar or iron pipe on your cabinets. Supply them with one of these

Wizzard Ice Rammers

Made of best seasoned hardwood. Protected on side and bottom with half-round tinned steel supported by six special rivets, waterproofed, gray enameled.

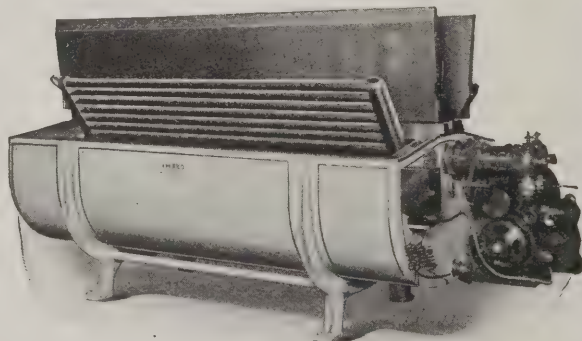
WRITE FOR SAMPLES AND PRICES

DAMROW BROS. COMPANY
FOND DU LAC, WIS.

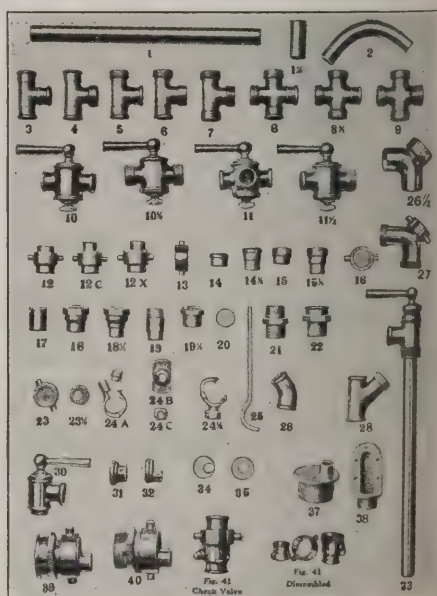


"AMERICO"

Equipment of the Better Kind
DURABLE — EFFICIENT — SANITARY



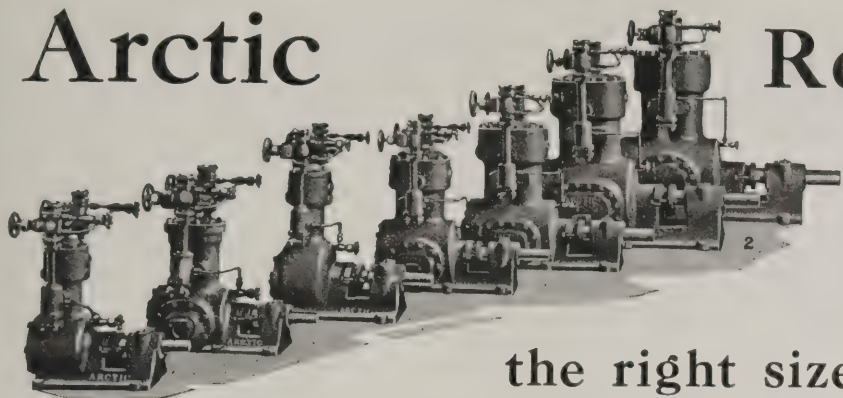
American Copper & Brass Works
610-616 E. Front Street
CINCINNATI, OHIO
Manufacturers of Dairy Equipment



INTERNATIONAL FITTINGS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler

Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention.

Better

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

CHAS. R. PHILLIPS,
President.

F. J. MINGES,
Vice Pres.

L. W. CHAPIN,
Sec.-Treas.



STANDARD



SERVICE

VANILLA AND BLENDS



VALUE

G.R. RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
Rochester, N.Y.

Greatest Ice Cream Plant in The British Empire

The New Plant of Peters' American Delicacy Co., Ltd., George Street, Redfern, Sydney, Ranks
as One of the Finest and Most Completely Equipped Ice Cream Plants in the World

THE new plant of Peters' American Delicacy Co., Ltd., was opened for business on November 1, 1923, and is a credit to its founder, F. A. Peters, under whose management it has been continually since its beginning, seventeen years ago.

The first factory site was in Little Comber Street, Paddington, Sydney, and occupied a floor space of 1,000 square feet. At the beginning the employees numbered two and the freezing equipment consisted of two 40-qt. North Bros. salt and ice freezers with one-horse wagon for delivery.

After four years the business was moved to a new factory on the ground now occupied. The freezing equipment then consisted of four 40-quart C. & B. brine freezers, one 26-ton Hercules ice machine and the usual equipment in vogue at that time.

Even the most optimistic of Mr. Peters' admirers considered that he had built a plant that would never run to its maximum capacity.

In the years that followed ice cream came to be judged by the high standard that Mr. Peters had set for it in the beginning of his career as a successful manufacturer of this food product.

In 1920 four 40-quart brine freezers were added to the equipment, also two 1,000-gallon pasteurizers and holding tanks combined and another 26-ton ice machine. In a short time these were found inadequate to supply the ever increasing demand for ice cream.

With the great business foresight that has character-

ized all his transactions Mr. Peters, as managing director of the company, had been acquiring property in the immediate neighborhood of the factory upon which to build a large modern factory which he knew would soon be required to take care of a business that was growing at the rate of 150,000 Imperial gallon increase per year.

In 1920 the floor space of the factory occupied 30,000 square feet. The combined new buildings of the company and those under construction, would cover a fair sized city block, four stories high, with a total floor space of over 200,000 square feet.

The new building is re-inforced concrete and all interior walls are finished in white enamel, which are kept spotlessly clean. The plant is always open for inspection and is one of the show places of Australia.

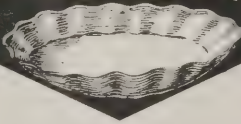
PETERS' American Delicacy Co., Ltd., is as near to a self-contained factory as it is possible to build. Beginning with the farm products that enter into the manufacture of ice cream, the milk and cream is collected from the farms by motors that belong to the company and taken direct to the company's creameries where it is pasteurized and cooled at once, and placed in the company's railway cars for despatch by passenger train to the factory where it is dumped, weighed, and pumped to the fourth story into four 1,500-gallon glass-lined tanks, where it is immediately cooled. The building is so arranged that everything entering into the composition of the mix starts from the top floor and is conveyed by gravity to the floors below, until it finally reaches the shipping platform.

On the third floor are located the two 1,000-gallon glass-lined pasteurizers in which the entire mix is pasteurized and run through an 800-gallon viscolizer and over a water and brine bar cooler where the temperature is reduced to 36 degrees F. and then to four 1,500-gallon glass-lined tanks where it is held for 24 hours. From here it flows through sanitary pipes to the freezing room on the ground floor. The freezing room equipment consists of eight 100-quart brine freezers of the latest type, a brick packaging machine, an overrun tester and a bricker.

There are five hardening rooms of a total capacity of 50,000 gallons which are kept at a temperature of 10 below zero. The maximum daily capacity of the plant is 15,000 Imperial gallons of ice cream.

The manufacturing end of the business is in the

A MONEY SAVING VALUE
Fluted Ice Cream Dish



GRAMMES **only \$1¹⁰ per 1000**

These Dishes, and our "Swan Brand" Wooden Spoon, at 85c a 1,000 make a clean, neat, and inexpensive combination. Their inviting appearance will increase sales of ice cream. Bowl-shaped Dishers at \$15.35 a doz. and Dishing Spoons \$2.75 a doz. will also save you your supply money. Hundreds of other values in Pails, Tubs, Cans, Freezers, Crushers, are shown in our new Catalog of **ICE CREAM AND SODA SUPPLIES**, No. Y-24. **DID YOU GET YOUR COPY?**

L. F. GRAMMES & SONS, Inc.
Day & Zimmermann, Inc., Management
386 Union Street Allentown, Pa.



The Choicest Wood for Richmond Tub

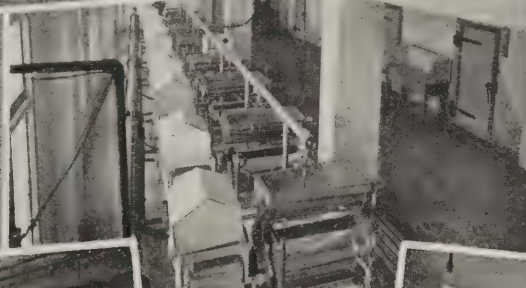
Only the choicest white cedar trees from this gigantic swamp of a hundred thousand acres are used in fashioning the Richmond White Cedar Tub. Only a wood with tremendous moisture resisting qualities could survive under conditions like these. It's this extraordinary quality of wood that makes Richmond White Cedar Tubs so economical.

Order a lot and you'll agree.

RICHMOND CEDAR WORKS
Richmond, Virginia



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



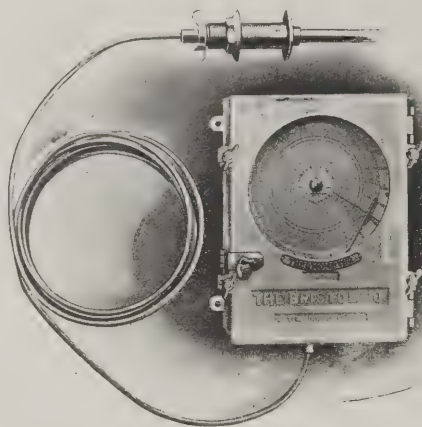
Four 1500-gal. Holding Tanks
Part of fleet of 51 Trucks
Engine Room

One 5-ton Truck
Eight 100-qt. Freezers

Freezing Room
Exterior of Factory
Loading Platform

BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.

How do you check? your temperatures?



Do you know from day to day at just what temperatures your products have been handled?

And do you have a man spend his time making note of the various temperatures at intervals?

BRISTOL'S Recording Thermometers

give you a continuous accurate written record of what is going on inside every minute of the day. They do this without consuming a man's time, and if your product goes wrong you can trace the trouble to the source thru the temperatures recorded on the Bristol Chart.

Let us tell you some novel ways of checking temperatures with Bristol Recording Thermometers.

THE BRISTOL COMPANY Waterbury, Conn.

BRANCH OFFICES:
Boston New York Philadelphia Pittsburgh
Detroit Chicago St. Louis San Francisco

TRADE MARK
BRISTOL'S
REG. U. S. PAT. OFFICE

hands of S. J. Rawley who for seven years was associated with the New Orleans Ice Cream Company as production manager.

The laboratory is situated on the top floor and is equipped with the latest Mojonnier tester with thermostatic control, and all the necessary appliances for carrying out bacteria research work, and is one of the most completely equipped dairy laboratory in existence. It is under the management of J. J. Kinross, a graduate chemist of Hawkesbury College and who is recognized as one of the foremost dairy experts of Australia.

All the refrigerating equipment is located in the basement. It consists of two 80-ton York motor driven machines, one 40-ton York steam driven machine and 120-ton motor driven machine, which is being installed. These machines furnish refrigeration for freezing and hardening the ice cream and when complete will make 150 tons of ice per day. Three ice storage rooms with a capacity of 1,600 tons are filled during the winter and held as reserve stock.

A FLEET of 51 trucks of capacities ranging from two to five tons and equipped with Groethe refrigerator bodies are kept very busy during the summer delivering ice cream to over 3,000 customers.

The company operates a branch at Newcastle and also one at Manly. A separate building, 65x100 feet and four stories high, is used as a carpenters' shop where truck bodies are built. The cabinets and tubs are made and repaired in the same building. All ice cream tins and milk cans are re-tinned once per season. This practice has been adhered to rigidly, and many of the first tins purchased are still in use. All the company's customers are supplied with cones of the highest grade made on the premises.

Employees are supplied with food from completely equipped kitchens and each department has its own dining-room. No charge is made for any food so supplied. Well furnished rest-rooms are at the disposal of the lady employees. Hot and cold showers are provided on each floor.

IN THE building under construction ample space has been provided for a social hall, billiard rooms, library and reading rooms. Mr. Peters' intentions are to develop the social relations between the employees, as long ago he learned that one of the secrets of a successful business was harmony and co-operation between employer and employees.

The employees number 140, many of whom have been with the company for a number of years, and the company has an enviable record of having paid a bonus of not less than 10 per cent yearly on all salaries earned. In other words, the employees receive the same bonus on salaries earned as the investors receive on money invested. Every permanent employee is a shareholder in the company. A special benefit fund, to which they subscribe a small amount weekly, amply provides for their welfare in sickness or adversity.

To grow from such a small beginning to one of the largest and most modern ice cream plants in existence today, in the comparatively short time of seventeen years, is an accomplishment, and F. A. Peters, his staff and large family of employees are very proud of this accomplishment.

The original capital of the company was £2,000, and has been increased from time to time until today it is £250,000 in 250,000 £1 shares of which 200,000 shares are issued. The company since the second year of its existence has paid an average of over 10 per cent per annum cash dividends to its shareholders.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Increase Sales!

Improve the quality and richness of your ice creams by adding egg fats — your present trade will eat more and tell their friends how much richer and better your ice creams are than the average.

Velvet Yolk Does It



Nothing but the finest of fresh selected eggs, laden with rich sweet egg fat.

THE INTERNATIONAL COMPANY

Manufacturers of Velvet Black Walnut Flavor

LOMBARD AND
COMMERCE STS.

BALTIMORE
MARYLAND



Wall Super Service Steel Cylinders

Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

Wall 100% Leakproof Steel Buckets

Heavy gauge steel, one side seam, reinforcing top and bottom, securely brazed with hard brass solder and hot galvanized when completed.

20 and 26 quart size.



Wall Super Service Brick Cans

Built like Wall Superior Ice Cans, absolutely leakproof, with leakproof lid. Heavy galvanized steel. Cost no more than inferior brick cans.

Prices on your specifications.



P. WALL MFG. SUPPLY CO.

3058-3098 Preble Ave., N.S. PITTSBURGH, PA.

SINCE 1864



Short Course for Dairy Supply Salesmen

Preparations made for Special 10-Day Course, August 18th to September 29th

By Pennsylvania State College

ARRANGEMENTS have been completed by the dairy husbandry division of the Pennsylvania State College, State College, Pa., to give a special short-course from August 18 to 29, inclusive, to dairy supply salesmen. This course is open to the members of The Association of Ice Cream Supply Men and the registration is being handled by that organization. Applications for registration, together with check of \$10 to cover expenses in giving the course, should be sent to Roberts Everett, secretary of The Association of Ice Cream Supply Men, 1328 Broadway, New York City, N. Y.

The Pennsylvania State College creamery, equipped with all up-to-date machinery for handling butter, cheese and ice cream, offers excellent facilities for a course of this kind. During the past year 157,696 pounds of butter, 13,277 pounds of cheese, 32,000 quarts of ice cream and 130,000 quarts of milk were handled in this plant. The equipment consists of the following:

One 20-ton compressor.
Hardening room for ice cream.
Three ice cream freezers.
One homogenizer.
One viscolizer.
One glass-lined mixing vat for ice cream.
One vacuum pan.
Three cream ripeners.
Two churns.
One cultured buttermilk vat.
Cream separators.
Milk clarifier and filter.
One glass-lined milk pasteurizer.
One brine cooler.
One rotary bottler.
One bottle washer.
One can washer.
Cheese vats and other equipment necessary for handling the above products.

Located as it is, in the mountains of central Pennsylvania, the college offers excellent opportunities for an outing. There will be an opportunity to play golf and tennis as well as other forms of recreation.

Accommodations for

room and board have been arranged for, at the University Club, and it is the aim of the college to make this course enjoyable as well as instructive.

The following is a complete program of the subject matter to be given in this course:

Program for the Supply Men's Short Course to be Given at the Pennsylvania State College, August 18 to 29, Inclusive.
Monday, August 18, 1924.

Introductory Talk.
Lecture—"Calculating the Ice Cream Mix."
Laboratory Practice—Preparation of the Ice Cream Mix.
Lecture—"What Constitutes Ice Cream."
Election of Class Officers.

Tuesday, Aug. 19, 1924.

Lecture—"Milk as Food."
Laboratory Practice—Milk plant operation.
Lecture—"Clean Milk Production and Milk Ordinances."
Round Table Discussion.

Wednesday, Aug. 20, 1924.

Lecture—"Condensed Milk in Ice Cream."
Laboratory Practice—In Ice Cream Making.
Lecture—"Handling the Ice Cream Mix."

Thursday, Aug. 21, 1924.

Lecture—"Pasteurization of Market Milk."
Laboratory Practice—Milk Plant Operation.
Lecture—"Factors Influencing the Creaming Ability of Milk."

Friday, Aug. 22, 1924.

Lecture—"Starters and Cream Ripening."
Laboratory Practice—In Butter Making.
Lecture—"Pasteurization."
Round Table Discussion.

Saturday, Aug. 23, 1924.

Lecture—"Manufacture of Cheddar Cheese."
Laboratory Practice—Manufacture of Cheddar Cheese.
Lecture—"Equipment for the Cheese Factory."

Monday, Aug. 25, 1924.

Lecture—"Freezing the Ice Cream Mix."
Laboratory Practice—In Ice Cream Making.
Lecture—"Bacteria, What Are They?"
Lecture—"Milk By-Products."

Tuesday, Aug. 26, 1924.

Lecture—"Churning."
Laboratory Practice—In Butter Making.
Lecture—"Marketing of Dairy Products."

(Continued on page 88)



The Faculty

1. I. R. Knapp, Butter and Cheese.
2. Prof. A. A. Borland, Head of Dairy Department.
3. Prof. L. W. Morley, Extension Specialist, Dairy Manufacturing.
4. Prof. W. H. Martin, Market Milk and Dairy Manufacturing.
5. Prof. W. D. Swope, Testing Dairy Products.
6. Prof. W. B. Combs, Dairy Manufacturing.
7. Prof. M. H. Knutsen, Bacteriology.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MERRELL SOULE COMPANY

QUALITY PRODUCTS

How the Milk is Handled in the Factory

Powdered Cream

Powdered Whole Milk

Powdered Skimmed Milk

Beginning with the employees, every possible precaution is taken to insure the absolute purity of the milk in Merrell-Soule Plants.

Before being employed, each man is subjected to a complete medical examination, which is repeated regularly once a year. Continuing further in our policy of the utmost precaution: at the beginning of each business day, each employee is supplied with a spic and span white uniform which must be turned in at the end of the day for relaundering. Throughout the whole plant, every

pipe through which milk is conducted is heavily porcelain-lined and all pipes are connected with easily removable valves and flanges so that they may be taken down each day and thoroughly washed. Back in place again, live steam is shot through the entire piping system.

ADVERTISEMENT No. 3

These advertisements, outlining the manufacture of our chief product, **POWDERED MILK**, are for the special information of **ICE CREAM MANUFACTURERS**. Are you saving them? If you have missed the first two advertisements, write to us for reprints.

Next month's advertisement will start the story of the actual production of powdered milk. Watch for it.

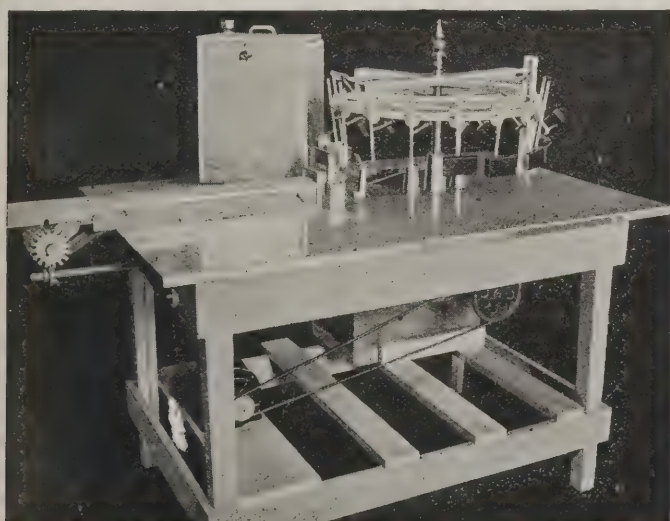


MERRELL - SOULE CO.
Syracuse, N.Y.

Liquid Cream

Powdered Orange Juice

Powdered Lemon Juice



Make Your Big Season BIGGER

The high production, simplicity of operation and automatic features of the

NORTHWESTERN Ice Cream Cutting AND Dipping Machine

make it a wonderful asset in supplying the needs for extra summer sales

opportunities without interference with your regular run of business. Adjustable to 5c or 10c bars. Cuts and dips 120 dozen per hour. Price only \$375.00 complete, including motor and electrically heated chocolate tanks.

NORTHWESTERN ESKIMO PIE CABINETS

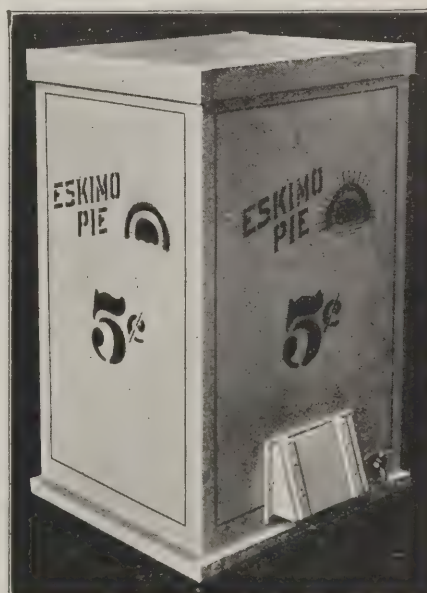
Displays, freezes, sells ice cream bars and does away with objections to summer sales of ice cream bars.

The large number of these cabinets in practical use demonstrates their ability to keep bars in 100% salable condition throughout the summer with no more frequent icing than once in 24 hours.

Every Northwestern Eskimo Pie Cabinet will pay for itself in a very short time.

Write for circulars giving full details and prices.

NORTHWESTERN CORPORATION
MORRIS BOX 18 ILLINOIS



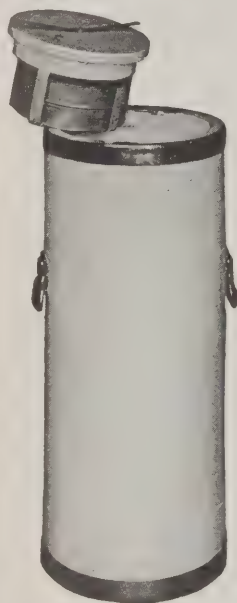
ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Iceless Cabinets

Should be Serviced with

GLACIFER DRY PACKERS

5 Gallons Bulk
12-15 Hours Preservation



To get the greatest value from Iceless Cabinets. Ship and deliver ice cream in dry packers.

If you ship—
lower express weights

If you deliver—
more capacity per truck.

Better preservation.

No expense for ice and salt.

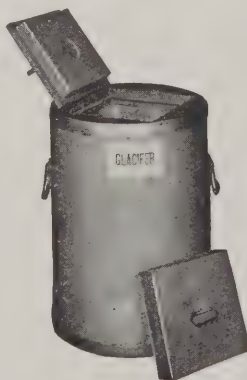
Glacifer Packers are made of hard vulcanized fibre and lined with corkboard insulation. All metal parts are galvanized. Will withstand rough handling. Stronger than tub and 40% lighter.

Made in all popular sizes

The New 1 Gallon Packer is ready.

Will hold 4-1 Quart Bricks—or 4-1 Quart paper containers or their equivalent Preservation 5 to 6 hours.

Ask for circular giving comparison of costs and express rates.



20 Quart Brick
12-15 Hours Preservation

THE GLACIFER CO.

Miller Street

Somerville, Mass.

SHORT COURSE FOR DAIRY SUPPLY SALESMEN.

(Continued from page 86)

Wednesday, August 27, 1924.

Lecture—"Calculation of Refrigeration for Dairy Plants."

Laboratory Practice—Milk Plant Operation.

Lecture—"Milk By-products."

Round Table Discussion.

Thursday, August 28, 1924.

Lecture—"Normal Fermentation of Milk"—Demonstrated.

Lecture—"Credits in Business."

Lecture—"The Mojonnier Test and Its Application."

Lecture—"Bacteria and their Relation to the Quality of Milk."

Lecture—"Financial Statements."

Laboratory Practice—Milk Testing.

Friday, August 29, 1924.

Lecture—"Essentials in the Production of Milk." "Products of low Bacterial Count."

Lecture—"Factory Mechanics."

Laboratory Practice—Testing Dairy Products.

Lecture—"The Co-operative Milk Plant."

Lecture—"Factory Mechanics."

Laboratory Practice—To be arranged according to the needs of the class.

Banquet at the University Club.



DID YOU EVER STOP TO THINK

By E. R. Waite, Secretary, Shawnee, Okla., Board of Commerce.

That every great business has been built up through business developed by advertising.

That advertising is the great opportunity for every business. All should make the most of the opportunity. All the world reads the ads and those fortunate business concerns who present their wares to the public through the printed page are the ones who know what it is to have a profitable business.

That satisfaction is a big thing in business. Advertising gives satisfaction to both the buyer and the seller, because it brings profitable returns.

That modern business concerns know that with advertising they can build an individual business anywhere, because it attracts the best class of business.

That business concerns who tie up aggressively with truthful advertising find this advertising the most valuable asset to their business.

THOSE CONCERNS WHO HAVE CONCENTRATED UPON GOOD ADVERTISING HAVE PROVED WITHOUT DOUBT THAT THEY HAVE ON ACCOUNT OF GREATER TURNOVER BEEN ABLE TO GIVE BETTER VALUE WITHOUT SACRIFICE OF PROFIT.



LOCATION SOUGHT IN MICHIGAN.

The Freeman Dairy Co., with headquarters in Flint, Mich., recently secured an option on property in Traverse City, Mich., and the special representative of the company, A. Bolton, was in that city for a number of days looking over the possibilities for erecting a plant and establishing in Traverse City.

The company will handle all dairy products and manufacture ice cream, if it reaches a decision to locate in that city. Mr. Bolton intimated that he was very favorably impressed with the dairy situation in and around Traverse City and that he optioned local property and would return with Mr. Freeman, president of the firm.

The Freeman Dairy Co. now maintains factories in Flint, Saginaw, Bay City, Cheboygan, Petoskey, Cadillac, Mt. Pleasant and Lansing.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Whole and Broken Maraschino Style Cherries

The quality of these freshly packed cherries is well up to Reyam standards and is covered by our ironclad guarantee of satisfaction. Packed in No. 10 cans and up to 50-gallon barrels. Write today for attractively low prices for prompt delivery or on 12-months' contract.

Reyam Brand Fruit Custard

Has a rich, alluring flavor that has won a huge following through sheer merit. A half-gallon contains sufficient fruit, flavor and color for a ten-gallon mix. Try it. Let your trade be the judge.



Cold Process Crushed Peach

Produces peach ice cream of pronounced trade-winning qualities. Rich in flavor, a deep, golden-peach in color—as inviting in appearance as in taste. Won't freeze hard. In No. 10 cans up to 50-gallon barrels.

Reyam Butter Scotch

May be used with equal success in Butter Scotch Ice Cream or as a dressing for individual cups. An old-timey flavor with new Reyam goodness. Your trade will welcome it. Packed in No. 10 cans.

Cold Process Strawberries and Red Raspberries

1924 Crop berries of first quality. Write us today for attractively low prices for prompt delivery or on 12-months' contract.

The CINCINNATI EXTRACT WORKS

422-424 WEST FOURTH STREET—CINCINNATI, O.



Home of Reyam Brand Tutti Frutti Mixture—the finest ready-to-use product on the market.

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

- 1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.
- 2.—Cerelose produces a smoother cream.
- 3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.
- 4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.
- 5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

CORN
PRODUCTS
REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name

Address

WHAT BURDEN SHOULD ADVERTISING CARRY?

(Continued from page 8)

pamphlets, booklets, house organs, etc. (Any piece of literature which goes direct to the dealer and stimulates him into great selling activity for your product.)

3. Newspaper publicity—supplemented by trade journals and special publications.

4. Dealer help signs, window displays, street signs, exhibits and fairs, etc.

Under secondary mediums the writer would place the following:

1. Street car advertising.

2. Stunts and novelties of one sort or another.

For a manufacturer who does not spend more than fifty thousand dollars a year for advertising, it would be recommended that he use none of the secondary mediums, but confine his effort entirely to the primary. If the appropriation, however, amounts up to within one hundred thousand dollars a year, it would be logical for the manufacturer to use several of the secondary mediums.

OUTDOOR publicity for a creamery concern, or any food products advertiser, is very valuable. First of all, because it is the quickest and easiest way to build up good will for the concern. And since the food products advertiser never has bargains or sales to advertise, he must select a medium where the greatest amount of prestige-building can be obtained. Since outdoor publicity serves but one purpose—to advertise—and has but one kind of competition and that is more outdoor advertising, it can logically be expected to produce the greatest results, and usually does. Outdoor publicity is especially valuable along the highways and railroads leading in or out of your general distributing territory. Highway bulletins may possibly mar the natural beauty

of the scenery, but they do create prestige and good will for a concern which uses them consistently. Many times an advertiser gets the idea that it is necessary to use a great many outdoor signs to create an impression of bigness. A few well selected boards at strategic points will give you full coverage and you will be surprised at the results obtained from them.

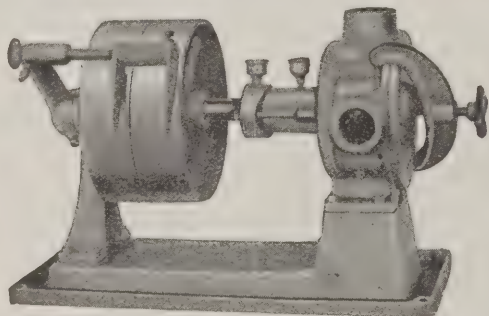
It is needless to say that the copy and design of these boards should be extremely simple and easy to see at a glance. The bright spot or bull's eye in your display should always be at the left and the copy at the right. Your eye always centers on the bright spot and then travels over the copy later. Don't make the mistake of compelling the reading public to jump from right to left to read a line of copy. They will be past your advertisement before they have time to read it, so make it easy for them.

The value of painted wall signs is twofold. They advertise your product—they advertise the dealer. These signs can usually be obtained from your better dealers by painting a privilege sign somewhere on their store, for them.

DIRECT dealer literature may well be called your "Small arms" section of your advertising effort. While the other more massive forms of advertising are doing their work, the direct to the dealer literature works quietly and effectively. But the success of any dealer campaign depends entirely upon keeping everlastingly at it. A spasmodic effort to stimulate your dealer's enthusiasm this month and no effort next month is worse than no effort at all. Like any direct mail literature, its success depends upon its regularity.

Work out a year's campaign of dealer literature and be ready to "spring it on him" at the start of the season. Probably the easiest and most successful way is to get out a monthly letter or bulletin calling attention to your latest advertising material or copy, and then putting in some words about featuring special flavors during certain seasons, etc. Reprints of your latest newspaper campaign—photographs of your latest billboard design, a broadside of your latest window trimming series. It isn't so much what you send out to your dealer as it is to send out something regularly. And always make the dealer do something or send in for something. The pulling power of mailing campaigns always depends upon arousing interest and then whipping that interest into action.

The value of newspaper and trade publication advertising is very hard to check. A department store can advertise a sale on four hundred bed springs for the



INSIST ON A VIKING

The Sanitary, Take-Down type is quickly and easily dismantled for washing. Can't be put together wrong. Only two moving parts—nothing to wear or cause trouble. Improved pumping principle increases volume and decreases power requirements.

Brine-circulating pump is all iron to prevent corrosion.

New illustrated catalog upon request.

VIKING PUMP COMPANY
CEDAR FALLS, IOWA
BRANCHES

B. F. Schirmer Co.	342 Madison Ave., New York City
Schirmer Co.	Finance Bldg., Cleveland, Ohio
Viking Pump Co.	549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co.	719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co.	204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co.	519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co.	Houston, Texas
Menge Pump & Mach. Co.	862 Tchoupitoulas St., New Orleans, La.
De Laval Pacific Co.	61 Beale St., San Francisco, Calif.

Kill all Flies THEY SPREAD DISEASE

DAISY FLY KILLER

Attracts and effectively destroys all flies. Neat, clean and convenient. Can't spill or tip over.

MADE OF METAL **LASTS all SEASON**

Will not soil or injure anything

FROM YOUR WHOLESALE OR JOBBER

1 doz. \$1.55 F. O. B. Factory, by express collect

HAROLD SOMERS

DEPT. R, 150 DeKALB AVE.

Brooklyn, N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

**Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.**

Gentlemen: Please send me hot points and cold facts, and the facts and figures which will prove Eskimo Pie a profit-maker both winter and summer.

Name

Address

City



Have we made a mistake in assuming that Eskimo Pies are not a good Summer Seller?

Our wrapper sales in May exceeded those of any month since January first. We have not urged our customers to continue to make Pies during the Summer months. We have assumed, as many of our customers have thought, that sales would fall off in hot weather. We, therefore, confess that sales made by some of our customers have surprised us.

Our volume of sales in Texas, California, New York and New Jersey, increased in May in spite of the fact that about fifty per cent of the manufacturers discontinued making Pies for the Summer.

By closely following the results obtained by these manufacturers who operate this Summer, we will have something definite to recommend to you when another Summer rolls around.

ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.

Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

New England Distributor
EASTERN PAPER & BOX CO
46 Portland St., Boston, Mass.

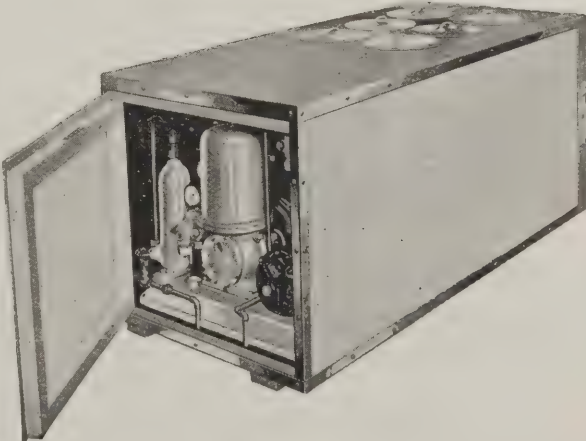


Convert Icing Service Expense Into Ice Cream Profit

The Lipman electric full-automatic Ice Cream Cabinet now makes it possible for ice cream manufacturers to do away with yesterday's "necessary evil"—icing service.

Retail distributors who are provided with this cabinet will make more profit from your ice cream and will sell more of it, because ice cream is kept firm and hard until it is entirely sold. You make an extra profit on increased sales volume—and on the saving of icing service expense—two good reasons why a Lipman Ice Cream Cabinet is a good investment.

Lipman cabinets are made in 4-, 6-, and 8-hole sizes, and are made in both single and double-row units, furnished with or without Lipman full-automatic refrigerating machine. We also manufacture complete fountain refrigeration systems—for fountains, back-bars, and refrigerators.



Write for detailed information and prices.

LIPMAN REFRIGERATION CO.
Dept. HH-4 BELOIT, WIS.

65 Sales and Service Stations in United States.

Lipman
FULL-AUTOMATIC REFRIGERATING MACHINES

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

next day and can check their advertising after the sale by counting the number of springs sold.

No ice cream manufacturer has ever been able to check increased sales in ice cream just because of an advertisement run in a newspaper. Therefore, your advertising effort in newspapers must be directed to building up prestige and reputation. Reason why copy is always better than mere generalities. If you are proud of the quality, flavor and goodness of your ice cream, don't be afraid to tell the world about it. Check your advertisement after you have written it. Place the signature of your biggest ice cream competitor at the bottom of your copy. If it is good copy for him, it is rotten for you. Make your advertisements so individual and so personal that no one else can steal your thunder.

Insert a series of coupon or "pull" advertisements in the newspapers every few weeks. The best read newspaper one month may not be the next. Have the reader cut out the coupon and send it for something, no matter if you have to send them a letter thanking them. Usually some novelty or booklet is sent in answer to coupons in the newspapers. If most of the returns of coupons come in from suburban districts and you wish to concentrate on city sales, change your newspaper. No use to shoot at something you don't want to hit.

Trade journals and class magazines should be used for institutional or prestige copy exclusively. Most of these publications are read by ice cream dealers and you should direct your appeal to catch the eye of your dealer. And in such advertising it is clever strategy to talk of your dealer as one of you, one of the big family of satisfied folks who have decided on your ice cream because they know that the quality and service is always the best.

"Pulls" or coupons can sometimes be used in such publications to develop new dealers but this method is hard to carry out. New dealers should be covered by the sales force and not depend upon advertising for the "kick."

DEALER help signs are valuable only when on display and the ice cream manufacturer who thinks that just because he delivers advertising signs to his dealers is a guarantee that they will be given a prominent display is fooled. The one and only safe method of placing such signs is to hire a man to do it, and depend upon the salesmen to do their share. No dealer has any particular interest in display signs. He is constantly receiving display material of one sort or another, so he becomes indifferent unless you work with him. A concern spending \$50,000 or less can well afford to hire a window trimmer to decorate dealers' windows and backbars. Such a contact man must be tactful, courteous and a good mixer.

Sometimes a manufacturer makes the fatal mistake of sending out a grouch to represent the company. About the only people the dealer ever sees is the packer, the salesman, a credit man and the advertising man. The dealer likes or dislikes the company just as much as he likes or dislikes these men who represent you.

EXHIBITS and fairs can be made a very important part of your year's advertising, but don't depend upon these mediums to do everything. They should supplement regular advertising and help to build up a better reputation for your ice cream.

Booths at exhibits and fairs should be high class in the extreme. Do not be satisfied with anything less than the best. You would not permit your delivery equipment to be driven around the streets in an unkempt-slovenly condition—then why permit anything less than the best possible exhibit for your ice cream. The public doesn't usually rave over a good looking exhibit but they will certainly talk about a poor looking one. It is human nature to make a bad thing worse. So in your exhibits or fairs, put the best effort possible into them. They will only pay you in that way.

"WHERE should I use Supplementary advertising?" One ice cream manufacturer asked the question. That question must be answered by every manufacturer himself. There is no rule or route to go by. It has been the author's experience, however, that stunt publicity is only beneficial after the regular forms of advertising effort have been developed to their maximum efficiency. There is a proper place for every type of advertising. Keep the proper position of each and the results will be beneficial. In general, no novelty or good will article

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news
regarding this subject :-:

R. J. DECY SALES CORP.

MARBRIDGE BUILDING
34th Street and Sixth Avenue

Room 555 New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

**ICE CREAM EQUIPMENT
AND SUPPLIES**

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS
WIRFS AIRTITE GASKETS

*Manufacturers and Selling Agents for Decy Iceless Containers
for handling Ice Cream without salt or ice*

Write for the new

Ice Cream Powder Preparations

Improve
Ice Creams
and Ices at
reduced costs

Supplied only in
100 lb. containers.

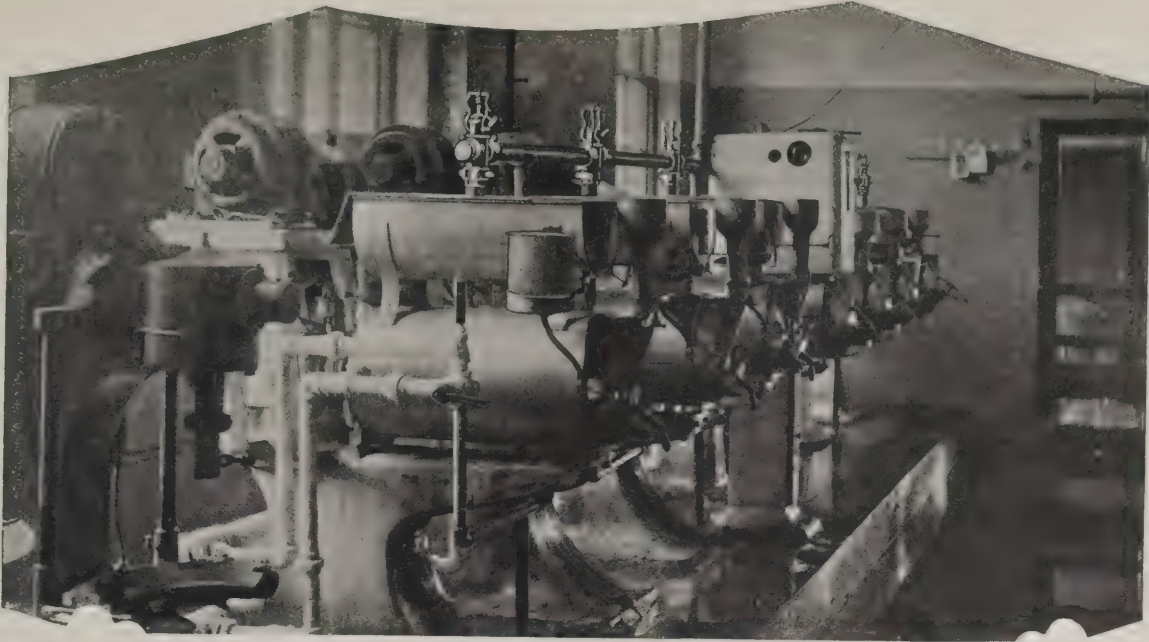
HELP
**Richness
Smoothness
Viscosity
Ageing**

SOLE DISTRIBUTORS

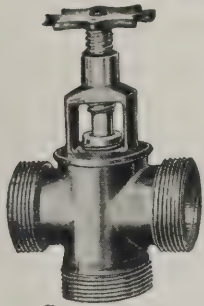
CHITTENDEN, TURNER & CO.,

LONG WHARF Importers BOSTON, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Shimp Valves in Northland Milk & Ice Cream Co.
plant, Minneapolis, Minn.

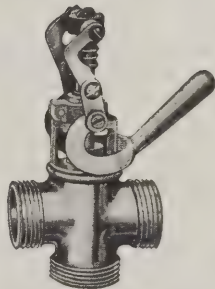


Screw Type

The Valve serves as a Valve as well as a Tee.
Saves fittings—no pockets in your line.

Ask your jobber or write us direct.

THE SHIMP MANUFACTURING CO.
2609 Stevens Avenue Minneapolis, Minn.



QuickOpeningType

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

“THE FLAVORS YOU WILL EVENTUALLY USE”

VANOLA

(Trade Mark)

This is a highly concentrated Vanilla Flavor composed of Vanilla Bean Extract, Vanillin, Coumarin, etc.

This product possesses a delicate yet persistent flavor and is guaranteed not to freeze or bake out.

ECKERT'S

ORIGINAL

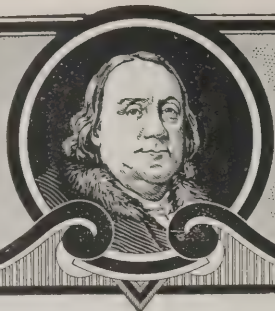
Lemon and Orange Concretes

They impart, to frozen products, soda syrups, confectionery, pie fillers, baked goods, etc., the real flavor of the natural fruit. Miscible with water or syrup, will remain sweet and will not separate.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.



How To Get That Smooth Texture

For ices and Sherberts all
ready for use

**FRANKLIN CLEAR
INVERT SUGAR**

If you will write our Ser-
vice Department, we will
give you the scientific
reasons.

The
**Franklin Sugar
Refining Company**

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

should be purchased which costs in excess of one and a half cents apiece.

The only justification for advertising, after all, is that if it is properly carried out, it will pay dividends. And in order to make advertising pay requires more than a hasty speculation of what will work and what will not work.

Advertising can only carry its own burden of expense and responsibility. It is a highly specialized form of salesmanship that requires the most astute vision and preparation to make it successful. After you have analyzed just how much you think you can afford to spend for advertising, figure out a conservative campaign based on good judgment and then go into it with confidence and enthusiasm. Such campaigns never fail to reap their proper amount of good will and added business.

SPACE GOING FAST FOR PACIFIC EXPOSITION.

H. P. Jacobsen, president and chairman of the Supply Men of the Pacific Ice Cream Industry, under whose auspices the ice cream exhibition is to be held at the Pacific Slope Dairy Show in December, has requested *The Ice Cream Review* to make announcement that Eastern exhibitors who contemplate taking advantage of the show should get in their applications at an early date. Mr. Jacobsen reports that widespread interest is being taken in the exposition, and many of the large supply firms of the East are among those who are making early registration.



H. P. JACOBSEN.

As previously announced in *The Ice Cream Review*, this exposition brings together all the associations of the Pacific Coast. The Pacific Association of Ice Cream Manufacturers some time ago accepted the invitation of the California and Southwestern States' Association to hold its exposition jointly at the time of the Dairy Exposition on the coast, and all associations taking part in this event expect record gatherings of members.

DIXIE ICE CREAM CO. REMODELED.

New machinery has been installed and the plant of the Dixie Ice Cream Company on Cotton Ave., Macon, Ga., has been completely remodeled. According to officials, no expense has been spared in making the plant modern, complete, and sanitary in every respect.

The Macon company manufactures "Supreme Ice Cream" and Mr. Trawick says: "Business is good throughout Macon and Central Georgia and the increased business has forced us to enlarge the plant." Mr. Trawick also claims that his firm is the originators of "boiled custard ice cream," and he says they will specialize on this brand this season.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MILK for MIX

NATURAL BRAND
Skimmed or Whole Milk Powder

If you are looking for an excellent product that can be depended upon to work up into a splendid mix, you will find just what you want in these two Natural Brand Products.

Send a trial order now. Attractive contracts now being arranged for Spring and Summer delivery. Investigate what they offer.

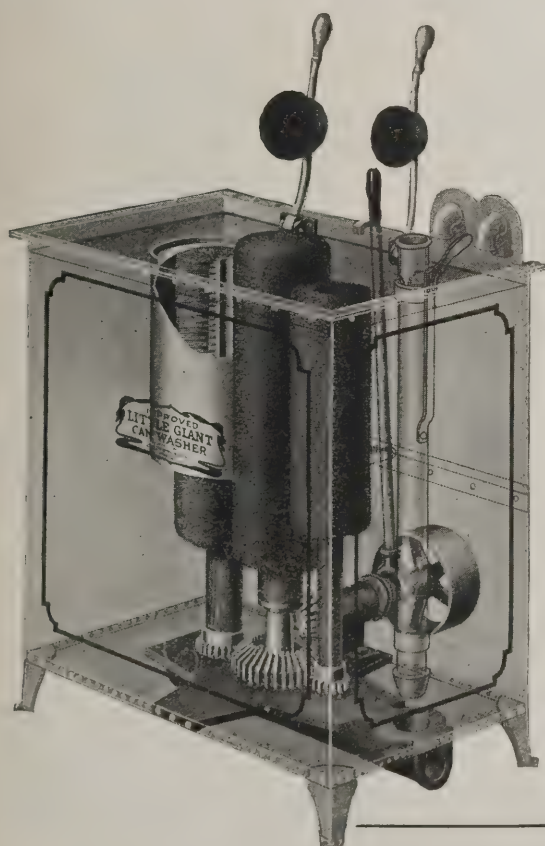
BONER BRAND
Condensed { Skimmed
 { or Whole

Guaranteed to run 70% to 72% total solids. Something worth considering when contracting for your mix ingredients. These Boner Brand milks are exceptionally smooth in texture and uniform in quality.

Stocks carried in all principal cities of the U. S. You are sure of prompt deliveries and fresh goods when ordering Natural or Boner Brand Milk for ice cream mix.

GET OUR PRICES NOW.

NATURAL DRY MILK COMPANY (Both Under Same Management)
BONER & COMPANY, Inc. Principal Office: 608 S. Dearborn St., Chicago
New York Office: - - - 1270 Broadway



The Improved Little Giant Can Washer

A gluten for work, turns out immense quantities of cans all spic and span, takes care of a lot of can washing that would be a losing proposition on large machines. Factories large and small can use this washer with profit. Our circular tells how.

SEND FOR IT

C. DOERING & SON, Inc.
Lake and Sheldon Streets CHICAGO, ILL.

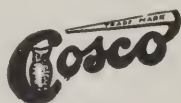
YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Your "Flavoring Dollar"

SETHNESS COMPANY, this past winter, decided to offer the Ice Cream Trade some Vanillas which would win instant recognition wherever used.

The feature about this determination that interests you, Mr. Ice Cream Manufacturer, is that Sethness Company, after the expenditure of a world of time and money is able to offer you more for your "Flavoring Dollar."

An outstanding example of this is to be found in



Special "H" Compound

"A Pleasantly Flavored Vanilla Compound of Exceptional Strength"

Our label does not exaggerate the flavoring power of this Extract. One and one-half ounces or less will flavor adequately and with a delicious Vanilla character, ten to twelve gallons of any Ice Cream you may make. If you use all fresh Cream one and one-quarter ounces will give you fine results.

*Order out a fifteen gallon
keg at \$5.65 a gallon.
It's a sound investment*

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits
CHICAGO



*For Forty-four Years the Mark
of Quality in Ice Cream Products*

SETHNESS COMPANY
659 Hobbie St., Chicago

Please ship at once:

One fifteen gallon keg Cosco Special H. Compound
at \$5.65 a gallon.

Name.....

City.....State.....

Street.....

I. C. R. 6

NEW ENGLAND ICE CREAM MANUFACTURERS MEET AT MASSACHUSETTS AGRICULTURAL COLLEGE.

Following the May meeting of the New England Ice Cream Manufacturers' Association, held in Springfield May 21, virtually the entire group, and some others, met at the Massachusetts Agricultural College May 22. By 10 a. m. about forty had arrived at Flint Laboratory, the dairy building. After looking about the building the visitors took part in an ice cream scoring.

Thirteen companies submitted nineteen samples, sixteen vanilla and three chocolate, to be scored. The samples were sampled and tested the day previous for fat, total solids and bacteria. The group discussed and scored the samples for flavor, body and color. Three samples were examined at a time, and, with Professor Judkins at the blackboard, opinions of various members of the group were obtained and classified. With very few exceptions a large majority of the group placed the various samples in their proper classes, although it was not always possible to account for the particular defect present.

Everybody felt the work very profitable, as it gave opportunity to observe a variety of tastes, textures and colors, all of which is bound to make a more standard article.

In addition to scoring the samples, each sample was weighed and it was found that the weights varied from 4 to 6 pounds to the gallon, the average being 4.67 pounds.

One man dished a quart from each of five samples the average weight per quart being 26.8 oz. Another man dished a quart from each of 13 samples the average weight per quart being 22.4403. The weights of dished quarts varied from 18.5 oz. to 33 oz. The quart that weighed 33 oz. was dished from the gallon that weighed 6 pounds. Other than this there was no relation between the weight per quart and the weight per gallon, showing that the number of quarts that would be obtained from gallon lots of different ice creams would vary widely.

The fat tests varied from 9.03 to 14.56 per cent, with an average of 12.16 per cent. The total solid tests varied from 35.14 to 40.5 per cent, with an average of 37.76 per cent.

The samples as a whole were of better flavor and showed better workmanship than those sent to previous scorings.

At 12:30, thirty-five sat down to a real dinner in the college dining hall. There was plenty of fun for good digestion with Jim Tait of Tait Bros., Springfield, playing the leading roll.

After dinner a tour was taken through the new chemistry building now nearing completion. The scoring was then completed, and, judging from the impressions left by some of the men, there is considerable regret that they cannot enter college with the freshmen next fall.



MAXWELL VERDE SMITH.

Word reaches us from C. J. Yunker, president of the Michigan Dairy Boosters, that Maxwell Verde Smith, son of C. J. W. Smith, 561 Continental Ave., Detroit, Mich., died recently after a long siege of illness. The son was thirty-one years of age. C. J. W. Smith is a representative of the Creamery Package Mfg. Co., and also is secretary and treasurer of the Michigan Dairy Boosters.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BURYING THEIR PAST



"Send your rusty or leaky cans to us. We will retin them and bury their troubles"

HOPWOOD RETINNING CO., Inc.

56 Commercial Street
BROOKLYN, N. Y.



DeRaef Ice Cream Weight Standardizer

Standard ice cream to standard weight per gallon regardless of kind or flavor, without adjustments. Once adjusted always adjusted.



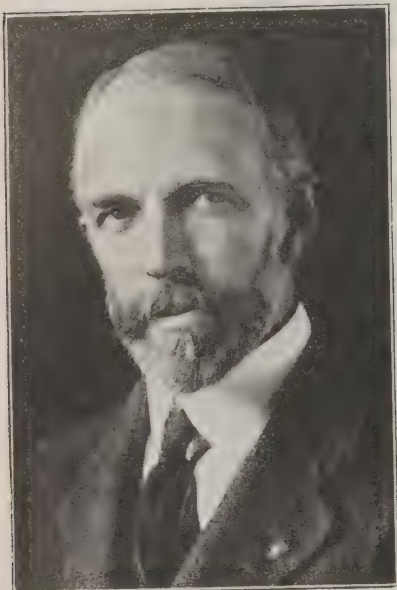
KANSAS CITY, MO.

Making The Employees Interested

The New Haven Dairy Co. Has Developed the "Human Contact" Element to Eliminate Labor Troubles

MANY ice cream manufacturers lose sight of the importance of the human side of business. The ice cream industry is no different from any other line of business in the personal aspect of relations with employees. Mechanical operations alone can never work for perfection in any line of business, regardless of how great will be improvements in machinery and plant efficiency.

The New Haven Dairy Co., New Haven, Conn., shows



CHARLES G. MORRIS.

an interesting insight into the importance of the human side of business, in its annual report. In this report, Charles G. Morris, president of the company, tells what his company has done to keep the different members of his organization in close personal contact. Mr. Morris pointed out that it was easy for officers of the company to keep in close personal contact with every employee who has been with the company long enough to be classed as permanent when the company employed only fifty or sixty persons, all but

three or four being in New Haven. But now this company has grown to the point that even in the slack season it employs a force of well over 350, increasing with the increased demand for ice cream.

Moreover, this force is scattered among nine different central locations, the smallest doing about as much business as the New Haven plant alone did in 1906, and more than double what the Hartford branch did in that first year.

VARIOUS plans were tried by the New Haven company to overcome the effect of this separation of their workers from their superior officers. One plan

that has worked well in this connection is very interesting. It consists of an annual reunion and dinner. Three hundred and sixty-five employees were at the annual dinner held this year. Employees were asked to sit at random and to avoid sitting next to those who work with them. The foremen and office men were scattered as widely as possible through the group. Mr. Morris personally tried to greet each one separately as they entered the dining room. The officials avoided set speechmaking and yet tried to present to their employees as they were gathered some phase of their work which was of common interest.

The distribution of the money obtained from the company's operations for a year was discussed at the recent meeting. The talk being illustrated with a chart. In addition to this annual meeting, Mr. Morris tried to make it plain that his time is always at the service of his employees who need advice on any subject. Of course, he sometimes finds problems he cannot solve, but he has been able to help in many instances.

THE profit-sharing dividend in force with this company is another interesting detail of contact. "If the company has a profitable season and can pay its stockholders a dividend on the capital value they put into the business," Mr. Morris says, "officials intend to pay our employees a dividend on the labor value they put into the business."

"It seems to us that a workman may properly share in the prosperity, or lack of prosperity, in the industry to whose operations he contributes his work as the owners (the stockholders) contribute their capital. Both are seeking profit, either in the form of wages or dividends, by their participation in the enterprise. If it is not efficiently conducted in all departments, both may suffer. If it is efficiently conducted in all departments, both are not only protected against loss, but may well share in the gains which their participation in the enterprise has produced. These dividends are usually made in the form of one-year certificates of deposit, and a casual inquiry indicates that three-quarters of these become savings accounts at maturity."

"Taking it in the long run, it appears probable that if the employees can be kept in touch with the personality of the officers; can be informed correctly as to their real part in the conduct of the enterprise, and can have a share of the success which their conscientious efforts may produce, they can hardly help having a more intelligent and, therefore, keener interest in doing their daily work well and avoiding waste either by themselves or others."

"We look forward to the coming year with confidence in our equipment, our managing force, our labor force, our products, and our market."



TUB Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.

Write us for quotations on your season's requirements NOW

The Schott Bros. Co., WEST SALEM, OHIO, U. S. A.

Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27 · OCT. 4, 1924 · WISCONSIN

Monday · Milk Dealers' Day	Thursday · Ice Cream Day
Tuesday · Creamerymen's Day	Friday · Condensed Milk Day
Wednesday · Cheesemakers' Day	Everyday · DAIRYMEN'S DAY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

EASY COMPUTATION OF MIX.

(Continued from page 42)

nd in the case of the batch everything but the fat, ugar, e. g. 4 per cent milk contains 96 per cent serum, weetened condensed milk of 8 per cent fat and 40 per cent sugar would contain 52 per cent milk serum, gelatine, vanilla, and outside water used. The percentage f serum solids in skim milk, and cream is easily approximated by multiplying the per cent serum by .09. or instance, the per cent serum in 28 per cent cream ould be 72 which multiplied by .09 would give 6.48 per cent serum solids in that cream. With 4 per cent milk, he per cent serum solids would be 96x.09 or 8.64 per cent. For the condensed, sweetened condensed, powdered milk or skim milk the percentage of serum solids must e obtained by chemical analysis or may be approximated by calculations from hydrometer readings.

OUNDS milk products in batch or in condensed, of course, is found by multiplying pounds batch or ounds condensed by per cent milk products in batch : condensed and dividing by 100. So do not use per cent if the formula calls for pounds or vice versa. The er cent milk products is most easily found by subtracting the per cent of everything not contained naturally : milk from 100, sweetened condensed milk containing) per cent cane sugar for instance, would have 60 per cent milk products as everything but the cane sugar is rived from milk.

These formulas at first glance appear very formidable it, after all, are very simple to use as you will see. ll you need to do is to substitute your own figures. pplying these formulas to your problem and figuring per gelatine and .5 per cent vanilla, we get the folwing results:

1. Pounds sweetened condensed milk to be used in ie batch: Pounds of batch and per cent serum solids batch minus per cent serum in batch times .09 equals er cent serum solids in condensed minus per cent serum i condensed times .09.

$$\frac{20(10-70 \times .09)}{1-52 \times .09} = \frac{320(10-6.3)}{20-4.68} = \frac{320 \times 3.7}{15.32} = \frac{80 \times 3.7}{3.83} = \frac{296}{3.83} = 77.28 \text{ pounds sweetened condensed.}$$

2. Pounds of butter to be used in batch: Pounds atch times per cent fat in batch minus pounds condensed times per cent fat in cream minus per cent in ilk times per cent fat in condensed minus per cent fat i milk. Pounds milk products in batch minus pounds ilk products in condensed equals:

$$\frac{20 \times 14 - 77.28 \times 8 - 4(268.8 - 46.37)}{84 - 4} = \frac{4480 - 618.24 - 4 \times 22.43}{80}$$



We Recommend
and Sell
**THE
SANISCO
MACHINE**

We supply
the **CREMO WAFERS** for these
machines

ORDER A CASE FROM THE
CONSOLIDATED WAFER CO.
2628 SHIELDS AVENUE CHICAGO, ILL.

One Machine
\$417.00 IN SALES IN
8 HOURS

Beatrice, Nebr.
4/23/24

Sanisco Co.
Gentlemen:

I ran two of your Sanisco Machines for the last 2 years and about 30 days ago bought one of your Model E. Am figuring on two about the 10th of June, that is, the large ones. I have fairs, parks and picnics around this county and several exclusive rights. I am in the market for 2 Model E machines.

C. C. CARPENTER,
512 Scott St.

P. S.—On July 7th last year I did \$417.00 with one machine at Nelsen, Nebr., in 8 hours.

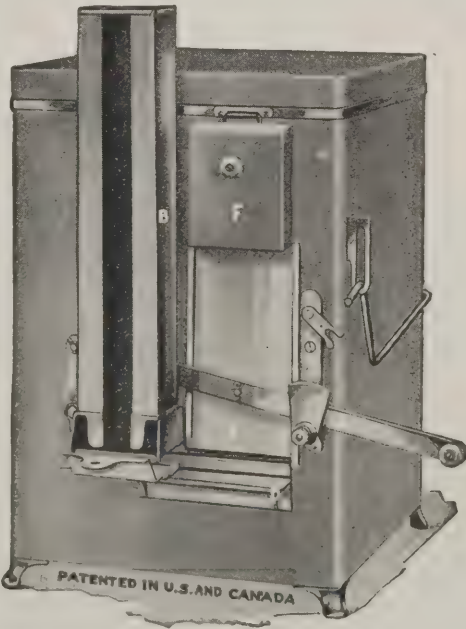
OUR NEW SALES PLAN NOW

enables ice cream manufacturers to place Sanisco machines in advantageous locations without cost to them.

Write for our 1924 Sales Plan and learn how you can profit through bigger ice cream sales without extra cost.

The Sanisco Company
Manufacturers

STATION C MILWAUKEE, WIS.



EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.



This is a typical installation of an eight and six-hole Frigidaire Cabinet in back of fountain.

Consider These Frigidaire Features

In design, construction and service, Frigidaire Ice Cream Cabinets have many distinct advantages. It will pay you to consider them very carefully.

A General Motors Product

Frigidaire Cabinets are the result of years of experience in the manufacture of electrical refrigerators for the home, plus the engineering skill of the great General Motors Laboratories.

National Service Organization

A nation-wide sales and service organization guarantees careful installation and prompt,

trustworthy service at all points, whenever necessary.

Immediate Delivery and Easy Terms

A large factory and volume production of Frigidaire Ice Cream Cabinets assure immediate delivery on all models in four hole single row sizes and four, six and eight hole sizes in the double row style.

Frigidaire cabinets are a General Motors product and the services of the General Motors Acceptance Corporation are at the disposal of those who wish to purchase through a special deferred payment plan.

DELCO-LIGHT COMPANY, DAYTON, OHIO

Subsidiary of General Motors Corporation

for Dependable Service
Frigidaire

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

All Liquid and Suction Lines Are Valved for Easy and Quick Service

An exclusive feature of Frigidaire Ice Cream Cabinet construction is the valve arrangement. All the liquid and suction lines have shut-off valves located at the cooling unit and compressor so that the entire unit may be quickly detached and replaced at any time without interfering with the service which the cabinet is rendering.

Removable Guard-Sleeves Save Copper Sleeves

Among the dependable features which give Frigidaire cabinets such long life are the hot-galvanized guard sleeves. These eight inch sleeves fit down into each compartment and protect the inner copper sleeves from any damage when the ice cream containers are put in or removed from the cabinet. These guard sleeves are easily replaced with new ones when necessary.



Galvanized Guard-Sleeve Being Replaced

New Insulated Top to Prevent Leakage of Cold

The polished monel metal top of the Frigidaire cabinet will not rust or corrode. The top is insulated with an inch of water-proof laminated wood and two inches of cork board. This construction greatly reduces the formation of moisture and separates the metal edges of the top and sleeves by more than 1½", minimizing the formation of frost in the sleeve.

Beaded Top Protects Ice Cream

Around each container opening there is a bead which has a very distinct advantage. Any surplus ice cream or foreign matter which may be spilled on top of the cabinet is stopped by this bead and will not run down into the compartment and contaminate the ice cream.



Side of Cabinet Removed to Show Method of Sealing

Fine Asphaltum Protects Cork Insulation from Moisture and Deterioration

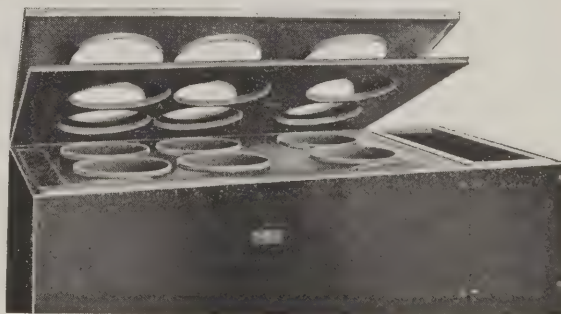
The sides and joints of the four-inch cork board insulation are covered with hot hydro-lene or refined asphaltum. This forms an airtight seal between the insulation and lining and the insulation and outside of the cabinet, preventing the formation of moisture within the insulation. Because no deterioration can take place, the longer life so characteristic of Frigidaire Cabinets is made possible.

The Same Process as You Use in Your Hardening Room

The insulating of Frigidaire Cabinets is the same process used in the construction of your own hardening room. From this standpoint alone it may be seen how well the Frigidaire Cabinet has been built to give long and dependable service.

May Be Placed Where Most Convenient

Frigidaire Ice Cream Cabinets are adaptable to any installation. They may be placed in back or at the side of the Fountain. The mechanism comes self-contained in the cabinet or separate for installation in the basement or wherever most convenient.



Top Lifted to Show Method of Insulating

ELECTRICALLY OPERATED

Ice Cream Cabinets

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Hendler's Model Plant Opened at Baltimore

150,000 Feet of Floor Space Provided in New Plant—Truck
Equipment Valued at \$250,000

THE Hendler Creamery Co. of Baltimore, Md., inaugurated the coming season by celebrating the opening of its enlarged and greatly improved plant on May 21, 22 and 23. The company was host to local dealers.

Tours of inspection were systematically handled by competent guides during the visiting hours. A light lunch and refreshments, together with a first-class vaudeville entertainment, was enjoyed by all. Appropriate souvenirs were given.

With the new additions the plant has approximately 150,000 square feet of working space and still room for expansion.

After registering, the visitors were given the opportunity of following the working operations of the manufacture of ice cream, beginning with the third or uppermost manufacturing floor, the large refrigerator for holding 10,000 gallons of raw milk products together with the dry stock room was inspected. From these two sources the liquid stock and the dry stock start off in their transit of manufacture.

Leading up from the receiving platform to the third floor is an Alvey can conveyor, which facilitates the rapid handling of cans into the refrigerator and the return of these cans from the can washer located on the same floor to the receiving platform.

From the standardizing tanks located between the refrigerator and dry stock room the milk products flow down through sanitary pipe lines to the second floor

where they enter three 500-gallon Elyria glass lined pasteurizers. From the dry stock room the sugar is placed in a 10,000 pound sugar bin which empties out on the ceiling of the pasteurizing room below. (Other products such as chocolate).

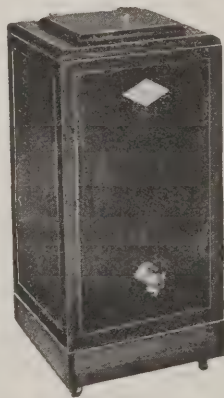
When the pasteurizers have received their supply of milk products from the standardizing tank sugar is added from the over hanging sugar bin and the entire mix is pasteurized, homogenized, and cooled, then stored in ten 1,000-gallon Elyria glass lined storage tanks where a frigid temperature is maintained until the mix is frozen into ice cream. A short and direct-connecting line leads between these storage tanks and the freezing room is located on a mezzanine floor.

LEADING down from the dry stock room are a series of metal shoots which convey the fruits into the tanks in a refrigerator adjoining the pasteurizing room. Here the fruits are kept cold until they are incorporated in the ice cream mix. Agitators in these tanks keep the fruit uniformly distributed. By the same shoot arrangement cocoa products, sugar, etc., are conveyed to an Elyria glass lined chocolate cooker in the pasteurizing room. Pipe lines lead from the fruit tanks and chocolate cooker into the freezing room by short and direct connections where measured quantities of fruit and chocolate are put into the freezers.

The mix flowing from the storage tanks enters automatic batch fillers which allow a definite volume of mix into each freezer. Eleven freezers constitute the freezing battery—The ice cream from eight of these empty into a hopper having a central outlet and then flows to the can-filling room below where it is fed through a ribbon valve into the cans. The equipment made under Hendler Creamery Co. specifications and is the first of this design to be used in the country. It is constructed of monel metal and has a brine jacket throughout its length. Three freezers have individual hoppers and are exclusively used for the production of Harlequin ice cream. At this point emphasis may be placed upon the method of handling the fruit.

The large 3-inch sanitary pipe line leading from the fruit tanks mentioned before ends in a valve just inside the freezing room. A small passageway separates these valves from the battery of freezers and this arrangement facilitates rapid handling of the fruit. The same method for handling the fruit applies both to the bulk as well

HERE AT LAST NEVERLEAK ICE CREAM CABINETS



No More

Repair

Bills

Warp-Proof

Leak-Proof

Brine-Proof

The inside shell of NEVERLEAK Cabinets are stamped out in one piece, and are everlasting. The outside construction is of clear cypress, and is finished in a rich mahogany. Made in three sizes—one, two and three eye.

We can supply your needs.

Write for prices.

Cotton Fibre-Wood Sales Co.

Oakland Ave. & Belt Line.

MEMPHIS TENN.

"SUPERIOR" TUB COVERS



Made for Service
of extra heavy
canvas. Double
sewed and plenty
of lap to cover tub.
Ample in size.

Write for Samples
and Prices

Scott Mfg. Co.

1501-5 Howard St.
OMAHA, NEBR.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN

40 Court St., Boston, Mass.

H. A. JOHNSON CO.

221 State St., Boston, Mass.

C. E. RIDDLE

Emerson Tower, Baltimore, Md.

CHERRY-BASSETT-WINNER CO.

33 South Charles St., Baltimore, Md.

1918 Market St., Philadelphia, Pa.

1139 Penn Ave., Pittsburgh, Pa.

CHICAGO BRANCH

Frank Z. Woods, Manager.

180 N. Market St.

J. W. ALLEN & CO.

116 No. Peoria St., Chicago, Ill.

BLANKE MFG. & SUPPLY CO.

214 Washington St., St. Louis, Mo.

O'BRIEN & BUSHNELL

304 Pioneer Building, St. Paul, Minn.

LEE-GREEFKENS CO.

570 Folsom St., San Francisco, Cal.

CALIFORNIA FOOD PRODUCTS CO.

949 E. Second St., Los Angeles, Cal.

W. P. DOWNEY

88 Grey Nun St., Montreal, Can.

100% Perfect Food Gelatine

There is real satisfaction in using DELFT gelatine. The certificate of analysis accompanying each shipment tells you exactly what you are getting. DELFT is guaranteed free from harmful and liquefying bacteria when delivered.

Even more important—the food (dietetic) value of DELFT is absolutely unapproachable. Over 90% of Protein! This, combined with DELFT'S uncommon standardization of strength, uniformity and sanitary properties, make it the 100% Perfect Food Gelatine.

Ask Any Food Control Official



Harold A. Sinclair



When TAG Recorders Work For You—

You have accurate, continuous records, at all times, of your pasteurizer temperatures. These effectually discourage the gentle art of shifting responsibility and form valuable data for future reference and comparison.

TAG Dial Indicating Thermometers are equally efficient aids to perfect pasteurizing. Their large, friendly, comfortably readable dials fairly compel frequent readings—their accuracy is unquestioned.

All completely described in Catalog O-520. Send for it.

You dairymen know that since 1769 TAG on a temperature instrument has been a badge of good workmanship. TAG leadership and TAG supremacy have been maintained by exclusive TAG improvements, refinements, standardization and service. Investigate! Compare!

C. J. TAGLIABUE MFG. CO.

18 TO 88 THIRTY-THIRD ST., BROOKLYN, N. Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

as to the Harlequin ice cream. It might also be added that the control valve for the batch measure, the brine valve and the motor switch to each freezer are within a working radius of two feet.

A control of freezer works automatically and acts as a lookout for the balance of the freezers.

The can-filling and packaging machines are located on the first floor directly beneath the freezers. The ribbon valve attached to the bulk ice cream hopper and which is now used for filling the cans will be replaced by a can-filling machine.

The hoppers from the three freezers used for producing Harlequin ice cream, enter directly into the hopper of a Mojonner automatic brick packaging machine. In the near future an automatic package lining machine will be used in conjunction with the brick packaging machine.

A power conveyor carries the cans directly from the can-washing room to the ribbon valve attached to the bulk ice cream hopper. After the cans and packages have been filled they are carried by power conveyor to their respective positions in the hardening room. The hardening room located between the can-filling room and the shipping platform has a capacity of 40,000 gallons of ice cream. In addition to this complete equipment for producing ice cream under most sanitary conditions, a delivery truck equipment representing an investment of about \$250,000.00 takes care of delivery of the product.

THE housing and repairing of this equipment is taken care of in a two-story, fire-proof garage. To facilitate the repair work an 18,000 pound Otis elevator is capable of lifting a 5-ton truck fully laden from the first floor to the second floor where the repair shop is located.

You Get Insulation in BESCO ICE CREAM CABINETS



No. A25
Rugged in Construction
Built to last

The lining consists of a tub for each can, and insulated with granulated cork.

They are made of Cyprus and finished on all sides in mahogany color with

waterproof varnish and are furnished with non-rust, salt resisting drain faucets.

No.	No. Cans	Capacity Gallons	Height Inches	Width Inches	Length Inches	Weight Crated
A-15	1	5	33 3/4	20 1/2	20 1/2	115 lbs.
A-25	2	5	33 3/4	20 1/2	37 3/4	207 lbs.
A-35	3	5	33 3/4	20 1/2	56 1/2	280 lbs.

We can also furnish Galvanized Iron Lined Cabinets, Brick Cabinets, Packing Can Cylinders and Brick Tanks. Write for prices and further particulars.

BESSIRE & COMPANY

INCORPORATED

INDIANAPOLIS
MEMPHIS

LOUISVILLE
ATLANTA

Two ice tanks produce sufficient ice to ice the dealer's cabinets and refrigerate the bodies of the delivery trucks, 100 tons of ice being produced daily.

Shallow wells supply the ammonia condenser coils with water and also the water necessary in making the ice. Ice crushers and salt shoots are conveniently located along the driveway leading to the shipping platform and are supplied with ice directly from the ice storage rooms.

All the refrigeration is produced by two 100-ton compressors, one 75-ton compressor and one 50-ton compressor. All this equipment is operated by electricity received from the local power and light company and transformed from high line voltage to inside 220-110 power and lighting voltage. An automatic charging panel supplied by three motor-generator sets furnishes the current necessary for charging the electric trucks.

An auditorium capable of seating 350 people and a stage with complete lighting effects is a novel feature of improvement. A practical laboratory, measuring up to the best in the country has a decided advertising advantage, being located on the first floor of the building behind a large plate glass window and facing the main thoroughfare.

The returned cans are thoroughly washed, sterilized and stored in a semi-inverted position on the Hendler can truck until ready to be used.



ICE CREAM FOOD VALUE PROVED BY WEIGHT TESTS.

Recently in one of the schools in Cumberland, Md., it was decided to conduct nutrition tests, using milk products as a basis and ice cream was chosen as the product to be used. The tests were conducted in a class in which there were 46 children, 25 boys and 21 girls, ranging from six to eight years of age. Previous to the test each child was weighed and measured for height and it was found that 19 of the children were undernourished, that is, more than three pounds underweight for their height and age.

During the test each child was given one-fifth of a quart of plain vanilla ice cream every school day for nine consecutive weeks, after which they were again reweighed. In comparing the final weight with the original weight the following facts were noted:

One child gained four pounds.
Two children gained three and one-half pounds.
Three children gained three pounds.
Three children gained two and one-half pounds.
Nineteen children gained two pounds.
Five children gained one and one-half pounds.
Ten children gained one pound.
One child's weight remained the same.
Two became ill and could not finish the test.

Other interesting facts are to be noted in connection with this test. Every child except one gained more weight than the normal weight for this period which is about 12 ounces. Six undernourished children gained sufficient weight to bring them up to normal. True, the children did not gain as much weight as in the test where milk was used but the gain made in weight as the result of feeding ice cream was sufficient to realize the importance of it in the diet of children.

Ice cream is a food for all. Whatever can be done in the schools can be done in the home, both for the children and adults. The consuming public is ignorant concerning the food value of your products—through your advertising make it wise and two gallons will be sold where one was previously sold.—From bulletin of Indiana Manufacturers of Dairy Products.

R. L. HAMMOND,

General Secretary.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Cremo--the fastest selling Cone in the World!

We make the most delicious cone in the world by using ingredients too good to be bettered—finest flour, pure cane sugar, milk and vanilla.

After it is made, we pack it properly and ship it promptly.

Newspaper and billboard advertising constantly remind the public that good ice cream tastes better in Cremo Cones. Cremo is the only nationally advertised ice cream cone.

These are the very good reasons why more Cremo Cones are sold than any other cone.

CONSOLIDATED WAFER COMPANY

2628 Shields Ave.
CHICAGO, ILL.

105 Front St., East
TORONTO, CANADA

515 Kent Ave.
BROOKLYN, N. Y.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 1.

Getting Your Product Over To The Public

Dealer Must Be Educated as Well as Consumers. Habit and Custom Govern Consumers

By HAROLD A. SINCLAIR*

SOME people depend solely upon advertising and salesmanship to put their product into the hands of the buyers; but from the standpoint of the practical merchant—the man who stays in business in spite of high manufacturing costs, low selling prices, strikes and numerous other ills that Business is heir to—getting a product over to the public necessitates not only advertising and salesmanship; but calls for the combined efforts of the entire organization, from the boss down to the errand boy, to make an enterprise truly successful; and that means, to give the buyer a product that will net him satisfaction, and the seller a fair profit for his labor. Where there is business accord there is bound to be success.

Therefore, a careful picking of employees is a very important part of the game. Much depends upon the tenor of the workers who help to place your goods on the market. The man who bosses the job must be a psychologist along with his other attributes, if he is going to get top-notch results from the people on his payroll.

Select the right man for every job, and if he proves worthy, don't be afraid to let him know it. Appreciation is the incentive to further effort, and he is a wise employer who can make his men feel that they are a necessary part of the business.

* Address before convention of the Pacific Coast Ice Cream Manufacturers' Association, Vancouver, B. C., Canada, December 3-4-5, 1923.

You can't run a business with squeaking machinery. The milk of human kindness is the best lubricant for any enterprise, and will keep the works humming merrily, happy to be part of an organization that metes out consideration as well as pay checks. Fortune will smile on the man who has the confidence and respect of those who work for him, for that type of man realizes the importance of keeping every cog in the machinery of his business moving smoothly and steadily in the same direction,—with profit as the incentive,—profit for the organization and the public it serves. For, no business is a good business if it doesn't provide satisfaction for the buyer and contentment for itself.

A dissatisfied or inefficient group of workers are parasites that thwart business progress. If you aim for minimum costs and maximum quality, weed out the parasites. Progress is the road that leads to success, and we travel it via the efficiency route, or we don't arrive! It's a long and hilly road, and if we fail to heed the danger posts, or,—as Mr. King puts it, Stop, Look and Listen—we'll fall over business snags and come downhill at no-stop speed. We go up at a jog-trot; but it's the "limited" that brings us down—limited vision mostly.

SOME of you are going to raise an eyebrow when I tell you to beware of the business boom! Well, raise your eyebrows if you want to, but breast the tide of abnormal prosperity cautiously, because if you don't, it will sweep you off your feet and carry you out on its receding current. When the business boom comes in like a lion, be careful it doesn't take you out like a lamb—a shorn lamb!

Sporadic periods of prosperity—we call them "business booms"—tend to warp our business perspective. We rush to supply the increasing demand. Operating costs, budgets—even the quality of our product—are submerged or forgotten in our efforts for maximum output. Conservative business methods are crowded out by the inrush of orders, and enterprise is strained to the utmost to satisfy trade's ever-increasing call for goods. Getting a product over to the public is a very easy matter at such a time.

Then a lull intervenes. The wave of prosperity recedes, and in its wake we catch sight of inflated costs, increased depreciation due to careless handling of machinery,—a payroll padded with overtime, and a general let-down of fixed rules and regulations that make for efficiency. Then, and then only, do we begin to realize that the "business boom" is camouflaged failure for those who throw caution to the wind and overlook the fact that they are building for the future as well as the present.

Now, periodical business is a species of business boom, and most of us assembled here today have suffered from this nerve-racking, spasmodic form of prosperity. We run a marathon for a few months, then pant from the strain for the next few months, and while we mop our brows, we calculate there'll be some tall repairs needed in equipment, etc., and we get busy again making ready for the next season's rush, and at the end of the year we do a little hasty figuring, and breathe a sigh of relief if we come out even in the game of hustle and bustle. The ice cream industry is like a comic opera—full of



FORTUNE COCOA

*Specially prepared for use
in the making of ice cream*

"DARKO" (DUTCH PROCESS) Dark

"MAHOGANY"—Medium Dark

"SUPERIOR"—Medium

Write us for working samples.

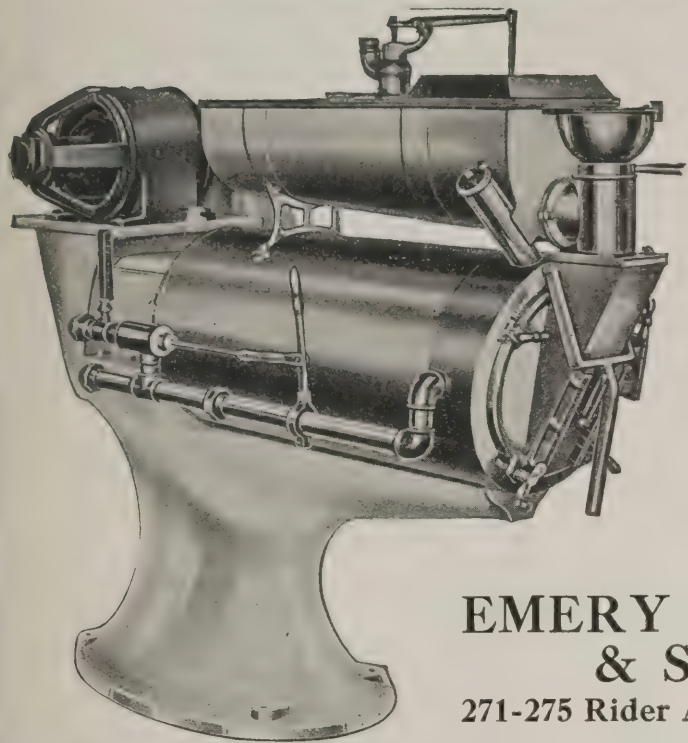
Fortune Products Company

420 S. Desplaines Street
CHICAGO

Makers of Fortune "Thinflo"
for Eskimos Pies

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Come on with your order
for EMERY THOMPSON freezers



Horizontal
or
Vertical

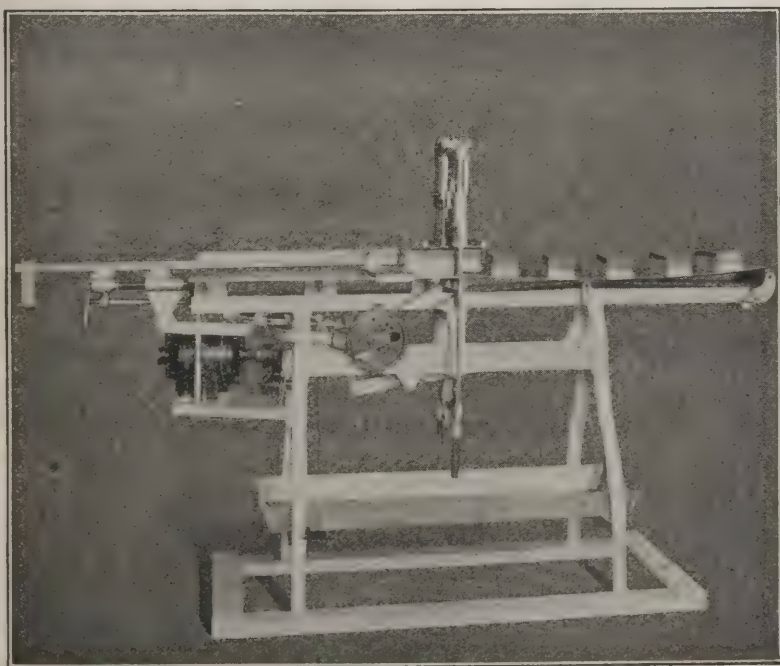


WE take it for granted that you have a copy of our catalog and have read pages 6 and 7. We believe you have seen this new Emery Thompson horizontal, freezing wonderfully smooth-bodied ice cream and that **you want one**. Come on with your order for the size you require. You will secure the economical, quality production owners get from Emery Thompson horizontals. Send for catalog, order from one of our distributors, or address—

EMERY THOMPSON MACHINE
& SUPPLY COMPANY

271-275 Rider Avenue

NEW YORK CITY



Cuts the Size You Want

*All the Time and
With Speed*

UNIVERSAL
Ice Cream Cutting Machine

A hand or power operated cutting machine that is adjustable to any size piece. Cuts over 25000 Eskimo Pie pieces per hour.

All cuts are uniform in size. There is no variation between one brick and another. No waste or work to be done over again. No interruption of speed in your packing department.

For Accuracy—Reliability—Speed—Economy, Investigate

WM. E. KAY and SONS, Elyria, Ohio
MANUFACTURERS

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

"Standard of Quality"



CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba

Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading
Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY

Factory, Stamford, Connecticut

NEW YORK

CHICAGO

LOS ANGELES

TAG HOOKS

Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.

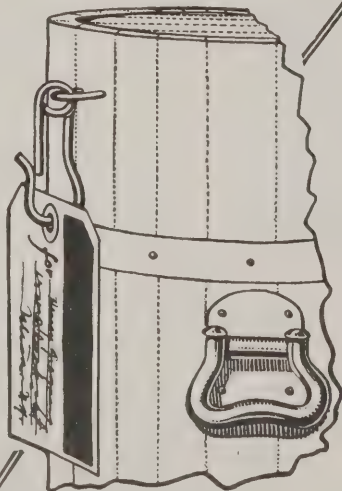
CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at \$1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.

SCHENECTADY

N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

runs and rests; the only difference between the two is that the opera is comic, but there's nothing funny about the ice cream industry—particularly in the winter time!

Who is to blame? I'll tell you—habit and custom. They're the fickle twins that gorge the public with ice cream in the summer and freeze up your sales in the winter.

What are you going to do about it? You can't get rid of habit, any more than you can eliminate custom. While there's life **habit** will be with us, and so long as civilization remains, **custom** also will survive.

But, my friends, we can regulate habit, and we can change custom, and, if we go about it in the right way, these two human kinks in the game of life can help to put your product over to the public in a fashion that will amaze you, and make you happier and richer men.

YOU have to coax habit and custom with publicity—and that means systematic propaganda, co-operation with competitors as well as with dealers. Your dealers will find it easier to do the selling if you do the telling. Your appeal should be made to the consumer. Educate the public to eat ice cream regardless of weather,—get everybody thinking about ice cream,—the housewife, the dairy professor, the doctor, the tired business man, the kids, and—well, just everybody, that's all.

Who made winter furs popular in the summertime? Habit and custom. Who created a demand for chiffon hose in zero weather? Habit and custom. Wrigley may have started the chewing gum craze, but habit and custom keep us chewing it.

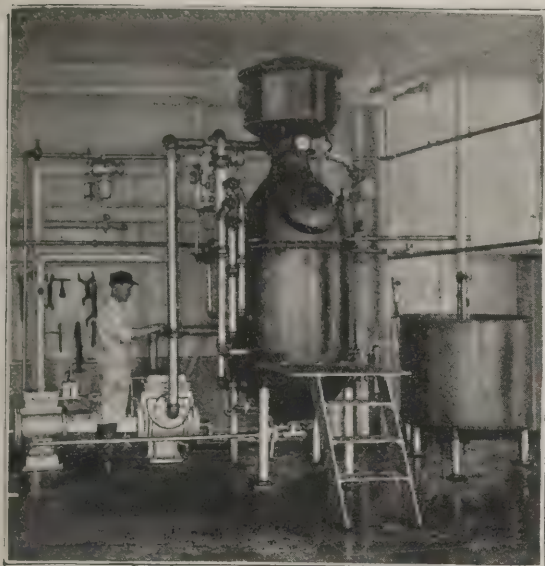
Not further back than twenty years ago, no home was complete without a harmonium and a cuckoo clock. But habit and custom have replaced them with the Big Ben and the talking machine.

Look at all the persuading and educating and advertising it required to convince old man "Hayseed" that it would pay him to replace his work-horses with motive power. But habit and custom finally showed him the error of his stubbornness,—gave him motor-driven implements to work with, and a motor car to carry him around to his neighbor's husking bee.

Systematic propaganda will start habit and custom doing teamwork to get your product over to the public regardless of seasons. A national market can be developed by co-operative advertising. Countrywide propaganda will start custom prodding the sides of the ice cream habit, and individual appeal to local buyers, co-operating with them by furnishing a uniform quality product, backed by helpful advertising and prompt and reasonable service, will do the rest. Let your association tell the world how fine ice cream is for the stomach, while you busy yourself convincing your dealers that your particular brand is the best for their customers.

THERE was a time when the salesman played the leading role in the selling game; that was in times gone by—when "let the purchaser buy at his own risk" was a popular slogan; but in these days of keen competition, 'tis the merchant that sells at his own risk, and while initial orders may depend largely upon a salesman's personal appeal to the buyer, and his ability to talk convincingly, subsequent orders are the direct result of the value the buyer finds in his purchase.

The salesman who represents a conservative, up-to-date enterprise, operated on an honest basis, must uphold its established principles of efficiency, courtesy, co-operation. He must know a lot about his product, and as much as possible about the man he is trying to sell. A salesman doesn't have to be a silver-tongued orator; but



Mojonnier 3-foot Vacuum Condensing Unit in the plant of the
Crockery Ice & C. S. Co., E. Liverpool, Ohio

Quality Ice Cream Mix at Low Cost

IN THE

Mojonnier

Vacuum Condensing Unit Vacuum Condensation

Produces a better flavored product.
Produces a better pasteurized product.
Reduces cost per gallon as much as ten cents.
Reduces operations and therefore saves time.
Solves the surplus problem.

You can condense any milk product in the
Mojonnier Vacuum Condensing Unit.

Mojonnier Vacuum Pans are made in sizes from 36" to 7'.
Write for circular "Vacuum Condensation"

4601 W. OHIO ST.

Mojonnier Bros. Co.

CHICAGO

MILK ENGINEERS

Manufacturers of the Mojonnier Milk Tester and Overrun Tester

BRANCHES:

NEW YORK (Elmhurst)

COLUMBUS, OHIO

ST. LOUIS, MO.



DEPENDABILITY

The value of efficient and reliable workers is that they can always be depended upon to carry a given task through to a finish.

This is also the secret of the constantly growing demand for

Wyandotte
Dairyman's
Cleaner and Cleanser

Manufacturers of ice cream have learned by the thousand to place absolute dependence upon this cleaner for all their plant cleaning work.

For they have always found its quality to be uniform and of unvarying superiority. They have always found its cleaning action quick, easy and harmless to user and equipment. They have always found its free rinsing a guarantee of faultless cleanliness and a protection to quality products.

Moreover they have always found its use so productive of economy that it is a definite factor in the profitable operation of ice cream production.

Indian in Circle



In Every Package

Ask your supply man.

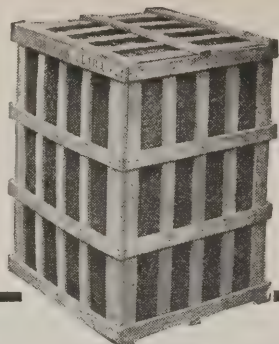
The J. B. Ford Co.

Sole Mnfrs.

Wyandotte, Mich.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

NOVOID Pure Compressed Corkboard



Made of specially selected clean, dry cork granules—pieces left in manufacturing high-grade wine corks, cork paper, etc. No foreign binder is used.

Every sheet is thoroughly and evenly baked to a medium chocolate color through and through. That there are no green centers you can be absolutely sure of because you can see the center of every sheet. Novoid Corkboard is moulded in 24" sheets and cut into 12" widths; while 2" sheets are made by splitting 4" sheets.

Edges and corners are square and sharp.

Write for interesting booklet

CORK IMPORT CORPORATION

345-349 West 40th St.

NEW YORK CITY

Branches in large cities

For Economical Plant Operation



Gem Flueless Boilers

In sizes from 1½ to 30 H.P. are real economizers of fuel, time, investment and up-keep appropriations.

Write for full details of construction, operation and cost of installation.

**The Gem City
Boiler Co.**

Dayton Est. 1895 Ohio

if he is in earnest and knows what he is talking about he will impress the buyer and stand a good chance of booking his order.

The other day, a group of newsboys impeded my progress toward a railroad station, each trying to sell me a newspaper; there were four of them, I think. One shoved the Telegram under my nose; another tried to hand me the World, while a third yelled—"Buy the News, Mister, it's full uv pitures," and the fourth—a puny little chap, piped up—" 'ere's the paper you want, Mister, taint 'ard on yer eyes, look 'ow big the print is, —easy to read on a train." I bought that paper, in spite of the fact that it happened to be a newspaper I usually do **not** buy. That little fellow will make a crackerjack salesman some day. He knew the value of **personal** appeal. That's the point—a sales should be based on facts that will interest the person you are trying to sell.

Your salesman should study the prospect's requirements, and then convince him that your product will exactly meet those requirements. He should visit the buyer, not just call on him for an order. Find out how he liked the last shipment; did it prove satisfactory, etc., etc. Show the buyer that you are interested in his success, and make him feel that his success is due in some measure to the orders he gives you.

A salesman should look upon his customers as friends; look out for their interest by selling them satisfaction, and he can do this by selling them what they need—and see to it that his organization **delivers** what he sells.

The successful ice cream salesman today doesn't knock his competitors, or quote unauthorized prices, or make rash promises that he has no intention of living up to. His missionary work among dealers has firmly established in their minds, the value of quality ice cream, made under scientifically healthful conditions, put up in sanitary containers, a wholesome product that will be good for their customers, and consequently good for their business.

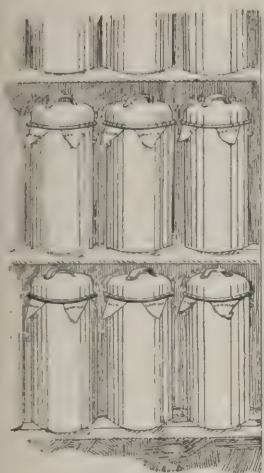
Bread may be the "staff of life," but milk strengthens the backbone of the nation; science deems it man's most nourishing all-satisfying food, and ice cream is the most digestible and most nourishing of milk products. Therefore, the ice cream salesman should impress upon the dealers the need for careful handling of this dairy food, the importance of choosing the finest quality ice cream, packed in absolutely clean and sanitary containers. A dealer who realizes the value of supplying his trade with pure ice cream, of excellent flavor and good keeping quality, is not impressed by the over-talkative salesman who harps upon giving him a special inside price and an extra pint to the gallon, etc., etc. Sooner or later, the dealer wakes up to the fact that if he wants to make his business a success, he has got to give his customers the kind of ice cream they will want, not only once, but all the time,—a nourishing, wholesome, dependable food that is good for every member of the family.

The average consumer—and dealer, too, for that matter—regards ice cream as a pleasing dessert,—a luxury to be indulged in more frequently during warm weather. Educate the dealers and the consumers as well, to know the real value of this dairy food. Many people—adults as well as youngsters—find milk difficult to assimilate; but everybody can digest ice cream—that is, ice cream as it is made nowadays—scientifically, with the purest ingredients. Liberal use of dairy foods reduces the cost of living and raises the health standard tremendously.

A MAN'S business should be a monument to his best endeavors, and when a man is honestly successful he has good reason for pride in his achievement. We are all more or less proud of the enterprise we represent;

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Systematized Hardening Room Storage



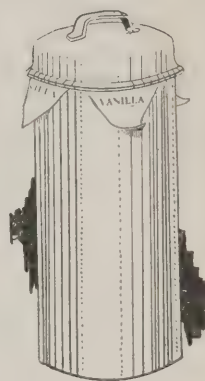
Indexed Can Tops

tell at a glance from any angle just what is in each can. Easily applied. They make even battered lids fit tight—excluding air, loose salt and dirt—perfect sanitary protection for the product.

Send for working samples and prices

You wouldn't think of having your stenographer file letters without any indexes whereby they can be located without looking each one over. Then, why put ice cream in your hardening room without indexing the contents?

Send for samples and prices of these handy labor-savers.



Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.



Cooled
by Frick
Refrigeration

MAKING CANDY

with

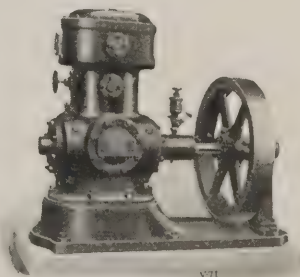
Frick Refrigeration

Chocolates and caramels are only two of the hundreds of products successfully cooled by Frick Refrigerating equipment. Used by Huyler's, Ridley's, Beech Nut, Page and Shaw, Hershey, and many others. Here is the machine with more good features than any other—let us prove it. Bulletin E-4 tells the whole story. Write.

FRICK COMPANY

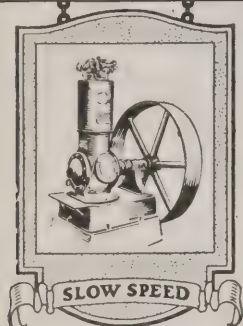
WAYNESBORO

PENNSYLVANIA



AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

BAKER



System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order—"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65D It's chock full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation
FOND DU LAC WISCONSIN

but the men who manufacture food that tends to fortify and augment the general health of our people have the greatest reason to feel that their part in life is indeed an important one.

To my mind, the manufacturer of good ice cream should be counted among our leading citizens; for his work is for the nation's good, since his product is wholesome nourishment of the most delectable kind. His suppliers should help him put his product over to the public by selling him the best ingredients his money can buy; his salesmen should help him put his product over to the public by selling his ice cream and not their own personalities, and his working force should help him put his product over to the public by doing their best to make his ice cream truly good.

No successful business today is operated single-handed; it takes the co-ordinate efforts of everyone on the payroll to get a product over to the public, and the man who knows how to build up a harmonious enterprise is bound to prosper; for harmony is the keynote to successful achievement.

We have the biggest market in the world, and despite competition, financial depression and fluctuating world conditions, success awaits those who put energy, personality, intelligence into their business; who have a sincere regard for worthy competitors, and the wisdom and ability to ignore those business bunglers who pop up in every industry, and try to crowd out the honest merchant by lying, cheating and giving their product away.

The business association helps us to keep our industries on an amicable, dignified basis. I love the word association; it symbolizes friendship, union, strength; and a trade association, such as this, is simply a brotherhood of business men banded together for the purpose of sympathetic accord, the ethical conduct of business affairs, and the desire to co-operate with one another, toward the end that each may enjoy the fruits of his labors and go forth imbued with the spirit of good fellowship, glad of the privilege of doing his part in keeping the world moving onward; for, as the saying goes—"That which is not for the interest of the whole swarm, is not for the interest of a single bee."

And so, I say again—pull together, men! Combine your efforts to exterminate the fleas that irritate the hide of legitimate business, and by your unity make it hard for stray trouble-makers to "rock the boat!"



BUSINESS QUESTIONNAIRE NO. 23,

(Supplemental Income Tax Report for Dairy Products Manufacturers.)

1. Are you married or single.....Why.....
(Answer fully)
2. Did you withdraw any money from the bank during the past year? If so, where the "L" did you get it to put in the bank in the first place?.....
3. Are you on friendly terms with your relatives?.....
If so, why?.....
4. Can you give us the name and address of anyone who has less intelligence than yourself, yet making more money than you are?.....
5. When the volume of business is low during the winter months, do you wear a belt or suspenders?.....
6. State average monthly grocery bill and payments, if any.....
7. Do you drink?.....If so, where do you get it?.....
(Treated confidentially)
8. Exclusive of bootleggers, how many people are dependent on you for support?.....
9. Do you keep chickens?.....
Does your wife know it?.....
10. Are you troubled with cold feet?....Whose?.....

(The above was received by the general secretary of The Dairy Products Association of Kentucky from an unknown source.)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

"Atlas" Century Color
*will give your Ice Cream that beautiful
 New York Shade
 which cannot be otherwise obtained.*

BBLs. per Gal.
\$2.00

KEGS per Gal.
\$2.50

6 GALS. per Gal.
\$2.75

1 Gal.
\$3.00

Before placing your next order, let us send you a trial quantity

Manufactured by

H. KOHNSTAMM & CO., Inc.

NEW YORK
 83-93 Park Place

Established 1851

CHICAGO
 11-13 E. Illinois St.

DUNN'S CELEBRATED
 EDIBLE **GELATINE**

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the **ONLY** firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street.
 NEW YORK, N. Y.
 Canadian Office and Warehouse: 55 Cote Street, Montreal

The Benefits of Homogenization in Ice Cream Making

How it Has Proved to be a Process of Fundamental
Benefit Toward Good Quality

By O. E. WILLIAMS*

HOMOGENIZATION has proved to be a process of fundamental benefit in securing good quality in ice cream; and moreover, it is an economical practice. The benefits derived from it are noteworthy, and deserve careful consideration by ice cream manufacturers who are endeavoring to improve the quality of their product.

The benefits of homogenization in ice cream making may be divided into two general classes, regular and irregular. By regular benefits are meant those which accrue in the regular process of manufacture under normal and favorable conditions; by irregular benefits, those which may be helpful in emergencies.

There are six regular benefits of homogenization:

- (a) Increased viscosity.
- (b) Reduction in time required for aging.
- (c) Less physical and mechanical loss of fat.
- (d) Better whipping qualities.
- (e) Better freezing qualities.
- (f) Greater uniformity and palatability.

Each benefit represents an industrial gain, some of which are more important than others, depending mainly

*Dairy Division, United States Department of Agriculture. An address before the Seventeenth Annual Convention of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, at Altoona, Pennsylvania.

on the manufacturing conditions. Let us briefly consider each benefit in detail and see what homogenization really means.

(a) Increased viscosity. One of the first requisites for making an ice cream of smooth texture is to have the cream or mix possess a good viscosity. Newly received, freshly separated, and pasteurized cream will not have sufficient viscosity unless the cream or mix is aged. Sometimes certain thickeners are used, but these often react unfavorably. Gelatine is also depended upon to some extent for viscosity. Homogenization has corrected much of this trouble, because it will produce a viscosity in fresh pasteurized cream many times greater than the original viscosity. The transformation that is effected in this one respect alone has been a splendid achievement. This phenomenal increase in the viscosity has accomplished more than a physical change; it has stimulated new interest on the part of dairy students and a new interest in quality control, all of which has helped to systematize and improve the manufacture of ice cream.

(b) Reduction in time required for aging. The practice of having to hold either the cream or the mix for several hours and often days to obtain sufficient body has been partly eliminated by homogenization. It not only hastens the handling of cream in the factory, but indirectly encourages pasteurization and standardization rather than disregard of them.

(c) Less physical and mechanical loss of fat. In the manufacture of ice cream there has always been more or less physical and mechanical loss of fat due to whipping and churning. This condition became worse as the ice cream industry left the slow tub stage, because when pumps, rapid stirrers, and faster turning freezers were installed, the fat losses were greater.

SOME idea may be obtained of the physical losses of fat occurring in a modern brine freezer from the photographs I have with me.

(d) Better whipping qualities. Did you ever see an ice cream maker start out with 50 pounds of very nice cream mixture in a freezer and produce about 7 gallons of ice cream that tasted fairly good when soft but was decidedly buttery after it had been hardened?

(Continued on page 116)



ICE CREAM TEST

BY
"TROY-FUCOMA" METHOD

a new practical, ACCURATE and QUICK
method to determine butterfat.

CREAM TESTING

with same Apparatus by MEASURING the
cream. Acknowledged by Dairy experts as
the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND
for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained
with our method.

Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test,
Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.

154 Nassau St. Specialists in Testing Apparatus NEW YORK

Write for Illustrated Circulars

Butyrometer
(Test Tube)
for Cream

Fancy Ice Cream Forms

(Imported and Domestic)

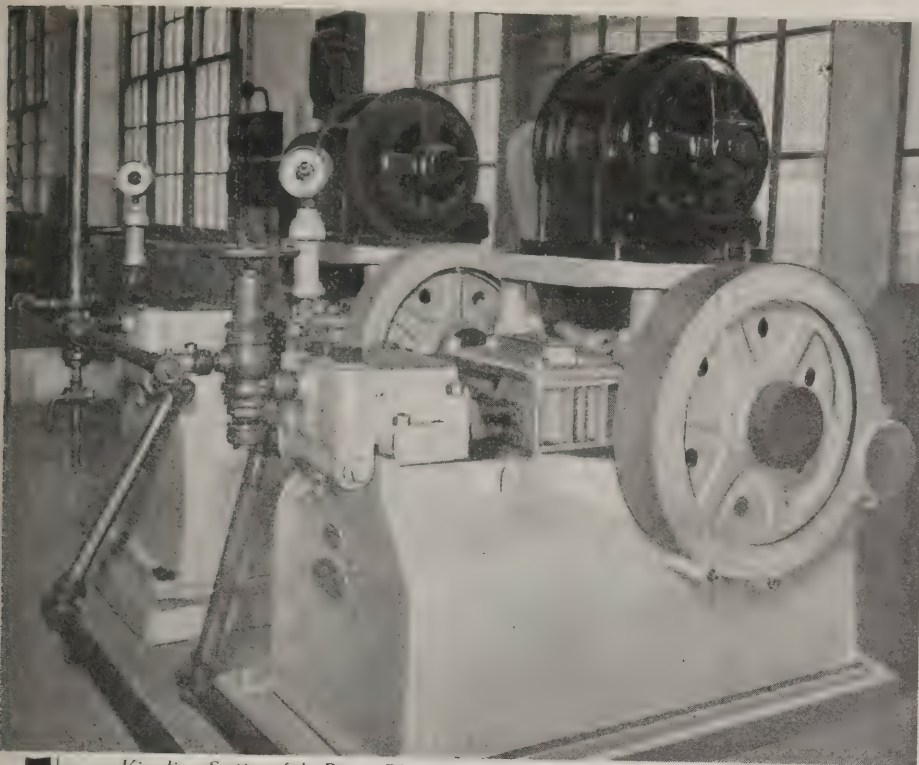
Featuring

Summer Sports

Leaves, W/Stem, Lace Papers
Imported Fruits, Pulps and Marrons

SCHALL & CO., New York
81 Barclay Street 16-18-20 W. Broadway

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Viscolizer Section of the Breyer Plant—Breyer Ice Cream Co., Philadelphia, Pa.

TWO 800 *Viscolizers* AT BREYER'S

Viscolizers

ARE IN THE LEADING PLANTS
ALL OVER THE WORLD

NOTE

There are more
VISCOLIZERS in use
than all other
similar machines
COMBINED

Send for Bulletin No. 53

NATIONAL DISTRIBUTORS

John W. Ladd Co.

Detroit

Columbus

Cleveland

Cincinnati

Cherry-Bassett-Winner Co.

Philadelphia Baltimore Pittsburgh Syracuse New York City

COMFORT'S NEW PROCESS BETTER MIX UNITS

FOR USE

BETTER PASTEURIZATION

Improves Ice Cream



Helps Enrich the Flavor

RIPENS ice cream mix DURING PASTEURIZATION.

Helps UNIFORM VISCOSITY and FINE TEXTURE.

NO HOLDING NECESSARY—The mix may be frozen IMMEDIATELY after homogenizing and cooling, following pasteurization if desired.

NO OVER-RIPENING—This mix may be STORED or SHIPPED.

NO FIGURING, WEIGHING or MEASURING—UNITS are individual, air-tight packages for 100, 150, 300 and 500 gallons of mix.

60 UNITS to the case of each size.

Order a Trial Case Today

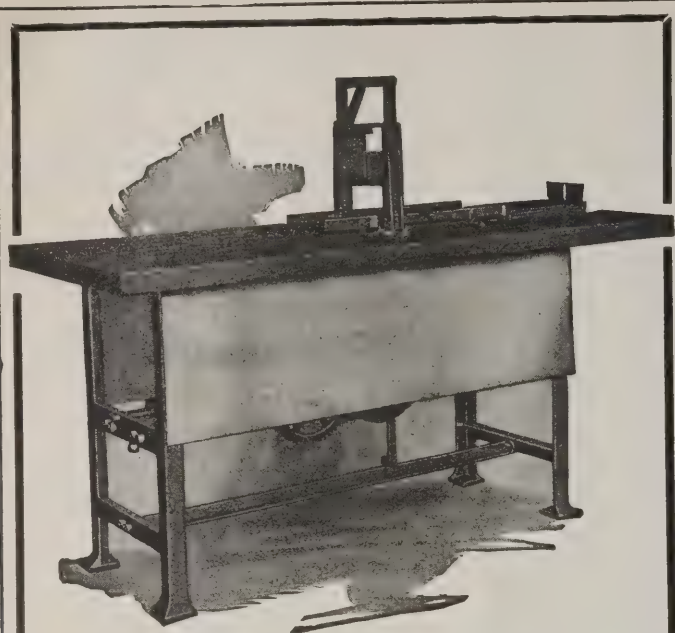
ASCHENBACH and MILLER, Inc.

DISTRIBUTORS

Third and Callowhill Streets

PHILADELPHIA, PENNA.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS



The New Era Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.	{ John W. Ladd Co.
Columbus, Ohio		
Cleveland, Ohio		
Cincinnati, Ohio		
Philadelphia, Pa.	{ Cherry-Bassett-Winner Co.
Baltimore, Md.		
Pittsburgh, Pa.		
New York City		
Syracuse, N. Y.	{ J. G. Cherry Co.
Cedar Rapids, Ia.		
St. Paul, Minn.	{ A. H. Barber-Goodhue Co.
Chicago, Ill.		
St. Paul, Minn.	{ Cannon Supply Co.
San Francisco, Cal.		
Salt Lake City, Utah		
Louisville, Ky.		
Boston, Mass.	{ Wright-Ziegler Co.

The New Era Co.
146 MERRITT STREET
Oshkosh, Wis.

That is what often happens with cream that is not homogenized, and especially if the cream mixture is rich or has not been previously chilled. A good illustration of how the yield in a modern freezer is usually increased by homogenization is shown in a comparison of two sets of mixes, treated differently, one containing 12 per cent fat and 10 per cent milk solids not fat, and the other 16 per cent fat and $5\frac{3}{4}$ per cent milk solids not fat, the difference in treatment being only in homogenization, as follows:

Percentage yield of mixes of different composition under different treatment with respect to homogenization.

	Mix contain- ing 10 per cent fat and 12 per cent milk solids not fat Yield, per cent	Mix contain- ing 16 per cent fat and $5\frac{3}{4}$ per cent milk solids not fat Yield, per cent
Homogenized mix	84	96
Homogenized cream	84	98
Not homogenized	63	54

(e) better freezing qualities. The difference between the rate of freezing and consequent size of the ice crystals in homogenized and non-homogenized cream is also very marked. The fact that there are not so many complaints regarding the coarse, icy, and almost spiny texture today as there were a few years ago is due partly to homogenization.

(f) Greater uniformity and palatability. There are very few manufacturing concerns today that are not anxious to maintain as nearly as possible a uniform product. The manufacturers of ice cream are no exception to this rule.

ONE of the greatest difficulties that used to confront the manufacturer of ice cream in trying to maintain a uniform composition was due to the natural instability of the fat. Of course, crude methods have been partly to blame, but as we have already observed there are many possibilities for the fat content to vary in different packages of ice cream and also in different portions of the same package. This, to a large extent, has been overcome by homogenization.

The effect of homogenization on the palatability of ice cream is also surprising. In two experiments, each representing four days' sales, the percentage of persons that preferred ice cream made from homogenized cream was 90.6 and 99.4.

Now consider for a few minutes the irregular benefits. There are only two irregular benefits obtained from homogenization—(a) the benefit derived from producing remade cream and (b) the benefit derived from re-emulsifying frozen cream.

Have you ever wondered why there has been so little said or written about the merits of homogenization, particularly as it is applied to the ice cream industry? I have, and I believe it has been due partly, at least, to a common attitude held by investigators and manufacturers alike that homogenization in ice cream making was a process used principally for the purpose of producing remade cream from butter (often poor butter) and skim milk—a practice unbecoming to an industry that was supposed to take pride in having need only for the best grades of sweet cream. This being the case, those who are interested in the welfare of the industry naturally did not care to advertise homogenization.

Unfortunately, not many of the experiments on the manufacture of ice cream have been based on homogenized cream, and it is likely that the significance of the irregular benefits had something to do with this. Re-

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

made cream, obtained by homogenization, when made from good butter, may possibly be considered far superior for ice cream purposes to some grades of original cream, and especially to neutralized sour cream, or as it is sometimes termed, "doctored cream;" but experience has shown that it is best to disregard even this irregular benefit as much as possible. The practice, therefore, of using homogenization as a means of obtaining an adequate quantity of cream is not relied upon a great deal today; hence, it is here termed an irregular benefit.

The second kind of benefit not found under ordinary conditions is in the utilization of frozen cream. Freezing tends to separate the fat from the serum and homogenization makes it possible to re-establish the emulsion. This practice is also very limited.

The principal benefits, therefore, of homogenization to the business of ice cream making are the regular benefits. They are assets, the significance of which are far-reaching. It might be made more useful if the dealers and consumers were told about it as they have been told about pasteurization. I believe the progressive manufacturer will have lost an opportunity to increase his sales by failing to recognize the true merits of homogenization in his sales talks.



MILWAUKEE ICE CREAM MEN PARTICIPATE IN EXPOSITION PLANS.

George D. Mansfield, head of the Mansfield Ice Cream Co., Milwaukee, is chairman of the ice cream division of the National Dairy Club of Wisconsin, the organization formed to make preparations for the National Dairy Exposition. This committee is interesting itself in taking care of the ice cream men that attend the exposition, cooperating with out-of-town manufacturers in their preparations to attend.

Milwaukee's ice cream manufacturers are loyally behind the committee, which includes William F. Luick, former president of the National Association of Ice Cream Manufacturers; Arthur H. Graeszell, secretary of the Wisconsin Association of Ice Cream Manufacturers; Walter Bendfelt, treasurer of the Wisconsin association, and other manufacturers of Milwaukee and the state-at-large.

The dairy club meets every two weeks, and the ice cream manufacturers attend to confer with representatives of seven other divisions of the dairy industry.



Farm leaders and all classes of business men are cooperating with dairy officials in preparation for the National Dairy Exposition in Milwaukee, September 27 to October 4, and as these plans go forward evidence increases that the exposition will be the most largely attended of any past event of this kind. Ice Cream manufacturers of most every state in the Union are laying plans to attend. There will be features of especial interest to ice cream men this year.

Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION.
MILWAUKEE · SEPT. 27 · OCT. 4, 1924 · WISCONSIN

Monday · Milk Dealers' Day	Thursday · Ice Cream Day
Tuesday · Creamerymen's Day	Friday · Condensed Milk Day
Wednesday · Cheesemakers' Day	Everyday · DAIRYMEN'S DAY

Grades and Strength

CRYSTAL Edible Gelatine is graded and priced strictly according to jelly strength, the only true indicator of the stabilizing and water absorption value of gelatine — especially in ice cream.



Crystal Gelatine Co.

121 Beverly St., Boston, Mass.

Branch Stores

NEW YORK

PHILADELPHIA

CHICAGO

ST. LOUIS

SAN FRANCISCO

Vilter Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements — no obligation to you.

The Vilter Manufacturing Company

ESTABLISHED 1867

830 Clinton Street

Milwaukee, Wis.

PEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Measuring Quality in Ice Cream

By R. C. FISHER* and H. F. JUDKINS**

UNIFORM good quality ice cream must be one of the biggest assets in the continued expansion of the ice cream industry. What are the factors that make up quality in ice cream?

The butter and cheese industry solved these questions sometime ago and a uniform system of grades and standards have been developed. So far no such grades and standards have been developed in the ice cream industry.

Different score cards and other systems of measuring quality have been suggested from time to time, but none of these have become standardized. In view of the fact that ice cream is now included in the Educational Students Dairy Products Judging Contest at the Eastern States Exposition, and that serious consideration is being given towards including ice cream in the national contest, it seems very desirable to establish some uniform system of measuring the quality of ice cream.

It is with this idea in mind and in the hopes of opening up a thorough discussion on the subject that the writers suggest a score card and a system of grades and standards. According to this score card, the factors that make up quality in ice cream are: Flavor, body and texture; fat and total solids; color and package. The score card measures these quality factors by assigning to each a certain value which is as follows:

Flavor.....50 per cent
Body and texture.....25 per cent
Fat and total solids..20 per cent
Package and color.... 5 per cent

Obviously, it is very seldom, if ever, that a sample of ice cream, butter or cheese, is given a perfect score of 100. No one actually knows what perfection is and some allowance must be made for this. In general a sample receiving a score of 90 per cent or above may be considered excellent, while a score of 80 to 90 would be representative of a good quality of ice cream. A score card or yard stick for measuring quality similar to the above, has now been used for two years at the Eastern states dairy products judging contests and also at the educational scorings at the Massachusetts and Connecticut agricultural colleges. At each of these educational scorings, about thirty-five commercial samples from all over New England were received. At these occasions the score card has proven its practicability and value in measuring quality factors in ice cream, provided a uniform system of grades and standards can be worked out. To start the ball a rolling and open up an opportunity for exchange of ideas, the following plan is suggested:

Flavor or Palatability.

The quality of the flavor of ice cream may be classified from the standpoint of palatability under four general groups:

1. Highly pleasing and desirable: Flavors rating 45 to 50 points.
2. Desirable flavors: Flavors rating 40 to 44.9 points.
3. Objectionable flavors: Flavors rating 35 to 39.9 points.
4. Foreign off flavors: Flavors rating 25 to 34.9 points.

I. Highly Pleasing and Desirable Flavors:—Rating 45 to 50 Points.

Ice cream that is especially fresh, clean, sweet and well blended in flavor, having the proper degree of sweetness and flavoring and having a certain creaminess or richness in flavor characteristic of the pleasing flavor and aroma of fresh sweet cream, shall receive a rating of 45 to 50 points.

II. Desirable Flavors:—Rating 40 to 44.9 Points.

Ice cream that is fresh, clean and sweet in flavor, but high or low in sweetness or flavoring material, shall be given a rating of 40 to 44.9 points.

(Continued on next page)

* Assistant professor of dairy husbandry, Connecticut Agricultural College.

** Instructor Massachusetts Agricultural College.

ACCURACY QUALITY ECONOMY SERVICE

These are the features that have won such an enviable reputation for

Nafis Scientific Glassware

The cash value of these requisites is evident to any successful business man. Are you availing yourself of these advantages?

If your jobbers do not stock NAFIS GLASSWARE do not accept substitutes but write for our catalog and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

*Manufacturers of Scientific Glassware
for Testing Milk and Its Products*

17-23 North Desplaines St. Chicago, Ill.

ASK THE MEN WHO USE IT



WE SPECIALIZE IN

TINNING

RETINNING

AND

REBUILDING

OF

MILK & ICE CREAM CANS

BEFORE

AFTER

THOMPSON BREMER & Co.

1750 CARROLL AVE. CHICAGO

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

III. Objectionable Flavors:—Rating 35 to 39.9 Points.

This class includes ice cream that is free from foreign or (off) flavors but shows objectionable flavors, such as old cream, old butter, bitter, cowy, cheesy, cooked, condensed or powdered milk, gelatine or poor quality flavoring material. Such ice cream shall receive a rating for flavor of between 35 and 39.9 points.

IV. Foreign and (off) Flavors:—Maximum Rating 25 to 34.9 Points.

These include flavors, ordinarily termed foreign flavors or (off) flavors and which are distinctly disagreeable to the taste. Ice cream showing pronounced salty, rancid, garlic, gasoline, disinfectant, unclean utensils or other foreign or (off) flavors distinctly disagreeable to the taste, shall be given a score of 25 to 34.9 points.

Ice cream with pronounced sour or other flavors bad enough to make it unsalable, shall be score 0 on flavor.

Note: Ice cream is never scored perfect in flavor, as no one knows what perfection is and two to four points must be allowed. A score of within two to four points of perfect may therefore be considered excellent.

Body and Texture.

Class I.—Rating 23 to 25—Ice cream receiving the rating of 23-25 must be firm, mellow, smooth, creamy and velvety in body and texture.

Class II.—Rating 20-22.9—Ice cream that is slightly fluffy, snowy, icy, grainy, buttery or soggy shall receive a rating of 20-22.9.

Class III.—Rating 15-19.9—Ice cream that is sandy, pronounced soggy, buttery, icy, coarse, gelatin lumps, shall receive a rating of 15-19.9.

Fat And Total Solids or Food Value.

Allow perfect score if fat is 12 per cent or over and total solids 36 per cent or over. Deduct one point for every per cent below 12 and one point for every per cent total solids below 36.

Package and Color.

A. The suggested standard color for vanilla ice cream is the color of Guernsey or Jersey cream during the month of June or July with allowance for deeper shades of color when eggs are used in the mix. However the different markets vary greatly regarding the degree of color desired in ice cream. In the case of vanilla ice cream these requirements vary from almost white to a deep egg yellow: In order to meet these requirements for ice cream the following shall be used as a basis of rating on color:

1. Ice cream in order to receive the full rating of five points must be free from specks, unnatural or uneven colors.

2. Ice cream showing dirt specks, unnatural colors or uneven colors shall be cut not exceeding two points according to the degree of the defect.

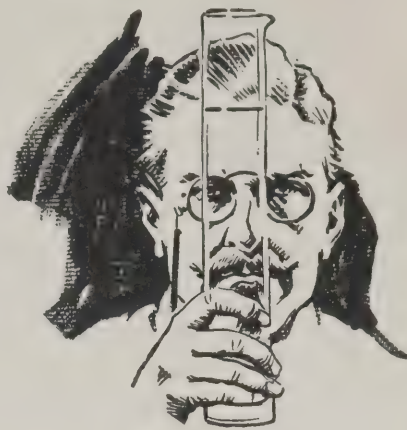
Package.

B. Ice cream receiving the full rating of five points must be neatly and solidly packed in clean, non-rusty cans and tubs, the cans being provided with parchment paper circles over the top.

Ice cream packed in unclean, rusty cans, or not provided with parchment circles shall be cut not exceeding two points according to the degree of the defect.

With this exposition before you the following are some of the many questions that might be raised and discussed:

1. Is it wise to have a score card based on 100 points as perfect and considering only flavor, body and texture, and color and package for student contest work



Make This Test

We know, as do many of the country's best candy and ice cream makers, how reliable and yet how economical is Atlantic Super-Clarified Gelatine. We want you to know.

Make this test. Let us send you, on memo order, a barrel of Atlantic Super-Clarified Gelatine. Note its clarity—test its high viscosity and purity—note that the price is lower than that charged for gelatines of so-called corresponding grades. Then use five or fifteen pounds in your production. Watch results closely. If it doesn't measure up to our claims for it—if it doesn't satisfy you absolutely—send the unused portion back. We will pay the freight both ways and your test will have cost you nothing.

We believe that you, too, will standardize on Atlantic Super-Clarified Gelatine after this test, as have many of the best candy and ice cream manufacturers.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 1019 Woolworth Bldg.

ATLANTIC

Super-Clarified

GELATINE

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

and another so-called commercial card considering not only the above items but fat and total solids as well?

In our opinion one complete score card is enough. The need of an ice cream score card for students' judging work is very acute. In these contests students score ice cream on flavor, body and texture and color and package. It seems that there is need for a score in the commercial field especially in educational scoring work. Such a score card undoubtedly should consider food value and a measure of how the ice cream has been produced and handled. While the number of points that should be allotted to flavor, body and texture, and color and package together with the system of grades and standards for same are the most pressing things that need to be decided, there seems to be no good reason why fat and total solids should not be considered on the

same score card. The essential thing to decide is the number of points to be allowed for each item on the score card and then adopt some system of grades as a trial until such time as further experience warrants a change.

2. Should body and texture be considered separately and given separate scores?

The suggestion has been made that body and texture are two different things and that they should be separated. We feel it is so difficult to draw the line on what is meant by body and what by texture that it would lead to confusion to separate them.

3. In the score card suggested are the points apportioned correctly among the different items? Are items mentioned that should not be considered or are there items mentioned that should not mentioned that should be considered?

It seems advisable to allow five points for color and package. These are of relatively minor importance but certainly ice cream in a rusty or unclean container or ice cream of very unnatural color should not receive a perfect score.

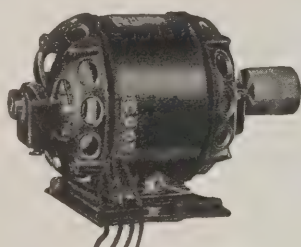
It is doubtful if it can be argued that any kind of bacteria even the acid formers are beneficial in ice cream. If this is true ice cream with high bacteria count should not get as high a score as ice cream of low bacteria count. There are those who seem to feel that not enough is known about the bacteriology of ice cream to warrant its consideration on the score card. As the writer sees it, it is simply a question as to whether our bacteriologists know how to accurately sample ice cream and make an accurate bacteria count on the sample.

If bacteriologists can answer this question in the affirmative there is no reason why bacteria count should not receive consideration. If the answer be in the negative, then the time is not ripe to consider bacteria count on the score card. In view of the fact that the American Public Health Association has not published any standard methods of bacterial examination of ice cream it does not seem wise to include bacteria count on the score card. It has been pointed out by Ellenberger¹ of Vermont and Ayres² and Johnson of the Dairy Division that such things as method of preparing sample, whether count is made on weight or volume basis, kind of media used and temperature and period of incubation of plates all affect the bacteria count. It would seem that some one should appoint a committee to work out a definite standard of analysis that all would follow.

A few years ago about the same proposition concerning

¹ Ellenberger, H. B. A Study of Bacteria in Ice Cream During Storage, Memoir 15, Cornell University.

² Ayres S. H. & Johnson W. T. Jr., The Determination of Bacteria in Ice Cream. U. S. D. A. Bull. No. 564.



Illustrating the $\frac{1}{4}$ H. P. Motor

Century

Repulsion
Start
Induction

Single-Phase Motors

have proved their superiority for operating refrigerating machines, especially the household and ice cream cabinet type, pumps, air compressors, etc., because of their high efficiency and starting torque (over 275% of full load torque); besides the brushes touch the commutator only during the starting period, thus insuring quiet operation and long life to both commutator and brushes.

THEY KEEP-A-RUNNING

Temperature Rise not over 40° C.

CENTURY ELECTRIC COMPANY

General Office — 1827 Pine Street
ST. LOUIS, MO., U. S. A.

SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

73^{to} 75%
Calcium Chloride
Free from
Magnesium

Like quality ice cream is the most profitable in the long run, so the better qualities of Carbondale C-3 Calcium Chloride prove it to be the best and most economical refrigerant you can use.

WRITE FOR PRICES.

TRY IT.

Carbondale Calcium Co.
Carbondale, Pa.

Ask for
Bulletins
No. 5
and
36



TRADE MARK

New York
Chicago
Pittsburg
Atlanta
Washington, D. C.

New Orleans
Philadelphia
Baltimore
Buffalo
Kansas City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

fronted us in the case of market milk. Bacteria counts were considered unreliable. Would not, including an allowance for bacteria on the score card, help materially to stimulate research along the line of reliability of bacteria counts for ice cream. It is apparent that including bacteria count on the milk score card helped materially to stimulate investigation on standard methods of bacterial analysis for milk. We believe that all are convinced of the importance of including some measuring stick of sanitary quality on the ice cream score card. As a possible suggestion 10 points might be allowed for bacteria count and liberal allowance made as to number permissible before very serious cuts are made in the score. This, of course, would mean taking these points from some one or two of the other factors.

With regard to grades and standard for bacteria it will require a considerable amount of experimental work, as a large number of bacteria counts made according to an approved method on a number of samples of ice cream are essential in deciding this point.

The remaining question is, should more weight be given to flavor and less to body and texture. It is true that most of the large plants have a better control on body and texture than is possible for flavor and most of the ice cream from the large plants is perfect, or nearly so, in body and texture. However, the large number of commercial samples submitted to our educational scorings last winter show all sorts of body defects, and convinces us that the smaller plants, especially, have not solved the problem of turning out ice cream of uniformly good body and texture.

The consumer of ice cream will put up with a flavor that at best might be termed only fair, while coarse, icy or battery ice cream will draw complaint at once. The writers of course feel that more weight should be given to flavor than body and texture, the above statements are made simply to argue the point that 26 points are not much less than that should be allowed for body and texture. Possibly 5 points might be deducted from body and texture and added to the flavor score.

4. Are the flavors properly classified and the cuts allowed for each group what they should be? Are there other off flavors that should be included in any of the classifications?

Standard Is Important.

The matter of the number of points to cut for any defect does not seem so important as some of the previous questions. The important thing is to have some standard to follow and then have everybody stick to it. We have set our lowest flavor score on any ice cream that can be considered salable, from the standpoint of flavor, at 25 points. Ice Cream of such poor flavor as obviously make it unsalable is score 0 on flavor. This seems much better than allowing a range of from 0 to 25 points for the fourth class of flavors as it does away with the element of guess work to a large degree. To illustrate, a sample might be slightly salty but not bad enough to really class it as unsalable. If a free range of from 0 to 25 points was allowed for this defect the judge might score it 10 while the student might score it 20. One guess might be as good as the other. Following our suggestion both judge and student would now the sample must score 25 to 34.6 points. This scheme does not solve the problem of differences in judgment of individuals as to what constitutes a flavor bad enough to make ice cream unsalable nor does there seem any way of solving this problem. However, the matter is not serious, as most ice cream is good enough to eat and if a sample is really bad it is likely to be so bad



Schroeder — Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. ... MILWAUKEE, WIS.



Positive Identification

avoids:

- Loss by theft
- Personal appropriation of your property
- Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as \$14.00



EVERHOT
MANUFACTURING CO.
MAYWOOD, ILLINOIS

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

The **HOUSE**
of
Personal
Gelatine
Service

Hughes Gelatine Co.

1815 Franklin Street
DETROIT MICHIGAN

When ordering flavor
for Maple-Nut Cream

Specify

ELPAM

If you are not using this flavor,
ask us for a FREE SAMPLE.

A trial will convince you of its
SUPERIORITY.

MANUFACTURED BY

**G. W. Wardrop
Company, Inc.**

450 Broadway
Boston 27, Mass.

G. W. Wardrop Co. Inc., 450 Broadway, Boston
27, Mass. Send Sample of ELPAM for trial
Name
Address
Cut off this tab
and mail.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

as to leave no doubt in the minds of anyone as to its salability.

5. Are body texture defects properly classified? Are there other defects that should be included?

It is not likely that ice cream will have a sufficiently poor body and texture to make it unsalable, hence to avoid too wide a range of cuts for classes 3 defects 15 points is considered the lowest possible score on body.

6. Is 12 per cent of fat and 36 per cent total solids the proper minimum standard for an ice cream considered perfect in these items?

In some parts of the country would this result in a cut in the score for ice cream that might be considered perfect for fat and solids for that locality?

An examination of data on state standards shows that 30 states do not specify higher than 10 per cent of fat for plain vanilla ice cream, while 19 specify less than 10 per cent, four require 12 per cent and eleven require 14 per cent.

It should be remembered that state standards are merely minimum requirements, below which, ice cream cannot legally be sold. Such state requirements should therefore not be considered as expressing the most desirable per cent of fat that ice cream should contain. In the East, competition has raised the fat and total solids content of ice cream to an average of 12 per cent fat and 36 per cent total solids, notwithstanding the fact that the state legal requirements for Connecticut and Massachusetts are 8 and 7 per cent respectively. It is the consensus of opinion of many ice cream men in the East that increasing the butterfat up to 12 per cent has greatly stimulated consumption of ice cream.

That these observations were justified is evidenced by the carefully measured experiments of both the U. S. Department of Agriculture and the Chapin-Sacks Company, as published in the October issue of the Dairy Products Merchandizing. It is in view of these facts that we suggest a 12 per cent fat and 36 per cent total solids in ice cream should receive a perfect score on food value. An 8 per cent fat and 33 per cent total solids ice cream under this scheme would receive a cut of 7 points, or a score of 13 points. To us this seems just. It may strike our Southern friends differently.

7. Should color receive any consideration on the score card and is the maximum cut of 2 points too large or too small?

It is felt that a fairly wide range should be allowed in scoring color of ice cream. The maximum cut of 2 points is intended to apply only to extreme cases where the color is very unnatural for the flavor with which it is used.



NASHVILLE'S NEW PLANT OPENED TO PUBLIC.

The new plant of the Union Ice Cream Company, Nashville, Tenn., was described in the December, 1923, issue of The Ice Cream Review. The company used an entire section of the May 27 issue of the Nashville Banner in describing the opening of the plant and relating some of the history of the plant. Testimonial letters from the firm's dealers were published, and the section, which included sixteen pages, contained advertisements from a number of concerns that took part in the construction of the new plant. A visit to the Union Ice Cream Company's plant is described in one of the items in that section as follows:

A visit through the Union Ice Cream Company, the plant with a sunny atmosphere, is a rare treat to a visitor, especially when piloted by the captains of that real organization. They show the visitor a real plant, operated by real men, and

convince him that they are making a product known as the choicest of the dairymen's art.

The first place one is ushered through is the beautiful, spacious office and there received by men who bespeak the works "we are glad to see you." From there we are conducted through the large shipping room, well lighted, well laid out and convenient in every respect, so that every loss of motion is eliminated; then to the receiving platform where fresh, rich milk and cream is received through the early part of the day and is converted into ice cream mix that day ready for the freezers. One is impressed with the thought that has been given this wonderful plant, the real plant of the South.

As we leave the milk receiving room, we are conducted upstairs to the laboratory, where we are introduced to one of the four servants of the ice cream industry, the first, the Mojonnier fat and solids tester, the machine that stands as the big boss in the plant, telling the ice cream maker exactly how to make his ice cream, the same every day, giving to the customer ice cream which is as near right as human ingenuity can make it. In that laboratory, which is bright and well equipped, the tests are made for factory control all the way through.

From that point, we are conducted to the beautiful and well designed mixing room where we are introduced to the second true servant known as the Mojonnier vacuum pan. The ice cream mix is made under vacuum in this vacuum pan, the very latest development in the ice cream industry, and this is one of the few plants in the country that has gone to the expense of placing machinery of that kind to make their product superior in every respect. From the pan the mix is stored in huge sanitary white enameled tanks and held ready to freeze. From there we are conducted through the large, spacious, well ventilated, well lighted, sanitary freezing room where a beautiful battery of freezers are lined upon a stone platform standing there like a row of sentinels, ready to perform their duty. At the end of this battery stands the third true servant of the industry, the Mojonnier ice cream packaging machine. This machine fills bricks, Sealright packages and individual packages mechanically without the touch of human hands so rapidly that one comes to the conclusion that Mr. Drake knows what he is about. The fourth true servant, known as the Mojonnier overrun tester, stands all lit up between this row of freezers looking like a faithful operator speaking in silent tones to the operator to make every can of ice cream the same.

From there the ice cream is conveyed into the large, spacious hardening room, one seldom equalled in the country, and left to harden and ready to deliver to the customer in perfect shape. Going still further, we are conducted to the compressor and ice cream making department. One is impressed with the wonderful equipment seen in this part of the plant. Massive compressors, and the way they operate night and day, is a credit to the plant.

The building is one of the most beautiful buildings in the industry, and is a treat in itself to see. One cannot help but be impressed by the men showing you their plant. Nothing is too much trouble for them.

The delivery equipment in the way of trucks, and the way they are loaded and deliver the ice cream, without a doubt bespeaks the thought and efforts that have been made by men who know their business, and lastly, the ice cream that is served to the ultimate consumer in the iceless cabinets, the latest of all the dairy developments, will tell any casual observer that officials of the Union Ice Cream Company are right on the job every minute of the day.

The operators in the plant are one of the few in the country who are equipped all around with the four true servants and were one of the first to take hold of these most recent developments in the ice cream industry and manufactured by the Mojonnier Bros. Co. of Chicago, who are making a life study of the scientific control of the ice cream industry.



KANSANS TO MEET IN DECEMBER.

The ice cream manufacturers of Kansas will meet in annual convention December 16, 17 and 18, 1924, at the Hotel Kansas, Topeka, according to recent announcement by B. T. Perkins, secretary of the Kansas Association of Ice Cream Manufacturers. Convention committees and program preparations will be taken up later on, it is announced.

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

MILLER Refrigerator Bodies

"We SELL you one — you BUY more"



The LUICK ICE CREAM COMPANY used one Miller Refrigerator Body in 1923, and purchased three more in 1924.

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Avenue North MINNEAPOLIS, MINN.

Unusual Bargains

Used equipment for immediate shipment.

(SOME PRACTICALLY NEW)

- 2—40 qt. Emery Thompson brine freezers.
- 2—Pfaudler ice cream hoppers 15" x 60" x 30".
- 4—Creamery Package batch measures.
- 2—Champion No. 11-H ice crushers, hopper type.
- 75-ton brine cooler, shell and tube type.
- 100-ton brine cooler, shell and tube type.
- 20 stands De La Vergne atmospheric ammonia condensers, latest type.
- 2—500 g. p. m. Union centrifugal pumps, direct connected to 10 h. p. motors.
- 244 cu. ft. steam driven air compressor.
- 5000 lineal feet of 1½" hardening room piping.
- 33000 lineal feet of 2" hardening room piping.
- 50 gal. Perfection ice cream batch mixer.
- 100 gal. Cherry starter-can.
- 4½x1½ Duro milk pump.
- 2 H.P., 5 H.P., 7½ H.P., 10 H.P., 15 H.P. motors.

Write or wire for quotations.

We own the largest stock of good used refrigerating and ice making machinery in the United States. Will be glad to have you refer any equipment that you have for sale, to us.

Send us your inquiries.

ROBERT P. KEHOE

7 East 42nd Street

New York, N. Y.

Telephones: Vanderbilt 9594-9595

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing
to Develop the Industry. We Invite Correspondence Relative
to New Products and New Equipment.

THE PFAUDLER COMPANY PURCHASES ELYRIA ENAMELED PRODUCTS COMPANY.

The Pfaudler Co., Rochester, N. Y., announces that it has purchased all of the assets of the Elyria Enameled Products Co. of Elyria, O. The purchase was consummated June 3, 1924.

It is the intention of The Pfaudler Co. to continue operation in the Elyria factory and to continue the production of Elyria equipment. All of the staff of the Elyria Enameled Products Co. have been retained and with bigger production made possible through the operation of both factories, even better and more complete service than heretofore will be given.

The company is rapidly completing plans to place on the market a new line of glass lined piping. Other developments such as a combination of the fine points of the Elyria tank car with those of the Pfaudler tank car are being gone over, so as to give the trade a super-tank car for milk haulage.

It is also announced that the company's European factory, located at Schwetzingen, Baden, Germany, is now operating at full capacity and it is in a position to give direct service to any of its clients having European interests. They will be served from this factory, thus eliminating ocean freights.

Harry S. Calvert, for so many years president and general manager of the Elyria Enameled Products Co., has been elected to the board of directors of The Pfaudler Co., and has been made vice-president in charge of the Elyria Enameled Products division.

The officers of The Pfaudler Co. now are as follows: E. G.

Miner, president; W. D. Pheteplice, vice-president and general manager; H. S. Calvert, vice-president in charge of Elyria Enameled Products division; R. Ranlet, treasurer; C. J. Stothers, secretary, and R. B. Kilmer, general sales manager.

* * *

THE NEW COCHRANE INTEGRATING FLOW METER.

In the Cochrane flow meter, according to a description by the manufacturers, the deflecting and actuating member is a U-tube containing mercury and balanced upon a knife edge. Pressures from the two sides of a metering element, such as an orifice or nozzle in a steam line, are led to the two limbs of the U-tube through small, flexible torsion tubes placed close to the axis of rotation of the balance. The pressure differential, set up by flow through the pipe line, forces mercury from one side to the other of the U-tube, causing the latter to tilt. In order that the tilting may be proportional to the rate of flow, the U-tube carries a cam which presses against a metallic ribbon kept taut by a weight. This meter has no working parts inside the pressure chambers and no stuffing box is required, hence there is very little friction.

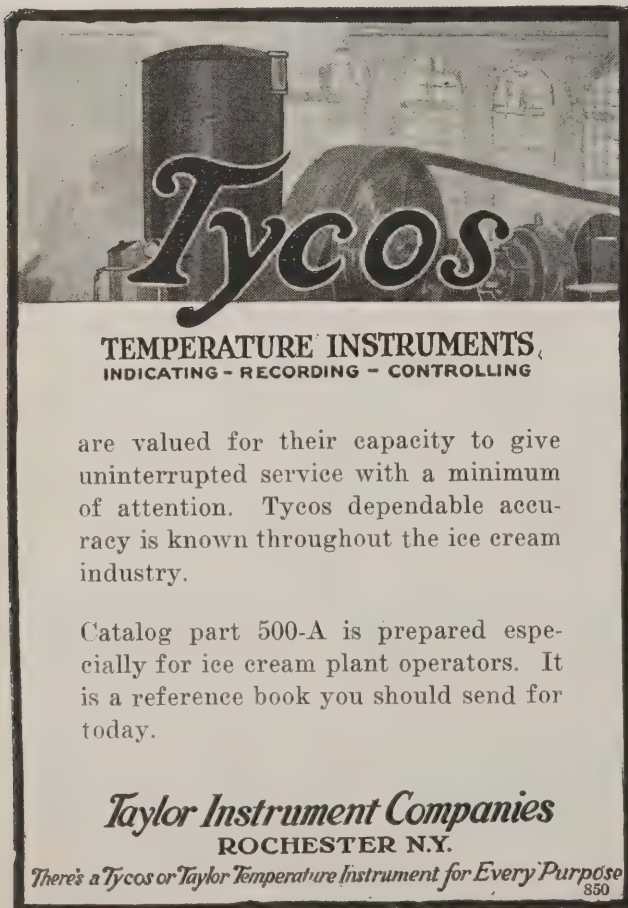
In designing an integrator for use with this flow, it was considered desirable to impose no resistance or load upon the deflecting member in order to retain sensitivity and accuracy, and also to eliminate external variables, such as vibration or voltage fluctuations. These considerations barred the type of integrator in which a roller driving a counter train receives motion from the recorder chart. Not only is such an integrator likely to be deranged when changing charts, but the sliding of the roller edgewise opposes resistance to the movement of the deflecting member and thereby introduces error unless the deflecting member is excessively large and powerful. The latter objection applies also where the roller receives motion from a separate clock-driven disk. It is true that the sliding friction of such a roller can be reduced by placing small transverse rollers around its periphery, but while such rollers decrease the drag, they make it difficult to reproduce the theoretical diameter of the integrator roller, and when the small rollers become clogged with dirt they have about as much friction as would a solid roller, officials say.

The integrator which was finally developed is driven solely by the clock, the deflecting member of the meter merely controlling the position of a stop or motion-limiting pin. In principle, this integrator is similar to the method sometimes used by steam engineers for obtaining the mean effective pressure of an engine indicator card which consists in ruling evenly spaced parallel lines across the chart, adding up the lengths of the lines intercepted between the indicator lines and then dividing by the total number of lines which have been added. By using enough lines, any desired refinement of accuracy may be obtained.

The Cochrane flow meter integrator acts in the same way, according to officials, except that only the total is used, no division being made to obtain an average. That is, the integrator goes through motions equivalent to drawing a line from zero to the pen trace on the flow meter chart once each minute, the length of this line being proportional to the momentary rate of flow and the sum of the lines proportional to the total flow for a definite period.

* * *

A little ice cream truck for use in the freezing room is being featured for the first time in this issue. It is manufactured by the Utility Manufacturing Co. of Faribault, Minn. The purpose of this truck is to facilitate the handling and filling of cans at the freezer. It moves on rubber tired casters and the container, which has a capacity of six five-gallon cans, revolves, thereby making it most convenient for the filling of cans. This truck saves considerable time in moving the cream from the freezers to the hardening room, officials of the company claim.



Tycos

TEMPERATURE INSTRUMENTS,
INDICATING - RECORDING - CONTROLLING

are valued for their capacity to give uninterrupted service with a minimum of attention. Tycos dependable accuracy is known throughout the ice cream industry.

Catalog part 500-A is prepared especially for ice cream plant operators. It is a reference book you should send for today.

Taylor Instrument Companies
ROCHESTER N.Y.

There's a Tycos or Taylor Temperature Instrument for Every Purpose

850

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Grand Rapids
ICE CREAM CABINET OF QUALITY

BE SAFE!

Standardize on Grand Rapids Cabinets of Quality

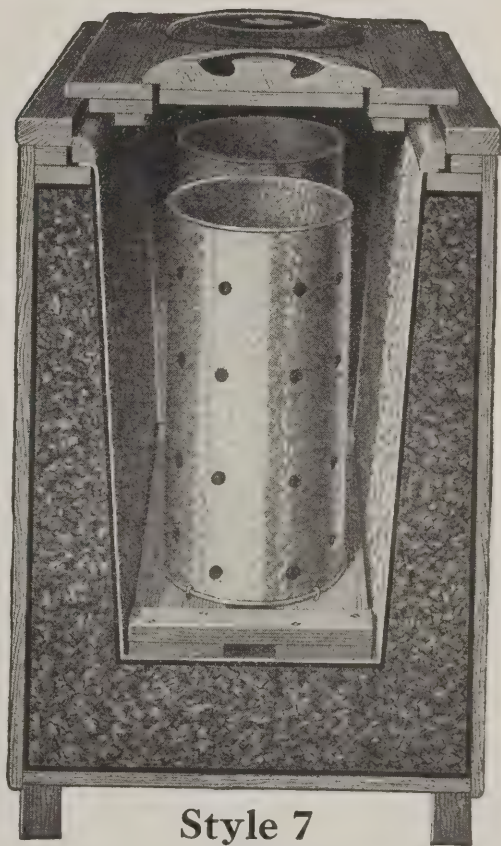
Over a period of more than a quarter of a century Grand Rapids Cabinets have stood for the final word in *efficient, economical and trouble-free* service.

They enjoy that reputation today.

And because of it they are still the first choice of leading manufacturers the country over.

Are you familiar with the outstanding qualities that account for this marked preference for Grand Rapids Cabinets? If not send for a copy of our current catalog which describes in detail the unduplicated scientific structural qualities that set Grand Rapids Cabinets apart from all others.

Be Safe! Standardize on the cabinet that has stood the test of time.



Style 7

The Most Highly Developed
Ice Cream Cabinet Ever Built

Catalog on Request

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W.

Grand Rapids, Mich.

NEW ENGLAND SALES OFFICE AND WAREHOUSE,
SOUTH EASTERN SALES OFFICE AND WAREHOUSE,
CENTRAL SALES OFFICE AND WAREHOUSE,
NEW YORK STATE SALES OFFICE AND WAREHOUSE,
NORTH WESTERN SALES OFFICE AND WAREHOUSE,
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS

MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
CHERRY-BASSETT-WINNER CO., 1139 Penn. Ave., PITTSBURGH, PA.
CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
CHERRY-BASSETT-WINNER CO., 400 Canal Street, SYRACUSE, N. Y.
A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



PEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

WILLIAM S. CHAMP PASSES.

William S. Champ of Malba, L. I., president of the Cone Company of America, with offices in New York City and Chicago, died on June 2 at the Post Graduate Hospital, New York City. He was widely known in the ice cream industry and his passing from this industry is a source of much regret to many friends, both in the supply as well as in the manufacturing divisions of the industry.

Mr. Champ formerly was president of the American Maize Products Co., and at his death was vice-president of the Realty Trust Company of New York. He was one of the directors of the Royal Baking Powder Co.

The deceased was born in Hamilton, Canada, January 6, 1870. He was a salesman when he attracted the attention of William Ziegler, "baking powder king." Mr. Ziegler made him private secretary and he rendered important assistance in the consolidation of the baking powder interests. After Mr. Ziegler's death, Mr. Champ, at great risk, carried out the wishes of the former's will that Anthony Fiala and the members of his polar expedition be found in the Arctic and brought back. The steamer had been crushed in the ice in the early winter of 1903-4, and the thirty-seven men of the party presumably would have perished had not Mr. Champ, after an initial failure, finally succeeded, in the spring of 1905, in reaching and rescuing all but one.

* * *

VIKING PUMP COMPANY EXPANDS.

Growth of the Canadian sales of the Viking Pump Company, Cedar Falls, Ia., have necessitated the erection of a new plant at Walkerville, Ontario, according to recent announcement. It has a production capacity of 5,000 pumps a year and is to be operated under the direction of J. B. Buyck, manager, and J. C. Petersen, treasurer, formerly of the Cedar Falls factory.

Two new buildings are being erected at the Cedar Falls plant. One is an additional storeroom 40x127 and the other a 2-story office and shipping department 74x148, costing something over \$50,000. George Wyth, president, states his pump sales are steadily increasing each month and at the present time over 50,000 are in use.

See Gifford-Wood advertisement on page 15

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

THE GLACIFER METHOD.

The Ice Cream Review has received a very attractive little circular from the Glacifer Co., Somerville, Mass., in which a number of points in favor of the Glacifer container are brought out. The Glacifer, they say, pays dividends—four and one-half cents on each gallon of ice cream. It is all figured out, the cost of the old method and the Glacifer method, and although the Glacifer containers originally cost twice as much, the cost per gallon is actually reduced from eleven and seven-tenths cents under the old method to seven and one-tenth cents for bulk and seven and seven-tenths cents for brick ice cream under the Glacifer method, the company claims.

An interesting comparison of express rates for different kinds of containers is given on the last page. The circular will be sent free to anyone interested upon request.

* * *

KAPNER HEADS TEXAS BARREL CO.

Charles M. Kapner has been named successor to Jacob Noodelman, as president of the Texas Barrel Co., Houston, according to an announcement late in June. This announcement will be of much interest to friends of the company in the ice cream industry, particularly in the Southern and Western states.

In making this announcement the company refers to Mr. Kapner as a "live, wide-awake gentleman who will prove popular with ice cream men." He has brought about decided results in the short time he has held this post, according to the announcement.

The Texas Barrel Co. manufactures ice cream tubs of all sizes. G. J. Kapner is secretary-treasurer of the firm.



CHARLES M. KAPNER.

* * *

IMPROVEMENTS FOR PENNSYLVANIA FIRM.

The Alfred Ice Cream Company, Ridgway, Pa., has just completed a general remodeling of its plant, making the following additions: 6,000-gallon hardening room, 40-ton ice storage room; a fruit storage room; cream storage room, and new equipment in the mixing room, including two-stage valve on Gaulin homogenizer.

Extensive repairs also have been made at the company's creamery and distributing plant at Brockwayville, Pa. The construction of the refrigerating rooms was under direction of K. W. Schantz, Inc., Buffalo, N. Y.

* * *

NEW ATTACHMENT.

The National Bundle Tyer Co., Blissfield, Mich., has announced a new attachment to its No. 9 bundle tyer machine. It is a new automatic feeder, and, according to the company's description, all that is required is to drop the package on the feeder, and the weight of the bundle trips the feeder and delivers it to the knotter bill in just the required position. The packer puts the required pressure on the package just as it is being tied, it is claimed. The National Bundle Tyer people say the feeder has been tried out and works perfectly, even on very small packages. Ice cream manufacturers are using this machine for the wrapping of brick ice cream, they say.

* * *

CHOCOLATE MANUFACTURERS MEET.

The Association of Cocoa and Chocolate Manufacturers of the United States held its annual meeting at the Hotel Pennsylvania, New York City, on Wednesday, June 4.

The following officers were elected for the ensuing year:

President, H. C. Gallagher, president Walter Baker & Co., Ltd.; vice-president, Wm. F. R. Murrie, president Hershey Chocolate Co.; treasurer, Wm. H. Watt, vice-president Hooton Cocoa Co.

The following were elected to serve on the executive committee, together with the president and vice-president: B. K. Wilbur, vice-president H. O. Wilbur & Sons, Inc.; S. P. Goble, vice-president Rockwood & Co.; Louis Runkel, president Runkel Brothers, Inc.; Wm. K. Wallbridge, vice-president Peter Cailler Kohler Swiss Chocolate Co., Inc.; J. A. Boyle, president Stollwerck Chocolate Co.

Only routine business was transacted. Following the general meeting, the new executive committee met. Wm. K. Wallbridge was re-appointed secretary, and it was voted to continue the existing committees.

* * *

HIGGINS RETIRES FROM MILLIGAN & HIGGINS CO. THOS. J. STEWART REJOINS THAT ORGANIZATION.

Announcement that Thomas J. Stewart, formerly of the C. Nelson Manufacturing Co., St. Louis, has returned to his position with the Milligan & Higgins Gelatine Co., New York, was made last month co-incident with the announcement that the president of this company, Thomas Higgins, who has been in active charge of the business for fifty-six years, has retired "to place the business in younger hands."



THOS. J. STEWART.

Mr. Higgins' announcement follows:
Mr. Thomas Higgins, who has been president and actively engaged in the management of the Milligan & Higgins Gelatine Co. since its organization, recently concluded after reaching four-score years and over, that the time to retire and place the business in younger hands had arrived. He felt confident that the men who had been associated with him from 20 to 40 years and had been carefully trained, had the ability to conduct the business with the same scrupulous honesty of purpose and maintain the same high character and enterprise that had marked this concern for the last 56 years. Consequently, on the 12th of June, he disposed of his interest to these men, and they have taken over the management.

They feel that they are now embarking on a business of their own, and expect to use the utmost care in maintaining the high quality and uniform character of gelatine and to conduct the business with the utmost economy.

Starting in a small way, in 1868, this organization has steadily grown through integrity of purpose and unrivaled service, until it is among the foremost in the industry. The various salesmen will retain their old territory, and give their entire efforts to the trade.

Mr. Joseph Thomas, Jr., vice-president, who has been general manager for the past several years, will retain that position, and continue to supervise the manufacture and the importations.

In connection with this announcement, The Ice Cream Review has received a statement to members of the industry, from Mr. Stewart, who is one of the ice cream supply industry's most widely known members. His statement follows:

It may be surprising to you to learn that the writer has resumed his position with the M. & H. Gelatine Co., and will cover the same old territory, same as heretofore.

Only recently our president, Mr. Thomas Higgins, who has been in active charge of this business since its organization in 1868, decided that after reaching the age, beyond four-score, that the time to retire to a life of rest had arrived, and in looking about, decided that he could happily dispose of this business to those men who had been associated with him from 20 to 40 years, of whom the writer is one, and, consequently, the deal was arranged and closed on June 12th.

We feel that we will be in a position to supply you high quality, pure, wholesome gelatine, adapted to your particular purpose, and that with careful, economical management we will be in position to offer you a uniform supply of choice gelatine, adapted to your work at the lowest prices.

The writer assures you that it will be a great pleasure to gain do business with you, and he appreciates the many years friendship with his trade and hopes for a continuance of your patronage.

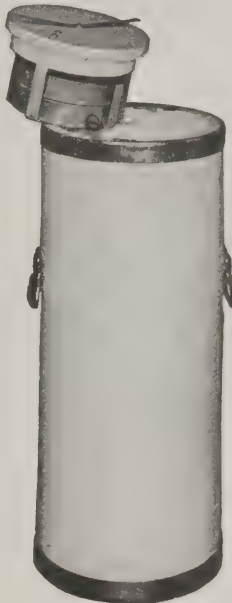
With kind personal regards.

Very truly yours,

THOS. J. STEWART.

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

And Now— New Express Rates Just in Time for the Busy Season



5 Gallons Bulk
12-15 Hours Preservation

Effective June 3rd in—
MASSACHUSETTS
WISCONSIN

Effective July 16th in—
ILLINOIS
MAINE
OHIO
TENNESSEE
IOWA
NEW YORK
PENNSYLVANIA
VERMONT

The Glacifer may now be billed at 25% less than gross weight both interstate and intrastate,—68 lbs. on the 5 gallon size.

Where the Rate on Tub is \$1.00
The Glacifer is60

Glacifers and Iceless Cabinets make the ideal combination. If you deliver and service a long distance customer, a Glacifer packer and a mechanical cabinet will do the work better and at less cost.



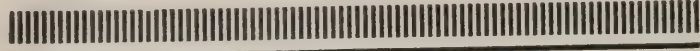
20 Quart Brick
12-15 Hours Preservation

Ask for circular giving comparison of costs and express rates.

THE GLACIFER CO.

Miller Street

Somerville, Mass.



A CONE WITHOUT A NESTING RING IS OLD-FASHIONED

NOTE HOW
NESTING RING
RESTS ON TOP
OF LOWER
CONE.
WALLS OF CONES
CANNOT TOUCH



NESTING RING
PREVENTS
WEDGING,
SPLITTING
AND
BREAKING

Up-to-date Jobbers
recommend RING Cones

Up-to-date Dealers
demand RING Cones

Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring.

THIS VALUABLE FEATURE IS
PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE
UP-TO-DATE



HANDLE
"McLAREN'S"

The McLaren Products Co.

PEORIA
ILL.

DAYTON
OHIO

KANSAS CITY
MO.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

MEYER DAIRY EQUIPMENT CO. TO OPEN DISTRIBUTING POINT AT DALLAS, TEXAS.

The Meyer Dairy Equipment Co. of St. Louis, Mo., has purchased the dairy supply department of the Huey & Philp Hardware Company of Dallas, Tex., and on August 1 will take over the active management which will be in the hands of men who are well known in the Texas territory, is the announcement of officials of the company.

R. D. Welton, for many years connected with the dairy industry, will be office manager, and W. B. Matthews, who has been with the Huey & Philp Hardware Co. for many years, will be the sales manager for the new company.

The company has a large stock at Birmingham, Ala., which gives them excellent shipping facilities in the entire Southern territory.

* * *

The Horine & Bowey Company of Chicago now is settled in its new, enlarged home at 401-403 West Superior street, and is better equipped than ever before to take care of its rapidly growing business, according to officials. The company has more than doubled its former working space in the new "sun-lite factory," a steel and concrete structure, with unobstructed sunlight on three sides. The entire building is



occupied by the company for the manufacture of "Bowey Brand" fruits, flavors and colors for ice cream manufacturers.

The company is now entering its thirtieth year. Additional expansion is taking place in the advertising and sales forces of the organization. J. W. Hanner is now head of the sales promotional and advertising departments and T. C. Hyland, who for many years has been in the selling end of the fruit and syrup line, recently joined the sales force.

Trade Literature

The J. G. Cherry Co. has just published a new bulletin (No. 2070) in which are shown 15 plant lay-outs illustrating successful methods of grouping and installing equipment in milk plants, ice cream plants and creameries of varying sizes and capacities.

The drawings shown were developed to save floor space and cut down production operations under certain specific conditions.

A copy will be mailed, without obligation, to anyone making request, officials say. In asking for the bulletin, they request readers to mention the bulletin number—2070—and address all inquiries to the Cedar Rapids office.

* * *

A new book on Progress ammonia or direct expansion freezers has just been issued by The Creamery Package Mfg. Company, 61-67 W. Kinzie St., Chicago. Complete description, illustrations of different sizes, units of construction and tables of specifications are given in the book.

This freezer makes it possible to make a delicious cream without using brine, brine box, brine pump, brine lines, or other accessories of the brine system. It is said to be simple



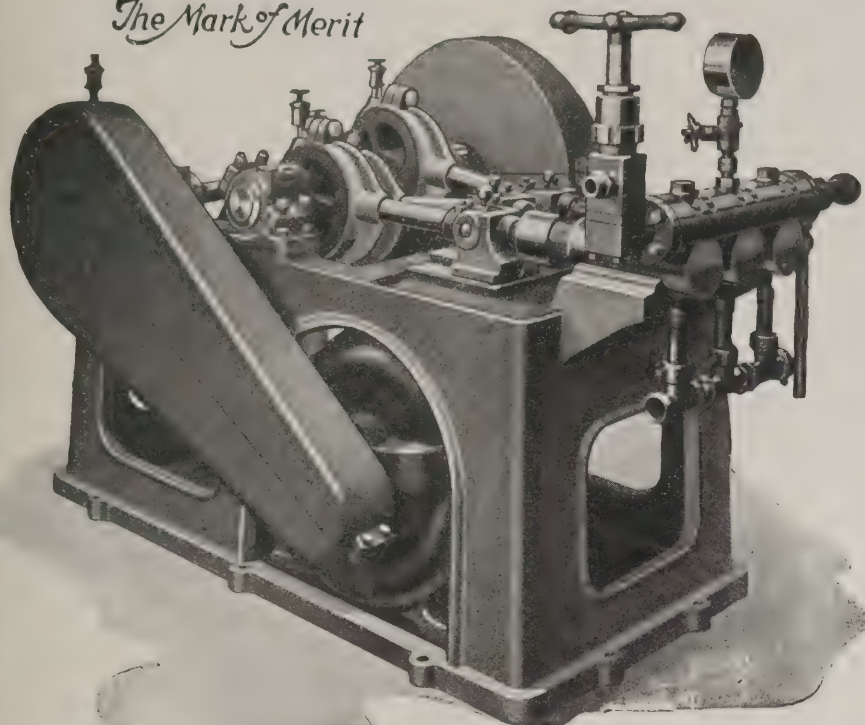
The Mark of Merit

Eliminate Repair Bills!

BY USING

A UNIVERSAL HOMOGENIZER

Built to Keep Upkeep Down!



The universal embodies all the advantages of old time machines in addition to many much needed improvements.

It is so constructed that it will stand up under severest of tests day in and day out—year in and year out—without adjustments or replacement of parts.

Individual cylinders machined from rolled Tobin bronze bars (not cast).

High pressure manifold machined from rolled Tobin bronze having tensil strength of 55,000 pounds.

Individual shimming of cross-head slides maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts.

Monel metal pistons not affected by milk acids.

Homogenizing valve—internal spring type—plug and seat are made of an alloy of semi-precious metals so hard it cannot be machined but must be ground with carborundum.

Built in belt or motor drive sizes 200, 400 and 800 gallons.

Sole Distributors

Jensen Creamery Machinery Company

Bloomfield, N. J.

Oakland, California

in operation, requires very little attention and offers a considerable saving in the manufacture of ice cream.

A copy may be obtained free by writing the manufacturers and mentioning The Ice Cream Review.

* * *

"Ice Cream, Carbonated Beverages" is the title of an interesting booklet recently issued by the Warner-Jenkinson Co., St. Louis. In the preface it is described as "a handbook for ice cream makers and students taking short courses in dairying." The book has a short introduction to the study of chemistry and physics. Milk hygiene is the first subject taken up in the chapter captioned "The Ice Cream Industry." Then follows a discussion of "Laboratory Control of Milk Products." Standardization is discussed in the chapter devoted to "Composition of the Mix," and general formulas are given. Other topics are: "Preparation of the Mix," "Freezing," "Bricks and Molds," "Small-Scale Production of Ice Cream," "Frozen Puddings," "Frozen Custards," and "Extracts."



PENNSYLVANIA PLANT OPENED.

The ice cream plant of the Pennsylvania Cone and Baking Co., Uniontown, Pa., was opened June 2, at 22 W. South St. Since then many have taken advantage of the invitation extended by the company to visit their modern ice cream manufacturing plant. The interior of the plant is white enameled, and the newest and most modern machinery has been installed, which enables the company to produce a high-grade product.

A ten-ton Arctic refrigerating plant supplies the necessary refrigeration for freezing and hardening the cream. Mixing vats and freezers of the latest types are in use here.

The officers of the company are J. W. Abraham, president; Robert J. Carter, vice-president; Charles L. Lewellyn, secretary, and Dr. A. C. Howard, treasurer.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

A Highly Efficient Product

"**Sx**"

is today making the finest Edible
Gelatine from every angle that
it has ever produced.

CALL ON US

Shipments from nearest warehouse.

ESSEX GELATINE COMPANY

MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street	CHICAGO 94 Board of Trade	ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue	ATLANTA Haynes Street	
SAN FRANCISCO Second and Brannan Sts.	LOS ANGELES 747 Warehouse St.	PORTLAND, ORE. 405 Hoyt Street



Advisability of Carrying More than One Grade of Ice Cream

By W. J. BARRITT*

JUST what motive prompted the program committee to assign this subject to me, I cannot say, and as they did not give any instructions as to which side of the proposition they expected me to take, I take it for granted that it is permissible for me to express my personal views regardless of what they may be.

Therefore I will be perfectly frank in the beginning and say that in my opinion it is extremely inadvisable to carry more than one grade of ice cream. In other words, I am emphatically opposed to it. I am sure, however, it has been the experience of nearly every manufacturer here at some time or other, as it has been mine, to meet with a request from some good customer, or generally it is a new one just starting in, to make a special grade or formula, and it is really wonderful how many good reasons they usually advance for wanting you to do this. They lay great stress on what great results will be obtained in volume of business, if you comply with their request. Of course you naturally reply you are making the best ice cream in the city, selling hundreds of gallons to a well satisfied trade, and that you believe it to be good enough for him or anyone else, but this fellow wants something better, he wants individuality—that's a great word and they always use it. He wants to advertise and boost the ice cream business, and develop more volume over his fountain.

Well, what if he does, just how does it benefit us? Not a particle if he follows the usual method, which

* President, Southern Association of Ice Cream Manufacturers. An address delivered before the convention of the Southern Association of Ice Cream Manufacturers, held at Little Rock, in December, 1923.

would be to put up signs or advertising matter saying, "Our Ice Cream Is Made By Our Own Special Formula;" "Only Pure Cream Used," and all that kind of stuff, every word of which is a direct reflection upon the good reputation you have built up by making a first-class piece of goods, upon which you have spent thousands of dollars in advertising. And if you comply and furnish him with a special grade, the chances are a hundred to one that he'll either go out of business, or what more frequently happens, sell out to some other fellow with another idea, and then you have the same thing all over again. There's no assurance of permanence with the retailer—he can quit when he likes, but your plant is a permanent institution.

If this alone is not sufficient to convince you of the folly of such a practice, let me suggest another reason why we should not carry more than one grade. Many of us have adopted a trade name for our ice cream. We have worked hard to make that name stand for the best in ice cream. Slogans have been used, such as, "The Cream of Creams;" "The Cream By Which All Others Are Judged," and hundreds of others too numerous to mention. How can we reconcile these advertised statements with an attempt to make several grades under the same trade name? Here's an example of how it would work out: Smith down the street is serving your regular cream and in comes a little party of customers. They give their order and are served. Perhaps one of them happened to have been up to Jones' last night, who is selling this "special grade" you are making for him. He notices the difference and begins to comment on how much better Jones' cream is than Smith's, and then your trouble begins. You are selling both under your advertised trade name and the idea gets started that you are making several grades. Immediately you are put on the defensive, and all the explaining you can do to Smith about how much more Jones is paying for his ice cream will not offset the germ of suspicion and jealousy that has been planted in his mind.

Therefore I contend that you cannot possibly make several grades of ice cream without first jeopardizing your trade name and good reputation, the very foundation of your business, and second, the friendship and good will of your trade which is just as essential to your welfare and future growth.

Another point against carrying several grades is the inconvenience and expense. All of us know how

Hardening Rooms

NO matter how good your mix or how modern your freezer, you cannot successfully market ice cream unless it is properly hardened.

*We carry
Pure Cork
Board,
Granulated
Cork,
Refrigerator
Doors,
and
Asphalt
in stock at
Minneapolis*

It requires a well built, CORK insulated Hardening Room to maintain the necessary temperatures.

It is our business to build Hardening Rooms **right**.

Write us before contracting, we can save you money.

Insulation Sales Company

Builders Exchange

Minneapolis, Minn.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street
ST. LOUIS, MO.

even the carrying of too many flavors is in itself a problem, and many times a hardship. What then would be the case if we carry more than one grade? It is my firm belief that no argument in favor of several grades can be advanced that will stand.

If we were like some of our extract friends, it might be different, but I even question that statement sometimes when I am offered a dozen grades of a product by the same firm, to fit a price. I am beginning to believe it would be better for them to offer one grade, backed by their reputation as to its quality and value. There is some justification for different grades perhaps in these products because we manufacturers can test out what we buy and see if we are getting the results in the finished product, but who is going to be the judge of your ice cream and make the test? The public or consumer, and imagination has a great deal to do with the public's opinion of ice cream, and if they become suspicious of the quality, no amount of advertising or argument can replace their lost confidence in their favorite brand.

Our business and product is so different from any other, that I believe we cannot afford to experiment with carrying different grades.

Personally, from the standpoint of competition, I would want no better opportunity than would be presented to me if one of my competitors should adopt the idea of carrying several grades. I would simply announce that I had one better than the best of my competitors, and then deliver the goods, and you know who would get the business.

Gentlemen, I have expressed only my personal convictions in this matter, based upon my own experience, for if you will pardon the personal reference, I will add that down in the section where I operate we adopted a trade name upon which we have spent a large sum for advertising in the past twelve years, and we have backed up our advertising with one grade of ice cream, and I defy anyone to go into that territory, and find that our trade name is not known to stand for the best that can be had. Therefore I know, that one grade, backed by the best service you can render, will win out, because it has proved so with me.



FROZEN FRUIT MANUFACTURED IN NEW ENGLAND.

Frozen fruit is a new product now being manufactured by a New England manufacturer. It is reported to be making a favorable impression upon the public. The product consists of fruit entirely with some form of binder. It is unnecessary to put the mixture through the freezers, it merely being packed and placed in the hardening room. Then it is cut, dipped into chocolate and wrapped in foil, being put up much in the manner of the well-known Eskimo pie. It is said to make a very appetizing and wholesome tidbit. It is possible for a variety of flavors and colors to be used for the coating.



ICE CREAM FOR AUSTRIANS.

American ice cream is to be introduced in Austria, according to press dispatches from that country. Assistant Trade Commissioner E. M. Zwickel states that if Austria's milk production were greatly encouraged, the country could produce its own requirements of milk and milk products, but is spending large sums on the importation of dairy products. It has been proposed to establish cheap booths in the parks where Austrian children can buy American ice cream.

SOUTHERN CONVENTION—NEW ORLEANS, NOVEMBER 14-15, 1924.



Hundreds of Plants Use Them

The quickest, simplest way to handle your "empties" is provided by this Nutting truck. It saves many hours every week by speeding up can handling and moving.

Dirty cans are piled with open end out and slant upward to keep contents from spilling. Washed cans are piled with open ends in and slant down for quick draining. They are counted automatically and always ready to go. Top railing holds all covers.

Note these features. Built of structural steel. Heavily braced and riveted. Entire frame is galvanized. Large main wheels; ball bearing casters. Flat faces of wheels and casters save floors.

New low price. Fig. 106 (30x66 in.) Top rail included. \$52⁰⁰
F. O. B. Faribault or Chicago.
(less without cover-holding top rail)

Order from your jobber or write us or complete information



Nutting Truck Co.

1206 Division Street
FARIBAULT, MINN.

Bulletin C-6 describes and illustrates the Nutting Ice Cream Can Truck and other Floor Trucks for the dairy industry. Write for your copy.



WASHINGTON

MAINE

News From Far and Near

CALIFORNIA

FLORIDA

Fayetteville, Ark.—Crystal Ice Cream Co. will erect a \$75,000 plant on North West St. Latest equipment for manufacture of ice and ice cream will be installed, including oil engines and motors.

Savannah, Ga.—R. L. Thompson is manager of the recently organized Thompson's Ice Cream Co. on 245 Lincoln Street.

Waycross, Ga.—An ice cream plant is in operation here now. Harry Phelps is manufacturing manager.

DuQuoin, Ill.—The Metropolis Ice Cream and Bottling Co. was recently incorporated with a capital of \$40,000. Incorporators are R. Kunz, A. Lehn and W. R. Hayes.

Anthony, Kans.—A new freezer, which brings the capacity of their plant to 1,100 gallons of ice cream a day, has been installed in the Underwood Creamery and makes the local concern one of the best equipped plants in the state. The new freezer is a Dreadnaught brine freezer and holds sixteen gallons of cream.

Osborne, Kans.—Sutton & Phillips, proprietors of the Bon Ton, have established their own ice cream factory and are turning out a fine product. They have installed a Century electric drive freezer and ice crusher, and have installed an ice cream packer with all the necessary paraphernalia for making ice cream.

Glasgow, Ky.—Brown Bros., formerly of Elizabethtown, are installing a complete ice cream factory here.

Princeton, Me.—The ice cream factory and machinery here, conducted by Delmont Tozier, was destroyed by fire recently. The loss is estimated at \$5,000, partly covered by insurance.

Petoskey, Mich.—The Petoskey Ice Cream Co. has been incorporated with E. S. Martin as president.

Kearney, Neb.—The Kearney creamery, under the management of B. F. Bowersox, is now equipped to make all of the ice cream for the Ravenna Creamery Company, and will

supply all of the territory directly from Kearney. New equipment has been installed and the capacity of the plant has been brought up to one thousand gallons a day.

Atlantic City, N. J.—The Atlantic City Candy Shop has removed its ice cream factory to 3114 Atlantic Avenue (Chelsea section) on account of growth of business. A retail store, however, is still maintained at 1440 Atlantic Avenue.

Jersey City, N. J.—American Ice Cream Co., 955 Westside Avenue, has installed a new machine for dipping and wrapping chocolate-coated ice cream bars.

Somerville, N. J.—John Botti has taken over the ice cream business of Harry Viswab, at 96 West Main street. He will continue to manufacture his own ice cream.

Trenton, N. J.—Charles W. Schmidt has installed a new freezer, horizontal type, 80-quart capacity.

Rochester, N. Y.—The Bartholomay Company, Inc., has added another truck for delivering their Heathized ice cream. The special refrigerating body was built by Anheuser-Busch, Inc., of St. Louis.

Honesdale, Pa.—The Gammell & Kimble Ice Cream Co. is adding an ammonia compressor and hardening room. This will eliminate the use of ice.

Simpson, Pa.—The Mulholland Ice Cream Co. was recently organized by Thomas Mulholland, 520 Belmont St., with capital stock of \$100,000.

Waynesboro, Pa.—The Imperial Ice Cream Co., with headquarters in Huntington, W. Va., recently opened a branch plant here. A. E. Beall will be in charge of the Waynesboro branch.

Union, S. C.—The Chero-Cola Bottling Co. has completed installation of 300 gallons a day ice cream plant.

Memphis, Tenn.—L. Colletta is manager of the newly organized Poplar Ice Cream Co., 806 Poplar Ave.

Electra, Tex.—J. M. Frazier and Paul George recently announced the opening of the new Electra Quality Ice Cream Company.

Cisco, Tex.—The Banner Ice Cream Co., which operates plants at Ranger and Breckenridge, is installing a plant here on West 4th and Ave. E. New equipment has been installed at a cost of more than \$5,000.

Vancouver, Wash.—The Maid O'Wauna Ice Cream Company will construct a \$15,000 building at 20th and Main Sts.

Dresser Junction, Wis.—The Sterling Ice Cream Co. recently added modern equipment which will enable the company to produce 1,000 gallons daily. G. M. Nelson is owner of this plant, which is the only ice cream plant in Polk County.

Ladysmith, Wis.—Lep Schoepf has sold his interest in the Ladysmith Ice Cream Co. to Jim Moore.



DEALERS ENTERTAINED.

The Olympic-Victory Ice Cream Company, Tacoma, Wash., recently was host to more than 500 dealers and their wives at an informal "get-together" at the new sanitary plant at 613-15-17 East 25th St.

A. Robbins, president and general manager, conducted his guests in a formal inspection of the plant, after which the evening was given to dancing and merrymaking in the big social hall of the plant, which was appropriately decorated.



When the chocolate-coated bar first was put on the market, it was the subject of considerable discussion at a meeting of wholesale confectioners one evening. A gentleman named Hirschberg kept asking questions. He suddenly explained his interest by saying:

"Just t'ink how interestin' it'll be for me, a Jew, to get that contract an' sell an Irish retailer Eskimo pie, a product made near the North Pole. Golly, how cosmopolitan this countrying is gettin'."

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."



has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.



THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland O., U.S.A.



Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27 - OCT. 4, 1924 · WISCONSIN



Monday	Milk Dealers' Day	Thursday	Ice Cream Day
Tuesday	Creamerymen's Day	Friday	Condensed Milk Day
Wednesday	Cheesemakers' Day	Everyday	DAIRYMEN'S DAY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BLANKE-BAER

Ripe Red Raspberries

For Ices, Sherbets, Ice Cream

Try This Ice—

10 quarts water
10 pounds sugar
2 quarts BLANKE-BAER Crushed Red Raspberries
Citric Acid Solution, sufficient to give Tart

Or This Sherbet

10 quarts water
10 pounds sugar
2 quarts BLANKE-BAER Crushed Red Raspberries
Citric Acid Solution, sufficient to give Tart

Red Raspberries. You know the kind — the great big ones that grow from three-quarters of an inch to one inch in diameter.

Red Raspberries—with few seeds, soft seeds and much tender fibre around the seeds; good to eat—tender—delicious.

Red Raspberries—potent with Rich, *Red* Raspberry flavor, a small amount of which will give your Ices, Sherbets, or Ice Creams a wonderful Raspberry flavor.

New Crushed *Red* Raspberries

Now ready for shipment

PACKED IN BARRELS, HALF BARRELS, KEGS and GALLONS

Blanke-Baer Extract & Preserving Co.
3224-34 South Kingshighway ST. LOUIS, MO.

Special Fruits and Flavors for Special Ice Creams Our Specialty

This magazine is an honorary member, associate member or active member of all National, State and Regional Associations, and Organizations of Supplymen given below:

The ICE CREAM REVIEW

Also member of the National Dairy Council, National Dairy Association, American Dairy Federation, and other organizations of the dairy industry.

NATIONAL ASSOCIATIONS.

NATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., Vernon F. Hovey, Schenectady, N. Y.
Secy., N. Loewenstein, 155 No. Clark St., Chicago, Ill.

ASSOCIATION OF ICE CREAM SUPPLY MEN.
Pres., Oliver S. Jordan, 29 Broadway, New York.
Secy., Roberts Everett, 1328 Broadway, New York.

STATE ASSOCIATIONS.

ALABAMA ICE CREAM MANUFACTURERS' ASSOCIATION.
Pres., A. W. Kratzer, Kratzer Ice Cream Co., Montgomery.
Secy., J. W. Clopton, Decatur.

ARIZONA ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., D. A. Donofris, Phoenix.
Secy., Charles LePine, Douglas.

ARKANSAS ICE CREAM MANUFACTURERS' ASSOCIATION.
Pres., R. L. Hargrove, Texarkana.
Secy., Charles Hooberry, Pine Bluff.

COLORADO ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., Earl B. Darrow, Pueblo Ice Cream Co., Pueblo.
Secy., E. L. Carlson, C. G. Carlson Ice Cream Co., Denver.

CONNECTICUT ICE CREAM MANUFACTURERS' ASSOCIATION.
Pres., John Semon, 110 Bristol St., New Haven.
Secy., C. E. McEnroe, 72 West Main St., New Britain.

FLORIDA ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., W. J. Barritt, Tampa Dairy Co., Tampa.
Secy., J. G. Bedingfield, Frozenrite Ice Cream Co., Tampa.

GEORGIA ICE CREAM MANUFACTURERS ASSOCIATION.
Pres., J. D. Kinnett, Kinnett-Odom Co., Macon.
Secy., Sam Marshall, Marshall Ice Cream Co., Albany.

ILLINOIS ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., Z. G. Gassman, Olney.
Secy., N. Loewenstein, 155 N. Clark St., Chicago.

INDIANA ICE CREAM MANUFACTURERS ASSOCIATION.
Pres., J. L. Stuckney, Munich.
Secy., C. W. Field, Indianapolis.

ASSOCIATION OF ICE CREAM MANUFACTURERS OF IOWA.
Pres., Chas. S. Hutchinson, Jr., Hutchinson's Ice Cream Co., Des Moines.
Secy., P. W. Crowley, 226 Good Blk., Des Moines.

KANSAS ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., W. H. Hammond, Great Bend.
Secy., B. T. Perkins, Pittsburg.

KENTUCKY ICE CREAM MANUFACTURERS' ASSOCIATION.
(Division, Kentucky Dairy Products Manufacturers.)
Pres., Harry Cuscaden, Cuscaden Ice Cream Works, Louisville.
Secretary, Will A. Heuser, National Ice Cream Co., Louisville.

LOUISIANA ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., A. A. Lay, Lay Ice Cream Co., Natchitoches.
Secy., N. F. Manning, Watson & Aven, Monroe.

ASSOCIATION OF ICE CREAM MNFRS. OF MARYLAND.
Pres., L. M. Hendler, Baltimore and East Sts., Baltimore.
Secy., J. Z. Davidson, 612 No. Carey St., Baltimore.

MICHIGAN ALLIED DAIRY ASSOCIATION.
Pres., Martin Seidel.
Secy., R. F. Frary, Lapeer.

MICHIGAN ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., L. S. Wilson, Wilson Ice Cream Co., Port Huron.
Secy., W. H. Bechtel, Caro.

MINNESOTA ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., W. W. Dunn, 506 Partridge St., St. Paul.
Secy., Jack Farrell, 620 Hamm Building, St. Paul.

REGIONAL ASSOCIATIONS.

CALIFORNIA AND SOUTHWESTERN STATES ICE CREAM MANUFACTURERS' ASSOCIATION.
Pres., Frank H. Adams, National Ice Cream Co., San Francisco.
Secy., Jay H. Kugler, 57 Post St., San Francisco.

CANADIAN ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., Morden Neilson, Toronto.
Secy., M. E. Morrison, Toronto.

CUMBERLAND ICE CREAM MANUFACTURERS' ASSOCIATION (SOUTHEASTERN KENTUCKY AND SOUTHWESTERN TENNESSEE).
Chairman L. M. Weller, Pineville, Ky.
Secy., Carlton Ball, Louisville, Ky.

CUMBERLAND VALLEY ICE CREAM MANUFACTURERS' ASSN.
Pres., E. N. Hershey, Hershey Creamery Co., Harrisburg, Pa.
Secy., A. H. Mumma, Hagerstown Ice Cream Co., Hagerstown, Md.

WESTERN CANADA ICE CREAM MANUFACTURERS' ASS'N.
Pres., J. A. Caulder, Moose Jaw, Sask.
Secy., F. L. Martin, Winnipeg, Can.

ORGANIZATIONS OF SUPPLYMEN AND AFFILIATED BODIES.

DIXIE FLYERS (SOUTHERN ASSOCIATION)
Pres., Harry Benner, Benner's Selling Service, New Orleans.
Secy., P. N. Miller, Jr., 2913 Eleventh Ave., Birmingham.

NEBRASKA CORN HUSKERS (Nebraska)
Pres., J. R. Freitag, Boerner-Fry Co., Iowa City.
Secy., George A. Lessenhop, G. F. Lessenhop & Sons, Inc., Lincoln.

OKLAHOMA WOLF HOUNDS (OKLAHOMA)
Pres., O. B. Witte, N. A. Kennedy Supply Co., Oklahoma City.
Secy., C. R. Hawk, P. O. Box 988, Britton.

POODLE DOG ASSOCIATION (IOWA)—Official Barkers.
Pres., C. W. Hutchinson, J. G. Cherry Co., Cedar Rapids.
Secy., A. G. Rose, Rose Specialty Co., Des Moines.

KANSAS JACK RABBITS (KANSAS)
Pres., A. R. Fernald, Frederick C. Mathews Co., Detroit.
Secy., Joe Morrissey, De Coursey Cry. Co., Kansas City.

MICHIGAN DAIRY BOOSTERS (MICHIGAN)
Pres., C. J. Yuncker, 1112 Radcliffe Road, Toledo, Ohio.
Secy., C. J. W. Smith, 502 Lenox Ave., Detroit.

LADIES' AUXILIARY OF THE DIXIE FLYERS.
Pres., Sally Mahoney, Hudson Mfg. Co., Chicago.
Secy.-Treas., Mrs. E. B. Geisel, Anheuser-Busch, Inc., New Orleans.

SUPPLYMEN OF PACIFIC ICE CREAM INDUSTRY.
Pres., H. P. Jacobsen, 57 Post St., San Francisco, Cal.
Secy., Mr. Tripp, 57 Post St., San Francisco, Cal.

METROPOLITAN ICE CREAM MANUFACTURERS ASS'N.
Pres., W. C. Van Cleaf, J. M. Horton Ice Cream Co., New York.
Secy., W. H. List, Puritan Ice Cream Co., Newark.

NORTH EAST MISSOURI ASS'N OF ICE CREAM MNFRS.
Pres., H. M. Straub, Moberly Ice Cream Co., Moberly.
Secy.-Treas., Mr. Vandiver, White Eagle Dairy Co., Columbia.

MISSISSIPPI ICE CREAM MANUFACTURERS' ASSOCIATION.
Pres., W. D. Seale, Seale-Lily Ice Cream Co., Jackson.
Secy., N. D. Brookshire, Meridian.

MISSOURI ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., George A. Bang, Banner Creamery Co., St. Louis.
Secy., H. E. Schottmueller, 30 E. Randolph St., R. 517, Chicago.

NEBRASKA ICE CREAM MANUFACTURERS' CREDIT ASS'N.
Pres., L. E. Hurtz, The Fairmont Creamery Co., Omaha.
Secy., R. W. McGinnis, 204 No. 11th St., Lincoln.

ASSOCIATION OF ICE CREAM MNFRS. OF NEW YORK STATE.
Pres., Vernon F. Hovey, International Ice Cream Co., Schenectady.
Secy., A. M. Le Messurier, Syracuse Ice Cream Co., Box 676 Syracuse.

NORTH CAROLINA ICE CREAM MANUFACTURERS' ASSN.
Pres., W. E. Obenchain, Purity Ice Cream Co., Charlotte.
Secy., A. E. Dixon, Carolina Ice Cream Co., Fayetteville.

NORTH DAKOTA ICE CREAM MANUFACTURERS' ASSN.
Pres., S. J. LaDue, Minot.
Secy., Harry Geist, Grand Forks.

OHIO ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., John Schubach, Sanitary Milk Co., Canton.
Secy., W. A. Wentworth, 509 Outlook Bldg., Columbus.

OKLAHOMA ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., J. B. Porter, Purity Ice Cream Co., Tulsa.
Secy., W. M. Hawk, Quality Ice Cream Co., Tulsa.

ASSOCIATION OF ICE CREAM MNFRS. OF PENNSYLVANIA AND NEW JERSEY.
Pres., E. E. Rieck, Pittsburgh.
Secy., James W. Neuman, H. L. Neuman Co., York.

SOUTHERN CALIFORNIA ICE CREAM MNFRS' ASSOCIATION.
Secy.-Mngr., Harry F. Grosse, 611 Grosse Bldg., Los Angeles.

ICE CREAM MANUFACTURERS' ASSN. OF SOUTH DAKOTA.
Pres., I. J. Bibby, Brookings.
Secy., C. C. Totman, Brookings.

TEXAS ICE CREAM MANUFACTURERS ASSOCIATION.
Pres., M. W. Wortman, Purity Creamery Co., Waco.
Secy., A. J. White, San Antonio.

VIRGINIA ICE CREAM MANUFACTURERS' ASSOCIATION.
Pres., A. F. Howard, Charlottesville.
Secy., E. M. Blair, Lynchburg.

ICE CREAM MANUFACTURERS' ASSN. OF WEST VIRGINIA.
Pres., John H. Randolph, Parkersburg.
Secy., C. F. Jamison, Huntington.

WISCONSIN ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., A. H. Kramer, Kennedy Dairy Co., Madison.
Secy., A. H. Graeszel, Mansfield Ice Cream Co., Milwaukee

NEW ENGLAND ASSOCIATION OF ICE CREAM MNFRS.
Pres., G. B. Platt, New Haven, Conn.
Secy., W. P. B. Lockwood, 51 Cornhill, Boston, Mass.

PACIFIC ICE CREAM MANUFACTURERS' ASSOCIATION.
Pres., W. V. S. Robb, Seattle, Wash.
Secy., Bert H. Walker, Royal Ice Cream Co., Tacoma, Wash.

SOUTHERN ASSOCIATION OF ICE CREAM MANUFACTURERS.
Pres., W. J. Barritt, Tampa Dairy Co., Tampa, Fla.
Secy., J. W. Clopton, Decatur Ice Cream & Cry. Co., Decatur, Ala.

TRI-STATE ASSOCIATION OF ICE CREAM MANUFACTURERS (ARKANSAS, MISSISSIPPI AND TENNESSEE).
Pres., H. G. Dutlinger, Memphis, Tenn.
Secy., Gus Correll, Memphis, Tenn.

HOOSIER WILD CATS (INDIANA)
Pres., Geo. W. Spinner, 67 W. Kinzie St., Chicago, Ill.
Secy., Ed. J. Small, J. B. Ford Co., Indianapolis, Ind.

MISSOURI MULES (MISSOURI)
Pres., F. E. Sutelemer, Warner Jenkinson Co., St. Louis.
Secy., J. L. Nelson, C. Nelson Mfg. Co., St. Louis.

NATIONAL ORDER OF WHITE CAPS (TEXAS)
Pres., S. S. Lard, Mistletoe Creameries, Ft. Worth.
Secy., Geo. L. Boedecker, Boedecker Mfg. Co., Dallas.

TEXAS LONGHORNS.
Pres., C. W. Smith, 4003 Rawlins St., Dallas.
Secy., Sherwood L. Quinker, 501 Central Bank Bldg., Dallas.

BADGER FLYERS (WISCONSIN)
Pres., L. E. Taylor, Menasha Printing & Carton Co., Menasha.
Secy., O. E. Harwood, A. H. Barber Creamery Sup. Co., Chicago.

THE EDIBLE GELATIN MANUFACTURERS OF AMERICA.
Pres., Joseph Thomas, Jr., New York.
Secy., H. B. Sweat, 81 Fulton St., New York.

BUCKEYE BOOSTERS.
Pres., Howard W. Black, John H. Mulholland Co., Philadelphia.
Secy.-Treas., C. B. Hood, Jr., John W. Ladd Co., Columbus.

MINNESOTA GOPHERS.
Pres., C. A. Gould, Gould Cream Co., Minneapolis.
Secy., H. E. Stinchfield, Gould Cream Co., Minneapolis.

You can't make money giving 102c for a Dollar \$



Patented

Let the
Weibatch
measure your
mix to Freezer
100%
Accurate

Every pint of mix in your pipe line represents real dollars and cents. When your freezer man pulls mix for a 40 quart batch and throws in a pint for good luck, he practically hands out 102c for a dollar.

The extra pint represents $2\frac{1}{2}\%$ of the batch pulled, while the 40 quart freezer was designed to give the maximum yield for a "DEFINITE" quantity of mix.

Weibatch Pulls Every Batch by Weight

You can't check out with your raw ingredients by buying them by weight and drawing them out by liquid measure.

Each and every batch pulled by Weibatch is exactly the same by weight. Each batch is automatically recorded and gives an *exact* record of the amount of mix ACTUALLY drawn down.

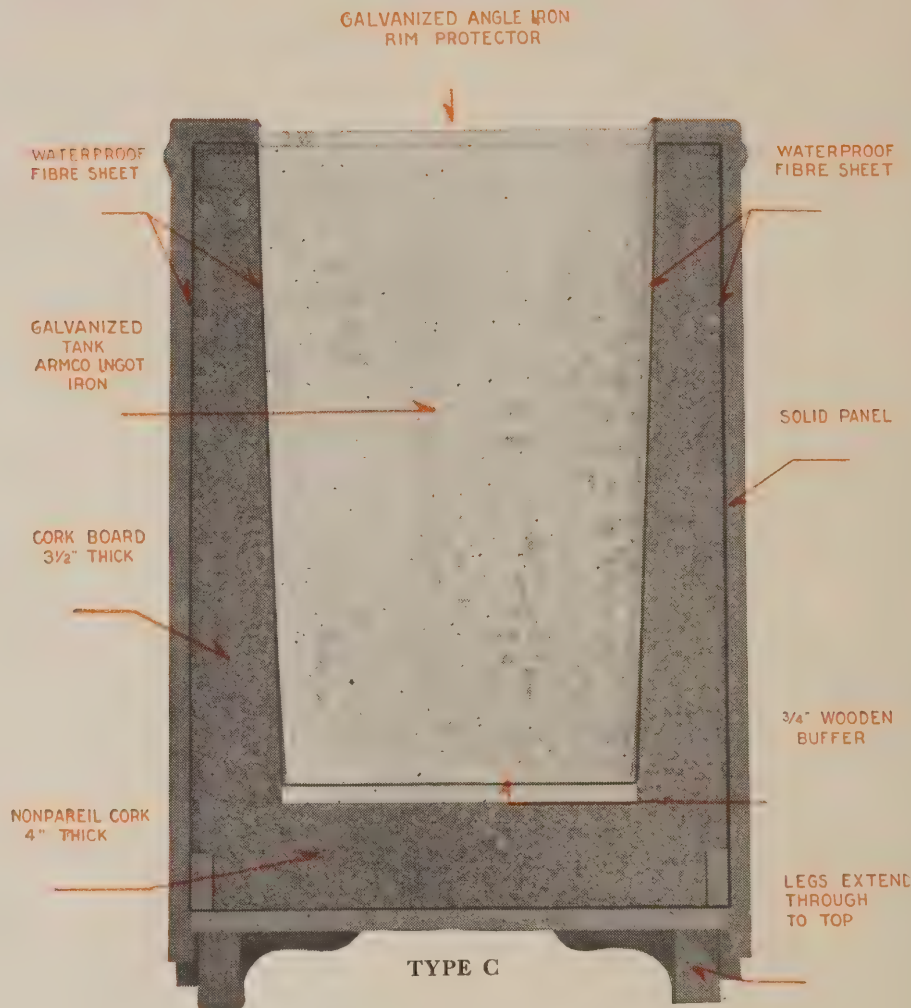
Furthermore — Weibatch insures uniformity. Measuring out flavors in small amounts leaves little chance for variation, but adding a definite quantity of flavor to an every varying sized batch of mix can not result in uniformity of flavor. Neither does a varying sized batch of mix produce uniform quality of ice cream.

Put Your Freezing on a Business Basis. It costs nothing to convince yourself of the benefit of a Weibatch. Sold under a 30 day guarantee trial. Price on request.

Weibatch Liquid Scale Co.

Grand Rapids, Michigan

MOST ECONOMICAL OF ECONOMY CABINETS



This **ECONOMY CORKBOARD CABINET** has created a sensation among the **ICE CREAM MANUFACTURERS** who have come to realize that superior insulation means money saved in ice consumption.

In addition to having superior insulation this cabinet has a tapered trough, conserving the ice and at the same time giving more insulation where the brine accumulates. This cabinet is equipped with cylinders, making it easy to replace a can of cream at any time.

Every **MANUFACTURER** owes it to himself to give this cabinet a thorough trial. Place your order now, increase your sales, by having your ice cream kept in the best condition with the least possible ice consumption, and **INCREASE YOUR PROFITS.**

This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with $\frac{7}{8}$ " buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.

Tub Cabinets. This separate compartment is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage.

Dry Package Cabinets. Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition, having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.



Homer Manufacturing Co., Homer City, Penna.

331 Dwight St., Springfield, Mass., New England Distributors

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Ice Cream Carbonated Beverages

Price, \$2.00

Written and Published by the
Warner-Jenkinson Co.
ST. LOUIS

A complete treatise, written in the fewest possible words covering ice-cream making in all its phases. No ice-cream maker can afford to be without a copy. The following subjects, among others, are amply covered:

- Composition of milk and cream.*
- Standardization of the mix.*
- Standardized formulas.*
- Simplified methods of calculating any mix.*
- Laboratory testing methods.*
- Bacterial count.*
- Nature of Vanilla Extracts.*
- Certified Food Colors.*

A copy of this work will be mailed free to any customer on our books who applies for one. Any ice-cream maker not listed as a customer can obtain a free copy by sending in the following coupon (trial order) with money order for any *one* of the items specified.

If you do not require any goods, send us \$2.00 for our book anyway and if you do not think it worth the money, mail it back in five days and we will refund.

To the Warner-Jenkinson Co.,
St. Louis.

(Mark with a cross item or items desired)

Please express prepaid:

One Gallon Vanilla and Tonka.....	\$ 5.50
One Gallon Mammoth Vanilla.....	8.00
One Gallon Vanessa (Concentrated).....	22.00
One lb. Dry Egg Yellow Color.....	4.50
One lb. Dry Strawberry Red Color.....	5.50
Ten lbs. Red Seal Ripener.....	.90 lb.

And mail copy "Ice Cream. Carbonated Beverages."

Name.....

Address.....

"Seeing is Believing"

So sure are we that Dry Zero Cabinets will do all we claim for them and that their margin of ability to "deliver the goods" as intended is ample to meet a big variety of conditions—that we will be glad to have you make your own practical tests at our expense.

Can you afford to ignore this opportunity to convince yourself of the big opportunities to save on time, labor, ice and salt—besides having your product delivered in better condition to the consumer?

*Send Now for
Trial Cabinet*

Dry Zero Insulation Co.

50 E. 42nd St. Railway Exchange Balfour Bldg.
New York Chicago San Francisco

You can have a Dry-Zero Universal Cabinet shipped to you subject to your approval after full test at your plant.

*Send for one
and try it out*

**Dry Zero
Universal
Ice Cream
Cabinets**



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Imported Dutch Cocoa

Made in Holland

Same Price as Good
Domestic Grades

Pette's
TRADE MARK
Cocoa

For Famous Ice Creams

Highly Soluble — Gives an
Inimitable Flavor and Color

Send for Free Sample and Prices

WANTED

A few GOOD
Representatives

Albert Trading Company

13-21 Park Row
NEW YORK CITY

MENTION "THE REVIEW"—IT IDENTIFIES YOU.



60 Gal.
Capacity
F.O.B. Derby Conn.

For
Immediate
Shipment of the

CP HOMOGENIZER

The CP Homogenizer is a heavy duty, efficient machine. Its present low price is due to economies in manufacture in our Derby, Conn. plant—one of the best equipped machine shops in the country—and to our desire for small profits and large sales.

The CP Homogenizer is equipped with a spring homogenizing valve made of Stellite—one of the hardest metals known. This machine will homogenize at a pressure of 2500 lbs. or more to the square inch, and maintain steady pressures. It is equipped with a safety relief valve as a safeguard against excessive pressures.

CP Homogenizers can be obtained in all standard sizes, equipped with either belt or motor drive. Please write for low prices on all sizes and big descriptive bulletin.

SALES BRANCH OFFICES (Write Nearest One)

Atlanta, Ga., 58-68 Nelson St.
Boston, Mass., 138-40 Washington St. N.
Buffalo, N. Y., 14-16 Ellicott St.
Chicago, Ill., 61-67 W. Kinzie St.
Denver, Colo., 1649 Blake St.

Toledo, O., 119 St. Clair St.

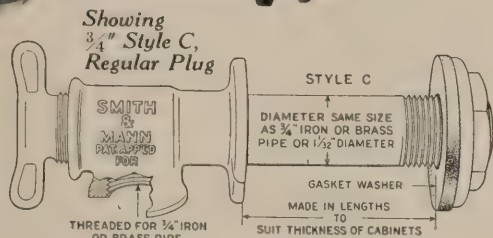
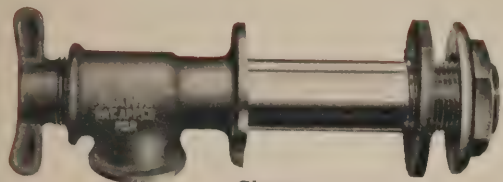
Jersey City, N. J., 122-28 Morgan St.
Kansas City, Mo., 1408-10 W. 12th St.
Los Angeles, Calif., 2461-63 Porter St.
Minneapolis, Minn., 318-20 Third St. N.
Omaha, Nebr., 113-15-17 S. Tenth St.

Waterloo, Ia., 406-8 Sycamore St.

Philadelphia, Pa., 1907 Market St.
Pittsburgh, Pa., 804 Duquesne Way.
Portland, Ore., 6-8 N. Front St.
San Francisco, Calif., 699 Battery St.
St. Louis, Mo., 508 Second St. N.

The CREAMERY PACKAGE MFG COMPANY

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



STOP

Replacing Plugs in Cabinet Drains

THE IMPROVED

Smith & Mann

— ONE PIECE —

Cabinet Valve

The cost of replacing lost or stolen cabinet drain plugs many times doubles the original cost of the cabinet drain. Save this needless expense by installing Smith & Mann Improved One-Piece Cabinet Drains with Security Plugs.

This Smith & Mann plug can not screw out or accidentally drop out and become lost. Neither can it be pulled out unless one knows how. The unique design and special "security" washer keeps the plug snugly in place while the large opening is not restricted in drainage.

Made of Non-Corrosive Metal and cast in one piece, Smith & Mann Cabinet drains are easily installed in cabinets and securely fastened against theft by a sturdy lock nut on the inside. Leather gasket on inside cabinet wall insures a leak-proof fit.

Order your supply now and save expense of plug renewals.

Be sure and give thickness of Cabinet Wall when ordering.

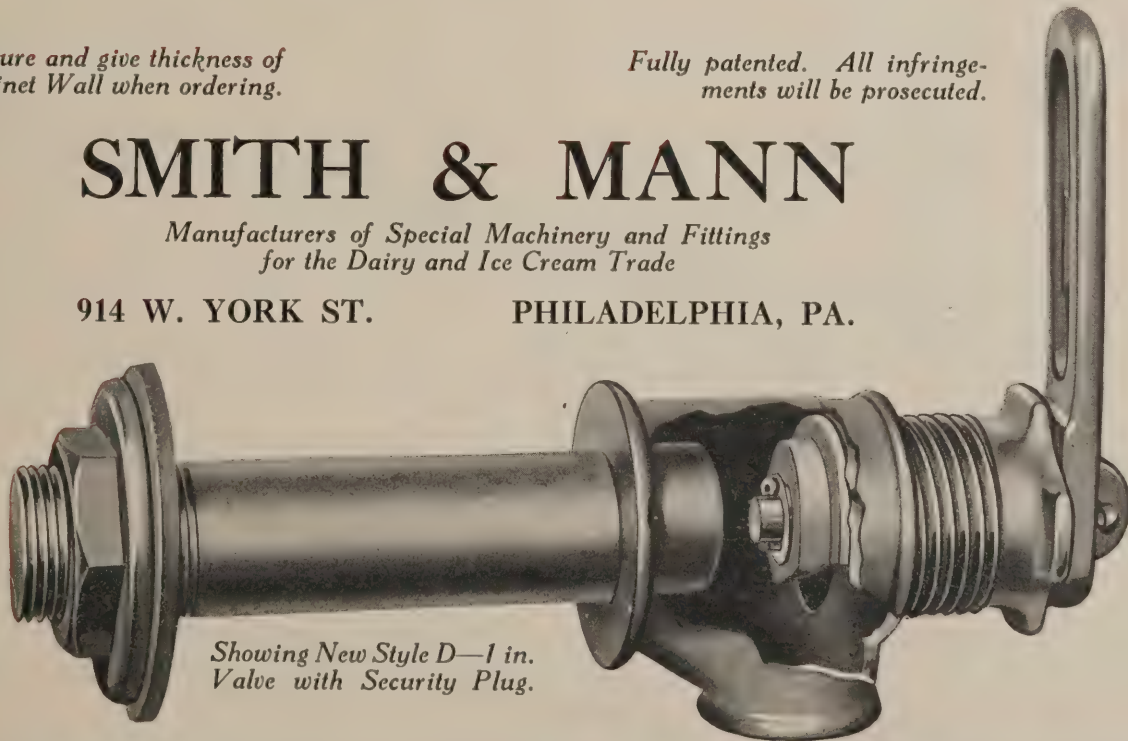
Fully patented. All infringements will be prosecuted.

SMITH & MANN

*Manufacturers of Special Machinery and Fittings
for the Dairy and Ice Cream Trade*

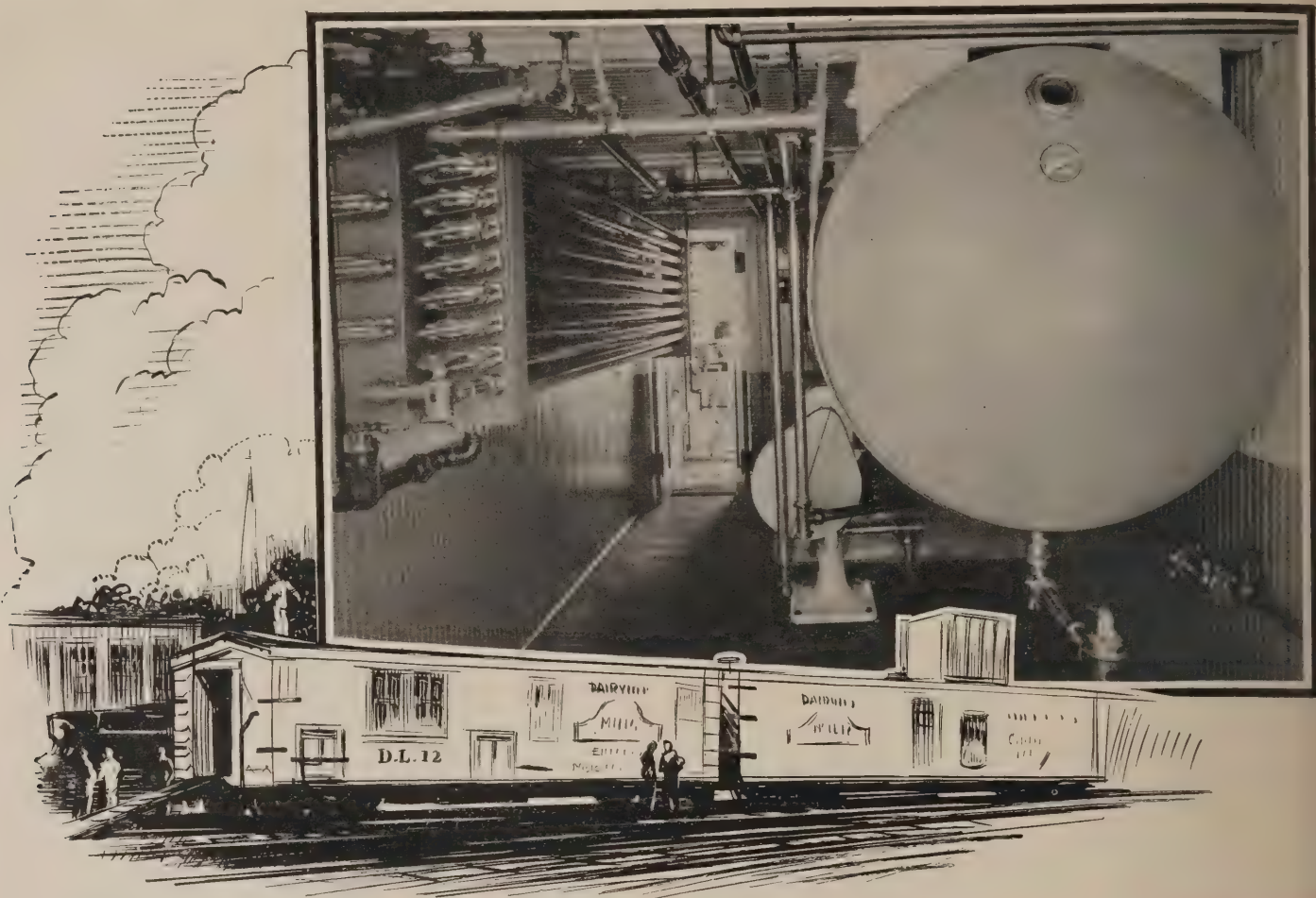
914 W. YORK ST.

PHILADELPHIA, PA.



*Showing New Style D—1 in.
Valve with Security Plug.*

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.



17 "DAIRYLEA" PLANTS USE PFAUDLER EQUIPMENT

Pfaudler tanks are installed in the following plants of the Dairymen's League Co-operative Association:

Accord, N. Y.
Auburn, N. Y.
Buffalo, N. Y.
Burke, N. Y.
Carthage, N. Y.
Cooperstown, N. Y.

Edmeston, N. Y.
Ft. Plain, N. Y.
Mt. Upton, N. Y.
New Berlin, N. Y.
New York, N. Y.
Seeley Creek, N. Y.

Whitesville, N. Y.
Honesdale, Pa.
Mansfield, Pa.
Milton, Pa.
Troy, Pa.

We have had the pleasure of offering "Dairylea" a definite form of engineering service in equipping their plants, and we offer this same service to you.



glass steel

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

DAIRYMEN'S LEAGUE INSTALLS FIRST PORTABLE MILK RECEIVING STATION

Pfaudler Equipped, of course /

MR. HARRY SIECK, Chief Engineer, of the Dairymen's League Co-operative Association, New York, N. Y., has designed the first portable milk receiving plant. It is now being operated with very satisfactory results at Hankins, N. Y.

The idea of the portable plant (comprising two refrigerator cars) is to take care of emergency conditions throughout the League's territory. If one of their country plants should burn, a break-down unexpectedly occur, or in fact any necessity arise which would call for the sudden diversion of milk—the portable station is drawn by locomotive to the place where the emergency exists, and handling goes on as if nothing had happened.

One car in the unit is the power plant, having facilities for producing its own refrigeration. There is also a high-pressure boiler for heating water and generating steam used in can-washing. The car contains a compressed air unit for agitating the milk.

The other car in the unit is the receiving station, proper. The farmer delivers his milk at the door, it is weighed, is pumped through an internal tube cooler, and finally arrives at the main storage unit of the system—a Pfaudler glass lined tank with a capacity of 600 gallons (shown on opposite page).

The PFAUDLER CO.

The World's Largest Makers of Glass Lined Steel Equipment
ROCHESTER, N. Y.

Factories at:—Rochester, N. Y., and Elyria, Ohio
Branches in Main Centers

lined
equipment



EFFECTIVE IMMEDIATELY

An Announcement To The Trade

THE PFAUDLER CO. announces that it has purchased all of the assets of The Elyria Enameled Products Co., of Elyria, Ohio. The purchase was consummated June 3, 1924, and it is the intention of The Pfaudler Co. to continue operation in the Elyria factory, which will be known as the Elyria Enameled Products Division. The production of Elyria equipment will be continued, and all of the staff of the Elyria Co. have been retained. With bigger production made possible through the operation of both factories, even better and more complete service than heretofore, will be given.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

WHY PAY HIGH PRICES for Vanilla Extract

Better Flavor and more
lasting Flavor by using

*“Vano-
leum”*

(TRADE MARK)

One pound of “Vano-
leum” is equal in flavoring
strength to two gallons of
standard strength Vanilla.

Used for a quarter of a
Century by the leading
Ice Cream Manufacturers
throughout the country.

Contract Prices submitted
on request.

WE ALSO MANUFACTURE A COM-
PLETE LINE of VANILLA EXTRACTS



CORRIZO EXTRACT COMPANY

211-215 West 20th Street

New York City



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



Why Let Water-Ice Profits Literally Melt Away?

Make dependable, profitable water-ices and sherbets. Pack and repack them without change — this better way.

IF your water-ices and sherbets were as dependable as ice cream, think of the new markets you could open up—think of the additional profits that would be yours. An enormous demand is waiting, limited only by the production of dependable products. Now you can supply this demand—and *very profitably*. Textor makes it possible.

Heretofore packing and repacking were impossible. Separation of the ingredients of water-ices and sherbets took place; a scratchy mass of ice crystals formed, flavorless and streaky at the top, syrupy at the bottom. This limited the development of a rich market and thus profits were lost.

Now, however, we have overcome these difficulties. With TEXTOR your water-ices and sherbets can be repacked repeatedly and still retain their even texture, uniform coloring and delicious flavor. Ship them long distances if you wish with confidence, for TEXTOR binds the ingredients into a homogeneous combination—it makes *your products dependable and profitable*—it opens the way to new opportunities.

Try Textor
—The Perfect Stabilizer

Cash in on the tremendous demand for dependable water-ices and sherbets. We'll send you a 60 lb. drum of Textor with complete instructions and recipes. Make better water-ices the Textor way. Write us today.

S. GUMPERT CO., INC.
Bush Terminal Brooklyn, N. Y.

Gumpert's **Textor**
FOR WATER-ICES and SHERBETS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

WANT

DEPARTMENT

HELP WANTED

WANTED—At once production man. Must have had at least three years' practical experience in ice cream manufacturing, must know the milk business, must be graduate of dairy husbandry, must understand and be able to operate laboratory and be able to make tests of all kinds. Opportunity for the right man. No need apply. Address applications to I. Randolph, Imperial Ice Cream Company, Parkersburg, West Va. 7-24

WANTED—Ice cream maker wanted in a plant manufacturing close to 50,000 gallons of ice cream per year. We would give the right man an opportunity of being financially interested with us if he could so desire. Address: R-363, The Ice Cream Review. 7-24

POSITION WANTED

POSITION WANTED—Salesman thoroughly experienced in selling the ice cream trade equipment and supplies, with a record open to inspection, wishes to make more advantageous connection. Address: R-369, Ice Cream Review. 7-24

POSITION WANTED—Manager who is qualified by years of successful management of plants, is open for position. Address: R-370, Ice Cream Review. 7-24

PERMANENT POSITION WANTED—As ice cream or buttermaker. Have had technical and practical experience. Address: R-368, Ice Cream Review. 7-24

POSITION WANTED—As manager or any other executive position. Ten years experience as manager and familiar with all details of business including construction, installation of machinery, maintenance of equipment, etc. Address: R-354, The Ice Cream Review. 7-24

POSITION WANTED—As Salesman—Young man with 2 years sales experience, college training in dairy manufacture, and 3 years experience as chemist and bacteriologist in creameries, milk plants, condensaries, and ice cream factories, desires position as salesman with some reliable house selling the dairy trade. Address Alfred A. Thol, Lakota, N. Dak. 7-24

POSITION WANTED—Graduate of agricultural college in dairy manufacturing, desires change of position. At present managing small creamery and ice cream plant. Experienced in market milk and ice cream manufacturing. Understands pasteurizing, standardizing, mixing, viscolizing and ammonia refrigeration and freezing. Prefer to locate in East. Address: R-342, The Ice Cream Review. 7-24

FOR SALE BARGAINS
BUSINESS

FOR SALE—40% interest in a good butter and ice cream factory, located in a good Wisconsin town of 6,000 people, making around 300,000 lbs. butter and 50,000 gal. ice cream per year. \$6,000.00 down, balance as plant makes it. A good chance for a good butter or ice cream man. Reason for selling, have three other plants that takes all of my time. The net profits in this plant for 1922 and 1923 were between \$24,000 and \$25,000. Address: R-289, The Ice Cream Review. 7-24tf

FOR SALE—Ice and ice cream plant, ready to go for the entire product of the plant. Everything in the way of equipment almost new and up-to-date. No competition within twenty-five miles. Will invoice or sell to suit purchaser. This plant has paid me \$5,000.00 a year for five years, I am ready to quit, who wants it? Address Chas. B. Porter, Greenwood, Delaware. 8-24

FOR SALE—Ice cream and catering business in a live town, good business year around, excellent place for two men full of pep. York installation and everything up-to-date. Modern factory moulds for fancy cream and catering. Family trouble. Address: R-308, The Ice Cream Review. 7-24

2c A WORD

15 cents extra for
blind address

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

FOR SALE—Small Oklahoma creamery and ice cream plant, well located, now operating, increasing each year, pay \$1500.00 cash balance on time. Address: R-340, The Ice Cream Review. 8-24

FOR SALE—Ice cream and cold storage, about 300 gallon capacity. Louisiana town 6,000 population. Good proposition in a good lumber manufacturing town; ten lumber mills pay roll every week. No opposition; splendid shipping facilities; good roads to surrounding towns. Lots of dairies, but no creameries. Must sell on account settling with heirs. Address: R-375, Ice Cream Review. 9-24

MACHINERY AND SUPPLIES AND
BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 7-24tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 7-24tf

FOR SALE—Steel Brine Tank, good as new, size 10½ feet long, 3 feet wide, 6 feet high. Also 42—200 pound ice cans, can filler, and can hoist. For further particulars write to Hoekstra Ice Cream Co., Cor. Jefferson Ave. and Eugene St., S. E., Grand Rapids, Mich. 7-24tf

EMPLOYERS!—Men, men, men—the crying need of the day! If you need any men in your business today, read the following ads and see if you can use any of these. The fact that these men are advertising here stamps them as unusually progressive. Write them and give them a chance to sell their services to you. "Ice Cream Review," Milwaukee, Wis.

FOR SALE—At lower than market price, surplus of Tahiti and Bourbon vanilla extract, standard quality. Delivery between now and October 1. Contracts taken up to fifteen barrels. Address R-218, The Ice Cream Review. 7-24

FOR SALE—New, never been used, 3 ft. Rogers vacuum pan complete with 4 ft. hot well and steam driven pump. Price \$1,750.00. Address Crane Co., St. Paul, Minn. 7-24tf

FOR SALE—Ft. Atkinson 40 and 100 qt., Miller 40 and 80 qt., Thompson horizontal and vertical machines, never used, and other belt and motor drive freezers at very attractive prices; also 100, 200, 400 and 800 gal. homogenizers and viscolizers, vats, cans, cabinets, etc. Send for complete list. Philadelphia Retinning Co., N. Philadelphia, Pa. 7-24tf

FOR SALE—2 ton Clinton—2 ton York—4 ton Brunswick—4 ton Baker—4 ton Remington—6 ton Continental—6 ton Vilter—8 ton Brunswick—8 ton Remington—35 ton Wolfe Linde—50 ton Vilter—50 ton Penna. All with high sides. Belt or steam. Address Berryman, Bourse, Philadelphia, Pa. 7-24

FOR SALE—50 5-gal. ice cream packing tubs used one season, painted plain grey. \$2.00 each, f. o. b. here. Address: Geo. Fenwick, P. O. Box 387, Sault Ste. Marie, Mich. 7-24

FOR SALE—50 ton refg. horizontal D.A. compressor direct connected to 125 h. p. Corliss engine; \$1,250.00 net f. o. b. Philadelphia.

35 ton refg. horizontal D.A. compressor direct connected to 75 h. p. Poppet valve engine; \$1,450.00 f. o. b. Atlantic City, N. J. New compressor.

All types and sizes refrigerating machines and supplies. Address Berryman, Bourse, Philadelphia, Pa. 7-24tf

FOR SALE—One model D Mojonner milk tester equipped for 110 volt direct current. This machine has been used only a few months, is in perfect condition, and will sell at a bargain. Address Hershey Creamery Co., Harrisburg, Pa. 8-24

FOR SALE—Ice Cream Packing Cans. Special bargain in brand new cans. One gallon \$.90 2-1, 3-1 .25, 4-1 .45, 5-1 .60, and 10-gallon, \$2.50 each. Embossed if desired. Send for samples and descriptive circular. Philadelphia Retinning Co., North Philadelphia, Pa. 7-24

FOR SALE—Torison ice cream overrun test scale, good as new, used only two months, address: R-360, The Ice Cream Review. 7-24

NEED ANY HELP?

If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department.

The
Sale and Advertising
of Dairy Products

The only book of its kind for dairy products manufacturers. Order a copy today and learn of a hundred ways to increase the sale of your products and make more money out of your business.

Sent postpaid anywhere on Receipt of \$2.00.

The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

FOR SALE—One number 1, De Laval emulser, used three seasons, guaranteed good as new. Will sell cheap. Address Valley City Creamery & Cold Storage, Valley City, North Dakota. 7-24

FOR SALE—Horizontal steam engine 30 horse-power, best of condition, cheap for quick disposal as we are changing to oil engine. Address Herman A. Woodfield, Galloways, Md. 8-24

FOR SALE—York 12 ton refrigerating plant, complete. York 3 ton refrigerating plant, complete. Remington 4 ton refrigerating plant, complete. The above plants are all of the latest type twin cylinders, single acting, enclosed, vertical, belt drive and are complete with high side. Huette-man & Cramer 50 ton refrigerating machine, horizontal, double acting, belt driven. Attractive price if moved at once. York brine coolers, 5 stands, 18 in. long, 12 pipe high, made up of 3 x 2 in. E. H. pipe. Each stand will do 15 tons refrigeration. Address Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 7-24tf

FOR SALE—York refrigerating plant, latest type, three tons, twin cylinders, enclosed, belt drive with high side complete. Berryman Bros., 305 Drexel Bldg., Philadelphia, Pa. 7-24tf

Send news items and personal notices to the "Review" and see how well they look in print.



10-24

FOR SALE — Cheap. A new 40-can double ice cream storage tank made of heavy galvanized iron. Address H. J. Heard, tinner, Croswell, Mich. 8-24

"You'll make better ice cream if you get the 'Ice Cream Review.'"

FOR SALE—One 40-ton Safety compressor, belt driven horizontal, double acting, complete high pressure side and in first class condition—reasonable price.

One 5x5 York, vertical enclosed, double cylinder and belt driven, with high side. One 2-ton Brunswick, vertical enclosed and complete with high side, reasonable price.

One 15-ton Baker compressor, vertical enclosed, double cylinder, belt driven and in good condition. Write W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 8-24

**Every Shipper of Dairy Products
Should Have a Copy of the
Dairy Produce Year Book
1923 Edition, Just Out**

Contains 160 pages of market statistics. Tells how to dress and ship poultry. Gives legal holidays for 1924 and list of commodities in greatest demand. Has a big "buyers' guide" and tells a lot about the markets you ship to and how to get the most out of it.

Price only 75c.

Send your remittance now to
The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

Trade Marks Department

Conducted by National Trade Mark Co.,
Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

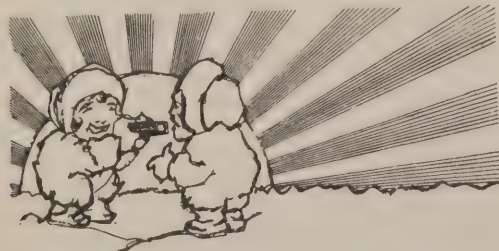
As an additional service feature to its readers. The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

Ser. No. 166,665. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Elite Confectionery Co., El Paso, Tex. Filed July 10, 1922.

CANNON BALL

Particular description of goods.—Ball-Shaped Chocolate-Coated Ice-Cream Confections.
Claims use since April, 1922.

Ser. No. 164,867. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Chapin-Sacks Corporation, Washington, D. C. Filed June 3, 1922.



No claim is made herein to the words "Frost Bite."

Particular description of goods.—Chocolate-Coated Ice Cream Bars.
Claims use since January, 1922.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Ser. No. 183,649. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Franklin Ice Cream Company, Kansas City, Mo. Filed July 25, 1923.

FROZANN

Particular description of goods.—Ice Cream.
Claims use since Mar. 28, 1923.

* * *

Ser. No. 184,792. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Lumartin J. Lea, Burlington, N. C. Filed Aug. 21, 1923.



Particular description of goods.—Flavored Ice or Sherbet.
Claims use since April 1, 1915.

* * *

Ser. No. 167,226. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Carton Can Corporation, Chicago, Ill. Filed July 22, 1922.

ARCTIC SWEETHEARTS

Particular description of goods.—Ice Cream, Ices, Sherbets, Sundaes, Frozen Puddings, and Confections.
Claims use since June 2, 1922.



MAY—Maid of Honor to June, the Bride Month—brings the promise of much feteing; luncheons, dinners, outings, dance;—the refreshments invariably culminating in some frozen dainty

NOW ice cream comes into its own, as warm weather calls for cool refreshments. And now the *Advertised Special* makes its importance doubly felt. Frequent specials, well selected, well made and well advertised get the public patronage for manufacturers and dealers who offer them. How the Citrus Products Company makes such specials and such advertising, available to you without added cost, the following page explains in detail

Kist

The following report is from a town of only about 15,000 population; draw your own conclusions:

*"Mr. J— of the P— Ice Cream Company was greatly pleased with results of the March advertising Service. His first newspaper ad sold 200 bricks of Kist Flavored Ice Cream. His third week, the March 22nd Special sold 500 bricks—or an increase of 150% in two weeks."

*Full name on request.

—and we provide you with formulas for Specials **PROVEN** most popular, with advertisements and dealer posterettes **FREE**.

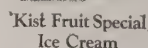
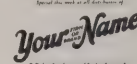
THE example cited above is only one of innumerable proofs of the value of "Kist" Specials and "Kist" Service Advertising. First of all, it shows how the advertising *sells* the ice cream; and then it demonstrates that the flavors are so excellent that they *increase* sales as their deliciousness becomes known. Another manufacturer* writes—"So far during the month we have increased our Brick Business over 100%."

No alert ice cream manufacturer can afford to overlook the unprecedented proposition the Citrus Products Company is offering. None can afford to hesitate a *day* in investigating. For the big ice

cream season is upon us—and the manufacturer of specials well selected, well made and well advertised is going to get the lion's share of that business in his territory. If you don't believe it, look into the methods of the most successful manufacturers in the business.

Each element necessary to sweepingly successful Special manufacture, advertising and merchandising, the Citrus Products Company is prepared to furnish *free of charge* to users of the incomparable "Kist" fruit flavors.

A copy of the current issue of our "Kist" Business Builder (circulated monthly among our customers) will explain our whole proposition to you. Get a copy—just use the Coupon.

WEEK-END SPECIALS AND FORMULAS, MAY, 1924[illegible]

Citrus Products Co., Ice Cream Division,
54 E. Kinzie St., Chicago.

Please send me a copy of the "Kist Business Builder" for June, and any other material that will explain your flavors and free "Kist" Advertising Service.

Firm Name.....

Street and No.

Town.....

State.....

[illegible]

Our "Specials" are our greatest pride

EVERY ONE is especially interested in what the magazine has to say for the month that the season inspires. And every one is "AFTER" November. To know what this means, my THIS WEEK is delightful.

A brock of three delightful flavors
Honey Nut Ice Cream

*Lime Kist Sherbet

Chocolate Ice Cream

Name _____

Your Name

⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲ ⑳ ㉑ ㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉝ ㉞ ㉟ ㊱ ㊲ ㊳ ㊴ ㊵ ㊶ ㊷ ㊸ ㊹ ㊺ ㊻ ㊼ ㊽ ㊾ ㊿

**TAKE
HOME
A
BRICK**

Your Name

At the left—sample of page in "Kist Business Builder" listing Specials for May and giving formulas. Above—miniature reproductions of two of the advertisements and one of the dealer posterettes for May Specials

Citrus Products Company, *Ice Cream Division*, 54 E. Kinzie St., Chicago, Ill.



ICE CREAM AS A DESSERT APPEALS MOST TO THE MORE REFINED TASTES. SUCH TASTES ARE FASTIDIOUS ABOUT ICE CREAM FLAVORS—AND THAT IS WHY KIST FRUIT FLAVORS POPULARIZE ANY BRAND OF ICE CREAM.

KIST

“SPECIALS”—timely, appetizing selections of flavors and combinations of flavors—have become a necessity in ice cream merchandising. To satisfy the demands of the great Home market, dealers *must* offer specials, and manufacturers must supply them. Formulas for the most delightful specials, artfully selected, are furnished gratis to customers of the Citrus Products Company—together with an unprecedented free advertising service. For full particulars, see next page.

FORMULAS

Peach Ice Cream

5 gals. of your regular Ice Cream
Mix, without Vanilla
2 qts. Crushed Peaches
1 qt. Lemon-Kist Ice Cream
Compound

Week Ending
April 1st

"Lemon-Kist" Sherbet

10 lbs. granulated sugar
5 1/2 qts. water
1 gal. of your regular Ice Cream
Mix
6 ozs. "Lemon-Kist" Ice Cream
Compound
1 qt. Citric Acid Solution

"Strawberry-Kist" Ice Cream

5 gals. of your regular Ice Cream
Mix, without Vanilla
2 qts. Crushed Strawberries
1 qt. Strawberry-Kist Ice Cream
Compound

*This is the soundest plan
for ice cream manufacturers
that I have ever known —*

Eric Scudder

When I took over the principal ownership and active management of Citrus Products Company six months ago, I soon learned that the Ice Cream Division of this Company had earned its standing as the leading manufacturer of fruit flavors in the country, absolutely on merit of its product and strict adherence to good business principles.

Charles A. Achelpohl, who is largely responsible for the success of this branch of the business, has been elected Vice President of this Company and continues in charge of the Ice Cream Division. Together, we have developed the soundest plan for increasing the gallonage of ice cream manufacturers that has ever been offered. This is not a prophecy—it is a fact—read these letters and remember we have received many more from leading manufacturers all over the country.

More than fifteen hundred leading ice cream manufacturers are using Kist Fruit Flavors today and selling more gallonage for two very good reasons.

Kist Fruit Flavors enable them to make better ice cream, ices and sherbets—in eight delightful flavors—Orange Kist, Lemon Kist, Lime Kist, Cherry Kist, Grape Kist, Strawberry Kist, Raspberry Kist, Pineapple Kist.

Kist Monthly Service gives them better formulas for a special brick and bulk every week and supplies a complete sales and advertising plan to sell these specials for them.

Write us for a copy of The Kist Business Builder, issued once a month and see for yourself how a complete service from mix to sales can simplify your problem of selling greater gallonage. Your territory may be open. Fill in the coupon and mail it today!

Eric Scudder, President
CITRUS PRODUCTS COMPANY
Ice Cream Division
54 E. Kinzie Street
CHICAGO

Citrus Products Co., Ice Cream Division,
54 E. Kinzie St., Chicago, Ill.

We should like to know, without obligation, full details about Kist Fruit Flavors, your exclusive license and your 1924 plan for increasing our sales of ice cream, ices and sherbets.

Firm Name.....

Street No.....

Town.....

State.....

Philipsburg, Pa.

We are really enthusiastic about the advertising program.

Hoffman & Runk

FORMULAS

Banana Ice Cream

5 gals. of your regular Ice Cream
Mix, without Vanilla
1 doz. Large, Ripe, Bananas
1 qt. "Lemon-Kist" Ice Cream
Compound

Week Ending
April 15th

"Orange-Kist" Sherbet

10 lbs. granulated sugar
5 1/2 qts. water
1 gal. of your regular Ice Cream
Mix
6 ozs. "Orange-Kist" Ice Cream
Compound
1 qt. Citric Acid Solution

"Lime-Kist" Ice Cream

5 gals. of your regular Ice Cream
Mix, without Vanilla
6 ozs. "Lime-Kist" Ice Cream
Compound
1 qt. Citric Acid Solution

Sweet Reward

Orange Kist Sherbet
Lime Kist Ice Cream
Banana Ice Cream

FORMULA

5 gals. of your regular Ice Cream
Mix, without Vanilla
2 qts. Crushed Pineapple
1 qt. "Orange-Kist" Ice Cream
Compound

Week Ending
April 26th

"Lemon-Kist" Ice Cream

5 gals. of your regular Ice Cream
Mix, without Vanilla
6 ozs. "Lemon-Kist" Ice Cream
Compound
1 qt. Citric Acid Solution

Not necessary to add color.

"Orange-Kist" Compound has sufficient color in it. Mix and freeze in the usual way.

Orange Kist
Ice Cream

Sedalia, Missouri

"Kist" Flavors... are absolutely the best we have ever used.

Weber Ice Cream Co. of Sedalia.

Brookville, Pa.

Combining "Kist" flavors with the advertising plan I believe we can build a record business. Brookville Ice Cream & Dairy Co.

Green Bay, Wis.

Intend to start with your flavors on March 8th, and continue each month.

Green Bay Ice Cream & Dairy Co.

Troy, Pa.

I think your advertising plan for the coming year is fine.

Cole Ice Cream Co.

Lawton, Oklahoma

We have had good success with your products in the past and expect to increase it this year.

Lawton Ice Cream Co.

Manistique, Michigan

Your proposition sounds good to us.

Manistique Dairy Products Co.

A Handsome Installation of Progress Freezers

In the Plant of the Globe Ice Cream Co.

THE Globe Ice Cream Co. plant at Los Angeles, Calif., is one of the handsomest plants in the entire country and one of the most modern. The Progress Brine Freezer was chosen as standard in competitive tests, owing to its attractive appearance and unusual efficiency. Seven Progress Freezers are now in use in this plant.

Their glistening nickel plated cylinders and compactness intrigue the eyes of all observers. Among the improved features of Progress Brine Freezers are the squirrel cage dasher with sectional scraper blades, patented brine circulating coil and spiral cut spur type gears enclosed in an oil tight gear box. Please write for descriptive bulletin. Address

The Creamery Package Mfg. Company

61-67 W. Kinzie Street

CHICAGO

SALES BRANCHES EVERYWHERE





*"The persons who habitually take
Chocolate in any form are those
who enjoy the most equitable and
constant health."*

DR. BRILLART SAVARIN

....And to increase the consumption of

CHOCOLATE ICE CREAM

you must have

1. A superior chocolate flavor
2. A uniform color in every batch
3. Velvety smoothness  
4. No black specks in the ice cream

This is possible by the use of

*"Improved"
Chocolate Syrup*

Let us prove to you the economy of using our Chocolate Syrup

Particulars and prices furnished upon request

THE DAIGGER CORPORATION

Chocolate Products Division

54 W. Kinzie Street

CHICAGO

09-19 BIG ECO



8 032919 996831

www.colibrisystem.com

UNIVERSITY OF ILLINOIS-URBANA



3 0112 065837087